**International Economics and Trade**

International Economics and Trade is the oldest major of the College of Economics and Management. It was established in 1987. In 2012, the international economics and trade major was honored as a characteristic construction major of Beijing.

The undergraduate program of international economics and trade cultivates the core values of socialism, and is committed to cultivating students with good ideological quality and moral cultivation, systematical command of the basic knowledge, basic theories and methods of economics and trade, and make students familiar with economic and trade rules internationally accepted, understand and grasp the operational mechanism and development law of domestic and foreign economy and trade, so as to gain the basic ability of theoretical analysis and practical operation.

Meanwhile, students are supposed to master one foreign language and the use of modern information and technology, as well as foster the capability of independent thinking and judgment and innovation. In this way, they could have a good ability of lifelong learning, becoming practical, innovative and compound talent, who fit the needs of the China's modernization and equipped with global vision and a relatively complete knowledge system.

Through the effort of all faculties over the years, drawing on the latest development of domestic and abroad subject, the curriculum system setting becomes more scientific and reasonable. Specifically, the International Business Curriculum is greatly distinctive, many international exchange programs and global courses expand students' learning vision comprehensively and benefit the improvement of education quality.

The rate of undergraduate employment approaches 100%. Students receive good reputation and welcome from employers. And the rate of further study abroad ranks first over the whole university.

Professional fundamental courses include: Management, Microeconomics, Macroeconomics, Public Finance, Finance, Business Negotiation, Accounting, International Finance, International Trade, Economic Law, Taxation, Statistics, Operations Research, International Investment, Econometrics, Strategic Management, Financial Analysis, Consumer Behavior, E-commerce, Asset Valuation, Project Management.

Professional-oriented courses include: Technology Economics, International Trade Practice, Marketing, Foreign Corporate Accounting and Financial Management, International Business Curriculum (Marketing, Financial Statements Analysis, Contract Negotiation, Principles of Management and Human Resource, Business Research Project), Venture Capital, International Marketing, Institutional Economics, Industrial Economics, Securities Investment Theory and Practice, International Business, Insurance, International Trade Geography, International Technology Trade, International Commercial Law.

Distinctive courses: International Business Curriculum (IBC) is a significant feature and innovative measure to internationalize the major. Since 1993, we selected 32 excellent students each year to study the IBC course which is taught by two experienced and professional foreign experts. This course provided students with a learning opportunity and environment which is in line with international standards. It also provided a solid theoretical and practical foundation for students to further their studies.

There are nearly 1600 students have been trained in IBC and they have won unanimous praise from employers. The major also signed a cooperation agreement with the University of Toulouse and the University of Tours in France to train graduate students jointly. Every year, the College selects 8 outstanding juniors to study in the School of Economics and Management of the Lapland University of Technology in Finland for half a year. Our school recognizes the credits students have earned in Finland. The program to study abroad is free of tuition fee.

Professional practice includes: trade and financial simulation experiment courses, situational teaching and multimedia teaching, cognitive internship, comprehensive internship, graduation process: graduation design (thesis), international economic and trade professional practice base, etc.

Approaches to improve curriculum learning and comprehensive quality skills include: general education courses, tutor system, military training, social practice, application software practice, enterprise resource management sand table simulation, trade experiment, financial experiment,

general education courses, innovation and entrepreneurship courses, innovation and entrepreneurship practices, college students' science and technology innovation plans, understanding of internships, comprehensive internships, graduation links: graduation design (thesis), etc.

**Information Management & Information Systems**

Information Management and Information Systems is an undergraduate major that spans computer science and technology, modern management, economics, and mathematical statistics. This major combines big data as background of era and mainly cultivates high-end information management talents who with a certain degree of innovative management capabilities, mastering intelligent data analysis and processing and decision support related technologies and can engage in big data system R&D, data forecasting and analysis, and information architecture development at all levels of national management departments, industrial and commercial enterprises, financial institutions, and research institutes, data security research and other work. Cooperate with the Ministry of Industry and Information Technology to build a national information technology critical talent training project. The main research directions are: information theory and practice, e-commerce and information systems, modern management with big data and decision-making theory.

