

List of Courses Offered in English at SEM, BJTU

No.	Course Title	Credits	Hours	Course Description	Program	Level
1	Information System and Information Resource Management	2	32	Information systems and information resources are very important tools and resources. They are widely used by company managers, and help to achieve excellent operation, research and development of new products and services, improve decision-making, so as to enable enterprises to obtain competitive advantages. This course systematically introduces the concept, structure, technology and application of management information system. Starting from management and by means of information technology, this course analyzes the management information system from the perspectives of management, organization and application, and teaches enterprises how to carry out management reform, organizational innovation and application of new technologies, and helps students understand how enterprises apply information technology and systems to achieve enterprise goals.	MBA	Master
2	Organizational Behavior	2	32	"Organizational Behavior" introduces bounded rational behavior of individuals in profit-seeking organization. It is based on disciplines such as psychology, sociology, social psychology, anthropology and political science. Content includes three clues: bounded rationality, uncertainty, the tendency to pursue consistency. Can be summarized into four frames: structure framework, humanistic framework, political framework and cultural framework. Three levels of the organization process are analyzed: the individual level, the group level and organizational level.	MBA	Master
3	MBA Business Ethics and Social Responsibility	1	16	This course investigates the theory and practice of Corporate Social Responsibility programs, including the normative and social science analysis of particular issues and practices, as well as their role in regulation and legitimation in larger political economy regimes.	MBA	Master
4	Operation Management	2	32	The concept and content of operation management; operation management model; the role of operation and management in the enterprise; the development history of operation management; the research methods of operation management.	MBA	Master

5	MBA Career Development Planning	1	16	The purpose of this course is to combine MBA course learning with students' existing work experience and future career development. Through diversified teaching links, it helps students with self-knowledge and career positioning, also helps clarify personal occupation development direction, and improve job hunting skills and abilities. Through the study of this course, students can master basic concepts and theories of career development, correctly understand the important role and significance of career planning in personal career development. They can clarify personal career interest through the results of professional interest evaluation, and reasonably set career objectives; master basic methods of self-improvement in different stages of career development.	MBA	Master
6	Marketing	2	32	The characteristics and management of markets are described in topics that include the marketing environment, components of the marketing mix, market segmentation, and planning. The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Typically, it is called corporate marketing, strategic marketing, or marketing management. For our purposes they all involve essentially the same process, even though the actors and activities may differ. The course will provide you with a systematic framework for understanding marketing management and strategy.	MBA	Master
7	Cross-cultural Communication and Management	1	16	This course is a comprehensive quality course for students majoring in MBA. This paper introduces the theory of cultural diversity and cultural dimension, analyzes and solves the practical problems in cross-cultural communication and management with the theory of cultural dimension, and enhances cross-cultural sensitivity and cross-cultural Cultural management skills.	MBA	Master
8	Research Method and Thesis Writing	1	16	The aim of Research Method and Research Report Writing is to understand the definition of the theory, the classification of research, and the characteristics of the main research methods. The students will be able to apply the major empirical research methods to carry out scientific research. In addition, this course explains the knowledge about the structure of scientific article, the approach of systematic literature research, and introduces the writing skills. The main content: definition of theory, classification of research, characteristics of research methods, case study methodology, survey research, scientific manuscript writing, systematic literature review.		

9	Securities Investment	2	32	Using advanced methods including international comparison, mathematical deduction and empirical analysis, this course fully, systematically sums up the basic framework of modern investment. Main contents include Stock Investment Environment, Asset classes and financial assets, Securities trading, Mutual funds and other investment companies, Basic knowledge and historic review of risk and return, Risk aversion and risk asset allocation, Optimal risky portfolio, Exponential model, Capital Asset Pricing Model, Arbitrage pricing theory and risk-benefit multi-factor model, Efficient market, Behavioral Finance and Technical Analysis, Technical analysis theory of securities investment, Bond prices and return, The term structure of interest rates, Equity valuation models, and ect.		
10	Human Resource Management	3	48	Human resource management (HRM or HR) is the management of human resources. It is designed to maximize employee performance in service of an employer's strategic objectives. HR is primarily concerned with the management of people within organizations, focusing on policies and on systems. HR departments are responsible for overseeing employee benefits design, employee recruitment, training and development, performance appraisal and rewarding.		
11	Strategic Management	3	48	Strategic Management is essentially a process that consists of the full set of commitments, decisions, and actions required by a firm to achieve strategic competitiveness. It provides the knowledge for the companies to conduct analysis, choices, implementation, evaluation and control to cultivate the core competencies to achieve sustainable development. The course aims to improve students' strategic management capabilities with the teaching methods combined with theories and practices.		
12	Corporate Finance	3	48	As one of the major professional courses of MBA in business college, this course aims to solve the major financial problems in the process of operation management made by the manager layers, on the basis of explanation in the basic theories and methods of financial management. It is to improve the capabilities of financial evaluations and decisions for students of MBA, by case analysis, case discussions and the comments of study reports in listing companies.		
13	Logistic and Supply Chain Management	2	32	This course mainly introduces supply chain management theory, the logistics management knowledge under the background of global supply chain and the planning methods of modern logistics, which is based on the latest study.	LEM	Master
14	Production Operation Management	3	48	The aim of operations & production management is to understand the core philosophy of operations strategy and the management of operations activities in a firm, and the tendency of operations management. In addition, the students can understand the principle and method of operations planning.	LEM	Master

