

Course Description

Course Code

Course Name	Credit Hours	Credits	Prerequisite	Semester
Elementary Chinese	56	4	N/A	

Course Description

This course is aimed to develop students' comprehensive language skills, especially speaking, listening and reading at the early stage of study. The goal of the course is to help students have better understanding about Chinese, in order to meet basic needs in daily life, study and other social occasions.

Students will start from the pronunciation of Chinese. They will learn initials and finals, including simple and compound finals, tones, variation of tones, intonation and spelling rules of pinyin.

Then students will move on to the next stage for language points, fundamental sentence structures and frequently-used words and expressions. These items are arranged in useful topics and conversations covering different real life situations such as introducing people, dining at cafeteria, at the cafe or restaurant, taking taxi and talking with taxi drivers, buying fruits, telephone cards and shoes, asking directions, making appointment, renting apartment, partying, asking for favor, traveling by train and checking in hotel, etc. Students have plenty of time to respond to these situations in the classroom by participating in role-playing, group discussion and free talks. In this way, students will develop their ability in daily conversations. At the time, a lot of exercises are available to students for reviewing language points, sentence structures and vocabulary. This course also help students develop their listening and reading ability by providing listening and reading exercises which are carefully designed and useful in real life situation.

Editor: Mingzhe ZHANG

School Seal:

Program Director:

Date: 5-31-2015

《消费者行为》课程教学大纲

Syllabus of Consumer Behavior

课程基本信息 (Course Information)					
课程代码 (Course Code)	AM303	*学时 (Credit Hours)	32	*学分 (Credits)	2
*课程名称 (Course Name)	(中文) 消费者行为				
	(英文) Consumer Behavior				
课程性质 (Course Type)	专业绿 (Required course)				
授课对象 (Audience)	本科大三学生 (Third year students)				
授课语言 (Language of Instruction)	全英文 (English)				
*开课院系 (School)	安泰经济与管理学院 (Antai College of Economics and Management)				
先修课程 (Prerequisite)	市场学原理 (Principles of Marketing)				
授课教师	王良燕 (Liangyan Wang)	课程网址			

(Instructor)		(Course Webpage)	
<p data-bbox="236 1133 379 1167">*课程简介</p> <p data-bbox="209 1218 406 1252">(Description)</p>	<p data-bbox="491 387 1453 421">(中文 300-500 字，含课程性质、主要教学内容、课程教学目标等)</p> <p data-bbox="481 468 1463 1084"> 消费者行为是研究个人、团体或组织在寻求、购买、使用、评价和处理他们期望能够满足其需求的产品和服务过程中所表现出的行为。这是比较实用的课程之一，因为在现实生活中我们自己就是消费者。目前市场快速发展，营销者需要了解与消费者相关的任何信息，他们需要什么、思考什么、及如何做出决定等。同时关注消费者如何将时间、金钱、精力等资源分配到与消费相关事物上做出决定。营销者还须明白哪些因素影响消费者决定及这些决定是如何产生的。营销者不仅需要识别出他们的目标消费者，还需知道怎样找到这些消费者。 </p> <p data-bbox="481 1218 1463 1581"> 我们讲授与消费者行为相关的重要概念和应用原则，应用多种学科(即营销，心理学，社会学和人类学)理论来研究了解消费者从而解决营销问题，例如消费者感知如何影响品牌形象；如何影响产品开发，定价和定位等。使营销人员能够更有效地满足买家在市场上的需求，并在市场上更成功。通过课程讲授，使学生能够： </p> <ul data-bbox="481 1630 1463 2002" style="list-style-type: none"> ➤ 了解熟悉个人，团体/组织的决策过程； ➤ 系统了解和熟悉消费者行为领域的核心模块及知识； ➤ 理解营销人员怎么及为什么制作特定信息来吸引消费者提高销售并了解这一战略过程重要性； ➤ 发现新的和有趣的研究问题及思路，并能推进理论发展和方法创 		

