

## Jiangsu University

### MBA

### Module List

*\* The information below is extracted from the curriculum for current students at the university. Please refer to the curriculum used in the year of entry as final curriculum.*

#### **1. Programme Overview**

University/School: School of Management, Jiangsu University

Major: MBA

Awarding Degree: MBA

Duration: 2 years

Requirement for Graduation: Students who have achieved all credits as required and passed the MBA thesis defense, will be awarded MBA degree by JSU.

#### **2. Teaching Outcomes**

This MBA programme aims to develop interdisciplinary management and entrepreneurial talents to for the application of cross-border eCommerce. Students of this programme are expected to master the basic theories, knowledge and skills of business management and cross-border eCommerce, and graduate as interdisciplinary management and business talents in the field of cross-border eCommerce.

MBA students are required to acquire basis management theories and knowledge about business and computer science as detailed below:

- Basic skills about eCommerce, eCommerce payment and eCommerce logistics;
- Knowledge about cross-border eCommerce and online marketing;
- Basic understandings about social science, humanities, and economics and eCommerce laws and regulations;
- Analytical and problem-solving skills;
- Ability for eCommerce system design and international business and

trade;

- Mastery of Chinese for business purposes, including listening, speaking and writing.

### 3. Module Information

	Module Title	Credits	Notes
<b>General Modules</b>	China Overview	3	Compulsory
	Business Chinese	2	
	Business Chinese	2	
<b>Subject Core Modules</b>	Advanced Management	3	Compulsory
	Accounting and Finance	2	
	Microeconomics	2	
	Marketing	2	
	eCommerce Strategies and Cases	2	
	Organizational Behavior	2	
	Cross-border eCommerce Management Information System	2	
	Mining and Processing of Commercial Big Data	2	
	Theories and Practices of International Trade	2	
	Human Resources Management	2	
	Data Module and Decision	2	
	<b>Subject Optional Modules</b>	International Business Laws	
Payment and Settlement in Cross-border eCommerce		2	
Logistics in eCommerce		2	
eCommerce Safety		2	
Entrepreneurship Management		2	
Practice of Online Marketing		2	
eCommerce Technologies and System Design		2	
Customer Relationship Management		2	
Internet Technology and Business Model Innovation		2	
Marketing Planning		2	
Business Negotiation		2	
Cross-culture Communication		2	
Big Data Processing Technology		2	