

## 经济管理学院

**00510032 企业管理基础 2学分 32学时**

### Foundation of Enterprise Management

本课程主要针对工科背景的学生介绍企业经营管理的入门知识，包括企业的组织、市场营销、项目管理、竞争策略等一些基础性知识，注重实务，采用案例分析，利用网上资源作为辅助手段。

**00510102 国际贸易实务与案例分析 2学分 32学时**

### International Trade Practice and Sample Analysis

本课程旨在从国际贸易实际出发，特别是通过一些经典案例的分析，使同学们掌握国际贸易的程序，对贸易合同条款有所了解，掌握基本外贸技能，了解相关法律和国际惯例，以及有关国际结算和融资问题。

**00510133 会计学原理 3学分 48学时**

### Accounting Principles

本课以西方财务会计为主线，其主要内容涉及会计的基本概念、会计假设和会计原则、复式记账的原理和方法、财产的设置及会计循环、主要经济业务的会计处理、公司会计、财务报表的编制与分析。涉及的主要会计方法：应收帐款的总价法、净价法、票据贴现、成本与市价孰低法等。

**00510163 保险学原理 3学分 48学时**

### Fundamentals of Insurance

这门课程通过探讨风险的来源、风险的成本、个人和公司可以利用的减轻风险成本的方法，使学生了解风险管理与保险的基础知识。课程的重点是将保险作为风险管理中一种独特而有效的风险管理方法，涵盖的内容包括风险管理和保险基础、财产和责任保险、人寿和健康保险以及保险市场和监管等。

**00510202 管理学基础 2学分 32学时**

### Fundamentals of Management

本课是对管理学科的一个概论。课程内容围绕管理的四项基本职能——计划、组织、领导、控制——展开，涉及到了大部分的管理课程。具体内容包括：管理的基本概念；西方管理发展简史，古典管理理论的主要内容，中国古代管理思想精华；组织环境分析；决策的要素、程序和主要方法；计划的形式、程序和主要方法；战略管理的概念和程序；组织的基本概念及组织设计；组织变革；沟通的过程、障碍，有效沟通的方法；人力资源管理的主要职能；组织中的个体和群体行为；领导理论；激励理论和方法；控制的程序和方法；管理的一般流程。

**00510212 商务谈判原理及模拟 2学分 32学时**

### Principle and Simulation of Business Negotiation

谈判过程，谈判要素分析和谈判实力，谈判者形象设计，谈判对手类型，优劣势分析方法，拒绝方法，准备，战略对策分析方法。谈判原则，感情运用，谈判策略，国家谈判中的文化差异，如何准备面试。

**00510222 质量管理学 2学分 32学时**

### Quality Management

质量管理学科的由来和发展，全面质量管理的理论和方法，顾客满意与顾客满意度模型，统计过程控制的原理与方法，质量检验验收抽样方案设计质量体系标准的内容与结构，企业自我评价与世界质量奖，当代世界经典质量学说解析。课程将深入剖析当代的质量理念与质量管理理念。沿着从基础、改进到卓越的途径，依次介绍：ISO9000 及质量管理体系、六西格玛、卓越绩效全国质量奖。参照对质量管理四个发展阶段的论述，对质量理论的重要理论、工具与方法进行介绍。

**00510232 技术创新管理 2学分 32学时**

**Management of Technological Innovation**

技术创新概念，技术创新基本理论，技术创新战略，技术创新过程管理，研究开发管理，创新项目管理，创新产品营销管理，技术创新能力管理等。

**00510273 国际经济学 3学分 48学时**

**International Economics**

国际贸易理论，国际贸易政策，资本流动理论，国际收支平衡，汇率决定理论，汇率制度，开放经济条件下的宏观经济政策。

**00510311 牛鞭效应—供应链管理入门 1学分 16学时**

**Introduction to Supply chain management**

随着科学技术的进步，特别是信息技术的飞速发展，为企业提供了更多的机会提高他们的生产率，同时，市场由“卖方市场”转向“买方市场”。在新的形势下，供应链管理成为公司级的任务，许多战略目标都由之决定。供应链管理已成为本世纪企业竞争的焦点，并且一些企业开拓性的努力已取得显著的成果。然而，研究供应链整体的行为及其控制和优化方法远比研究其中某个成员的管理问题要复杂的多。作为一门入门的课程，希望能够通过非常短的时间让学生了解供应链管理产生的背景，基本概念，常见的方法，进一步的发展等。并且，就供应链管理中的一个典型——牛鞭效应(Bullwhip Effect)展开深入的讨论，主要内容包括：供应链产生的背景，牛鞭效应的基本概念、产生的原因、可能的对策等。

**00510353 经济博弈论 3学分 48学时**

**Economic Applications of Game Theory**

博弈论是现代经济学的重要支柱，在其他社会科学（如法学、政治学）甚至某些自然科学（如生物学）中也日益发挥作用。本课程是博弈论的入门课，主要目的是使学生：领会博弈论的基本思想；初步掌握博弈论的基本概念与分析方法；培养运用博弈论的思想和方法观察和分析经济社会现象的能力。

**00510381 中国国家经济安全研讨 1学分 16学时**

**Chinese Economic Security**

主要研讨国家经济安全的基本内涵；国家经济安全的基础理论与分析方法；中国国家经济安全面对的主要问题，主要安全领域（战略资源、能源、产业、金融、财政、安全环境）存在的问题和挑战；中国国家经济安全的监测预警与危机管理、制度建设。

**00510392 创业管理 2学分 32学时**

**Entrepreneurial Management**

创业者和创业机会；创业机会的识别和评价的具体步骤分析；综合案例分析。

**00510433 对策、决策与排队论 3学分 48学时**

**Game, Decision Making and Queuing Theory**

本课程主要讲授：1. 排队论（包括：引言；生灭过程和 Poisson 过程；M/M/s 等待制排队模型；M/M/s 混合制排队模型；其它排队模型简介；排队系统的优化），2. 对策论（包括：引言；矩阵对策的基本理论（纯策略）；矩阵对策的基本理论（混合策略）；矩阵对策的解法；其它类型的对策简介；冲突分析简介），3. 决策论（包括：决策分析的基本问题；风险型决策方法；决策树方法；不确定型决策方法；效用函数方法；层次分析法；多目标决策分析简介）注意：一定要具有基础概率和线性代数的初步知识。

**00510443 运筹学基础 3学分 48学时**

**Introduction to Operations Research**

运筹学是既富有深奥的理论基础，又具有很强的实用价值的一门学科。本课为 48 学时，将在较短时间内介绍运筹学中最基本的内容——规划论；其中包括：1. 线性规划（包括建模，单纯形算法，对偶理论及应用，运输问题的表上作业法，扰动及灵敏度分析）2 整数规划（包括建模，分枝定界算法和匈牙利算法）3. 动态规划（介绍动态规划的最优化原理，建模及后向动态规划递推算法）4. 非线性规划（介绍非线性规划的

建模，一维寻优以及多维无约束寻优方法）注意：一定要具有线性代数的初步知识。

**00510454 经济学原理 4学分 64学时**

**Principles of Economics**

本课分为微观经济学、宏观经济学两大部分。微观经济学以供求分析为主线，讨论市场运行的基本机制及其福利评价，公共部门经济学，企业行为与产业组织。宏观部分分别就长期和短期中宏观经济的不同理论及其分析框架进行讲授。

**00510463 中级微观经济学 3学分 48学时**

**Intermediate Microeconomics**

This course focuses on the rational choice behavior of individual consumers and firms. The topics covered include: theory of consumer behavior; theory of firm behavior; pricing in different market structures, such as competitive and monopolistic markets; welfare and general equilibrium; and so on. Through this course, students will understand basic microeconomic analytical tools, be able to analyze rational individual decision making under well defined objectives and budget constraints, as well as to understand the role and function of markets. To build economic intuition of the students, many applications and examples from daily life will be introduced. Besides lecturing, student participation, in-class discussion and problem solving will be strongly encouraged.

**00510473 经济思想史 3学分 48学时**

**History of Economic Thoughts**

西方经济思想的产生和演变过程，各种经济学理论和方法之间的传承、交织与分歧，经济学与人类其他领域的交互影响。

**00510483 中级宏观经济学 3学分 48学时**

**Intermediate Macroeconomics**

宏观经济学是经济学中最具有争议，最为紊乱，但也最具有兴奋点的学科。本课程将向您介绍经济学家们是如何思考诸如通货膨胀，失业和经济危机等一系列宏观经济问题；与此同时，经济学家们又是如何看待利用宏观经济政策来解决这些问题。我们发现，经济学家们会给出不同的答案。然而，在不同答案背后，则是不同框架的宏观经济理论体系。

**00510493 产业组织理论 3学分 48学时**

**Theory of Industrial Organization**

Industrial Organization (IO) is the sub-field of microeconomics that studies firm behaviour and strategy in market competition, as well as the induced industry characteristics. Not only useful for economists, the theory of IO also provides the basic theoretical framework for researchers and practitioners in many other business subjects, including corporate finance (e.g. merger and acquisition), marketing (e.g. pricing) and strategic management (e.g. competitiveness analysis). The first part of this course introduces monopoly market and discusses pricing strategies of single-product and multi-product monopolists. In the second part, we introduce interaction among firms and discuss oligopolistic market, where we use game theory to analyze firm competition, product differentiation, market entry and collusion among firms. The third part focuses on horizontal and vertical relationships among firms, and studies mergers, integration, as well as the closely-related antitrust policy framework. In the last part, we discuss special topics of recent developments in IO theory and “hot” topics in real-life industrial economy, including two-sided markets (e.g. credit card market), platform and network industries, etc (e.g. telecommunication, online trading, and social networking platforms).

