

# 工商管理（全英国际班）

## Business Administration (International Class)

专业代码：120201K

学 制：4 年

Program Code: 120201K

Duration: 4 years

### 培养目标：

培养学生具有全球视野、扎实的基础理论知识和综合方法运用能力，理解中国和全球管理情境与所学专业领域，能够胜任相关领域的学术或研究性实务岗位。本专业旨在以管理学、经济学和心理学三大支柱学科知识为基础，实施模块化、整合式的课程体系，培养全球与本地的最佳组合、知识与实务的完美平衡并具有未来全球企业管理专家素养的专业人才。

### Educational Objectives:

Students will have a global vision, a solid foundation of theoretical knowledge and a comprehensive ability of applying these knowledge, a full understanding of Chinese and global management situation and the professional field, and will be capable of academic research or practice post in related areas.

By taking modular and integrated curriculum system, students will be professional talent management experts of future global literacy, with capable of basic management, economics and psychology knowledge, well understanding of global and local environments, and also with perfect balance of knowledge and practice.

### 毕业要求：

№1.基础知识：能够将经济学、数学、行为科学和管理学专业知用于解决现实管理问题。

№2.问题分析：能够应用管理学和其他社会科学的基本原理，识别、表达、并通过文献研究分析复杂管理问题，以获得有效结论。

№3.设计/开发解决方案：能够设计针对复杂管理问题的解决方案，设计满足特定需求的战略、组织或管理流程，并能够在设计环节中体现创新意识，考虑社会、健康、安全、法律、文化以及环境等因素。

№4.研究：能够基于管理科学原理并采用科学管理研究方法对复杂管理问题进行研究，包括设计研究、分析与解释数据、并通过信息综合得到合理有效的结论。

№5.使用现代管理工具：能够针对复杂管理问题，开发、选择与使用恰当的现代管理工具和信息技术工具，包括对复杂管理问题的预测与模拟，并能够理解其局限性。

№6.管理与社会：能够基于管理相关背景知识进行合理分析，评价专业管理实践和复杂管理问题解决方案对社会、健康、安全、法律以及文化的影响，并理解应承担的责任。

№7.环境和可持续发展：能够理解和评价针对复杂管理问题的专业管理实践对环境、社会可持续发展的影响。

№8.职业规范：具有人文社会科学素养、社会责任感，能够在管理实践中理解并遵守职业道德和规范，履行责任。

№9.个人和团队：能够在多学科背景下的团队中承担个体、团队成员以及负责人的角色。

№10.沟通：能够就复杂工程问题与业界同行及社会公众进行有效沟通和交流，包括撰写报告和设计文稿、陈述发言、清晰表达或回应指令。并具备一定的国际视野，能够在跨文化背景下进行沟通和交流。

№11.项目管理：理解并掌握工程管理原理与经济决策方法，并能在多学科环境中应用。

№12.终身学习：具有自主学习和终身学习的意识，有不断学习和适应发展的能力。

### **Student Outcomes:**

№1.Basic Knowledge: An ability to apply knowledge of economics, mathematics, behavioral science, and management specialization to the solution of complex management problems.

№2.Problem Analysis: An ability to identify, formulate and analyze complex management problems, reaching to substantiated conclusions using basic principles of management and social science.

№3.Design / Development Solutions: An ability to design solutions for complex management problems and innovatively design strategy, organizational or management process that meet specific needs with societal, public health, safety, legal, cultural and environmental considerations.

№4.Research: An ability to conduct investigations of complex management problems based on scientific theories and adopting scientific methods including design of research, analysis and interpretation of data and synthesis of information to provide valid conclusions.

№5.Applying Modern Management Tools: An ability to create, select and apply appropriate modern management and IT tools, including prediction and modelling, to complex management activities, with an understanding of the limitations.

№6.Management and Society: An ability to apply reasoning informed by contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to professional management practice.

№7.Environment and Sustainable Development: An ability to understand and evaluate the impact of professional management solutions in environmental and societal contexts and demonstrate knowledge of and need for sustainable development.

№8.Professional Standards: An understanding of humanity science and social responsibility, being able to understand and abide by professional ethics and standards responsibly in engineering practice.

№9.Individual and Teams: An ability to function effectively as an individual, and as a member or leader in diverse teams and in multi-disciplinary settings.

№10.Communication: An ability to communicate effectively on complex management problems with the community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations, give and receive clear instructions, and

communicate in cross-cultural contexts with international perspective.

№11.Project Management: Demonstrate knowledge and understanding of basic management principles and methods of economic decision-making, to function in multidisciplinary environments.

№12.Lifelong Learning: A recognition of the need for, and an ability to engage in independent and life-long learning with the ability to learn continuously and adapt to new developments.

