

Business administration

工商管理

(120200)

1. Overview of the Program

Business administration discipline was founded in 1980. The degree-granting of master's degrees in enterprise management secondary discipline was received in 1990. And the degree-granting of doctor's degrees in enterprise management secondary discipline was received in 2003. The enterprise management secondary discipline was rated as priority subject of Beijing in 2006. The degree-granting of master's degrees in technological economics and management secondary disciplines was added in 2001. And the degree-granting of master's degrees in accounting secondary disciplines was added in 2005. The center for post-doctoral studies in business administration first-level discipline was added in 2009. Besides, the degree-granting of doctor's degrees in business administration first-level discipline was received in 2010. Business administration discipline for the bachelor's degree includes three discipline: marketing discipline, accounting discipline and business administration discipline.

After thirty years of construction and development, our college has achieved fruitful results and accumulated rich experience in education and scientific research of the undergraduate, master's graduate students, PhD, MBA, and EMBA. And our college has transported a large number of senior management personnel to the society.

Our college has a strong faculty in business administration first-level discipline with a distinctive professional direction. There are nearly 50 full-time teachers, including 12 Professors, 23 Associate Professors, and 11 doctoral supervisors. The discipline consists of 6 research directions: military and civilian integration and organization innovation, technological economics and management, innovation management and sustainable development, organizational behavior and human resource management, marketing, and accounting and financial management. Besides, there are EMBA, MBA and accounting professional master degree in the discipline. As a result, business administration first-level discipline in our college almost includes all professional fields from bachelor's degree to doctor's degree. In addition, according to the structure of the administrative organization of our

college, business administration first-level discipline includes the department of technological economics and management, the department of marketing, the department of accounting, and the department of human resources management.

The fields and advantages of the disciplines are as follows:

(1) Military and civilian integration and organization innovation: this discipline highlights the characteristics of national defense and military industry. It breaks through military and civilian integration development, organization mode and innovation methods to adapt to the wide demand of national development and social progress. It focuses on the scientific and technological innovation system construction with the combination of military and civilian, the bidirectional overflow, expansion and transfer of military and civilian integration technology, the organization innovation and mechanism design, the high-level innovation team construction, human resources development strategy in science and technology and so on.

(2) Technological economics and management: First, this discipline centers on national independent innovation strategy. And it focuses on technological innovation, technology diffusion, industrial transfer, regional economy and emerging strategic industry development to provide significant decision basis for government. Second, it pays attention to the practical problems in national economy development, and it researches the theories and methods of technology economy evaluation, the decision evaluation of large scale construction projects and enterprises' investment and financing projects. Third, it focuses on technological catching-up and surpassing strategy, and it researches the significant theoretical and practical problem in enterprise technological innovation, high-tech industrial zones, science and technology management evaluation system, innovative science and technology industrial development strategy, national science and technology policy. Fourth, it follows the academic frontier, and it researches Internet + Innovation mode, crowd sourcing, crowd funding, sharing economy and green innovation.

(3) Innovation management and sustainable development: this discipline centers on the major nation strategic demands and national economic hot issue in the innovation and sustainable development fields. In the process of building an innovation-oriented country, faced with increasingly severe resource and environmental problems, China has to focus on the sustainable development in economy, environment and society. As a result, the discipline is problem-oriented. It combines innovation

theories with sustainable development theories. Based on Chinese situation, the discipline focuses on theories and methods of green technology innovation management, theories and methods of industrial (enterprise) ecological innovation management, theories and policy modeling of circular economy and low-carbon economic, green supply chain, reverse logistics management, innovation and entrepreneurship management.

(4) Organizational behavior and human resource management: this discipline focuses on enterprise employees' health and safety, floating population health risks, emergency and industrial policy with some specific methods, such as theoretical analysis, simulation modeling, game analysis and empirical research.

(5) Marketing: based on practice, this discipline focuses on the enterprise marketing strategy, international operation, brand management, business model innovation, consumer behavior, marketing performance, relationship marketing, green marketing, strategic marketing transformation of military and civilian integration, enterprise business ethics and social responsibility in the new situation.

(6) Accounting and financial management: this discipline pays attention to firm contracts, accounting information quality, internal control and informatization, incentive and evaluation of human resources, enterprise merger, enterprise reorganization and theories and methods of project investment and financing decision analysis.

2. Training Target

The target is to train high-level innovative talents who have a good knowledge of international common sense, with the ability of spreading Chinese and foreign cultures occupied, so that to bring international graduate students into full play as a cultural bridge.

3. Length of Schooling

The basic length of schooling for master students is 2 years. In principle, students should complete the courses in the first academic year. Thesis work time should not be less than one year. The maximum length of study for master students is extended by 0.5 years on the basis of 2 years. The basic length of schooling for Ph.D. students is 4 years. In principle, students should complete the courses in the first academic year. Thesis work time should not be less than three years. The maximum length of study for Ph.D. students is extended by 2 years on the basis of 4 years.

