



English-taught Courses List

SIMBA

Shipai Campus

课程编号 Course ID	课程名称 Course Name	学分 Credit	总学时 Credit Hour	开课学期 Semester
125100mc13	人力资源管理及开发 Human Resource Management and Development	2	36	第一学期 Fall Semester
125100mc31	企业伦理 Enterprise Ethics	2	36	
460101mb06	组织行为学 Organizational Behavior	2	36	
460101mb07	数据、模型与决策 Data, Model and Decision	2	36	
460101mb09	管理经济学 Managerial Economics	2	36	
460101mb10	战略管理 Strategic Management	2	36	
460101mc55	运营管理 Operation Management	2	36	
460101mc52	会计学 Accounting	2	36	
460101mc80	商业谈判* Business Negotiation*	2	36	



105590ma25	汉语 Chinese Language	2	36	第二学期 Spring Semester
105590ma31	中国概况 General Introduction of China	2	36	
46010mb11	中国商业环境 China Business Environment	2	36	
125100mc32	公司理财 Corporate Finance	2	36	
460102mc09	营销管理 Marketing Management	2	36	
460102mc02	公司治理 Corporate Governance	2	36	
055300mc19	论文写作与学术规范 Essay Writing and Academic Norms	1	18	
125100mc09	整合实践 PBL	2	36	
460101mc09	管理沟通* Management Communications	2	36	
460101mc61	管理咨询* Management Consulting*	2	36	
460101mc74	电子商务与零售策略* E-commerce and Retailing Strategy*	2	36	
460101mc84	亚洲视角下的领导力与组织行为* Leadership and Organizational Behavior in Asia*	2	36	
125100mc15	中国金融市场与金融机构* China's financial markets and institutions*	2	36	

Please Note: Courses with “*” are Selective Courses. Every year only some of them are open for selection according to the result of the annual student survey.



Course Name	Course Description
Fall Semester	
Managerial Economics	This course applies economic principles and methodologies to business decision making problems relating to prices, costs, revenues, market structure and competitive strategies. A unified organizational architecture is applied to the inner workings of the firm as relevant to managerial decision making. The organizational structure consists of three aspects of corporate organizations, that is, decision rights assignment, performance evaluation, and rewards and punishment.
Organizational Behavior	This course focuses on the management of an organization's workforce in order to achieve strategic business objectives. Workforce management strategies at the individual, team, and organizational levels are considered. Skills are developed in the assessment of workforce situations and development of programs to enhance workforce effectiveness. Topics include individual values and attributes, motivation, teams, leadership, decision-making, organizational culture and structure, conflict management, organizational change and stress. Students will improve their analytical, research, presentation, and communication skills in this course.
Data 、 Model and Decision	The goals of this course are to equip MBA students with the basic techniques and techniques of establishing mathematical models and applying them to management practice through quantitative analysis and data analysis. The main contents include the use of basic statistics, hypothesis testing, regression analysis, linear programming, integer programming and time series prediction. In particular, the ability to use Excel software to apply the above knowledge and deal with practical management problems.
Accounting	The course is designed to enable students to build a foundation of knowledge and skills in preparation for the other courses in financial accounting, as well as for the study of related courses in the accounting curriculum in MBA program.
Strategic management	This course introduces the key concepts, tools, and principles of strategy formulation, implementation and dynamical adjustment. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. Targeting at the students of Jinan's Sino-international MBA program, the course mainly takes a perspective of Asian companies, especially the Chinese firms operating under a global context. Most cases to be used in this course were selected with this concern.

Operations management	<p>This course will introduce students about concepts and techniques related to the design, planning, control, and improvement of manufacturing and service operations. The course begins with a holistic view of operations, where we stress the coordination of product development, process management, and supply chain management. As the course progresses, we will investigate various aspects of each of these three tiers of operations in detail. We will cover topics in the areas of project management, process analysis, materials management, inventory management, and quality improvement. A wide range of cases from either local or international business will be given.</p>
Human resource management and development	<p>Understand human resource management from a systemic, strategic perspective and apply HR theory and tools to improve your thinking, problem solving and decision making regarding HR activities, as employees and future business leaders.</p>
Enterprise ethics	<p>This course focuses on the ethical dimensions in the relationships among people (especially business people), business, government and society. Individual ethical decision making and moral developments are based on the ethical norms and moral philosophies. Corporate social responsibility and corporate citizenship are key words to the organizational levels. In accordance with the stakeholder theory of the firm, this course focuses on the relations between business practices and their critical stakeholders as well as personal and organizational ethics. The external stakeholders include the government agencies, consumer groups and the natural environment, and the internal stakeholders include shareholders and employees. The course provides the student with internationally-acknowledged concepts, theories, and methods on coping with people-business-government-society relations and corporate social responsibilities, and applies them to the particular context of doing business in China.</p>
Business negotiation*	<p>The purpose of this course is to understand the theory and processes of negotiation as it is practiced in a variety of settings. A basic premise of the course is that while managers need analytic skills to discover optimal solutions to problems, they also need a broad array of negotiation skills in order to get these solutions accepted and implemented. Upon completion of the class, students should recognize the two major negotiating approaches (distributive and integrative), understand the complexities that occur when multiple parties are involved in a negotiation, and how do cultural factors influence the process and outcomes of a negotiation and also have some practice applying the negotiating techniques explained in class.</p>