	新。
<p>*课程简介</p> <p>(Description)</p>	<p>Consumer behavior is probably one of the most applied or practical topics we study because we are all consumer ourselves. Formally defined, consumer behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumers and society. Informally, consumer behavior looks at why people buy the products they do. Most probably all of us have a self interest in learning more about how this process works; and improve our experience as consumers.</p> <p>Throughout this course, we will focus on the understanding of consumer behavior, how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase. Also we will examine important concepts underlying consumer behavior and apply principles, and theories from the various social sciences (i.e., marketing, psychology, sociology and anthropology) to marketing problems such as product development, pricing, and positioning. Overall, understanding consumers enables marketers to more effectively meet the needs of buyers in the market, and be more successful in the market.</p> <p>Our objectives for the course will be:</p> <ol style="list-style-type: none"> 1. Understand consumer behavior in an informed systematic way. 2. Understand the processes used when individuals, group or organizations make consumption decisions. 3. Understand how the selection, use and disposal of consumer goods affect almost every aspect of our daily lives. 4. Understand how and why marketers craft particular messages to appeal to consumers and to understand the strategic importance of this process for businesses. Developing the tools needed to analyze this process from a consumer and a business viewpoint. 5. Understand what marketing can and can't do and the ethical restrictions on the marketing profession. 6. Understand the interrelationship with other functional areas of business as part of the management process.
课程教学大纲 (Course Syllabus)	

<p>*学习目标(Learning Outcomes)</p>	<ul style="list-style-type: none"> ➤ 使学生有能力去理解 设计和执行原创性的消费者行为研究(Ability to understand, design, and conduct original CB research); ➤ 使学生了解熟悉个人，团体/组织的决策过程(Understand the processes used when individuals, group or organizations make consumption decisions); ➤ 使学生系统了解和熟悉消费者行为领域的核心模块及知识 (Understand and be familiar with the systematic CB knowledge and related areas); ➤ 使学生理解营销人员怎么及为什么制作特定信息来吸引消费者提高销售并了解这一战略过程重要性(Understand how and why marketers craft particular messages to appeal to consumers and to understand the strategic importance of this process for businesses. Developing the tools needed to analyze this process from a consumer and a business viewpoint) ; ➤ 使学生发现新的和有趣的研究问题及思路 ,并能推进理论发展和方法创新(Ability to find novel and interesting research questions, and to advance knowledge and theory related to CB)。 					
<p>*教学内容、进度安排及要求(Class Schedule & Requirements)</p>	<p>教学内容</p>	<p>学时</p>	<p>教学方式</p>	<p>作业及要求</p>	<p>基 本 要 求</p>	<p>考查方式</p>
	<p>Introduction to CB</p>	<p>3</p>	<p>课堂教学、 课堂讨论 Lecture & Class discussio</p>			

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	Consumer Research	3	课堂教学、 课堂讨论 Lecture & Class discussio n	认真读教科 书及课 外材料,准 备问题及 讨论发言 Reading books and class materials, preparing questions and discussio ns		
	Consumer Perceptions	3	课堂教学、 课堂讨论 Lecture & Class discussio n	认 真 读 case ,准备 问题及讨 论发言 Reading books and class		

				materials, preparing questions and discussio ns		
	Application of Perceptions in Marketing	3	课堂教学、 课堂讨论 Lecture & Class discussio n	认真读教 科书及课 外材料,准 备问题及 讨论发言 Reading books and class materials, preparing questions and discussio ns		
	Interpreting consumer stimuli	3	课堂教学、 课堂讨论	认真读教 科书及课		

