International Economics and Trade course information

Principles of Economics (Micro)

    经济学原理（一）

    Compulsory

    **Course Description**

    This is a basic and specialized course for finance and accounting majored students. Economics lays great stress on precise, systematic analysis. The course includes introduction, supply, demand and equilibrium, elasticity, consumer’s behavior, production and costs, pure competition, monopoly, monopolistic competition, oligopoly, and game theory.

    This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

    **Course Objectives**

    This course deals with the economic issues with focus on the specific units of the economy. The material is a mixture of economic theory、the historical experience and practices in economics, including current events. After taking this course, students will understand how demand and supply determines the equilibrium, how consumers behave, how firms make their production decisions, what are pure competition, oligopoly and monopoly. The course is to help the student to master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives, to understand and apply the economic perspective and reason accurately and objectively about economic matters.

**Textbooks**-

R. Glenn Hubbard; Anthony P. Obrien, Economics (English version), China Machine Press, 2007

    Credits

    2 credits and 32 hours

    Written exams

    principles of economics (macro)

经济学原理（二）

        Compulsory

  **Course Description**

This is a basic and specialized course for finance and accounting majored students. Economics lays great stress on precise, systematic analysis. The course includes introduction, government and market failure, theories of national income, general equilibrium in goods markets and financial markets, aggregate demand and aggregate supply model, unemployment, inflation, and business cycle, macroeconomic policy, open economy, and epilogue.

This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

**Course Objectives**

     This course deals with the economic issues with focus on the economy as a whole. The material is a mixture of economic theory、the historical experience and practices in economics, including current events. After taking this course, students will understand how GDP is calculated, and inflation and unemployment. The course is to help the student to master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives, to understand and apply the economic perspective and reason accurately and objectively about economic matter

    **Textbooks-**  R. Glenn Hubbard; Anthony P. Obrien, Economics (English version), China Machine Press, 2007

    Credits

    2 credits and 34 hours

    Written exams

    Microeconomics

    微观经济学

    Compulsory

    **Course Description**

    This course provides a treatment of microeconomic theory that stresses its relevance and application to both managerial and public-policy decision making. This applied emphasis is accomplished by examples that cover such topics as the analysis of demand, cost, and market efficiency; the design of pricing strategies; investment and production decisions; and public policy analysis. The course includes markets and prices; producers, consumers and competitive markets; market structure and competitive strategy; information, market failure, and the role of government.

    This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

    **Course Objectives**

    The course aims to introduce the basic concepts of microeconomic theories and the behavior and decision making of individual economic units. These units include consumers, workers, investors and business firms–in fact, any individual or entity that plays a role in the functioning of our economy.

By studying the behavior and interaction of individual firms and consumers, the course explains how and why these units make economic decisions, how economic units interact to form larger units – markets and industries, how prices are determined, how investments and production decisions are made. The course also introduces four different market structures - Perfect Competition, Monopoly, Monopolistic Competition Market and/or Oligopoly, and how prices and pricing strategy are determined under these different market structures. It also explains how industries and market operate and evolve, why they differ from one another, and how they are affected by government policies and global economic conditions.

Finally, game theory and general welfare economics and the role of government may be introduced. After completing the course, students should be able to have a good understanding of the fundamentals of economic theory, the different market structures and the interactions of different economic units in affecting the market and industry in terms of prices, production volume and global economic conditions.

    The objectives of the course are:

　　a. To expand the students’ knowledge in the field of microeconomics and to make them ready to analyze real economic situations

　　b. To provide students with the knowledge of basic microeconomic models' assumptions, internal logic and predictions, grounding the explanations on intuitive, graphical and analytical approaches

　　c. To develop the students' ability to apply the knowledge acquired to the analysis of specific economic cases, recognizing the proper framework of analysis and constructing the adequate economic models within this framework

By the end of the course students are expected to have necessary skills for writing essays and reading economics literature.

    **Textbooks** Robert S. Pindyck, Microeconomics 6th edition (English version), Tsinghua University Press, 2005

    Credits

    3 credits and 51 hours

    Written exams

    Macroeconomics

    宏观西方经济学

    Compulsory

    **Course Description**

    This undergraduate course of study will provide students with learning opportunities to understand the basic and important economic issues, acquire problem-solving skills and develop the ability to critically analyze a few major concepts is of greater value, and with a solid background to further their study in other courses.