### **专业简介:**

工商管理（全英国际班）于 2012 年设置并招生，本专业采取国际化的工商管理培养模式，与美国罗格斯大学（Rutgers, The State University of New Jersey）商学院等国外知名商学院开展“2+2”联合培养。学生前两年在华南理工大学学习（按华南理工大学标准自付学费），后两年在国外合作院校学习（按照国外合作院校标准自付学费）。2016 年开始，工商管理（2+2 联合班）同时接收优秀国际留学生入班学习，实现中外学生同班学习、相互交流、共同提高。工商管理（2+2 联合班）核心课程全部采用英语授课，部分专业课程由国外商学院教授授课，为学生提供大量欧美商学院学习交流机会，使学生能够敏锐感知跨国经营的商务和管理问题，辨识和分析跨文化的管理行为，成为跨国经营的高级管理人才。

### **Program Profile:**

Business Administration international class is set in 2017, which is joint trained by business school of Rutgers University and other famous international business schools in the “2+2” mode. Specifically, in the first two years, students are in South China University of Technology (in accordance with the normal standard required by SCUT); in the next two years, students are in the cooperation colleges and universities abroad (in accordance with the foreign partner schools’ pay tuition). All core courses of business administration international class are taught in English, and some professional courses are taught by foreign business school professors. To summarize, marketing international class provides students a large number of opportunities for European and American business study through enabling students to be sensitive to the multinational business and management issues, to identify and analyze cross-cultural management behavior, and to become senior managers of multinational business.

### **专业特色:**

工商管理是国家级特色专业、广东省名牌专业。工商管理国际班采取全英语教学，与国际知名高校联合培养，具有“基础厚实、专业面宽、适应性强、创新能力突出、具备国际视野”的高层次工商管理人才培养理念和培养体系。专业吸引力强、社会评价高、就业水平高、社会贡献大。毕业生求真务实、踏实肯干、社会责任感强。

### **Program Features:**

The program is listed in the National Featured programs, Guangdong Province famous brand programs.





教育学分和4个创新能力培养学分。

## 2.类别统计表 (Category Registration Form)

学时 Academic Hours					学分 Credits						
总学时数 Total	其中 Include		其中 Include		总学分数 Total	其中 Include		其中 Include			其中 Include
	必修学时 Compulsory	选修学时 Elective	理论教学学时 Theory Course	实验教学学时 Lab		必修学分 Compulsory	选修学分 Elective	集中实践教学环节学分 Practice-concentrated Training	理论教学学分 Theory Course Credits	实验教学学分 Lab	创新创业教育学分 Innovation and Entrepreneurship Education
2220	1724	496	2092	128	168	137	31	25	139	4	6

## 三、专业教学计划表 (Teaching Schedule)

类别 Course Category	课程代码 Course No.	课程名称 Course Title	是否必修 C/E	学时数 Total Curriculum Hours			学分 Credits	开课学期 Semester	毕业要求 Student Outcomes
				总学时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours			
公共基础课	143093	思想道德修养与法律基础 (RU3 01:640:250) Cultivation of Thought and Morals & Fundamental of Law	必修课 (C)	(40) (36)			2.5	1	No8
	143106	毛泽东思想和中国特色社会主义理论体系概论 Thought of Mao ZeDong and Theory of Socialism with Chinese Characteristics		(80) 48			5.0	3	No8
	143091	中国近现代史纲要 (RU 2 TR:T33:EC) Skeleton of Chinese Modern History		(32) 24			2.0	2	No8
	143094	形势与政策 (RU 3) Analysis of the Situation & Policy		(128)			2.0	1-8	No8
	143090	马克思主义基本原理 (RU3 01:730:103) Fundamentals of Marxism Principle		40 (36)			2.5	4	No8
	140191	*微积分(一) (RU5 01:640:135) Calculus(1)		80			5.0	1	No1
	140192	微积分(二) (RU5 01:640:152) Calculus(2)		80			5.0	2	No1

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours			学分 Credits	开课 学期 Semester	毕业 要求 Student Outcomes	
				总学 时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours				实践 Practice Hours
公共 基础 课	140019	概率论与数理统计 (RU3 01:960:212) Probability & Mathematical Statistics	必修 课 (C)	48				3.0	2	№1
	140197	线性代数与解析几何 (RU3 01:640:250) Linear Algebra & Analytic Geometry		48				3.0	1	№1
	144001	大学英语 (一) College English(1)		64				4.0	1	№10
	144002	大学英语 (二) College English(2)		64				4.0	2	
	145223	大学计算机基础(RU2 This course + COMP 145270 = 198:170) Foundations of Computer		32				2.0	1	№5
	145270	*计算机网络技术及应用 (RU This course + COMP 145223= 198:170) Application of Computer Network Technology		48				3.0	2	
	152001	体育 (一) Physical Education (1)		32			32	1.0	1	
	152002	体育 (二) Physical Education (2)		32			32	1.0	2	№12
	152003	体育 (三) Physical Education (3)		32			32	1.0	3	№12
	152004	体育 (四) Physical Education (4)		32			32	1.0	4	№12
	106001	军事理论 Military Principle		(16)				1.0	2	№9
	自然科学领域 Science and Technology									
	169172	环境与生态 (RU3TR:T33:NS ) Environment and Ecology		48				3.0	1-4	№8
	170166	生物科学与工程导论 (RU 2TR:T33:EC ) Cutting Edge Bioscience and Bio Eng		32				2.0	1-4	
170128	生物技术导论(RU 2 TR:T33:EC ) Biologic Technology	32				2.0	1-4			
			通识 课 (E)							