**00510513 计量经济学 3学分 48学时**

**Econometrics**

讲授经典单方程、联立方程计量经济学模型理论方法，生产函数、需求函数、消费函数、投资函数等单方程应用模型和宏观经济模型。

**00510523 公共财政学 3学分 48学时****Public Finance**

公共财政学是一门应用经济学，即公共部门或政府部门经济学，研究政府部门如何履行职能和高效提供公共产品和公共服务的行为，具体包括公共财政职能、公共收入制度、公共支出制度、国家预算和财政体制以及公共财政政策。

**00510563 货币银行学 3学分 48学时****Money and Banking**

讲述货币银行学的基本内容与动态，具体包括：货币制度、银行管理与监管、信用与金融市场、金融创新、金融危机、货币供给、货币需求、利率的决定理论、货币政策、通货膨胀的起因与防治。

**00510573 劳动经济学 3学分 48学时****Labor Economics**

内容包括劳动力市场的供给，需求和流动，工资的决定机制与差别，就业与收入的宏观调控，中国劳动力市场的特点及发展趋势，等等。

**00510583 发展经济学 3学分 48学时****Developmental Economics**

介绍发展经济学的主要理论成果，分析发展中国家的经济特征，探讨发展中国家（特别是中国）的发展问题和应该采取的发展政策。

**00510602 创业训练营 2学分 32学时****Entrepreneurship Camp**

这是一个实践课程，由对创业感兴趣的各院系学生共同组成团队，完成一个实际创业项目的调查、分析等计划准备工作。本课程强调“干中学”，参与的学生应当准备花大量时间于客户调查和专家访谈等实践活动之中。

**00510612 政治制度与经济发展 2学分 32学时****Political Institutions and Economic Development**

现代政治经济学是经济学中新兴的研究领域，探讨政治制度对经济发展的影响，以及经济发展对政治制度变迁的反作用。并有助于人们更好地理解经济政策的制定过程。它融合了公共选择理论与制度经济学，并广泛使用博弈论工具。本课程包含现代政治经济学基本内容，包括：基本分析工具（投票与选举理论、利益集团理论），比较政治学、动态政治学等。基本理论为主，兼顾前沿问题与应用，并力求结合中国国情。

**00510624 计量经济学导论 4学分 64学时****Introduction to Econometrics**

本课程是针对经济学双学位学生开设的学科基础性课程。主要包括：概率论基础、统计学基础以及线性代数基础。

**00510632 信息管理导论 2学分 32学时****Introduction to Information Management**

伴随着信息技术在各行业中的广泛应用，企业面临机遇和挑战。缺乏信息管理基本知识的企业面临竞争劣势的巨大风险。信息系统不仅是提高企业运作效率的重要工具，它同时也是企业进行业务流程再造和经营模式创新的催化剂。本课程涵盖信息管理的基本概念，信息系统发展的当前和未来趋势，以及与信息管理相关的基本理论。课程内容强调信息技术和管理的结合，相关内容包括电子商务、信息管理战略、以及项目管理简介。其它内容包括：软件和硬件、网络技术、互联网及相关应用、数据管理、决策支持系统及其它企业应用。

**00510643 金融学原理 3学分 48学时**

**Principles of Finance**

本课程将向学生介绍金融理论的基本原理和发展。课程内容包括：财务决策和金融原理；资产评估；利率理论；组合理论；资产定价模型；公司财务介绍。

**10510064 实分析 4学分 64学时**

**Real Analysis**

实变函数的核心是测度和积分的理论，它是近代分析数学领域的基础知识；数学分析主要的考察对象是定义在区间上的连续函数，实变函数则把研究对象扩大到可测集合上的可测函数，并运用集合论的观点对函数及其定义域作更加细致的剖析。这就使得实分析处理问题方法更加活跃，可使微积分在比较宽松的环境中加以运用，其结果也就更加深入和具有多样性；本课程以  $n$  维欧氏空间为基地，重点介绍 Lebesgue 测度和积分，主要内容有：集合与点集；Lebesgue 测度；可测函数；Lebesgue 积分。

**10510072 中文写作 2学分 32学时**

**Chinese Writing**

本课是经管学院本科生公共必修课，授课内容包括写作基本知识与实用文体写作知识两大部分。写作基本知识部分，主要讲授写作的涵义、性质，写作观念的变更、写作应关注的学科、写作的形态、要素、过程、写作的评价角度与标准、写作者应该具备的能力以及提高写作水平的途径等 10 项内容；实用文体写作部分，主要讲授经济信息类文章写作、说明类文章写作、总结类文章写作、调研类文章写作以及论证类文章写作等 5 项内容。

**10510082 中文沟通 2学分 32学时**

**Communication in Chinese**

教学采用讲授、讨论、案例及案例录像、模拟实践、自评、互评、师评等互动教学形式。课程重在学以致用，故设有理论学习，实践分析，经验分享等诸多环节，旨在帮助学员了解和掌握沟通基础理论和有效沟通策略及技巧；学习并掌握沟通的分析模型，并能学以致用。

**10510103 西方文明 3学分 48学时**

**Western Civilization**

本课程分专题讲授西方文明体现于思想、文化、制度等方面的重大成就和遗产。

**10510112 中国与世界：法律传统 2学分 32学时**

**China and the World: Legal Traditions**

The course work provides an overview of the comparisons between the two legal traditions and seeks plausible answers to some of the complex and contradictive questions which arise frequently in our discussions.

**10510123 中国文明 3学分 48学时**

**Chinese Civilization**

通过详尽讲解儒家文化的十五个关键字（学、孝、仁、义、礼、知、信、乐、谦、心、忠、恥、和、德、公），介绍中国传统文化核心理念。

**10510134 概率论与数理统计 4学分 64学时**

**Mathematical Statistics with Applications**

这门课程主要为有一些概率论背景的二年级的本科学生设计。这门课程主要为有微积分和线性代数等数学背景的二年级本科学子设计。我们主要介绍概率论和数理统计的基本原理和方法，并展示概率论和统计学在经济商业及别的领域中的广泛应用。课程内容主要由两部分构成，即概率论部分和数理统计部分。在概率论部分，我们将会介绍随机变量，随机分布等关键概念，以及一些典型的概率模型如泊松分布正态分布等。随后我们会讲授关于随机分布的一些总结性指标如期望，方差等等，以及作为大样本性质的理论基础的大数定律和中心极限定理。在数理统计部分，我们将介绍描述性统计和推断性统计。对于前者，我们主要强调数据的收集以及分类，和利用图形方法来总结数据中的基本信息。在推断性统计部分，我们将讲授点估计/区间估计和假设检验方法，以及常见的方差分析模型，线性回归模型和逻辑回归模型中的统计推断。

所有的方法论都将通过诸多实例/案例来介绍。我们主要用 Excel 或者 R 作为统计分析的软件。每周都将有作业布置，并设置了一个期中考试和一个期末考试。我们期望通过此门课程，学生们能学会用统计学家的视角去分析应用当中的实证问题。同时，我们也鼓励学生们在统计软件上练习学习到的各种方法。

**10510152 中外艺术史 2学分 32学时**

**History of China and Foreign Art**

以专题形式较为全面的讲授中外艺术史线索，及重要艺术作品的鉴赏。

**10510173 批判性思维与道德推理 3学分 48学时**

**Critical Thinking and Moral Reasoning**

日常生活中，人们随时都会遇到伦理问题。许多政治、经济、社会问题的解决也往往涉及伦理选择，需要相应的批判性思维与道德推理。但是，人们常常简单化（不是简化）、粗暴（思维上的暴力）地看待伦理问题，忽视对其进行批判性思考；表现为盲目地接受某些道德教条，却缺少起码的必要追问其背后的原则、逻辑是否正当、合理，堕落于恶劣政治意识、极端化伦理观的俘虏。本门课程，重在培养学习者的批判性思考，可以深入浅出，可以由小见大，可以举一反三。思考本身就是课程的最重要的目的，而不是某些答案，或者某个理论。看似简单的思考，最难的，也是最需要的就是形成“下意识的”习惯，成为你的品格、风格的一部分。要认真负责地工作与生活，首先要认真负责地对看似简单的道德问题进行深刻的探究与思索，古往今来，许多思想家、领导者，都曾经这样做过。许多大家熟视为当然的现象，背后却蕴藏着令人足以深思的议题。借着对这些引起争议作为的理解，我们可以深入了解社会的实际现象，以及未来可能的发展。课程的设计也很希望你在经过这个学习之旅后能够更知道如何面对这些现象，更理性地进行价值选择。因此，这门课绝非商学院中司空见惯的商业伦理课程，而是一门学习在社会中思考、生活的课程。

**20510032 工程经济学 2学分 32学时**

**Engineering Economics**

内容包括投资、成本与利税等现金流量构成要素，资金等值计算，经济效益评价方法、方案比选方法和不确定性分析方法，投资项目可行性研究，财务评价及可持续发展评价，技术创新、价值工程、设备更新等专题。

**20510052 随机过程 2学分 32学时**

**Stochastic Process**

随机过程是研究随时间或其它参数变化的随机现象统计规律的数学学科，也是构造随机模型的理论基础之一。随机过程的方法已经广泛地应用于科学与技术的所有领域。而经济学、金融学的最重要的数学工具之一就是随机过程。本课程的目的就是为经济学、金融学专业本科生提供必要的学习和研究经济、金融问题的数学工具。

**20510082 计算机网络 2学分 32学时**

**Computer Network**

This course provides a comprehensive introduction to the concepts and principles about data communication and computer networking, including related architectures, protocols, technologies, hardware, software, and applications. Emphasis is put upon the requirement analysis and design of networking applications in organizations, while topics such as management of communications networks, cost-benefit analysis, and evaluation of connectivity options are covered, so as to help students learn to evaluate, select, and implement different communication options within an organization.