    The overall picture of macroeconomics will be introduced in this course. It includes national income accounting, growth, aggregate supply and demand, IS-LM model, monetary and fiscal policy, international linkages, behavioral foundations of consumption and saving, investment spending, the demand for money, the Fed, money, and credit and financial markets, depression, inflation, and deficits, international adjustment and interdependence, and other topics.

    This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

    **Course Objectives**

    This course introduces and helps the students understand the basic concepts and principal theories of Macroeconomics such as growth, aggregate supply and demand, IS-LM model, monetary and fiscal policy, international linkages, inflation, deficits and etc. In addition, this course shows and helps the students master the important problem-solving skills in macroeconomics.

Through the study of this course, students should have a clear understanding of the following:

　　a. National Income Accounting

　　b. Growth, aggregate supply and demand, and policy

　　c. First Models

　　d. Behavioral foundations

　　e. Big events, international adjustment and advanced topics

    **Textbooks**

    Rudiger Dornbusch, Stanley Fischer, and Richard Startz, Macroeconomics 10th edition (English version), McGraw-Hill Companies and Dongbei University of Finance and Economics Press, 2008

    Credits

    3 credits and 51 hours

    Written exams

    Principles of Accounting

    会计学原理

    Compulsory

    **Course Description**

    This is a basic and specialized course for finance and accounting majors. For undergraduate students, this course will present them accounting cycle, which will help them build a foundation upon which they’ll continue to learn in their future study of business. Through learning the basics of financial accounting and cases, students come to think about real-world situations and put themselves in the role of the decision maker.

This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

    **Course Objectives**

    The overall objective of this course is to provide each student with an awareness and understanding of the fundamentals of financial accounting theory and practice, aiding them in the preparing of financial statement data. Through the study of this course students should have a clear understanding of the following:

　　a.To understand the double entry and accounting equation

　　b.To understand the accounting cycle

　　c.To understand the articulation relationship among the financial statements

　　d.To understand how to translate business activities into accounting language

　　e.To understand how to prepare the financial statements

　　f.To understand how to interpret the financial data

    **Textbooks**

    Jane R. Williams, Susan F. Haka, and Mark S. Bettner, Financial & Managerial Accounting: The Basis for Business Decision 14th edition (English version), China Machine Press, 2008

    Credits

    3credits and 51hours

    Written exams

    Money and Banking

    货币银行学

    Compulsory

    **Course Description**

    This course deals with the basic knowledge of finance, mainly including money, financial instruments, financial markets, money supply and demand, and monetary policy and its transmission mechanism. After taking this course, students will understand what is money, what determines the necessary quantity of money in circulation, how is funds raised, through what way or channel, how financial markets and financial institutions intermediate the transfer of funds, turning savings into investments, what roles commercial banks and other non-banking financial institutions play in this process, what are the central bank’s functions and how the central bank exercises financial supervision, how is money supplied, what roles commercial banking system and the central bank do in money creation, what are the major factors that affect a nation’s money supply, and how is monetary policy transmitted in an economy in order to reach the final economic targets.

This course will be given with the aid of multi-media, and classroom teaching will be combined with case studies and discussions.

**Course Objective**s

    The overall objective of this course is to provide each of students with an awareness and understanding of fundamentals of the theory and practice on Money and Banking. In this course, students should develop a basic understanding of:

    a. Money and monetary system and measurement of money

    b. Different forms of credits and various financial instruments

    c. Interest rates and rate of return of financial assets

　　d. Major types of financial markets and their function

　　e. Financial system, mainly financial institutions, including both bank and non-bank institutions

    f. The features of commercial banks and their business and management

    g. The functions of the central banks and its supervision on financial circle

    h. Money demand and money supply

　　i. Inflation with its main types and effects and deflation with its main types and effects in an economy

　　j. Monetary policy and the transmission mechanism of monetary policy with different school

    **Textbooks**

    R. Glenn Hubbard, Money, Financial System and Economics (English version, 5th ed.), China Machine Press, 2008

    Credits

    3 credits and 51 hours

    Written exams

    Economic Law

    经济法

    Compulsory

    **Course Description**

    This course students will study：Basic knowledge of economic laws；business law；State asset management legal regime；company act；foreign-investment enterprise law；Law of Enterprise Bankruptcy；securities law； general and special rules of contract law；foreign exchange management rules; payment and settlement rules; intellectual property law；Accountancy law

    **Course Objectives**

    This is a compulsory course for accounting majors. Through teaching of this course, students can systematically learn development and basic theories about Economic Law. Students will gain abilities to analyze and solve practical problems in use of basic principles.