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学 时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	实践 Practice Hours			
				人文科学和社会科学领域 Humanities & Social Science						
	171330	文化人类学专题 (RU3 01:070:101) Cultural Anthropology		48				3.0	1-4	No8
	171300	大众传媒概论(RU3 04:567:350) Introduction to Mass Media		48				3.0	1-4	
	172200	中外歌剧欣赏(RU3 01:165:264) Chinese and Foreign Opera App		48				3.0	1-4	
	169175	全球气候变化(RU3 01:450:140) Global Climate Change		48				3.0	1-4	
<b>合 计</b>			必 C	<b>700</b>				<b>128</b>	<b>48.0</b>	
			选 E	304					19.0	

### 三、专业教学计划表（续）（Teaching Schedule）

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学 时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	实践 Practice Hours			
				学科基础课 Disciplinary Basic Courses						
	142388	* 微观经济学 (RU3 Microeconomics) Micro economic	必 C	48				3.0	1	No1
	142055	*宏观经济学 (RU3 01:220:103) Macro economics	必 C	48				3.0	2	No1,2
	142061	管理学原理 Principle of Management	必 C	64				4.0	2	No1,2,10
	142003	管理会计 Management Accounting	必 C	48				3.0	4	No1,2,3,5,10
	142378	*管理统计学 (RU3 01:960:211) Management Statistics	必 C	48				3.0	3	No1,2,4
	142321	*财务会计 (RU3 33:010:272) Financial Accounting	必 C	48				3.0	3	No1,2
	142363	心理学基础 (RU3 01:830:101) Intro to Psychology	必 C	48				3.0	3	No1,2,6,8,10
<b>合 计 Total</b>			必 C	352				22.0		
			选 E	选修课修读最低要求 学分 minimum elective course credits required:						
专 业 课 Special	142064	财务管理 Financial Management	选 E	64				4.0	4	No1,8,9,12



142166	营销学原理 Marketing	选 E	48				3.0	3	№1,2,3
142043	组织行为学 Organizational Behavior	选 E	48				3.0	4	№1,2,9
142038	人力资源管理 Human Resource Management	选 E	48				3.0	4	№1,2,3,10
<b>合计 Total</b>		选 E	选修课修读最低要求 6.0 学分 minimum elective course credits required:6						

注：加\*课程按照罗格斯要求必须达到 70 分以上。

### 第五学期~第八学期（罗格斯大学授课：具体教学计划由罗格斯大学提供，以下仅供参考）

课程名称 Course Title		毕业 要求 Student Outcomes	开课 学期 Semester
<b>必修课 Compulsory Courses 42 学分:42Credits</b>			
33:620:369	国际商务 International Business (3)	№1,2,3,4,10	7
33:010:275	管理会计 Intro. to Managerial Accounting (3)	№1,2,3,4,11	7
33:011:300	工商论坛 Business Forum (2)	№ 6,7,12	5
33:136:370	管理信息系统 Management Information Systems (3)	№ 5,11	5
33:136:385	管理统计方法 Statistical Methods in Business (3)	№ 4,5	7
33:136:386	运作管理 Operations Management (3)	№1,2,3,4,10	5
33:140:320 OR 33:522:334	商法 或者 商业伦理 Business Law I (3) OR -Business Ethics (3)	№1,2,3,4,6,7, 8	6
33:390:300	财务管理 Financial Management (3)	№1,2,3,4,10	6
33:620:301	管理学 Intro to Management (3)	№1,2,3,4,10	5
33:620:492	战略管理 Business Policy and Strategy (3)	№1,2,3,4,10	8
33:630:301	市场营销 Intro. to Marketing (3)	№1,2,3,4,10	5
33:799:301	供应链管理 Intro. to Supply Chain Management (3)	№1,2,3,4,5	5
33:620:302	管理技能 Management Skills (3)	№1,2,3,4,10	7
	21 世纪挑战 (2) * 21 <sup>st</sup> Century Challenges	№ 6,7,12	5
	写作与交流 (2) * Writing and Communication	№9,10,11	5
注：加*课程学分需根据学生实际选课情况确定。			
<b>选修课 Elective Courses (15 学分: 15 Credits)</b>			
33:382:340	创造力、创新和创业 Creativity, Innovation and Entrepreneurship(3)	№1,2,3,4,10	5~8
33:620:320	跨文化管理 Cross Cultural Management(3)	№9,10	5~8
33:620:498	独立项目管理 Independent Management Projects(3)	№9,10,11	5~8