**20510102 计算机语言 2学分 32学时**

**Computer Programming Language**

主要内容包括三个主要部分：C 语言基础概念；结构化程序设计；高级程序设计。第一部分讲授了计算机语言的基本概念、C 语言编程环境简介、基本数据类型及其运算、基本语句与数据输入/输出、数组和字符串等。第二部分主要讲授了分支结构程序设计、循环结构程序设计、函数和模块化设计、调试与排错、以及结构化程序设计的基本思路。第三部分主要讲授编译预处理、复合数据类型结构体、文件处理、以及可视化编程的初步概念和方法。

**30510053 计量经济学 3学分 48学时****Econometrics**

This course is an introduction to econometrics. It introduces students to multiple regression methods for analyzing the relationship between two or more economic variables. It starts from the simple linear regression to multivariate regression, regression with discrete random variables, instrumental variables, and to regression with panel data, time series data. The objective is to help students understand, evaluate and conduct empirical studies in economics and related disciplines.

**30510073 公共财政学 3学分 48学时****Public Finance**

Public Finance studies the role of the public sector in the economy. In this course, we will study the economic foundations that justify the existence of the public sector, and the economic theory that describes what the role of the public sector should be. We concern when the governments should intervene the economy and how they should do so, including what options they have and what are the effects of the policies. The focus is on the government taxes and spending activities. We will also look at the governments' policies in the reality, and study how the policies affect individual and corporate decision-making and welfare.

**30510123 会计学原理 3学分 48学时****Accounting Principles**

Accounting is a dynamic subject which is evolving rapidly in recent times. It is also a highly political process with a number of players or interest groups involved in the process of setting the accounting standards. As the language of business, accounting plays a very important role in managing business organizations and in particular, large multinational corporations. Any person who wants to work for a business organization (or own a business as a proprietor, partner or shareholder) should have a thorough understanding of this language of business. Knowledge of accounting would also help those who want to deal with businesses (as suppliers, franchisees, etc.). Therefore, it is very important that you learn accounting by getting a good understanding of its basic concepts, principles and underlying logic as well as by actually doing problems. Do not learn accounting mechanically. Learn accounting by doing it.

**30510182 投资学 2学分 32学时****Investment**

This course aims to provide students with understanding of (i) the fundamental knowledge for those common and important investment strategies in financial market, (ii) the portfolio management techniques used to manage risk or make speculation, and (iii) the recent development of portfolio management tools and investment strategies in financial markets. On the theoretical side, this course introduces fundamental knowledge for investment strategies and portfolio management. On the practical side, this course covers recent topics that are related to the investment strategies and portfolio management. Some projects of portfolio management are specially designed to let you apply the theoretical knowledge to practice. This course is highly recommended for students who intend to pursue a career or further studies in investment strategies and portfolio management. Of course, the knowledge will also be very useful when you make your own personal investment decision.

**30510202 管理信息系统 2学分 32学时****Management Information Systems**

I. Introduction 1.1 Job titles 1.2 Information technology skills 1.3 Course outline I. Information Technology in Business 2.1 IT fusion 2.2 Information systems 2.3 Information management III. Gaining Competitive Advantage with IT 3.1 Supply chain management and ERP 3.2 Customer relationship management 3.3 Business intelligence Lab study: SAP ERP Case study: Digital China IV. Data Modeling 4.1 Conceptual modeling 4.2 Logical ties within information 4.3 Data integrity V. Knowledge Discovery for Decision Support 5.1 Types of business knowledge 5.2 Data mining tools 5.3 Discovering association rule Lab study: Business Objects VI. Information Analysis in Decision Making 6.1 Optimal decisions 6.2 Alternative decisions 6.3 Decision scenarios Exercises: Office tools VII. Systems Development 7.1 Insourcing and the systems development life cycle 7.2 Business modeling: an object-oriented perspective VIII. IT Management 8.1 Roles of CIO 8.1 Outsourcing 8.2 Business continuity Case study: CSC and General Dynamics Lab study: EMC2 IX. Emerging Fields and Economic Issues

9.1 Management of uncertain and imprecise information 9.2 Re-birth of e-Commerce 9.3 Information goods.

**30510273 数据结构 3学分 48学时**

**Data Structure**

Now we are in an Information era, which roots on a basic fact that, Information Technology (IT) has deeply and widely reshape almost every areas, e.g., production, operation, business, society and personal life. One important characteristic of information era is storing, representing and processing of large-scaled structural data. How to represent and process large-scaled data is the key factor not only for information systems construction, but also for organizations to gain competitive advantages. This course will focus on constructing effective data models using standard data structures as well as efficient processing, which will cultivate the students with the abilities of efficient data modeling and data processing.

The course contents include:

- a) Introduction to Data Structures and Analysis;
- b) Analysis on Computational Complexity;
- c) List, Stack and Queue;
- d) Binary Trees;
- e) Graphs and Network;
- f) Search;
- g) Sorting;
- h) New tech.

By the end of the course, the students should:

1. Master the major data structures and efficient processing based on C programming;
2. Master the preliminary abilities to model and analyze some real-world applications.
3. Cultivate the ability for further information analysis, design and implementation.

To accomplish this global goal, lecturing is far from enough; case programming and analysis, assignment and Q&A are also important.。

**30510283 数据库原理及应用 3学分 48学时**

**The Principle and Application of Database**

本课程的主要内容包括数据库系统的基本概念、组成和发展历史,各种数据模型的特点;关系模型的数据结构和以关系代数为代表的操作方法,关系数据库标准语言 SQL,关系数据库的规范化理论和方法;数据库的事务管理、并发控制、安全保护措施以及数据库的恢复技术,数据库的设计理论,以及数据库应用系统的开发步骤和典型方法。

**30510332 系统分析与设计 2学分 32学时**

**System Analysis and Design**

介绍信息系统的地位和作用、信息系统的规划、分析、设计方法(以原型法、生命周期法为主)、信息系统建设中存在的问题及其解决方法等。《系统分析与设计》课程本是一门以技术为主,管理为辅的课程。考虑信息管理与信息系统专业的本科生已经掌握了一些必需的知识和技能,因此在课程教学过程中会将本着“观念第一,技术第二”的原则引入系统分析与设计的方法,帮助同学们在观念上掌握信息系统应用的主要思想,在此基础上掌握信息系统开发的主要方法,并学会如何利用现有的方法组织开发合适的信息系统。

**30510393 审计学(1) 3学分 48学时**

**Auditing (1)**

The course is designed to provide the student with insight about auditing: what it is, why it's important, what it entails, and why users of financial statements should care about it. It is an introduction to the audit function, audit standards, objectives and procedures, ethical and legal environment, materiality and audit risk, sampling, and reporting.

**30510403 审计学(2) 3学分 48学时**

**Auditing (2)**

本课程是在学生掌握了基本的审计理论基础上提供其他一些扩展性的知识,比如其他注册会计师业务与服



务、审计师的职业道德与法律责任、以及内部审计、公共部门审计和舞弊审计的基本概念。

**30510523 货币银行学 3学分 48学时**

**Money and Banking**

This course presents basic concepts and theories in monetary and banking economics. Topics covered in the course include: the structure of financial system, financial market and financial institutions, definition of money and role of bank, Money supply and demand, interest rate such as the determination of short-term interest rates and the structure of interest rate, and exchange rate and determination of exchange rate including PPP, IRP, monetary approach, asset approach, and monetary policies.

**30510643 会计信息系统 3学分 48学时**

**Accounting Information System**

Application of information systems (IS) has become the necessary weapon for enterprises to improve business processes, enhance management effect, innovate business models and build up core competitiveness. Also, IS application brings huge challenge to every aspects of business organizations. Accounting is generally concerned with the identification, collection, processing, analysis and communication of economic information about an organization. Accounting information systems (AIS) is the important part of IS. Accounting departments and accounting professionals are facing the big opportunity and challenge of contemporary IS application. This course introduces the main content of AIS from the technical and managerial points of view. It consists of 4 parts. Part 1 introduces AIS concepts and tools, including introduction to AIS, business processes and AIS data, documenting AIS, and identifying risks and controls in business processes. Part 2 introduces the components of AIS, including database management methods and software systems, design of accounting data, queries & reports, and forms. Part 3 introduces fundamental business processes combined with utilization of an AIS software system, including the purchase/payment cycle, sale/reception cycle and financial cycle, etc. Part 4 covers two special topics on IS application. One is about IS application and evolution in enterprises, the other is managing and controlling IS.