Spring Semester	
Introduction of China	/
Essay writing and academic norms	The purpose of management research is to study the problems arising from organizations and their management, and analyze the causes to guide managers to resolve problems and increase efficiency. During the research process, methodology provides a fundamental basis. To form a correct and rational understanding based on practice, scientific research must be conducted; to make rational understanding in turn effectively guide practice, scientific research is also needed. This course is intended to provide guidance for students to understand the basic research methodology, including qualitative and quantitative studies, analyze the strengths and weaknesses of various research methods, and prepare them for their graduation dissertations.
Corporate Finance	This course focuses on the fundamental concepts of corporate finance and how to apply them. The end goal is to provide students with the tools necessary to make financial decisions. Detailed coverage of corporate finance issues is addressed in this course. Topics such as capital budgeting, cost of capital, capital structure, dividend policy, and working capital management are covered in the context of value maximization. Strong mathematical skills and extensive use of computer based tools are required. Prerequisite foundation courses are integrated throughout the course and students are assumed to have a working knowledge of financial accounting, economics and statistics.
Marketing Management	The fundamentals of marketing and its management in competitive global environments and diverse national economies are discussed. Major topics which are covered include demand analysis, product development, product pricing, marketing organization, foreign representation and distribution systems, promotion, advertising, and sales and service. Regulatory issues related to international marketing are reviewed.
Corporate Governance	Through the interpretation of the corporate governance framework, try to ensure the better understanding of the strategic guidance of the company, the effective monitoring of management by the board, and the board's accountability to the company and the shareholders. Since most of the students are from small and medium-sized enterprises, try to make them to perceive the what a Corporation is and the relevant Evolution, Features and Purpose of a company.
China Business Environment	This course is provided in response to the practical needs of company managers in daily work. It mainly discusses Anti-monopoly Law and Company Law, including monopoly agreements, abuse of market



	<p>dominance, concentrated review of operators and relevant legal liabilities under Anti-monopoly Law. It enables students to understand the boundary of anti-monopoly compliance while devising business strategies and engaging in investment and M&A transactions, so as to improve their compliance works and effectively avoid the illegal risk of Anti-monopoly Law. Meanwhile, this course offers an opportunity for students to discuss topics regarding the Company Law, such as basic principles of company rules, obligations and responsibilities of directors and protection of investors, so that they can appreciate their value and obligations in the corporate governance, and understand legal provisions about corporate governance.</p>
<p>E-commerce and Retailing Strategy*</p>	<p>The course mainly introduces the students to the basic concepts, business models and practical applications of e-commerce and network marketing from the management perspective. It explains what is e-commerce and how to implement and manage e-commerce, and gives a detailed introduction of network retailing. The main objective of this course is to provide a new perspective for students to better understand the application of e-commerce and network marketing by integrating business with technology.</p>
<p>Managerial Communication*</p>	<p>The goals of this module are to equip MBA students with the basic managerial communication theories, to provide overall skills of communication at the workplace, and to help MBA students to improve their managerial communicative strategies and intercultural communication competence in the global business environment. This course also connects business communication and understanding of cultural priorities with actual business practices. Through studying this course, MBA students are able to analyze the communication conflicts or cultural and ethical problems in various communication situations, and become successful communicators in culturally diverse managerial positions. During the learning process, students are supposed to actively participate in the workshop and in-class discussion and case studies, and fulfill the assignments of each session.</p>
<p>Leadership and Organizational Behavior in Asia*</p>	<p>This course emphasizes leadership behavior and leadership development in work settings, with a focus on the application of leadership skills to influence organizational processes and to initiate and implement organizational change. The focus of this course is on lectures, cases, exercises, and numerous opportunities to make presentations and provide feedback. Topics include transformational leadership, charismatic leadership, empowering leadership, leader humor, leader humility, abusive supervision, toxic leadership, outstanding leadership, self-cognition, self-management and an enterprise resource planning (ERP) simulation game.</p>

<p>Management Consulting*</p>	<p>This course is designed to provide students a systematic study and practice on management consulting, which includes theory and practice. The course can help MBA student have more confidence in entering management consulting industry, strategy planning department of corporate or urban development department of government. The most important is to help them to get insight and value more quickly than their peers in daily work.</p>
<p>China's financial markets and institutions*</p>	<p>This course focuses on the main business activities, risk categories and management methods of different types of financial institutions, such as banks, securities, insurance, funds, trusts, etc. The main financial products of the financial market, the constituent elements of each financial sub-market and the different operating mechanisms; The structure of financial markets and the interconnectedness of markets; The role orientation of different financial institutions in the financial market; The evolution and role of the financial regulatory system; The development trend of China's financial market.</p>

* : elective courses.