**The Business Administration**

The business administration major is an undergraduate major under the first-level discipline of business administration. This major aims to cultivate applied, compound and social talents. Based on the petrochemical industry, this major cultivates management talents with good learning abilities, communication abilities, innovation and entrepreneurial abilities, cooperation abilities, and thinking abilities. Those talents with outstanding abilities have high moral characters, cultural accomplishments and social responsibility consciousness.

The business administration major has shown a trend of continuous innovation. The long-term goal of modern enterprises is to pursue the maximization of enterprise value rather than the maximization of profit. The core management of enterprises will involve knowledge management, fuzzy management, internationalization of business management, and the formation and development of learning enterprises. Therefore, during the design process of training program, this major includes a series of professional basic core courses, as well as a series of practical and bilingual courses, and supplements practical courses, experimental courses, and discussions. These course expand students’ knowledge of the frontier knowledge of this discipline, enrich their experience of management practice and strengthen their abilities to solve management issues independently.

The foundation courses of the business administration major include management, marketing, accounting, financial management, microeconomics, macroeconomics, finance, operations research, organizational behavior, management information systems, technical economics, enterprise internal control system design, consumer behavior, econometrics, insurance, e-commerce, venture capital, etc.

This major contains two professional directions, namely human resources direction and production and operation management direction. The courses of the human resources direction include human resource management, salary management, performance management and assessment, labor law and social security law, and management commination. The courses of the production and operation management direction include production and operation management, quality engineering, procurement and warehousing management, chemical safety engineering, and technology innovation management. In addition, this major provides three bilingual courses, namely management case study, international business management, and performance management and assessment. These three courses are special courses of this major in order to improve students’ English proficiency.

This major focuses on practical teaching, and establishes practical aspects, including cognition of practice, professional practice, enterprise resource management, sand table simulation experiment, graduation practice. During the week of cognition of practice, students will visit organizations such as Lenovo Group, Yanjing Brewery, Beijing Hyundai, to get a close look at the organizational cultures, structures, marketing and production operations. During the week of professional practice, students learn the usage of relevant application software to simulate the entire process of business operations and conduct individual and group competitions. The graduation practice encourages students to conduct internships, and further grasp the major relevant knowledge in a practical way, in order to accumulate experience.

Through the above course learning and practical activities, this major will help to improve students’ professional knowledge and professional normative knowledge levels, to improve their communication skills, the usage skills of modern tools, lifelong learning abilities and problem-solving abilities, and to cultivate their humanities, interpersonal relationships, teamwork and other aspects of personal literacy.

**Accounting**

The major of "accounting" is an undergraduate major under the first-level discipline of "business administration", which is a key major in the school of economics and management.

Accounting trains senior specialized and applied talents with international vision, who master accounting, finance, tax, audit and other basic theories and methods, familiar with domestic and international accounting standards and financial management methods, can engage in accounting, financial management, tax, audit work in all kinds of enterprises, financial institutions, public institutions and government departments.

There are "physical flow" and "value flow" in the enterprises. The physical flow is the responsibility of engineers and the value flow is the responsibility of accountants. The fundamental goal of an enterprise is to maximize value. Accounting personnel are experts in value management. In developed countries, most CEOs are promoted from CFOs. Accounting personnel engage in accounting, financing management, investment management, budget management, tax management, internal control, capital operation, international financial management and many other important works in enterprises. They play an increasing role in value creation and have a good prospect for development.

**Professional basic course:** Management, Economics Law, Finance, Tax Law, Human Resources Management, Strategy Management, Marketing, Accounting Information System, Production and Operation Management, Management Communication, Macroeconomics, Microeconomics, Statistics, Econometrics, Operations Research.

**Major Courses:** Principles of Accounting，Intermediate Financial Accounting，Advanced Accounting, Corporate Finance, Cost Accounting, Accounting Theory & Contemporary Issues, Financial Report Analysis, Case Studies in Finance, Advanced Financial Management, Nonprofit Organization Accounting, Management Accounting, Auditing, Internal Control Accounting System Design.

**Characteristic Course in Professional English:** Case studies in principles of accounting，intermediate financial accounting，advanced accounting; Approaches of combining theory with practice; Bilingual teaching in management accounting, corporate finance, strategic financial management, case studies in finance.