**30510663 经济学原理 3学分 48学时**

**Principles of Economics**

内容包括：引论，需求和供给，消费者行为，企业和产业组织，公共部门，重量市场，长期的实经济，货币的作用，短期经济波动，开发经济的宏观经济学，经济发展与改革。

**30510702 商法原理与实务 2学分 32学时**

**The Theory and Practice of Business Law**

本课程旨在用英文向学生传授在中国内地从事商业活动所必需的法律知识。涉及话题包括但不限于：商业组织形态及选择，不同商业组织的控管结构，法律对注册资本的要求，商业组织名称及其权利的取得与保护，与之相关的商标和域名的法律保护和纠纷解决；商业合同的缔结和纠纷解决；内地民事诉讼和商事仲裁；消费者权益保护；劳资关系和劳工保护。除采取讲授方式外，还要求学生进行法律文献和案例的阅读，小组分析和课堂讨论。模拟审判，个人书面报告也是必需的。

**30510732 管理学原理 2学分 32学时**

**General Management**

Organizations are all around us in society: we study in them, work for them, rely on them for goods and services, and we are often regulated and highly influenced by them. Understanding the management of organizations, therefore, is the key to becoming more effective actors of the organizations we are or will be part of. We will cover three traditional functions of management: planning, organizing, and leading. Overall, this course offers a comprehensive perspective for those interested in management and organizations. By the end of the course, you will achieve the following:

1. Be familiar with key principles of management and organizations
2. Develop analytical skills in the diagnosis of organizational & managerial (in)effectiveness
3. Be able to apply basic principles of management to real-world practices.

**30510743 中级微观经济学 3学分 48学时**

**Intermediate Microeconomics**

The course presents basic theories of microeconomics and its applications. Topics covered include consumer theory, firm theory, market supply and demand, externality and public goods, industrial organization, game theory, information economics, and general equilibrium. The economic modeling methods and analytical tools are emphasized throughout the course.

**30510763 中级宏观经济学**                      **3学分**      **48学时**

**Intermediate Macroeconomics**

We will study the economic issues within a unified framework as possible as we can. At the same time, we will also try to introduce alternative theories and models. The main purpose is to introduce the method to study macroeconomics, not the facts and the theories. We emphasize the micro-foundation, and use the neoclassical economics as the benchmark. Nevertheless, we also introduce the Keynesian economics by introducing some market imperfections such as sticky wage and search in labor market. #We will start with the basic facts and issues in macroeconomics. Then we will introduce the modern approach to address these issues. We will study how different markets work together in general equilibrium. Markets for labor, saving and investment, and financial assets interact to determine the economy's long-run growth and its fluctuations.

**30510773 运筹学(1)**                              **3学分**      **48学时**

**Operational Research (1)**

Marketing is the core of an operating business, and also the management process through which goods and services move from concept to the customer. Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing differs from selling because it has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs. Marketing entails planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. It starts with identifying and measuring consumers' needs and wants, assessing the competitive environment, selecting the most appropriate customer targets and developing marketing strategy and implementation program for an offering that satisfies consumers' needs better than the competition. Marketing is the art and science of creating customer value and market place exchanges that benefit the organization and its stakeholders.

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in marketing as well as other business/social science disciplines. We will explore the theory and applications of marketing concepts through a mix of cases, discussions, lectures, guest speakers, individual assignments, and group projects. We will draw materials from a variety of sources and settings including services, consumer and business-to-business products.

**30510782 专家系统与决策支持系统** **2学分**      **32学时**

**Expert Systems and Decision Support Systems**

本课程主要介绍专家系统基本概念，专家系统结构，知识搜索方法，各种知识表式方法，各种推理方法，专家系统中常用的不精确推理方法，专家系统开发过程；决策支持系统的基本概念，系统结构和功能。

**30510793 运筹学(2)**                              **3学分**      **48学时**

**Operational Research (2)**

运筹学是应用定量方法研究管理问题的一门科学，其特点是将管理中的问题归结为抽象的数学模型，应用数学等科学方法找到模型的最优解，为管理决策提供支持。本课程重点讲授管理科学中的非线性规划，动态规划，图与网络分析，对策论等分支。主要内容为：（1）非线性规划的数学模型、凸函数和凸规划、一维搜索、无约束极值问题解法。K-T 条件、非线性规划解法。（2）动态规划的最优化原理、基本概念和基本方程。动态规划的应用举例。（3）图的基本概念、树的基本概念及性质。Euler 问题、Hamilton 问题及中国邮路问题、货郎担问题。最短路问题、最大流问题、最小费用流问题。网络计划技术。（4）矩阵对策的基本理论、矩阵对策的解法。

**30510803 经济学原理(2)**                      **3学分**      **48学时**

**Principles of Economics (2)**

本课程是完整的经济学原理课程的第二部分。本课分为微观经济学、宏观经济学两大部分。微观经济学以供求分析为主线，讨论市场运行的基本机制及其福利评价，公共部门经济学，企业行为与产业组织。宏观部分分别就长期和短期中宏观经济的不同理论及其分析框架进行讲授。

**30510812 营销管理**                      **2学分**      **32学时**

**Marketing Management**

教学内容主要涉及营销管理的主要方面和环节，包括市场营销观念、战略营销、目标市场营销、营销的 4P'S 策略等。市场营销的基本概念和理论以及在实际营销管理中的应用将是课堂讲授的重点。

**30510833 经济学原理(1)**                      **3学分**      **48学时**

**Principles of Economics (1)**

主要内容：分为微观经济学、宏观经济学两大部分。微观经济学以供求分析为主线，讨论市场运行的基本机制及其福利评价，公共部门经济学，企业行为与产业组织。宏观部分分别就长期和短期中宏观经济的不同理论及其分析框架进行讲授。

**30510842 信息管理导论**                      **2学分**      **32学时**

**Introduction of Information Management**

本课程主要信息管理的入门知识，力图让学生掌握信息时代必备的基本信息管理技能。课程分为四个单元，16 学时。第一单元为个人信息管理，第二单元为信息管理的方法与工具，第三单元为企业信息管理初步，第四单元为信息职业生涯规划。

**30510863 发展经济学**                      **3学分**      **48学时**

**Developmental Economics**

Development economics is a course involving economic problems and policies of those countries that have not yet reached the level of economic well being observed in the western world. At the completion of this course, students will be familiar with theories of development and their applications in the real world. Students will have a better understanding of a number of topics that shed light on the development process, including poverty, inequality, education, international trade, the role of the government, and population issues. Students will also be trained to conduct their own research by using theories learned in class and analyzing real world data. They will also present their research results in class, which can improve their ability of public speaking and intellectual interactions.

**30510883 经济增长**                      **3学分**      **48学时**

**Economic Growth**

The aim of the course is to provide students with a rigorous introduction to the empirical facts and theoretical models of economic growth. A recurring theme of this course is the question: "Why are some countries so rich, while some others are so poor?" To answer this question, we will look at various aspects of economic growth, starting from some characteristics and stylized facts of different countries across the world. We will then study some of the main theories and their predictions. Through the study of the course, the students will get familiar with the available cross-country data and use different models as a basis for understanding and distinguishing the various determinants of economic growth.

**30510893 财务报表分析**                      **3学分**      **48学时**

**Financial Statement Analysis**

a) Understand the construction and major elements in financial statements; b) Understand how firm performance is analyzed and valued. c) Understand the relevance of cash flow and accounting information. d) Know how to pull apart the financial statements to get the relevant information. e) Apply ratio analysis in valuation and decision-marking.

**30510912 商务沟通**                      **2学分**      **32学时**

**Business Communication**

Business Communication is a course training students to be able to deliver a presentation and submit a written proposal efficiently as well as effectively in a business context. The course is delivered in English with many training activities which eventually get students to be an efficient business presenter in English. It helps the learner aware of the communication goals and therefore able to apply the principles to create an efficient and effective business presentation. It also helps the learner apply the communication principles to written formats since the written proposals are evaluated as part of the final performance.

**30510953 经济思想史**                      **3学分**      **48学时**

**History of Economic Thought**

本课程将讲授从古希腊到 20 世纪末的重要经济思想。所谓经济思想，是指学者们有意识地对经济问题进行思考、研究而不断积累起来的思想成果。课程主要内容有：经济思想产生的经济、社会、文化背景；经济思想的主要内容和政策建议；代表人物的主要思想和活动；经济思想在当时和以后的社会发展中所起的作用。本课程还将考察经济理论、概念和方法是如何演进的，以及过去的经济思想对当代经济学理论产生了怎样的影响。学习本课程有助于加深学生对经济学的理解，以及对经济学与社会科学其他分支的关系的认识。

**30510962 金融机构**                      **2学分**      **32学时**

**Financial Institution**

A well-functioning financial system is crucial to economic growth and development as it promotes efficient capital allocation, provides risk sharing, and reduces transaction costs. This course aims to help students understand the role of the financial system by focusing on its major components: financial markets and institutions. It will discuss the economic foundations of financial markets and management of financial institutions. It will also introduce the development of China's financial system and compare it with its U.S. counterpart.

**30510973 计量经济学（1）**                      **3学分**      **48学时**

**Econometrics (1)**

The purpose of this course is to help students understand how to interpret economic data. It will focus on the issues that arise in using this type of data, and the methodology for solving these problems. The focus of the course is on regression analysis.