4. Curriculum and Credits Requirements

Course Classification	Course Code	Course Name	Course Hours	Credits	Semester	Requirements	Master /Ph.D.	Credits Requirement	
Public Course	3700001	Chinese Language 汉语	96	3+3	1+2	Compulsory	Master /Ph.D.	Master=6 Ph.D.=6	
	3700002	Outline of China 中国概况	32	2	1/2	Compulsory	Master /Ph.D.	Master=2 Ph.D.=2	
Major Basic Courses	2101009	Macroeconomics	32	2	1/2	Optional	Master /Ph.D.	Master≥2 Ph.D.≥2	
	2101002	Advanced Microeconomics 高级宏观经济学	32	2	1/2	Optional	Ph.D.		
Optional Course	Major Core Courses	2101008	Intermediate Econometrics 中级计量经济学	32	2	1/2	Optional	Master	Master≥2 Ph.D.≥2
		2101010	Advanced Econometrics 高级计量经济学	32	2	1/2	Optional	Master /Ph.D.	
	Major Optional course	2101001	Intermediate Microeconomics 中级微观经济学	32	2	1/2	Optional	Master	Master≥6 Ph.D.≥2

		2101007	Operations Research 运筹学	48	3	1/2	Optional	Master	
		2101016	International Finance	32	2	1/2	Optional	Master	
		2101005	Industry green management and optimization	32	2	1/2	Optional	Master /Ph.D.	
Total Credits		Master≥18credits			Ph.D.≥14 credits				

Notes :

1. Public Course

(1)Chinese Language: Set by International Students Center of BIT. All international students must take this compulsory course.

(2)Outline of China: Set by International Students Center of BIT. All international students must take this compulsory course.

2. Major Basic Courses

Different Programs can set their own Major Basic Course.

3. Optional Course

(1)Major Core Courses

Different Programs set their own Major Core Course.

(2)Major Optional course

Master international students must take two optional courses of their own Program. Under the guidance of the supervisor, Master international students can take undergraduate courses if needed.

Ph.D. international students can take undergraduate courses if needed.

5. Practice Part

1. Academic Activity (1 credit)

International Graduate Students need to participate in academic activities, academic lectures and academic conferences of their own fields. Giving oral speeches on academic conferences, whether on

or off campus, are highly recommended.

2. Innovative Practice (1 credit)

International Graduate Students should take scientific research training and social practices during their training period, which should be carried-out and evaluated by supervisors.

6. The Dissertation Related Work

1. Literature Review& Opening Report

Under the guidance of the supervisor, International Graduate Students should pick a research direction as well as reading certain amount reference books, both Chinese or foreign languages, at the same time.

Master students should write a literature review, no less than 4000 words, based on the reading of over 30 papers , both Chinese or foreign languages, of their own research field.

Ph.D. students should write a literature review, no less than 5000 words, based on the reading of over 50 papers , both Chinese or foreign languages, of their own research field.

On the basis of the Literature Review, the Opening Report should mainly introduce following factors: research target, research meaning, methods of research, technical route, implementary plan, arrangements and expected results.

2. Mid-Term Evaluation

Schools organize Mid-Term Evaluation for International Students, which includes the evaluations of course study, literature review, opening report and the research progress of publishing papers and writing of Degree thesis.

3. Thesis Writing and Thesis Pre-Defense (for Ph.D. students)

International Graduate Students should complete a Degree thesis under the guidance of supervisors.

Ph.D. students can take the Thesis Pre-Defense after finishing a supervisor-approved first draft.

4. Thesis Defense

After thesis approved and the Sub- Committee of Degree Assessment authorized, International Graduate Students can take the Thesis-Defense.

5. Degree Conferment

International students should acquire certain academic results as regulated when applying for a Master

or Ph.D. Degree. Each program should clarify the categories of Master Degree and Ph.D. Degree.

Time nodes of relevant procedure

The Dissertation Related Work	Master	Ph.D.
Literature Review & Opening Report	Before week 1 of the 3 rd semester	Before week 1 of the 5 th semester
Mid-Term Evaluation	week 1-2 of the 4 rd semester	Before week 1 of the 7 th semester
Thesis Pre-Defense	—	Before Blind review
Thesis Defense	At least 9 months after the Opening Report	At least 18 months after the Opening Report
Degree Application	The application should be raised in a certain time after the Thesis Defense	

7. Course Syllabus

Course Code, Course Name, Class Hour, Credits, Course Description and Course Target, Teaching Method, Evaluation and Exams, Suitable Specialty, Prerequisites, Course Contents, Reference, and Lecturer Introduction.