    **Textbook**

    Economic Law，book adopted in the certified accountant exam of China, China Financial ＆ Economic Press

    Credits

    2 credits and 34 hours

    Written exams

    Principles of Management

    管理学原理

    Compulsory

    **Course Description**

    This undergraduate course of study will provide students with learning opportunities to enhance their career prospects in an exciting and rapidly changing world of management and international management. Students will learn about various management theories and techniques. In addition, students will study a range of management instruments such as origination structures, planning and controlling.

The purpose is to improve students’ knowledge about management and the interaction between international managerial and organizations; to introduce students to management skills, such as origination structure planning decision making communication and controlling; and to show a new managerial method in our fast changing organizations around the would.

    **Course Objectives**

    This course of management contains all the subjects and issues that have to do with organizational management. After taking this course, students will understand what are the management functions, how to be able to manage organizations under the advancing international economics. Students will have the knowledge to make management decisions, management planning, efficient communication, and effective controlling.

    **Textbooks**

    Management (9th ed.) by Stephen Robbins and Mary Coulter, Tsinghua University Press, 2012

    Credits

    2 credits and 34 hours

    Written exams

    International Trade Theory and Policy

    国际贸易理论与政策

    Compulsory

    **Course Description**

    From this course, the students will learn about varied schools of international trade theories, such as Mercantilism, Absolute Advantage, Comparative Advantage, H-O theorem, PLC theory, IIT theory, Diamond theory, FDI theory, and etc. Meanwhile, students will study a range of international trade policy instruments, such as tariffs, subsidies, quotas, trade regulations, industrial policies, covering their backgrounds and effects.

This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions

    **Course Objectives**

    The overall objective of this course is to provide each student with an awareness and understanding of the fundamentals of international trade theory and policy. After taking this course, students will understand the causes and consequences of international trade, and relevant policies. This course also involves the key issues surrounding international factor movements, including multinational corporations and foreign direct investment.

Through the study of this course students should have a clear understanding of the following:

　　a. Different international trade basis: difference in varied factors or scale economy

　　b. Trade pattern predictions by different trade theories

　　c. Effects of international trade: consumption, production and social welfare

　　d. Trade and industrial policy instruments: tariffs, import quota, subsidy, VERs, local content, and etc.

　　e. The ever-changing world of global trade and investment

    **Textbooks**

    Thomas A．Pugel, International Trade （14th  ed.），China Renmin University Press, 2009

    Credits

    3 credits and 51 hours

    Written exams

    Public Finance

    财政学

    Compulsory

    **Course Description**

    Public finance is practicable economics. It describes the government revenue, expenditure and management activities. In theory, the course needs to answer some question, such as: why is public finance important in modern market economy? What functions does public finance have? In practice, the course describes public finance system in China, for example, taxation system, government budget system, bond system. This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

    **Course Objectives**

    Public finance involves in many aspects of knowledge

　　a.To understand the Government failures and the role of public sector economy

　　b.To understand market failures and government activities

　　c.To understand public goods and how many measures government has in providing public goods

　　d.To understand the public choice and its function in public goods providing

　　e.To understand the analysis of expenditure policy and the differences between income effect and substitution effect

　　f.To understand the cost-benefit analysis and its elements

　　g.To understand the tax concept and the five desirable characteristics of any tax system

　　h.To understand the taxation system in China, include goods and serves tax, income tax, property tax, resource tax and behavior tax

　　i.To understand fiscal federalism and government budget

    **Textbooks**

    Harvey S. Rosen, Ted Gayer, Public Financ (English Version, 8th ed.), Tsinghua University Press, 2008

    Credits

    2 credits and 34 hours

    Written exams

    Statistics for Business

    商务统计

    Compulsory

    **Course Description**

    This course deals with basic ideas of statistical reasoning in finance and accounting areas. It includes the following contents: introduction and data collection; presenting data in tables and charts; numerical descriptive measures; basic probability; some important probability distributions; the normal distribution; sampling distributions; confidence interval estimation; fundamentals of hypothesis testing; one-way ANOVA; and simple linear regression. This course will be given with the aid of multi-media.

    **Course Objectives**

    The overall objective of this course is to develop an understanding of the basic ideas of statistical reasoning; provide students the methods and skills of principles of statistics. After taking this course, students will understand its application in business, the interpretation of results, the presentation of assumptions, the evaluation of the assumptions, and the discussion of what should be done if the assumptions are violated. Students will also be familiar with the software used in the business world.