**30510983 风险管理与保险概论**                      **3学分**      **48学时**

**Risk Management and Insurance**

This course introduces the fundamentals of risk management and insurance by exploring the sources of risk, the costs of risk, and the methods available to individuals and corporations to mitigate the cost of risk.

**30510992 战略管理**                      **2学分**      **32学时**

**Corporate Strategy Management**

This course introduces the concepts and tools of strategy formulation and competitive analysis. You will learn about why some firms survive and prosper while others do not, and develop critical analysis and communication skills to create and implement firm strategy. The course focuses on the analyses, organizational processes, skills and business judgment managers must use to craft strategies, position their businesses so as to maximize long-term profits upon uncertainty and competition.

Strategic Management is an integrative and interdisciplinary course, which takes a general management perspective. It views the firm as a whole, and examines how policies in each functional area (such as accounting, economics, finance, marketing, and organizational behavior) are integrated into an overall competitive strategy. It is intended that you develop a "general management point of view" in this course. This point of view is the best vantage point for making decisions that lead to sustainable business performance. The key strategic business decisions of concern involve determining organizational purpose to evolving opportunities, creating competitive advantages, choosing competitive strategies, securing and defending sustainable market positions, and allocating critical resources over long periods. Decisions such as these can only be made effectively by viewing a firm

holistically, and over the long term.

This course is intended to help you develop skills for formulating strategy. The strategy formulation process demands the mastery of a body of analytical tools and the ability to take an integrative point of view. You will develop these skills through:

- In-depth analysis of industries and competitors;
- Prediction of competitive behaviors;
- Techniques for analyzing how firms can develop and sustain competitive advantages.

### **30511003 经济统计学                      3学分      48学时**

#### **Statistics for Business Economics**

This is an elective course for undergraduate students wishing to learn statistics for economics and business. Three major components of this course are: probability & statistics, linear regression, time series.

This elective course is closely related to two required courses offered at Tsinghua SEM: Applied Statistics in Business & Economics and Econometrics I. Compared to Applied Statistics in Business & Economics, the probability & statistics part of this course appears a little more theoretical. The linear regression part of this course is typically covered by Econometrics I, and it is also covered by this course to review the related statistical concepts. The time series part of this course is not included by the two aforementioned courses.

This elective course also utilizes datasets to demonstrate how statistical methods are applied in linear regression and time series analysis. At the end of the course, students are expected to be able to use sound statistical analysis in the future empirical work. The statistical software, STATA, is used in this course to help illustrate the course material.

Topics of this course include: basics of probability, basics of statistical inference, basics of asymptotics, simple linear regression, multivariate linear regression, linear regression framework, introduction to time series, autoregressive and moving average models, forecasting.

This course is open to sophomores, juniors and seniors. Students who are interested in this course are strongly encouraged to consult with those who have taken this course in the past couple of years.

### **30511013 国际金融市场                      3学分      48学时**

#### **International Financial Markets**

内容：虚拟经济对金融的深远影响；外汇、国际结算、外汇交易等知识；货币市场、外汇期货、外汇期权、金融互换等基本衍生金融工具定价关系以及在外汇风险管理方面的运用；国际收支及不平衡调节；经济变量之间平价关系与汇率预测；国际金融市场、国际资本流动、国际货币体系及国际金融组织等。

### **30511043 计算机系统原理                      3学分      48学时**

#### **Computer Systems Architecture**

The purpose of this course is to help students understand how to interpret economic data. It will focus on the issues that arise in using this type of data, and the methodology for solving these problems. The focus of the course is on regression analysis.

### **30511053 公司金融                              3学分      48学时**

#### **Corporate Finance**

The focus of the course is learning how a corporate manager can evaluate prospective investments and projects, and how to raise money to finance the projects. This involves four major parts. The first is discounted cash flow (DCF) valuation. This part of the course involves learning the concepts and techniques necessary to evaluate the cash flows of projects. A sample of topics covered within this part of the course includes the time value of money, compounding, annuities, perpetuities, bond prices, stock prices, net present value, and the internal rate of return. The second part of the course focuses on the relationship between risk and return. Sample topics include capital market history, market efficiency, and concept of risk, diversification, the Capital Asset Pricing Model (CAPM), and the weighted average cost of capital (WACC). The third part is capital structure. More details regarding debt and equity are discussed. We use equity as example to introduce issuing securities to public. Then the famous Modigliani and Miller (MM) capital structure theory is introduced. We first discuss the M&M theory without corporate taxes. After knowing the basic ideas, corporate taxes are incorporated. The last part focused on firm valuation. Three approaches are considered: WACC, Adjusted Present Value (APV), and discounting cashflows to

equity (FTE). Real world financial statement modeling is introduced as the most complicated case.

**30511062 中国与世界：制度演变 2学分 32学时**

**China and the World: Evolution of Institutions**

第一讲制度演变概论;制度的概念、定义、操作、机制;古今中外基本制度概述:合同制、产权制、法制、宪政、民主制、共和制、封建制、君主制、君主立宪制、帝制、威权制、集权制、政党制、市场经济、中央计划经济;演变方式:演化、革命、殖民、制度移植 第二讲 欧洲从共和制到帝制,再到君主制-封建制,再到君主立宪制以及共和宪政的制度演进和条件;以及宪政同产业革命和经济增长的关系 三讲中国从封建制到郡县制、帝制的产生、演化和统治第四讲 中西对比:政治统治与制度化的宗教文化的交互作用,基督教会和儒教科举制;第五讲中西对比:土地制度,产权,皇权及宪政 第六讲中西对比。

**40510073 高级财务会计 3学分 48学时**

**Advanced Financial Accounting**

主要介绍中、美、香港、国际会计准则的制订环境及准则差异,金融工具的会计处理,所得税会计,公司间长期投资的会计处理,外币业务处理和外币报表折算,非赢利组织和公共部门会计。

**40510093 国际会计专题 3学分 48学时**

**Topics on International Accounting**

To understand the development of accounting and financial reporting models in the world, and to enable you to evaluate the reasons and evolution of international accounting harmonization and convergence; To provide you with the key technical issues in international accounting area and their impact on financial reporting, such as accounting for foreign currency transactions, translation of foreign financial statements and accounting for changing prices; and To understand some management accounting issues in multinational operations, for instance, the establishment of management control and information system, financial risk management, international taxation, and international transfer pricing. Many of the topics in an international accounting course have a domestic counterpart. However, new factors and complications arise in the international arena. Some of these are (1) laws, practices, customs, cultures, and diversity of competitive circumstances; (2) risks associated with fluctuating exchange rates, differential rates of inflation, and unstable property rights; and (3) variations in taxes and tax rates. International accounting discusses issues from the perspective of companies that have internationalized their finance and/or operations. It also has a comparative aspect, comparing accounting across countries. It also deals with convergence of worldwide financial reporting standards. This course is designed to provide you with an understanding of the significant issues in international accounting. The teaching approach will be mainly classroom lectures with some discussions and presentations.

**40510173 中级财务会计 3学分 48学时**

**Intermediate Financial Accounting**

The course builds on your knowledge of corporate reporting theory and techniques as used to record, process, and report financial information. While some emphasis is placed on analysis, interpretation, and use of accounting data for investing, credit, and management decisions, the reporting function of accounting to external users (investors and creditors) will be stressed. Current financial reporting and disclosure requirements, plus emerging practices and business ethics, will be discussed in class.

**40510193 管理系统模拟 3学分 48学时**

**Management Systems Simulation**

Many analytical models and mathematical tools have been used in business decision to improve the operational efficiency and seize the competitive advantage. Since, however, the real world business situation and environment, regarded as a system, is very complex, which results that the traditional analytical methods and tools cannot fit properly. This course will introduce a new methodology – simulation – into the business management systems. As its name says, in complex systems, where the number of related variables is huge and they are also closely interdependent, simulation method is to mimic the real parameters in computer system, using the time-advance mechanism, to generate the evolutionary results over time. In so doing, after enough replications of simulation, statistically confident results could be derived. Clearly, the computational load is extremely high. But, with

mainstream personal computer nowadays, this process could be performed efficiently. In this course, we will cultivate the students with the abilities of modeling, simulation and analysis with computer and software.

This course includes:

- a) Basic Concepts on Simulation Modeling;
- b) The Simulation Process;
- c) Simulation with EXCEL;
- d) Input Analysis using Statistics;
- e) Random Number and Random Variable Generation;
- f) Basis of simulation with ARENA;
- g) Advanced simulation with ARENA;
- h) Output Analysis;
- i) Lecture on system dynamics;

By the end of the course, the students should:

1. Master the methodology of simulation and can modeling complex business systems;
2. Master the abilities of modeling with EXCEL and ProModel.
3. Cultivate the ability for further simulation analysis, design and implement.

To accomplish this global goal, lecturing is far from enough; case programming, modeling and analysis, assignment and Q&A are also important.