			Lecture & Class discussion	外材料 ,准备问题及讨论发言 Reading books and class materials, preparing questions and discussions		
	Consumer learning	3	课堂教学、课堂讨论 Lecture & Class discussion	认真读教科书及课外材料 ,准备问题及讨论发言 Reading books and class materials, preparing		

				questions and discussions		
	Consumer need and value	3	课堂教学、 课堂讨论 Lecture & Class discussion	认真读教科书及课外材料,准备问题及讨论发言 Reading books and class materials, preparing questions and discussions		
	Consumer motivation	3	课堂教学、 课堂讨论 Lecture & Class	认真读教科书及课外材料,准备问题及		

			discussion	讨论发言 Reading books and class materials, preparing questions and discussions		
	Group behavior and influence	3	课堂教学、 课堂讨论 Lecture & Class discussion	认真读教科书及课外材料,准备问题及讨论发言 Reading books and class materials, preparing questions and		

				discussions		
	Decision making	3	认真读教科书及课外材料,准备问题及 课堂教学、讨论发言 课堂讨论 Lecture & Reading Class books discussion and class materials, preparing questions and discussions			
	Final project presentation	3	课堂教学、 课堂讨论 Lecture & Class discussion n	准备 presentation		

*考核方式(Grading)	大作业（考试）（60%），小测试（20%），案例分析（20%） Project (60%), Quiz (20%), Marketing Phenomenon Analysis (20%)					
*教材或参考资料 (Textbooks & Other Materials)	1. Michael R. Solomon, Consumer Behavior: Buying, Having, and Being, 11th edition, 2013, Prentice Hall (China Renmin University Press). 2. Additional readings will be distributed during the semester.					
其它（More）						
备注（Notes）						

备注说明：

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

《公司金融学》课程教学大纲

课程基本信息（Course Information）					
课程代码 （Course Code）	FI410	*学时 （Credit Hours）	48	*学分 （Credits）	3
*课程名称 （Course Name）	（中文） 公司金融学				
	（英文） /Corporate Finance				
课程性质 (Course Type)	专业核心课				
授课对象 （Audience）	经济类专业本科生				
授课语言 (Language of Instruction)	中文、英文				
*开课院系 （School）	安泰经济与管理学院				
先修课程 （Prerequisite）	经济学原理、货币金融学、会计学、概率统计学				
授课教师 （Instructor）	费一文、覃筱、幸婧、唐宗明		课程网址 (Course Webpage)	见 BLACKBOARD 系统	
*课程简介（Description）	<p>《公司金融学》是金融学专业的核心课程，它的目标在以往金融学课程基础上，帮助学生掌握公司长期投资决策和融资分析决策的方法，同时为学生进一步学习金融学专题打下基础。具体内容包括：</p> <p>第一部分描述在金融市场上如何评价投资机会的价值。</p> <p>第二部分介绍风险度量的基本问题。</p> <p>第三部分考察两个相互联系的课题：资本结构和股利政策。</p> <p>第四部分涉及长期融资。</p> <p>第五部分包括一个重要的公司理财专题：兼并。</p>				
*课程简介（Description）	<p>The objective of this module is to build an understanding of some concepts that are fundamental to the study of corporate finance and asset pricing. In addition to supporting a basic understanding of finance, these concepts are used in many other finance courses that you might subsequently take.</p> <p>The course is divided into five parts.</p> <p>Part I reviews some basic financial theories. Because finance is a subject that builds understanding from the ground up, the material is very important. The most important concept in Part I is net present value. We develop the net present value rule into a tool for valuing investment alternatives. We discuss general formulas and apply them to a variety of different financial instruments.</p> <p>Part II introduces basic measures of risk. The capital-asset pricing model (CAPM) is</p>				