    **Textbooks**

    David R. Anderson, Dennis J. Sweeney: Business and Economic Statistics (English Version), China Machine Press, 2009

    Credits

    2 credits and 34 hours

    Written exams

    International Finance

    国际金融

    Compulsory

    **Course Description**

    This is a basic and specialized course for finance majors. Students will learn about various international financial markets such as the foreign exchange market. In addition, students will study a range of financial instruments such as bonds, options, forwards, futures and swaps.

This course deals with the financial issues in the international economics with special focus on the interaction between financial markets and institutions. It covers economic theory, the historical experience, practices in international economics, and current events. After taking this course, students will understand how the international transactions are settled, what the balance of payment is, why the Gold Standard and the Bretton Woods system failed, why the exchange rates are so volatile. This course also focuses on the key issues surrounding multinational corporations such as transfer pricing.

This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

    **Course Objectives**

    The overall objective of this course is to provide student with an awareness and understanding of the fundamentals of international financial theory and practice, including the scope and content of international finance and fast evolution due to deregulation of financial markets, product innovations, and technological advancements. Through the study of this course students should have a clear understanding of the following:

　　a.To understand the balance of payment and how to adjust it

　　b.To understand International Monetary System

　　c.To understand the exchange rate systems

　　d.To understand how the foreign exchange, foreign-exchange market, foreign exchange determination and financial derivatives

　　e.To understand how the forward rate is related to the spot rate as an arbitrage relationship via covered interest parity

　　f.To understand what is meant by the Eurodollar market, its historical origins and reasons for its rapid growth

　　g.To understand what is meant by foreign-exchange risk and forecasting

　　h.To understand the import and export financing

　　i.To understand financial management of the multinational enterprises

　　j.To understand international banking: reserves, debt, and risk

　　k.To understand the open economy macroeconomic policy

    **Textbooks**

    Liu Ke, International Finance--Theory and Practice (English version), Beijing Language and Culture University Press, 2005

    Credits

    3 credits and 51 hours

    Written exams

    International Trade Practice

    国际贸易实务

    Compulsory

    **Course Description**

    From this course, the students will learn about the detailed procedures of a typical international trade transaction; the specific terms and conditions of import and export contract, its negotiation and execution; the precaution on contract breach and disputes/claims settlement; and the international usual customs and practices governing international trade, in order to do business with foreign trade partners professionally, effectively and successfully.

This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions

    **Course Objectives**

    The overall objective of this course is to provide each student with an awareness and understanding of the basic procedures and techniques of international trade practice. After taking this course, students will be familiar with the clauses of international trade contract, the skills of contract negotiation and contract performance, the usual customs and practices of international trade and payment, and the relevant governing laws.

Through the study of this course students should have a clear understanding of the following:

　　a. Incoterms 2000

　　b. International trade contract clauses, including quality, quantity, packing, shipment, insurance, payment, inspection, force majeure, claims and settlement

　　c. Steps and skills of contract negotiation

　　d. Procedures of a typical international trade contract performance

　　e. Other modes of import and export

    **Textbooks**

    Shuai Jianlin, International Trade Practice (3ed), (English version), University of International Business and Economics Press, 2007

    Credits

    3 credits and 51 hours

    Written exams

    The Simulation of International Trade Practice

    国际贸易模拟实验

    Compulsory

    **Course Description**:

    This course, via simulaiton, is designed to help the students in deepening their understandings about specialized knowledge of international trade practice, and in strengthening their practical capabilities.

    **Course Objectives**：

    After having had this course, the students are expected to be familiar with the detailed procedures of international trade transaction, the operational process of international payment, the skills and steps of contract negotiation, the process of custom clearing and inspection, and all kinds of documents under L/C or collection, etc.

    **Textbooks**

    Qin Chao, Practical Course for International Trade Practice，Tianjin University Press，2009

    Credits

    2 credits and 34 hours

    Computer imitation and test

    Supply Chain Management

    供应链管理

    Elective

    **Course description**

    This course will examine the strategic role of supply chain management in global competition. Topics include: definition of supply chain management, the strategic framework for supply chain management, planning the demand and supply, strategic purchasing management, collaborative inventory management, the third party service provider, information technology management and information sharing in a supply chain, supply chain financing, supply chain performance evaluation, strategic alliances and coordination.

    **Course objective**

    This course aims to provide students with the concepts, decision models and practical tools necessary for effective decision-making in the various areas of supply chain. Through problem solving and case studies, the course will develop students’ intuition behind many key supply chain concepts and practices. Students will deeply understand how cost reduction, productivity improvement, flexibility, speed, and customer satisfaction can be achieved through supply chain management.