#### **40510223 生产与运作管理                      3学分      48学时**

##### **Production and Operation Management**

企业的运作流程是将人力、物料、设备、资金、信息、技术等生产要素(投入)变换为有形产品和无形服务(产出)的过程。生产与运作管理既是对这一流程进行管理。生产运作管理的主要内容可概括为四大部分：(1) 运作战略与企业竞争力，包括企业运作竞争的重点、运作战略与企业竞争力的关系、运营流程的选择等；

(2) 运作系统设计，包括新产品和新服务的开发、能力规划、设施选址与布局、工作设计等；(3) 运作活动的计划、组织与控制，包括预测技术、不同层次的生产运营计划、库存控制、MRP 与 JIT、供应链管理等等；(4) 运营系统与运营过程的改进，包括质量管理与改进等。

#### **40510275 会计实习                              5学分**

##### **Accounting Practice**

学生在企业、会计师事务所等参加会计或审计工作，将所学知识结合实际，整合自己的知识体系。

#### **40510293 金融工程导论                      3学分      48学时**

##### **Introduction to Financial Engineering**

This course covers derivatives such as options, forward contracts, futures contracts, and swaps. By the end of the course you will have a good knowledge of how these contracts work, how they are used, and how they are priced. Derivatives have become an integral part of finance. Whether you end up working for a financial or a non-financial institution you will find the material you learn on this course important.

#### **40510323 中级财务会计(1)                      3学分      48学时**

##### **Intermediate Financial Accounting (1)**

This course will focus on U.S. accounting standards, and the underlying issues of accounting will be incorporated with its actual development in China and international accounting standards. We will also cover various ethical issues related to the use and production of accounting information. All the materials will be taught in the class, and small cases will be discussed to get a better understanding. This course is divided into two parts: the first part gives a brief review of the standard setting process of U.S. GAAP and describes the financial reporting environment. Financial accounting framework and accounting system are also discussed; the second part illustrates the treatment of basic accounting elements, including cash, inventories property, plant and equipment and intangible assets.

#### **40510333 中级财务会计(2)                      3学分      48学时**

##### **Intermediate Financial Accounting (2)**

Based on the Intermediate Accounting (1), this course covers detail problems related to liabilities, shareholders'

equities, investment and revenue recognition. Meanwhile, this course introduces briefly the income tax, pension and lease problems and accounting treatments on them.

**40510343 管理会计(1)                      3学分      48学时**

**Managerial Accounting (1)**

The goal of management accounting is to provide relevant information for top executives' decision, management accounting includes decision related cost measurement, pricing strategy, organization design, budgeting management and performance evaluation. This course will introduce concepts, methods and techniques related to management accounting. Topics can be summarized as the following three areas: (1) fundamental concepts and methods, including cost concept and classification, cost measurement, cost behavior and CVP analysis; (2) fundamental decision process, including marketing decision and production decision; (3) the specific decisions, including standard costing, static budgeting, flexible budgeting, organization design, transferring price, and performance evaluation etc. Based on the trends of modern management accounting, this course will also focus on activity-based costing (ABC), balanced scorecard (BSC), total quality management (TQM) and some other newly developed techniques in this area.

The objective of this course is to enable you to do the following:

1. Understand basic costing concepts, cost measurement methods and system;
2. Understand the basic process of decision making in modernized enterprises;
3. Hold a whole picture of budgeting management and performance evaluation;
4. Can solve some management accounting problems in the real world.

The approaches of the course include literature reading, lecture, case analysis and discussion, homework, group report and presentation

**40510353 管理会计(2)                      3学分      48学时**

**Managerial Accounting (2)**

本课程将采用“以用户（决策者）为导向”的观点，着重阐明在各类组织中如何生产和利用会计信息，涉及的内容有：1. 事业部制度与预算管理系统；2. 成本管理系统；3. 决策分析；4. 统筹计分卡；5. 代理人税与管理会计；6. 报酬与激励制度。

**40510485 课程设计                          5学分**

**Design Studio in the Specialty Field**

掌握一种编程工具，利用学习过的管理信息系统的知识，使用该工具作一件事情（分析、设计、编程、实现）。

**40510522 优化模型及软件工具          2学分      32学时**

**Optimization Models and Software Tool**

本课程在学习运筹学基本知识的基础上，进一步讲授构造实用优化模型的一般方法、技巧以及计算机实现方法。重点介绍结构化建模方法、一些典型的优化模型、以及应用优化软件求解优化模型的方法与技巧。为扩展学生对实用优化模型的了解，课程还将从管理科学领域最好的应用型杂志 INTERFACES 上选取最新的运筹学应用案例，通过自学、小组讨论分析与精心的准备，将要求学员在课堂上讲解这些应用案例。

**40510633 人身与健康保险                3学分      48学时**

**Principles of Insurance: Life, Health and Annuities**

The course will cover various aspects of life and health insurance, including economic considerations, product types, and underwriting issues. Although pricing and reserving methods will not be addressed directly, the course will include an overview of the concepts and techniques of probability and statistics necessary for a basic understanding of actuarial issues. Students will be assessed through both (take-home) written essays and (in-class) examinations. In addition to specific assigned readings, students will be expected to use the Internet to conduct independent research of current issues of importance in the health-insurance sectors of both China and the United States. They also will be expected to participate in class discussions.

**40510652 组织设计与人力资源经济学      2学分      32学时**



**Organizational Design and Human Resource Management Economics**

This course focuses on economic principles of internal labor market and organizational design. The topics it covers include the boundary of the firm, the allocation of ownership in the organization, wage determination, screening of job candidates, principal agent relationship, human capital investment and its impact on employment stability, job design, hierarchy, bargaining theory, etc. International comparative context is considered in the study of the theoretic topics

**40510673 实证金融学**                      **3学分**      **48学时**

**Empirical Finance**

通过本课程的学习使学生掌握金融研究所需要的金融理论与实务、基本统计学方法和金融计算技术，能作一定的金融专题研究，会写简单的研究报告和金融实证论文。课程内容的三大模块：基于 SAS 的金融计算，课题研究，实证论文阅读与写作。

**40510682 社会保险**                      **2学分**      **32学时**

**Social Insurance**

本课程首先讲授社会保险的基本原理，包括社会保险的定义、功能、原则，社会保险在整个社会保障体系中的地位，社会保险和商业保险的相互关系等内容。在此基础上，分别讲授社会保险体系中的各类主要保险险种，包括社会养老保险，社会健康和医疗保险，社会失业保险，补充养老保险等。

**40510693 财产与责任保险**              **3学分**      **48学时**

**Property and Liability Insurance**

本课程讲授企业财产与责任保险，包括四个部分：第一部分，讲授企业风险及风险管理的基本原理，包括企业风险分析、风险管理的必要性、风险管理决策等内容；第二部分为企业财产保险与责任保险原理，包括保险的基本概念，财产保险的需求、财产保险定价、财产保险合同等内容；第三部分为财产与责任保险实务，分别讲授企业财产保险、家庭财产保险，责任保险，汽车保险等；第四部分，主要介绍保险市场的发展和创新。

**40510713 精算学基础**                      **3学分**      **48学时**

**Foundation of Actuarial Science**

This course covers individual future lifetime and its related functions, and pricing for individual life insurance and annuities. I will include some SOA past exam M problems as examples.

**40510742 会计理论**                      **2学分**      **32学时**

**Accounting Theory**

对于即将面临毕业论文、走向工作岗位和进入研究生阶段学习的大四学生来说，如何在未来的工作与研究中灵活应用以前所学的专业知识是一个重要的问题。未来的工作和学习要求学生具备独立思考问题和解决问题的能力，而与专业领域相关的理论框架是培养这种能力的重要基础。本课程将主要结合毕业论文及未来工作和研究生阶段学习的需要，介绍与会计实践有关的理论框架，帮助学生将过去几年学习的会计知识和经济学理论建立起联系，并结合中国的制度背景，探讨和分析中国的会计问题。

**40510752 国际税务**                      **2学分**      **32学时**

**International Taxation**

通过本课程的学习，学生将在对国际主流税收理论和税制有较全面了解的基础上，掌握国际税务筹划的基本原理和技巧，在履行公民义务的基础上，实现股东税后财富的最大化。

**40510763 国际经济学**                      **3学分**      **48学时**

**International Economics-Theory and Policy**

This course introduces to students basic concepts and theories in international economics. Topics covered in the course include: Ricardian trade model, Neo classical trade theory, The Heckscher-Ohlin, new trade theory-competitive advantage, International capital and labor movement, tariff and non-tariff barriers and

protectionism, balance of payment and exchange rate, economic policy under fixed and floating exchange rate.

40510943 Theory of Industrial Organization 3credits 48hours

Under what circumstances should telecommunication firms be allowed to merge? When are hotel room prices "too high", such that public authorities should intervene to make them lower? Is it ok for nightclubs to charge an entry fee for men but to let women in for free? Industrial Organization Theory is a set of tools that seek to provide economic answers to these and many other questions. Ranging from one extreme of monopoly to the other of perfect competition, this course will provide an introductory exploration of the rich set of models of imperfect competition, with a focus on business strategy and policymaking applications.

Or, if you prefer, this a description of the subject from Prof. GAO Ming, who another section of this course at Tsinghua SEM: Industrial Organization (IO) is the sub-field of microeconomics that studies firm behaviour and strategy in market competition, as well as the induced industry characteristics. Not only useful for economists, the theory of IO also provides the basic theoretical framework for researchers and practitioners in many other business subjects, including corporate finance (e.g. merger and acquisition), marketing (e.g. pricing) and strategic management (e.g. competitiveness analysis).