15	Advanced Operational Research (1)	2	32	Advanced Operations Research (1) is a important and compulsory course for major of management. It studies how to overall arrange the resources to provide the most optimal solution for decision makers in order to realize the effective management under the condition of the limited resources. Its basic contents include linear programming, sensitivity analysis, transportation problem, assignment problem, graph and network analysis and network plan technology, etc.	LEM	Master
16	Advanced Operational Research (2)	2	32	This course is a continuation of the course Advanced Operations Research (1), and enables students to learn relevant theory, improve the ability of analyzing and solving the problems regarding a management system and to lay a good foundation for further studying, such as operation management.	LEM	Master
17	Warehouse Planning and Management	2	32	It is an elective course for graduate students of logistics management. The teaching task is to enable students to master the basic theory and practical knowledge of warehousing management, to understand the object and the basic theory system of warehousing management, and to understand and grasp the basic principle, method and technology of warehousing management through a variety of teaching methods, to get the actual capability of warehousing management and getting a foundation for practical work of warehousing management and further learning in warehousing planning.	LEM	Master
18	Cross-cultural Communication and Management	1	16	Students will study the complex challenges of culture poses in international business today. Among the topics covered are: culture's influence on conducting global business, cultural values and management communication styles, managing multicultural teams, building trust across cultures, international negotiations, and conflict resolution. The course examines the complex challenges that culture poses in international business today. Among the topics covered are: culture's influence on conducting global business, cultural values and management communication styles, managing multicultural teams, building trust across cultures, international negotiations, and conflict resolution.	LEM	Master
19	Quantitative Models and Methods of Logistic Management	2	32	On the basis of introducing the concept of logistics information system, this course discusses the methods and steps of logistics information system planning and modeling, and uses UML modeling tool to model and design the logistics information system for cargo transportation case.	LEM	Master

20	Advanced Management	2	32	This course consists of three parts: management review, management frontier and management innovation. Based on the review of the principle of management, introducing the era characters of the economic globalization and knowledge economy, learning network construction, enterprise upgrade and other senior management methods and enterprise innovation development paths, training senior management talents with foresight and innovation ability.	LEM	Master
21	Business Ethics and Corporate Social Responsibility for Logistics Engineering	1	16	This course investigates the theory and practice of Corporate Social Responsibility programs, including the normative and social science analysis of particular issues and practices, as well as their role in regulation and legitimation in larger political economy regimes.	LEM	Master
22	Procurement and Supply Management	2	32	This course mainly introduces the basic theory, classical and cutting-edge problems, mainstream research methodologies, future development trend and major issues arising in national enterprises. The content of this course includes purchasing management decision optimization, purchasing contract and mechanism design, empirical study of purchasing theory, low-carbon purchasing and supply, etc.	LEM	Master
23	Logistics System Analysis and Design	2	32	This course introduces the definition of logistics system, the steps and principles of system analysis, mode of transportation, the optimization of transportation routine, new vendor model, inventory control strategy and parameter calculation, layout types of logistics network, the step of facility location, the method of facility location and freight consolidation.	LEM	Master
24	Logistic (Supply Chain) Modeling and Simulation Experiment	2	32	This course mainly introduces the basic principle of logistics system simulation, simulation modeling technology. Through this course, students will build discrete events system model: such as process model, agent model. The modeling tools this course includes: Excel or one professional simulation software (Anylogic or Arena).	LEM	Master
25	Logistic Facilities Planning and Design	2	32	This course introduces the overall planning of the logistics park, controlled detailed planning, design and facilities. The course content includes: analysis of logistics planning industry, logistics park overall planning contents and requirements, control detailed planning contents and requirements of Logistics Park Road, warehouse, parking lot design.	LEM	Master

26	Research Method and thesis writing	1	16	The aim of Research Method and Research Report Writing is to understand the definition of the theory, the classification of research, and the characteristics of the main research methods. The students will be able to apply the major empirical research methods to carry out scientific research. In addition, this course explains the knowledge about the structure of scientific article, the approach of systematic literature research, and introduces the writing skills. The main content: definition of theory, classification of research, characteristics of research methods, case study methodology, survey research, scientific manuscript writing, systematic literature review.	LEM	Master
27	International Logistics Operation	2	32	International Logistics is the flow of goods across different countries, the core of which is to optimize the flow and the exchange of goods in an international level. Such process accords with the principles of international specialization, the internationally acknowledged practices, and utilizes international logistics network, facilities and technologies to facilitate regional economic development and world resource optimization.	LEM	Master
28	Transportation Management	2	32	Based on the introduction of the role of cargo transportation in enterprise operation, supply chain management and international trade, this course introduces the operation and technical characteristics of five basic modes of transportation, and discusses the basic issues of cargo transportation management from the perspective of carrier and shipper, including transportation cost and pricing, carrier operation management, transportation information management, and shipper transportation mode selection, carrier selection, etc.	LEM	Master

Program:
MBA=Master of Business Administration
LEM=Master of Logistics Engineering and Management