    **Textbook**

    Donald J. Bowersox., David J. Closs. , and M. Bixby Cooper. Supply Chain Logistics Management, 2nd ed. China Machine Press. 2007.

    Credits

    2 credits and 34 hours

    Written exams

    International Marketing

    国际营销学

    Elective

    **Course Description**

    This course includes the introduction to the complexity of the modern marketing system: why it is essential and how it performs. Identification and examination of business activities involved in the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organization objectives.

Principles of Marketing are the study of this ever-present business discipline of product-price- distribution-promotion decisions in an ever-changing market environment. Tracking today’s marketing issues in light of marketing evolution builds an appreciation of marketing’s role in our world economy while at the same time exposing students to the tools of today’s marketers. Socio-economic (macro-marketing) trends along with specific marketing strategies (micromarketing) are important, as is the positive implementation of the marketing mix.

This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

    **Course Objectives**

　　a. To develop an understanding of the role of the marketing system in the American and global economy, and in the individual organization, with focus on the concepts most relevant to the development and implementation of strategic market planning

　　b. To define and understand the importance of marketing ethics and understand the factors which influence ethical or unethical decisions; and to understand the concepts and marketing strategies used in dealing with an organization's social responsibility

　　c. To gain insight into the basic elements of the marketing concept and its implementation through marketing strategies; and to understand the major components of the marketing environment

　　d. To stress the importance of the consumer and cultural diversity, and to show the vital need for a consumer orientation on the part of all employees in an organization

　　e. To understand an individual organization's marketing system by which products and services are planned, priced, promoted, and distributed in order to satisfy consumer needs and wants; and to understand the concepts of product positioning and repositioning

　　f. To understand the relationship between marketing and other business functions within the organization; and to understand the external, largely uncontrollable, environmental forces as they influence the management of a company's marketing program

　　g. To understand the importance of and relationship between research and information systems in marketing decision-making

　　h. To develop an understanding of the marketing concept as a philosophy that reflects an individual organization's marketing program that is compatible with society's long-run interest

　　i. To identify, explain, use, and apply the marketing concepts and strategies introduced in the course

    **Textbooks**

    Philip Kotler, Principles of Marketing 11th edition (English version), Gary Armstrong and Tsinghua University Press, 2007

    Credits

    2 credits and 34 hours

    Written exams

    Corporate Finance

    公司理财

    Elective

    **Course Description**

    This undergraduate course of study will provide students with learning opportunities to enhance their career prospects in an exciting and rapidly changing world of investment banking and corporate finance. A typical career in corporate finance means one would work for a company to help it find money to run the business, grow the business, make acquisitions, plan for it's financial future and manage any cash on hand, although one might work for a large multinational company or a smaller player with high growth prospects.

The overall picture of corporate finance will be introduced for students in this course, which mainly includes: the capital budgeting, the capital structure, and net working capital investment decision or short-term financial planning. The problem-solving skills learned in corporate finance may get put to work quickly, and successful completion of the course will enable students to apply for a diverse range of careers in finance.

This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

    **Course Objectives**

    This course is to introduce and help the students understand the basic concepts and principal theories of corporate finance, and is to show and help the students master the important problem-solving skills in corporate finance as well.

Through the study of this course, students should have clear understanding of the following:

　　a. What long-term investments should the firm engage in? —Try to make smart investment decisions

　　b. How can the firm raise the money for the required investments? —Try to make smart financing decisions

　　c. How much short-term cash flow does a company need to pay its bills? —Try to make smart control on daily cash flows

    **Textbooks**

    Stephen A. Ross, Randolph W. Westerfield, and Bradford D. Jordan, Corporate Finance7th edition (English version), McGraw-Hill Companies and China Machine Press, 2007

    Credits

    3 credits and 51 hours

    Written exams

    International Business Negotiation

    国际商务谈判

    Elective

    **Course Description**

    This course includes General Introduction, International Business Negotiations, Preparation for the Negotiation, the Procedures and Skills, How to Clear away the Obstacles in Negotiations, the Implementation of Agreement and Various Styles of Negotiators from Different Countries.

This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

    **Course Objectives**

    As an optional course, International Business Negotiation enlightens the students with the fundamental negotiation principles and skills, through the analysis and illustration of various case studies and helps them to get a general understanding of international negotiations.