**40510773 管理实习 3学分**

#### Management in Enterprise

学生去各自的家乡所去省、市自治区或参与学校学生会、研究生会组织的暑期考查团去外地生产运作管理、财务管理市场营销、人力资源管理企业信息技术等。了解企业改革的难点与重点。

**40510823 税制与税务 3学分 48学时**

#### Taxation

本课程主要讲述我国现行的税法体系，具体包括税法概论和各税种的详细介绍，即增值税，消费税、营业税、所得税、资源税等的征税范围，计税依据和应纳税额的计算方法及税收优惠政策等。

**40510842 电子商务 2学分 32学时**

#### Introduction to Electronic Business

教学内容：本课程介绍电子商务的基本原理与框架，从技术、商务过程、企业应用案例角度，介绍国内外电子商务的最新发展与应用。主要内容包括电子商务概论，技术基础架构，电子商务安全技术，网上支付，网上个性化服务，网上银行，网上拍卖，网上广告，电子市场，电子商务系统开发等章节。

**40510853 动态系统分析与控制 3学分 48学时**

#### Dynamic Systems: Analysis and Control

本课程主要围绕线性系统展开，课程对古典控制理论进行简要地介绍，着重讲解现代控制理论的状态空间方法。主要内容包括：动态系统建模方法，系统运动规律、特征、平衡点、稳定性、振荡等概念，正系统的特征，系统能观性与能控性，系统控制方法：输出反馈、状态反馈、状态估计，系统最优控制：重点是线形系统二次型，以及非线性系统的一些基本概念与分析方法。在课程的讲授过程中大量采用来自管理、经济、社会、文化、工程等领域的例子对各种概念、原理和方法进行说明。

**40510872 面向对象的分析设计方法 2学分 32学时**

#### Object-oriented analysis and design methods

本课程在学生掌握面向对象程序设计基础之上，介绍了面向对象范式下的标准建模语言 Unified Modeling Language (UML) 和相应的信息系统开发过程，并针对面向对象范式下信息系统开发的几个基本 workflow：需求 workflow、分析 workflow、设计 workflow、实现和测试 workflow，结合具体示例和练习使学生能够了解和应用不同 workflow 下的主流开发工具和方法。

**40510882 大型财务数据分析 2学分 32学时**

#### Large Financial Data Analysis

本课程重点介绍财务数据分析在实务以及研究中的应用。实务方面，将介绍财务数据分析中通常用到的估值方法。在研究中的应用将结合会计实证研究中常用的巨灵数据库以及股价数据库来讲解会计研究中常用到的一些实证方法。本门课程将对本科生求职面试以及毕业设计有很大的帮助。

**40510943 产业组织理论 3学分 48学时****Theory of Industrial Organization**

本课程包括如下内容：第一部分介绍对垄断势力的分析，包括定价策略、产品策略、信息与广告，这一部分不涉及企业之间的相互影响。第二部分讨论寡头竞争市场的特点和企业的行为，首先介绍了博弈论的基本内容，然后用博弈论的思想介绍了寡头竞争模型、企业的策略行为和企业间的横向合并。最后介绍几个专题：企业间的纵向关系、网络与标准、政府管制与反垄断。

**40510952 金融前沿问题研讨课 2学分 32学时****Senior Seminar on Major Issues in Finance**

本课程是由金融系所有老师和大四本科生共同参与的课程，是一门学术性研讨课，采用英文作为教学语言。在经过了七个学期的基础课程和专业课程的学习后，需要有一门综合性的课程，将金融专业各领域进行梳理，使学生能够对最前沿的研究有所了解，能够进一步提高文献阅读和综合研究能力，并在此基础培养发现问题和解决问题的能力，同时培养口头（英文）学术表达能力。本课程将为学生提供这样一个平台。本课程将涵盖金融专业的各领域，包括：金融经济学、公司金融，金融工程，国际金融，金融机构，固定收益证券，保险与风险管理、房地产金融、国际经济与管理和国际贸易。

**40510962 职业发展规划 2学分 32学时****Career Development Planning**

职业生涯管理过程与理论；自我心理测评与认识；确定职业目标；职业选择与就业准备；高校毕业生就业情况分析；求职与面试；个人职业生涯规划。

**40510973 劳动经济学 3学分 48学时****Labor Economics**

This course studies the mechanism of labor markets. It covers the traditional topics in labor economics, which include the theories of labor demand and supply (both static and dynamic), labor market equilibrium, compensating differentials, human capital investments and returns, wage determination and structure, migration, gender and race discrimination, inequality, unionization, efficiency wages and work incentive scheme, and unemployment. It deals with the impacts of wages, prices, profits, working conditions, government policies and the like on the decision makings of firms and workers.

**40510983 中国经济专题 3学分 48学时****Topics on China Economy**

本课程围绕中国经济的若干专题展开，包括：经济体制的演变，劳动力资源配置，银行体制与金融市场，经济增长、结构变化和地区差距，“三农”问题，国有企业改革，社会保障体系的建立，资源、环境与可持续发展等；以介绍教师们在相关问题上的研究成果为主要形式；以培养学生的研究兴趣，领会科学有效的研究方法为基本目的。

**40510992 企业资源规划 2学分 32学时****Enterprise Resource Planning**

The primary targets of this course are those who are interested to pursue careers in ERP systems firms as managers, software analysts and developers, in ERP consulting firms as consultants, and ERP industry user firms as system engineers. As this course can enhance the understanding of management information systems, it is also suitable for those who plan to pursue various IS professional careers.

**40511003 环境与资源经济学 3学分 48学时****Environmental and Resource Economics**

本课程介绍了环境与资源经济学的基本理论、研究方法以及现实中的政策应用。本课程由四个部分组成，第一部分介绍环境与资源经济学的基本原理，以及费用效益分析；第二部分着重介绍环境经济学，例如污染控制的经济学分析，环境评估，地区与全球空气污染，水污染等；第三部分介绍自然资源经济学，包括可更新与不可更新资源；最后介绍可持续发展与环境政策的宏观分析等。

**40511012 商务案例分析 2学分 32学时****Business Case Analysis**

Corporate finance describes the corporation and its operating environment, the manner in which corporate boards and management evaluate investment opportunities, arrange for financing, create value for shareholders, and develop strategies for meeting the claims of financial market participants.

Case analysis for Corporate Finance course covers the content of both basic theory of corporate finance and the knowledge and skills of financial decision making analysis. It mainly includes the financial statement analysis, risk and return and cost of capital, valuation, capital budgeting, financing alternative approaches, dividend policy, and mergers & acquisitions.

The teaching methodology of the course is mainly case study combined with practical project and mini lecturing. After taking this course, the students should: 1) learn the basic principle of Corporate Finance, 2) build the basic skill of financial analysis and decision-making.

**40511022 全球化商务管理实践 2学分 32学时****Global business Analysis Team Project**

国际宏观战略分析的重要性、如何影响全球。跨文化管理的重要性、跨文化小组的作用、5 维文化管理模型。小组项目计划。公司治理对社会责任和管理商务管理的重要性。不同国家的区别。学生课堂汇报及小组陈述计划。质疑讨论。外出参观企业。

**40511033 政治经济学 3学分 48学时****Political Economy**

以《资本论》为蓝本，引导同学读懂原著，在同西方经济学各流派的比较中阐明马克思经济学的基本原理，重点是马克思经济学的劳动价值理论、剩余价值理论、资本积累理论以及生产关系原理理论等；并以此为指导解释战后资本主义的发展和社会主义的改革。

**40511093 财务管理 3学分 48学时****Financial Management**

Financial strategies encompass those financial decisions that affect the long-run value of the firm. The objective of this course is to build on the concepts of financial management learned in Corporate Finance (1) and other relevant courses to provide a bridge to understanding the underlying principles behind why these decisions are made and to offer explanations for observed behaviors on the part of financial decision makers. Focus will be placed on developing a comprehensive framework of conceptual knowledge that builds on the principle of value maximization. Capital budgeting, business valuation, investment analysis, capital structure, option theory, risk management, and long-term financing are integral parts of this conceptual framework

**40511103 博弈论 3学分 48学时****Game Theory**

Game theory is the foundation of almost all modern economic theory. It is one of the most interesting courses in undergraduate economics. Emerged originally as a field of mathematics, it has been successfully applied to all fields of economics. Furthermore, game theory also plays an increasing role in other social sciences such as philosophy, law and politics, and in natural science such as evolutionary biology and computer science, etc.

This course is an introduction to game theory, which puts emphasis in introducing basic game-theoretic analysis, including the conception, analytic techniques and applications for each type of games.

We will discuss static games with perfect information, static games with imperfect information, and dynamic games with or without perfect information.

Most class sessions will be delivered in English and will consist of both “hands-on” experiences in structured strategic situations as well as lectures about the theory underlying these situations. Student participation is strongly encouraged.

**40511123 金融学专题研究 3学分 48学时**

**Finance Seminar**

This course is a seminar style class. Each class (except the first one) focuses on one specific topic. Each class contains three sections: lecture on brief introduction to the literature of the topic covered by the class; paper discussion; and student presentations of journal articles. Lecture: Each class begins with brief introduction to the body of literature on the topic covered by the class.