**Major Practical Training:** Cognition Practice, ERP Simulation Experiment, Academic Year Thesis, Professional Practice, Integrative Practice, Society Practice, Application software practice, Graduation Segment: Graduation Design (Thesis).

**Course Learning and Way of Improving Comprehensive Competence:** Improving comprehensive quality and competence through theory teaching in classroom, practice teaching system of the economic management specialty and practice in accounting Firm and enterprise.

**Financial Management**

**(Accounting and Finance direction)**

“Financial Management” is an undergraduate major under the first-level discipline of “Business Administration”. In 2011, the Financial Management major of the school was adjusted to the Financial Management (Accounting and Finance direction), which is the key construction specialty of Economics and Management of the school.

In modern economic management, financial management has the dual functions of serving external stakeholder shareholders, creditors and internal management authorities; carrying out the entire process of capital movement, including planning, organizing, controlling, analyzing and evaluating various tasks, such as fundraising, investment, income distribution and business combination, capital management, liquidation, bankruptcy and so on; comprehensively handling and coordinating internal and external financial relationships; pursuing internal and external dynamic balance and optimization and maximization of corporate social and economic benefits. Therefore, financial management is in the core position of enterprise management, including the use value management and value management systems. This major aims to cultivate high-level, comprehensive and internationally-oriented senior compound management and technical talents with the company's financial management as the mainstay, taking into account investment banking and financial planning. It aims to cultivate all-round development of morality, intelligence and physique, master the basic theories and specialties of management, economy, law, finance, financial management and corporate finance, have a certain interdisciplinary background and good social science literacy, a strong sense of social responsibility and good professional ethics, a strong financial management application ability and scientific research ability, a good life-long learning and development ability, independent thinking and judgment ability, innovation ability, strong expression, interpersonal communication, teamwork, creativity and social adaptability, can be engaged in corporate financial management, financial analysis and consultation, investment banking, financial planning services in industrial and commercial enterprises, financial enterprises, institutions and government departments.

With the development of the economy, China's financial market has undergone comprehensive and far-reaching changes, which has a great impact on corporate financing and investment. The capital operation between companies and the international financial management of cross-border mergers and acquisitions make enterprises face new challenges. Faced with fierce competition of domestic and international environment, financial risk management and financial security management are equally important, and venture capital management will become an important part of financial management. The knowledge economy has changed the structure of enterprise resource allocation, and the traditional allocation structure with workshop, machine and capital as the main content has been changed into a knowledge-based resource allocation structure with knowledge capital as the main content. Therefore, knowledge capital management has become an important issue in Financial Management. The Financial Management has a good development prospect.

**Basic professional courses:** Management, Microeconomics, Macroeconomics, Economic Law, Operations Research, Marketing, Ecommerce, Strategic Management, Human Resources Management, Statistics, Insurance, Production and Operation Management.

**Professional courses:** Corporate Finance (Bilingual), International Business Finance (Bilingual), Advanced Financial Management (Bilingual), Management Accounting (Bilingual), Business Financial Report Analysis (BUS33204T), Investment Banking, Securities Investment Theory and Practice, Personal Financial Basis, Primary Accounting, Finance, Introduction Financial Engineering, Venture Investment and Tax Law.

**Featured courses:** Corporate Finance, International Business Finance, Advanced Financial Management, Management Accounting (Bilingual), Investment Banking, Securities Investment Theory and Practice, Personal Finance Foundation.

**Professional practice:** Cognition internship, Enterprise Resource Management Sand Table Simulation, Professional Practice, Application Software Practice, Comprehensive Internship, Graduation Link: Graduation Design (Thesis).

**Curriculum learning and ways to improve comprehensive quality and ability:** Through the study of professional basic courses, students have a profound foundation of management and economics, and cultivate students' potential for analyzing problems; understanding the professional connotation and extension and facilitating students to plan the future development direction through the learning and practical teaching of professional direction and featured course; participate in accounting firms and corporate internships, as well as the writing of graduation thesis, cultivate students' professional quality and comprehensive ability to find problems of investment and fundraising, analyze and solve problem.