    **Textbooks**

    Roy J. Lewicki, International Business Negotiation (English Version, 5th ed.), China Renmin University Press, 2008

    Credits

    2 credits and 34 hours

    Written exams

    Correspondence for International Business

　　国际商务函电

    Elective

    **Course Description**

    This course is a practical English course for international business communication. It concerns the following issues: Essentials and layouts of business letter; business relations establishing: Status enquiries, enquiries and reply; Contract negotiations by correspondence: quotations, offers and counter-offers; terms of payment; packing; shipping; insurance; Orders and their fulfillment; complaints and adjustments; and other trade forms: agencies; joint venture; compensation trade

　　**Course Objective**s：

    Correspondence for International Business has been designed to introduce students to the establishment of the international business relations and the conduct of transactions by English correspondence. The course providing a bunch of samples from the up-to-date business practices, the aim of it is to familiarize students with the procedures of foreign trade conducts, and lead them to a proficiency in writing a formal business letter and a better employment of trade terminology in drafting a contract.

　　**Textbook**：

　　Qi Yunfang, Business Correspondence and Dialogues, Zhejiang University Press, 2007.

    Credits：

    2 credits and 34 hours

    Written exams

    International Business

    跨国公司

    Elective

    **Course Description**

    Globalization (economic integration, global competition, homogeneity, national differences, legal frames, etc.), cultural environment (ethics, social responsibility, etc.), FDI, MNCs strategy & organization, HR (motivation, teamwork, communication, etc.), int’l production & operation, marketing, R&D, financial aspects, global entrepreneurships, etc..

    **Course Objectives**

    Upon completion, students are exposed to various aspects of international business, from global trends to national differences, from cultural influence upon business to business ethics, and from FDI theories to traditional functions of international businesses, such as strategy, operation, HR, and finance.

    **Textbooks**

    John D. Daniel, International Business (11ed), China Machine Press，2012

    Credits

    2 credits and 34 hours

    Written exams

    Global logistics management

    国际物流

    Elective

    **Course description**:

    This course will examine the integrative role of logistics within the supply chain and look at logistics services from the perspective of logistic service providers. Topics include: historical development of international logistics, international logistics infrastructure，international distribution management, international warehousing and transportation management, design of the international logistics networks, international logistics service provider, international logistics centers, logistics cost management and international logistics information systems.

    **Course objective**

    The general concepts and importance of global logistics management will be a major focus. Here, it will provide students with an overall understanding of various activities handled by logistic service providers. Through problem solving scenarios, projects and case studies, Students will have a clear understanding of concepts, practical tools, and effective practices in international logistics management.

    **Textbook**

    Ronald H, Ballou, Business Logistics Management, 5th ed. China Renmin University Press. 2008

    Credits

    2 credits and 34 hours

    Written exams

    International Cultural Trade

    国际文化贸易

    Elective

    **Course Description**

    This course mainly consists of the following parts: the basic concepts, theories and methodologies of international trade in cultural product; policies and measures related to international cultural trade and its latest tendency; the development strategies and measures of the cultural trade in China and its relationship with WTO.

    **Course Objectives**

    Through learning this course, students get to know the basic theories, policies and measures of international trade in cultural product, the fundamental clauses of international cultural product trade, the policies and management system of the international cultural product trade in China and the direction of development, which will equipment the students with the very basic practical skills for their future work.

    **Textbooks**

    Tania Voon, Cultural Products and the World Trade Organization, Cambridge University Press, 2007

    Credits

    2 credits and 34 hours

    Written exams

    Intellectual Property Rights and Technology Transfer

    知识产权与技术贸易

    Elective

    **Course Description**

    This course will discuss the following contents: the basic concepts, theories and methodologies of international technical trade; the regulations and policies of intellectual properties and technical know-how; the procedures related to international technical trade practices; the main clause of the international technical trade contracts; the theory and methods of the pricing of technical products and the payment terms thereof.

    **Course Objectives**

    Through learning this course, students get to know the policies, laws and regulations related to the intellectual properties and international technical trade; the general procedures of international technical trade practices; the basic knowledge and skills of trade negotiation and the signing of the technical contract; and the direction of development of international technical trade.

    **Textbooks**

    Stephen M. McJohn, Intellectual Property Rights: Cases and Analyses (3th ed.), Wolters Kluwer Law and Business Press, 2008

    Credits

    2 credits and 34 hours

    Written exams

    Economic Practical Writing

    经济应用文写作

    Elective

    **Course Description**：

    Introduction of practical writing for economics；Official document writing；Market research report writing；Economic activity analysis report and economic forecast report；Feasibility study report；Budget and final report；Listed company operating status report；Economic agreement documents；And thesis paper writing.