Paper discussion: Each class discusses one article on the covered topic. Every student should contribute to the discussion of every paper. Students are expected to have thoroughly read the articles and be ready to answer any questions related to them. The following main areas of each paper will be discussed: its key findings, its methods and research design, its contribution to the topic, its strengths and its weaknesses. Class participation will not rely only on volunteers and cold-call will also be employed.; Student presentations of journal articles: Each student is required to give a presentation of a recommended journal article (or working paper) over the semester. The detailed requirement can be seen in course evaluation section. The class also includes several talks by outside speakers from industries and other academic institutions.

**40511133 计量经济学(2) 3学分 48学时****Econometrics(2)**

This course aims to equip students with modern econometric tools and modeling methods for them to set up suitable econometric models to do data analysis. Hence the approach of this course will be model-driven and data-driven, which focuses on econometric applications without pursuing technical details. This course will cover some modern topics in both macro-econometrics and micro-econometrics. For macro side, we will introduce the concept of non-stationarity and study the problem of unit-root tests and co-integration test, as well as the famous ECM model. We will also study the vector autoregression models which play an important role in macro applications. For microeconometrics, we will cover several important models in application, namely, binary choice model, discrete choice model, models for count data, sample selection model, and the panel data model. For each model introduced, we will discuss its applicability, limitation, and estimation methods together with inference tools. Since this course focuses on applied side, we will also provide training in econometrics softwares, e.g. STATA/Eviews/R.

**40511151 优秀学术人才培养计划 1学分 16学时****Honors Program – Academic Track**

由指导老师和学生依据学生研究兴趣和指导老师的研究领域共同选择研究方向。学生在老师指导下选择阅读材料，阅读后报告阅读内容和体会，明确和细化自己的研究课题，设计并执行研究方案，最终写出学术论文。设置培养学生选题、阅读、理解、批判、提出新问题、解决新问题、讨论、讲解、写作等方面能力的环节。

**40511171 优秀创业人才培养计划 1学分 16学时****Elite Students Project for Entrepreneurship**

- (1) 通过学习创办新企业的知识和技能，掌握管理整个创业过程的关键技能；
- (2) 通过参与新企业的创业活动，初步具备处理创业难题的经验；
- (3) 通过参与创业网络，熟悉创业的利益相关者，构建创业的良好人缘环境；
- (4) 通过制定商业计划，实施创业构想。

**40511192 房地产金融 2学分 32学时****Real Estate Finance**

1. 房地产金融基本概念和原理，主要分析手段和方法；2. 相关书目及研究文献选读；3. 实际应用举例及典型/微型案例分析；4. 相关热点问题系列研讨；5. 实地参观考察。

**40511202 国际商务 2学分 32学时****International Business**

International Business differs in important ways from business conducted within national borders. It poses additional challenges but also offers new opportunities. This course provides a framework for analyzing decisions made by firms in an international context. The analytical framework provides a basis for formulating strategies that

will enable businesses to succeed in the international business environment. The course combines material from strategy, international finance, trade theory, trade policy, marketing, human resource management and other related areas. We emphasize the use of analytical tools and concepts but provide many real-world examples. Course projects help students develop their research and writing skills. The course is integrative by design, which leads to some overlap with material taught in other courses. The course topics follow the chapters of the textbook.

**40511215 经济与金融（含保险）专业实习 5学分 80学时**

**Professional Practice for Economics and Finance Major**

通过进入企事业单位从事专业领域的实际工作，或参与研究工作者的与专业相关的实际研究工作，了解相关工作的职业特点，体会专业知识的应用，培养实际动手能力，为将来走上工作岗位打下基础。

**40511223 行为经济学 3学分 48学时**

**Behavioral Economics**

Do people really behave according to the standard neoclassical models of economics? Or do we sometimes have self-control problems? Do we care about other people as well as ourselves? Do we suffer from overconfidence? This course will examine the common deviations from neoclassical economic models in real world decision-making. We will then study how economics incorporates insights from psychology in order to more fully account for human economic behavior.

**40511252 学术训练或企业实践 2学分 32学时**

**Academic Training or Enterprise Practice**

本科生在大三的时候都将面临毕业后的选择问题，本学术训练或企业实践课程给同学们提供了一个了解学术研究或企业工作的机会。在本课程中，同学们可以根据自己的兴趣爱好，选择从事一个小型学术课题的研究，或者深入企业进行实践，了解并尝试解决企业经营中面临的管理问题。学术训练：同学们可以在文献阅读或者和指导老师交流的基础上，选择一个自己感兴趣的学术课题，并尝试利用已经学到的相关专业知识和工具，尝试独立开展一定的学术研究工作。企业实践：同学们也可以利用在暑期企业实践的机会，针对企业某领域的具体管理问题，结合专业理论知识予以分析并尝试提出解决方案。在学术训练或企业实践的过程中，同学们会学习和掌握理论或应用研究中的各种方法和技巧，从而达到提高发现并解决问题能力的目的。课程可以以小组（每组不超过3人）或个人形式完成，课程结束必须提交个人研究报告，并在班级范围内进行汇报（presentation）。研究报告应该包括如下内容：1. 选题背景和意义：选题可在指导教师的具体指导下学生自己确定，也可以是结合企业实践岗位的要求由学生确定。选题要注意理论与实际的结合，建议重点选择有中国特色的问题。2. 研究方案：在选题的基础上形成比较具体的研究方案，包括研究的技术路线，研究工作任务分解计划等。如果研究涉及到问卷调查或者企业访谈，还包括问卷的设计以及数据处理的规划等。3. 研究的模型、结果与结论：这是报告的主体，详细描述研究的具体问题（模型）、研究各阶段的结果和结论。对于学术训练，注意理论背后的经济学原理和管理启示方面的深入挖掘。

**40511263 固定收益证券分析 3学分 48学时**

**Fixed Income Securities Analysis**

This course provides a systematic overview of fixed income securities and analytical tools. In the first part of the course, the students will become familiar with the basics of fixed income, interest rate models, and derivatives. The second part will focus on introducing corporate debts, credit risk modeling and derivatives, including CDS and CDO. The students will understand through practice the available modeling approaches. The course will catch the interaction between finance modeling and the practices in Chinese and overseas markets.

**40511273 信息资源管理 3学分 48学时**

**Information Resource Management**

This class discusses the basic concepts and methods of information resource management, including capturing, representing, organizing, storing, processing and exploiting information. In particular, the introductory session will provide an overview of the definition and general types of information, the new forms of information in the era of social media, and the definition of information source. Web search engines, as one of the most important channels to obtain information in our daily life, will be discussed. Then, the class will cover the process of capturing, encoding, and initial processing of different information in digital media,

followed by the essence of information management and extraction technologies, such as data warehouse, XML, and the Semantic Web.

However, while more and more available information accelerates the development of new knowledge, issues pertaining to information security become evident too. Hence, this module also briefly explains the concepts of confidentiality, integrity and availability, as well as the mechanisms that provide security in various information systems and applications.

Next, this module focuses on the applications of information resource management technologies in enterprises and in Web 2.0-based e-commerce. First, the information architecture, strategies and services in enterprises will be introduced. Several cases on how information can be a strategic resource for companies will be studied. Second, several applications in Web 2.0-based e-commerce will be discussed in detail.

Last but not least, in view of the abundance of information nowadays, this module will encourage student discussions on the problem of finding the relevant “needle in the haystack” and the problem of information overload.

**40511282 经济学理论与实践 2学分 32学时**

**Theory and Practice in Economics**

本课程的目的是让学生了解经济学研究中的一些前沿问题，并学习和应用分析这些问题的方法。同时，本课程也将培养学生撰写和讲解研究论文的能力。本课程为经济学专业进行毕业设计提供准备。

**40511291 领导力提升 1学分 16学时**

**Leadership Development**

作为“优秀人才领导力培养计划”的先修课，本课程面向有意锻炼并提升自身领导力的高年级学生，采取因材施教的方式，通过课堂讨论、阅读思考、课后交流与领导力实践等多种方式，开发学生领导力潜质，系统地提升学生的领导力。

**40511301 人生发展与职业规划(1) 1学分 16学时**

**Life Development and Career Planning (1)**

教学目的与重点:此课程为职业规划与发展教育类课程。通过聘请经管学院活跃在各行业的优秀校友，为学院本科一、二年级的学生讲授个人的成长经历与经验，为在校本科生提供借鉴及人生、职业规划方面的建议，帮助学生树立正确的人生观和价值观。

**40511313 中级金融理论 3学分 48学时**

**Intermediate Financial Theory**

This course introduces the basic theoretical framework of modern finance and empirical tests, including: risk and investment management theory, pricing theories and models based on arbitrage and equilibrium principles, derivatives, empirical finance and behavioral finance.

**40511331 人生发展与职业规划(2) 1学分 16学时**

**Life Development and Career Planning (2)**

教学目的与重点：此课程为职业规划与发展教育类课程。通过聘请经管学院活跃在各行业的优秀校友，为学院本科一、二年级的学生讲授个人的成长经历。

**40511342 经济周期分析 2学分 32学时**

**The Business Cycle Analysis**

This course builds upon the course of Intermediate Macroeconomics as a further exploration of the business cycle analysis of the macroeconomic study. It will introduce how developed and developing economies fluctuate in the short run. The course will combine theoretical and empirical analysis, and cover the business-cycle data analysis, consumption fluctuations, R&D fluctuations, labor (and wage) fluctuations, the role of financial market in the business cycle, as well as the relationship between short-run fluctuations and long-run growth.