

## Overview

The Business Administration program offers a comprehensive understanding of the complex interplay between business functions and management processes. The dynamic courses cover key topics in management complemented by a focus on specific functions such as marketing, human resources, and operations management. In addition, the program helps you build critical thinking skills, enabling you to analyze complex business problems from multiple perspectives.

## Fundamental Courses

- Fundamentals of Management
- Microeconomics (A)
- Social Psychology
- Accounting
- Macroeconomics (A)
- Probability and Mathematical Statistics
- Economic Law
- Core Courses
- Organizational Behavior
- Strategic Management
- Financial Management
- Management Communication
- Ethics and Social Responsibility
- Innovation Management
- Human Resource Management
- Managerial Statistics
- Operation Management
- Leadership Development
- Research Methods in Management
- International Business
- Entrepreneurial Management
- Econometrics
- Introduction to Management Philosophy
- Consumer Behavior
- Project Management
- Frontiers in Management Studies
- Big Data and Business Intelligence
- Introduction to Management Philosophy

## Elective Courses

- Applied Operations Research I
- Management Writing
- Personnel Selection and Assessment
- Management Decision Making

- Performance Management
- Business Model Design and Innovation
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- Business Model Design and Innovation
- Managerial Accounting
- Modelling and Optimization for Supply Chain System
- Marketing Planning
- Brand Building and Management
- Corporate Culture
- Innovative Development of the Culture and Tourism Industry
- Digital Marketing

#### Practice Courses

- Understanding Business Administration Practice
- Business Internship and Labor Practice
- Analysis of Chinese and Foreign Management Practices

#### Personalized Courses

- Management Information Systems
- Introduction to Experimental Research
- Consumer Information Processing and Decision Making
- New Generational Social Media Marketing
- China Tourism and Chinese Tourists
- Service Marketing
- Consumer Neuroscience
- Multi-agent System Modelling
- Financial Statement Analysis
- Advertising
- Design Thinking