    **Course Objective**：

    Students can systematically learn basic techniques about writing. Students will know the principles of professional writing and be ready for thesis paper writing.

    **Textbook**：

    Practical writing for Commercial Banks, Liguang Xia, China Financial Publishing House；Practical Writing for Economics, Li guo, Tsinghua University Press

    Credit:

    2 credits and 34 hours

    Written exams

    Financial Statements Analysis

    财务分析

    Elective

    **Course Description**

    Framework of financial analysis；Analysis of income statements；Analysis of cash flow; Ratio analysis; Analysis inventory; Analysis long-term investment; Analysis long-term assets; Analysis debt; Comprehensive analysis of financial statement.

    **Course Objective**

    This is a compulsory course for accounting majors. Through learning this course, students can systematically grasp the analysis methods of financial statements and deeply understand the nature and effects of various accounting policies. Students will be skilled in seeing through the appearance of financial statements to perceive the economic essence and will gain the abilities of solve practical problems.

    **Textbooks**

    The Analysis and Use of Financial Statements, (3rd ed.), Gerald I. China Renmin University Press, 2007

    Credits

    2 credits and 34 hours

    Written exams

    Personal Finance

    个人理财

    Elective

    **Course Description**

    Definition and conception; private credit management, investment planning, insurance planning, taxation planning, retirement planning; build relationship among customs, collect customs’ information.

    **Course Objective**

    Through teaching of this course, students can systematically learn basic concept and laws about private financial planning. They will possess risk control and management in private financial planning，understand private financial planning in practice of commercial bank.

    **Textbooks**

    Kapoor, Dlabay, Hughes, Private Financial Planning (8th ed.), MaGraw-Hill/Irwin Press, 2007

    Credits

    2 credit and 34 hours

    Written exams

    International Business Law

    国际商法

    Elective

    **Course Description**

    Introduction to International (business) Law, international law comparison, national responsibilities and environmental regulations, dispute solving, MNCs; FDI; Monetary and Banking, Trades, Services Trades, Intellectual Property Right, Transportation, payment, taxation, and so on.

    **Course Objectives**

    Upon completion, the students can grasp the basics of law and make full use it in solving hands-on business disputes.

    **Textbooks**

    August V.，International Business Law (5th ed.)，China Machine Press, 2010

    Credits

    2 credits and 34 hours

    Written exams

    International Settlement

    国际结算

    Elective

    **Course Description**

    Generally, International Settlement refers to international financial activities of settling claims and debts. Specifically, it has different meaning from different perspectives. For the banking business, it is one of the major intermediate and international banking businesses. For the international transaction dealer, it is an important component of international transaction. For the finance specialty, it is a scientific subdivision of International Finance Practice. Therefore, this is a specialized course for undergraduate students majoring in finance and international trade.

This course deals with the issues arising from the international trade payment and finance. After taking this course, students will understand how the international transactions are settled and financed: in what mode of payment, by what kind of payment instrument, and how these activities are governed.

To narrow the distance between classroom study and future work, this course will be delivered in English, with the aid of multi-media. To help the students to use what they have learned, this course will be given by classroom lecture and practical exercises, including case studies, issue discussions and problem solving.

    **Course Objectives**

    The overall objective of this course is to provide those students who would like to work with banks and foreign trade companies a good specialty foundation and a prospective professional future. Having had this class, the students will have a good mastery of the international settlement instruments, the international payment techniques, and the related international customs and practices.

    **Textbooks**

    Zhao Wei, International Settlement: Payment Techniques in International Trade (English version), South-East University Press, 2008

    Credits

    2 credits and 34 hours

    Written exams

    Investments

    投资学

    Elective

    **Course Description**

    In this course students will study basic knowledge of: background of financial investments, important investment concepts, analysis, valuation and management of fixed-income securities and common stocks, securities analysis, derivative securities, modern investment theory, and investments management.

This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and problem solving.

    **Course Objectives**

    This is an elective course for finance majors. The course aims to provide students with the basic concepts and theories of financial investments, the knowledge about major financial instruments and relevant market operation mechanisms, analytical theories and skills in the fields of investments, together with the modern investments theory on return, risk and the pricing of securities and portfolio management.

    **Textbooks**

    Charles Jones, Investments: Analysis and Management 10th edition (English version), John Wiley & Sons, Inc. and China Citic Press, 2007

    Credits

    2 credits and 34 hours

    Written exams

    Insurance

    保险学概论

    Elective

    **Course Description**

    This undergraduate course of study will provide students with learning opportunities to enhance their career prospects in an exciting and rapidly changing Insurance industry. Students will learn about various risk management methods and insurance principle.