	used to devise methods for incorporating risk in valuation. We use the above pricing models to handle capital budgeting under risk. Part III examines two interrelated topics: capital structure and dividend policy. Capital structure is the extent to which the firm relies on debt. It cannot be separated from the amount of cash dividends the firm decides to pay out to its equity shareholders. Part IV concerns long-term financing. We describe the securities that corporations issue to raise cash, as well as the mechanics of offering securities for a public sale. Part V covers two important special topics: Leasing & Mergers.					
课程教学大纲（Course Syllabus）						
*学习目标(Learning Outcomes)	1. 掌握金融学的基础理论与技能 2. 能够运用所学的金融理论和方法，解释和分析金融实际问题					
*教学内容、进度安排及要求(Class Schedule & Requirements)	教学内容	学时	教学方式	作业及要求	基 本 要求	考查 方式
	Understand the objective function	3				
	Corporate Governance	3				
	Financial Markets, Value and Capital Budgeting	3		Goodweek Tires, Inc.,(p.204)		
	Corporate Financing Decisions	3				
	Estimating the Cost of Capital	3				
	Capital Structure	6		p.421.No.15&24		
	Quiz	3				
	Dividend Policy	3				
	Issuing Securities to the Public	3				
	Case study (1)	3		CASE		
	Leasing	3				
	Case study (2)	3		CASE		

	Mergers and Acquisitions	3				
	Review	3				
*考核方式(Grading)	成绩构成:出席 10%; 案例分析 20%; 期中测试 20%; 期末考试 50%					
*教材或参考资料 (Textbooks & Other Materials)	1) 现代公司金融学 杨朝军, 费一文, 上海交通大学出版社 2) Ross, S. A., R. W. Westerfield and J. F. Jaffe, Corporate Finance, 5th edition, 1999/2000, McGraw-Hill & China Machine Press.					
其它 (More)	<p>News, journal and general information sites</p> <p>http://news.google.com/news?q=corporate+finance&hl=en&lr=&ie=UTF-8&oe=UTF-8&sa=N&tab=nn</p> <p>http://thestar.com.my/news/story.asp?file=/2002/9/28/latest/7681Financeel&sec=latest</p> <p>http://www.sternstewart.com/journal/overview.shtml</p> <p>http://www.corporatefinancemag.com/contents/publications/corpfinance/index.html</p> <p>http://www.elsevier.nl/homepage/sae/econworld/econbase/corfin/frame.htm</p> <p>http://www.seclaw.com/centers/corpfm.shtml</p> <p>http://www.asialaw.com/directories/leadinglawyers2001/corporatefinance/default.htm</p> <p>http://www.thelad.net/FinanceAU.asp</p> <p>Bank sites</p> <p>http://www.environmentbusiness.com.au/cp/viewcompany.phtml?membernumber=616</p> <p>http://www.lawyer-atwork.com/banking_and_investment_recruitment_billboard.asp</p> <p>http://www.deutschebank.com.au/australia/home_hr.htm</p> <p>http://www.nabmarkets.com/AboutUs/Home/asp/Default.asp</p> <p>Career sites</p> <p>http://www.careers-in-finance.com/cf.htm</p>					
备注 (Notes)						

备注说明:

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字; 课程大纲以表述清楚教学安排为宜, 字数不限。

《 跨文化管理 》 课程教学大纲

Syllabus of 《Cross-cultural Management》

课程基本信息（Course Information）					
课程代码 （Course Code）	BU412	*学时 （Credit Hours）	32	*学分 （Credits）	2
课程名称 （Course Name）	跨文化管理				
	Cross-cultural Management				
课程性质 (Course Type)	专业核心课（core course）				
授课对象 （Audience）	工商管理专业 major of Business Administration				
授课语言 (Language of Instruction)	英语 English				
开课院系 （School）	安泰经济与管理学院（ACEM）				
先修课程 （Prerequisite）					
授课教师 （Instructor）	Katsuhiko Yoshikawa		课程网址 (Course Webpage)		
*课程简介 （Description）	In this course, we investigate the impact of culture on management of people and organizations. As a result of continued globalization, many companies, from small start-ups to large multinational corporations (MNCs), operate beyond its country of origin. People also move across borders, studying, living and working in foreign countries. These changes pose both opportunities and challenges for companies in managing people. Key topics in this course include understanding culture, working effectively in multicultural teams, leading people from different cultures, cross-cultural negotiation, and approaches to human resource management in different societies. Students will engage in discussions in classrooms along with a team project, which provide opportunities to share their cultural knowledge and to develop cross-cultural communication skills.				
课程教学大纲（Course Syllabus）					

