

Curriculum of Business Administration

Southeast University

**The information below is extracted from the existing curriculum for your reference. The university reserves the right to adjust the curriculum as appropriate. Therefore, Please refer to the curriculum used in the year of entry as final curriculum.*

1. Program Overview

University : Southeast University

School : School of Economics and Management

Major : Business Administration

Duration : 4 Years

Awarding Degree : Bachelor of Management

2. Teaching Outcome

The major cultivate high-level management talents who have modern management thinking and innovation consciousness, master the law of economic and commercial activities in wisdom interconnected age, have genius for strategic thinking and master management tools and methods proficiently, and have the ability to refine management problems from complex management situation and provide solutions, being competent for the management, teaching or scientific research of enterprises, public institutions and government departments.

This major has two directions: human resource management and marketing.

3. Main Subjects and Similar Majors

Management, Marketing, Human Resource Management

4. Curriculum

(1) Main Courses

General Courses: Introduction to the Basic Principles of Marxism, Moral Education and Cultural Quality Education, Physical Education, College English, Advanced Mathematics, Linear Algebra, Probability, Statistics and Random Process, Computer, Logic and Critical Thinking, Introduction to Chinese Economy Culture, etc.

Basic Courses of the Subject: Management, Database Principles, Introduction to Business Administration, Accounting, Macroeconomics, Microeconomics, Statistics, Operations Research, Economic Law, International Business, etc.

Main Courses of the Major: Financial Management, Organizational Behavior, Entrepreneurship Management, Strategic Management, Human Resource Management, Marketing, Operation Management, etc.

(2) Main Practice

Cognitive Practice of the Enterprise Management, Enterprise Management Practice, Graduation Design, etc.

(3) Bilingual Courses

Strategic Management, Enterprise Resource Planning, Database Principle

(4) English Courses

Business Communication, Management Accounting

(5) Seminars Series (including freshman seminars)

Seminar of Business Administration , Strategic Management, Entrepreneurial Management, Database Principle, Hot Spots and Analysis of Management,

Management Information System, Big Data and User Demand Analysis, Comprehensive Course Design of Computer, Human Resources Strategy and Planning, Marketing Planning and Brand Management, Cognitive Practice of Enterprise Management, Practice of Enterprise Management, Supply Chain Management, etc

5. Graduation and Degree Awarding Requirements

According to the management method of the credit system and the regulations of bachelor's degree awarding of Southeast University, students can graduate after taking the minimum planned credit requirement of 154.5 of this major. At the same time, those who meet the foreign language learning standard of Southeast University and have a GPA no less than 2.0 can get a bachelor's degree.