**Logistics Management Major**

This major provides professional cultivation to the students with humanities and scientific literacy, a solid theoretical foundation of economic management, profound comprehensive professional ability and knowledge fusion ability and innovative thinking. Relying on the advantages of our university's major chemical industry, the students will be able to master the theory and method of modern logistics and supply chain management with the abilities of optimization of logistics and supply chain management system, logistics business operation and organization management. The students will be able to engage in research, service and management etc. related to logistics and supply chain management. The students will be composite high-end innovative talents with international vision.

Modern logistics industry is the artery and essential industry of national economic development. Its development level has become one of the important indicators to measure the level of modernization and comprehensive national strength of a country. It is the "accelerator" and "third profit source" for promoting national economic growth. The senior logistics management talents cultivated by our university are one of the industry talents that are in short supply in the country.

**Professional Foundation Courses:**

Management, Microeconomics, Chemical Basics, Marketing, Macroeconomics, Accounting, Financial Management, Introduction to Logistics, Operations Research, Statistics, Probability and Mathematical Statistics, Insurance, Finance, Management Communication, Database Principles and Applications, Mathematical Methods in Economics and Management, C Language Programming, VB Language Programming, Logistics Information Systems, MATLAB Foundation and Applications, International Service and Trade, Organizational Behavior, E-Commerce, Quality Engineering, Human Resource Management, Strategic Management, Venture Capital, etc.

**Public Foundation Courses:**

Advanced Mathematics, English, Linear Algebra, Applied Writing, Economic Laws, Introduction to Mao Zedong Thought and the Theory System of Socialism with Chinese Characteristics, Basic Principles of Marxism, Outline of Modern Chinese History, Ideological and Moral Cultivation and Legal Basis, University Computer Foundation, etc.

**Professional Direction and Featured Courses:**

Supply Chain Management, Chemical Logistics Management, Venture Capital, Quality Engineering, Tax Planning, Information Security Management, Logistics System Planning, International Logistics, Modern Production Logistics and Simulation, Purchasing and Warehousing Management, Distribution and Distribution Center, Corporate Financial Report Analysis, Retrieval and Utilization of Electronic Resources, Logistics Information Technology, Big Data Analysis Experiments, Data Analysis and Mining, Computer Networks, Econometrics, Field Management, Decision Theory and Methods, etc.

**Professional Practice Courses:**

Understanding Internships, Professional Practice, Military Training, Enterprise Resource Management ERP Simulation Experiments, Social Practice, Application Software Practices, Comprehensive Internships, Innovation and Entrepreneurship Courses, Graduation Internships, Graduation Sessions, etc.

**Ways to Improve Course Learning and Comprehensive Quality:**

Through the study of professional foundation courses, students will have a profound theoretical foundation of management and economics. Through the study and practical teaching of professional orientation and special courses, students can reasonably plan the future development direction. Through participation in corporate internships and the writing of graduation thesis, students will be cultivated with professional quality and comprehensive ability to discover, analyze and solve problems.

We actively integrate the teachers' research work into the teaching process, implement multiple cultivation modes such as tutor system for undergraduate students, combined bachelor's/master's degree program and joint cultivation model etc. At the same time, this major has established close academic and scientific research cooperation with many international renowned universities. We have signed cooperation agreements with the First Universities of Toulouse, France and Tours University for joint cultivation program for postgraduate students. Students can also participate the exchange program with foreign universities. The college selects outstanding junior students each year to the Faculty of Economics and Management of Lappeenranta University of Technology in Finland for a half-year courses study. The credits students have earned in Finland are recognized by our college. The study program abroad is exempt from tuition fee

**Data Science and Big Data Technology**

Training objectives:

In the background of Cloud Computing, Internet of Things and Big Data, this major is to train students from three aspects :(1) to learn the basic theories, models and methods of data analysis and application; (2) to master the tools of big data analysis, platform building and other related technologies; (3) to cultivate the ability to use big data technology to solve specific industry application problems. It enables students to have the theoretical basis of data analysis, master big data analysis techniques, and learn to comprehensively apply theoretical knowledge and technical tools to solve the application problems of big data industry. Training students to become senior professionals in big data analysis and big data application management, and can provide solutions for big data needs of enterprises, institutions or government departments.

Research direction: data analytics and business intelligence