<div>*学习目标(Learning Outcomes)</div>	<div><div>1. To understand the implications of societal diversity to management of people and organizations</div><div>2. To learn culture and cultural differences, and to use the knowledge to interpret behavior and attitudes of people from different societies</div><div>3. To develop awareness to opportunities and challenges that stem from cultural differences, and to nurture skills to address cross-cultural situations</div><div>4. To apply cultural knowledge to problem solving in business</div></div>					
<div>*教学内容、进度安排 及要求(Class Schedule & Requirements)</div>	教学内容 Class content	学时 Credit Hours	教学方式 Method	作业及要求 Homework	基本要求 Basic requirements	考查方式 Assessment method
	Course overview	3				
	Culture and cultural differences	3				
	Challenges in managing people and organizations at MNCs	3				
	Managing cross-cultural teams	3				
	Global leadership	3				
	Cross-cultural communication and negotiation	3				
	Culture and business ethics	3				
	Team project presentations	3				
	Culture and organizational management	3				
	Changing landscape of cross-cultural management	3				
	Final exam	3				
	<div>*考核方式(Grading)</div>	Assignments				Proportion
Class participation and contribution				20%		
Team project presentation				30%		
Final exam				50%		

<p>*教材或参考资料 (Textbooks & Other Materials)</p>	<p>Cross-cultural communication and management (9th Edition) Author: Fred Luthans, Jonathan P. Doh ISBN: 7115408734, 9787115408730 Publisher: 人民邮电出版社 (Posts & Telecom Press)</p>
<p>其它 (More)</p>	<p><u>House rules</u></p> <ul style="list-style-type: none"> • Be punctual • Respect others and behave professionally • Questions related to the lecture contents are always welcome • Official language of this course is English • Zero tolerance for chat/email/call on mobile phone, tablet or PC <ul style="list-style-type: none"> ○ If I find out, I will take the device until the end of the lecture, and you will get no participation/contribution point for the lecture. <p>In case of emergency, you might leave the lecture hall to engage in chat/email/call</p>
<p>备注 (Notes)</p>	

备注说明:

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

电子商务（B 类）课程教学大纲

Syllabus of Electronic Commerce (B)

课程基本信息 (Course Information)					
课程代码 (Course Code)	AM415	*学时 (Credit Hours)	32	*学分 (Credits)	2
*课程名称 (Course Name)	(中文) 电子商务 (B 类)				
	(英文) Electronic Commerce (B)				
课程性质 (Course Type)	专业选修课 Optional Course				
授课对象 (Audience)	安泰经济与管理学院学生 Students from Economics or Management majors				
授课语言 (Language of Instruction)	英语 English				
*开课院系 (School)	安泰经济与管理学院 Antai College of Economics & Managemetn				
先修课程 (Prerequisite)					
授课教师 (Instructor)		课程网址 (Course Webpage)			
*课程简介 (Description)	<p>(中文 300-500 字, 含课程性质、主要教学内容、课程教学目标等)</p> <p>近年来, 智能手机、移动商务和社会化商务重新点燃了投资热点, 互联网创业炙手可热。当然, 由网络引发的数字转型之路仍将坎坷。有些人会大赢, 别人会失去这一切。谁会赢? 我们如何利用网络技术? 在本课程中, 我们拟就这些问题进行讨论。我们开始在战略上分析行业层面的变化。然后我们考虑电子商务中的商业模式, 包括网上零售、网上内容、O2O 以及对企业供应链管理的影响, 我们还将讨论数字化营销、定价。最后, 我们要求学生研究今天和明天的互联网策略, 并以大作业的方式完成这门课程。我们的重点将更多放在批判性思维, 而不是简单的记忆。我们将遵循 80 / 20 规则。只有 20% 的时间将用于理解技术, 80%对业务和管理的影响。</p> <p>课程目标将通过讲授、家庭作业、阅读、案例研究和小组项目来完成。我们将按照教科书体例, 涵盖基本概念。您将熟悉互联网, 并使用它来查找材料, 以应对一些课堂作业。在课程中, 我们将分门别类地介绍关键的知识点和理论, 便于学生理解和解释“网络经济”的巨大力量。</p>				
*课程简介 (Description)	<p>(英文 300-500 字)</p> <p>The birth of smartphone, VR, social commerce ignites once again interest in e-commerce. Of course, the road to the digital transformation unleashed by the Web will remain bumpy. Some will win big, others will lose it all. Who will</p>				