This course deals with the risk issues in the economics with special focus on the insurance as the most important risk management method. The material is a mixture of insurance theory, the historical experience and practices in Insurance industry, including current events. After taking this course, students can use different risk management methods such as risk controlling, risk transferring and insurance to identify, analyze, and manage the risk.

    This course will be given with the aid of multi-media, and classroom teaching will be combined with case study and discussions.

    **Course Objectives**

    The overall objective of this course is to provide each student with an awareness and understanding of risk management and insurance theory and practice. Through the study of this course students should have clear understanding of the following:

　　a. To understand the definition of different risk

　　b. To understand risk identification and evaluation

　　c. To understand risk management techniques

　　d. To understand how insurance function as a risk management technique

　　e. To understand basic insurance principle

　　f. To understand Commercial risk management application-Property

　　g. To understand personal risk management application

　　h. To understand life insurance

　　i.To understand health insurance

　　j. To understand retirement planning and Annuities

　　k. To understand the insurance regulation policy

    **Textbooks**

    James S. Trieschmann, Risk Management and Insurance 12th edition (English version), Thomson Learning and Higher Education Press, 2005

    Credits

    2 credits and 34 hours

    Written exams

    Foreign Trade Documentation

    外贸制单

    Elective

    **Course Description**

    This course consists of the following parts: drafting of shipping documents (transportation, insurance, payment, inspection, custom clearing, etc.) and financial documents (bill of exchange, check, promissory note, L/C, L/G, etc.); the governing usual customs and practices and ISBP

    **Course Objectives**

    Upon completion of this course, the students will be familiar with the definition, items, functions and governing rules of required documents in international trade, able to draft and examine the related documents, to smooth the development of international trade and payment.

    **Textbooks**

    Zhang Ailing, Foreign Trade Documentation, Capital University of Economics and Business Press, 2010

    Credits

    2 credits and 34 hours

    Written exams

    Econometrics

    计量经济学

    Elective

    **Course Description**:

    This course includes the major content as follows: the nature of econometrics and economic data, the simple regression model, the multiple regression analysis: estimation, multiple regression  analysis: inference; Multiple Regression Analysis:  OLS Asymptotic; multiple regression analysis with qualitative information: binary (or dummy) variables: heteroskedasticity;  more on specification and data problems ; basic regression analysis with time series data; further issues in using OLS with time series data; serial correlation and heteroskedasticity in time series regressions. This course will be given with the aid of multi-media.

    **Course Objectives**：

    This course focuses on techniques for estimating regression models, on problems commonly encountered in estimating such models, and on interpreting the estimates from such models. The purpose of this course is to introduce students the theory and application of econometric methods and to give them experience in estimating econometric models with actual data.

    **Textbooks**

    Damodar N. Gujarati, Dawn C. Porter: Basic Econometrics (3rd Edition), China Renmin University Press, 2010.

    Credits

    2 credits and 34 hours

    Written exams

    Corporate Strategy and Risk Management

    公司战略与风险管理

    Elective

    **Course Description**

    Strategy and risk management is about analyzing the external environment and internal corporate capability, strategy analysis tools, strategy selection and implementation, performance evaluation and risk control related issues. The course encourages students to develop strategic insights by integrating analyses from multiple functional areas.

    **Course Objective**

    The course aims to develop an integrative and cross functional perspective about business processes by providing a realistic exposure to a variety of business situations; to help students to understand conceptual framework for assessing organizational competencies and environmental opportunities, formulating effective business strategies and implementing business strategies; and to understand the ways in which a company can create sustain competitive advantages and control risk in a rapidly changing business context.

　　**Textbook**

　　Michael A. Hitt, Strategy Management: Concept and Case 8th, China Renmin University Press

　　Credits

　　2 credits and 34 hours

    Written exams

    Course name: Project Management

    项目管理

    Elective

    **Course Description**

    Teaching contents: Project selection and priority, work breakdown structure, scheduling, resource management, project budgeting, project risk management, project implementation, and project controlling.

    **Course objectives**:

    Project management is to integrate the system and resources effectively with rational process. Complete project in time, on budge, and within scope. Project    management applies to engineering, IT, finance, manufacturing, and consulting a lot.

    Text book:

    Erik Larson and Clifford Gray, Project Management: the Management Process, Mc Graw Hill.

    Credits

    2 credits and 34 hours

    Written exams