课程名称 Course Title		毕业要求 Student Outcomes	开课学期 Semester
33:620:XX	有效领导力沟通 Effective Leadership Communication (3)	№9,10,11	5~8
33:382:302	创业学 Introduction to Entrepreneurship(3)	№1,2,3,4,11	5~8
33:620:370	组织中的多元化管理 Managing Diversity in Organizations (3)	№1,2,3,4,9,10	5~8
33:620:365	人力资源管理 Management of Human Resources (3)	№1,2,3,4,5	5~8
33:382:303	企业成长管理 Managing Growing Ventures(3)	№1,2,3,4,7	5~8
33:382:355	技术创新管理 Managing Technological Innovation:In-House Entrepreneurship(3)	№1,2,3,4,7	5~8
33:382:352	跨文化市场与区域创业 Multicultural Markets & Urban Entrepreneurship (3)	№9,10,11	5~8
33:620:350	管理沟通 Negotiations(3)	№9,10,11	5~8
33:620:340	网络与影响 Networking & Influence (3)	№6,7,11	5~8
33:382:310	社会创业 Social Entrepreneurship(3)	№6,7,11	5~8
33:620:430	团队构建和群体过程 Team Building& Group Process(3)	№1,2,3,4,9,10	5~8
33:382:360	技术企业 Technology Ventures (3)	№6,7,11	5~8
33:620:290	女性领导 Women Leading in Business (3)	№6,7,11	5~8
33:620:425	管理咨询 Management Consulting (3)	№1,2,3,4,	5~8
学分合计	57		

注：考虑到罗格斯大学所设置课程及课程开设时间会有所变更，最终学生所修课程、课程开设学期及课程学分将以学院本科教学指导委员会确认为准。

#### 四、集中实践教学环节(Practice-concentrated Training)

课程代码 Course No.	课程名称 Course Title	类别 Course Category	学时数 Total Curriculum Hours		学分 Credits	开课学期 Semester	毕业要求 Student Outcomes
			实践	授课			
143197	马克思主义理论与实践 Marxism Theory and Practice	必C	2周(2 Weeks)		2.0	假期 Holidays	№8

106002	军训 Military Training	必 C	3 周 (3 Weeks)		3.0	1	No9
130356	工程训练 I Engineering Training	必 C	2 周 (2 Weeks)		2.0	3	No2,3,10
142186	专业实习 Specialized Practice	必 C	3 周 (3Weeks)		3.0	7	No2,3,4,5,6
142181	毕业实习 Graduation Field Work	必 C	3 周 (3 Weeks)		3.0	7	No2,3,4,5,6
142182	毕业论文 Graduation Thesis	必 C	12 周 (12 Weeks)		12.0	8	No1,2,3,4,5
<b>合 计</b>		<b>必 C</b>	<b>25 周 (25 Weeks)</b>		<b>25.0</b>		

**备注：**前四个学期的实践课在华南理工大学完成，后四个学期的实践课在罗格斯大学完成

## 五、第二课堂

第二课堂由人文素质教育和创新能力培养两部分组成。

### 1.人文素质教育基本要求

学生在取得专业教学计划规定学分的同时，还应结合自己的兴趣适当参加课外人文素质教育活动，参加活动的学分累计不少于 2 个学分。

### 2.创新能力培养基本要求

学生在取得本专业教学计划规定学分的同时，还必须参加国家创新创业训练计划或广东省创新创业训练计划或 SRP（学生研究计划）或百步梯攀登计划或一定时间的各类课外创新能力培养活动（如学科竞赛、学术讲座等），参加活动的学分累计不少于 4 个学分。

## 5. “Second Classroom” Activities

“Second Classroom” Activities are comprised of two parts, Humanities Quality Education and Innovative Ability Cultivation.

### 1) Basic Requirements of Humanities Quality Education

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to participate in extracurricular activities of Humanities Quality Education based on one’s interest, acquiring no less than two credits.

### 2) Basic Requirements of Innovative Ability Cultivation

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to participate in any one of the following activities: National Undergraduate Training Programs for Innovation and Entrepreneurship, Guangdong Undergraduate Training Programs for Innovation and Entrepreneurship, Student Research Program (SRP), One-hundred-steps Innovative Program, or any other extracurricular activities of Innovative Ability Cultivation that last a certain period of time (e.g. subject contests, academic lectures), acquiring no less than four credits.