	<p>win? How do we take advantage of the Web technologies? In this course, we address these issues. We begin with a strategic analysis of what is changing at the industry level. Then we consider digital products, e-tailing, business-to-business commerce and supply chain management, digital marketing, and pricing. Finally, we complete this course by examining Internet strategies of today and tomorrow. Our emphasis will be more on critical thinking, less on learning by note. We will follow the 80/20 rule. Only 20% time will be used in understanding technology, 80% on its impact on business and management.</p> <p>Course goals will be accomplished through lectures, homework, readings, case studies, and group project. We will follow the textbook in order to cover basic concepts. You are expected to become familiar with the Internet and use it to find materials to respond to some of the class assignments. Later, during the course, some of this information will be used to introduce and discuss the theory that explains the enormous power of “e-Economy”.</p>
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课程教学大纲 (Course Syllabus)

*学习目标 (Learning Outcomes)	<p>After completing the course, students should:</p> <ol style="list-style-type: none"> 1. Understand strategies in e-commerce 理解电商战略 2. Know different types of business models in the networked economy 明了互联网经济中的各种商业模式 3. Traditional and new communication and marketing approaches 学习传统和数字化营销的异同及其方法 4. Technological and organizational convergence, and how these factors affect media platforms and the structure of the media industry 了解技术和行业跨界，以及它们对数字化内容行业的影响 5. Pricing strategies in online market 熟悉网络经济的定价模式 6. Apply the concepts and theories learned in class in analyzing the real world cases 应用所学的基本概念和原理分析现实案例
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*教学内容、进度安排及要求(Class Schedule & Requirements)	教学内容 Contents	学时 Hours	教学方式 Methods	作业及要求 Assignments	基本要求 Requirements	考查方式 Assessment
	Introduction	3	Lecture 1, Chapter 1	No	Understand	Participation
	E-commerce (EC) Business Models	6	Lecture 3, Chapter 2; HMW1 due	Individual homework	Understand and critical thinking	Participation Homework
	EC Strategic Analysis	3	Lecture 2, Porter	No	Understand	Participation
	EC Value Creation, Strategy Implementation	3	Lecture 4, Davenport, Christensen & Overdorf,	No	Understand	Participation

	Digital Marketing	3	Lecture 5, Chapter 6-7, Case 1	Team case work	Understand and team work	Participation Case report
	Pricing	3	Lecture 6 HMW2	Individual homework	Understand and critical thinking	Participation Homework
	Online retailing & Services; Google Case	3	discussion; Lecture 10, Chapter 9	No	Understand	Participation
	Online Content and Media	3	Shapiro & Varian; Lecture 11, Chapter 10-11	No	Understand	Participation
	B2B E-Commerce; Supply Chain	3	Lecture 12, Chapter 12; Fisher	Individual Homework	Understand	Participation
	Presentation	3	Comprehensive	Team project	Application and critical thinking	Team project
*考核方式 (Grading)	Homework Assignments 家庭作业, 20%					
	Class Participation 课堂参与, 10%					
	Case Reports 案例分析, 10%					
	Team Project 小组作业, 20%					
	Final Individual Work 个人大作业, 40%					
*教材或参考资料 (Textbooks & Other Materials)	"E-commerce: business, technology, society," Kenneth C. Laudon and Carol G. Traver, Pearson, 12th Edition, 2016.					
其它 (More)						
备注 (Notes)						

备注说明:

1. 带*内容为必填项。

2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

《环境经济学》课程教学大纲

Syllabus of Environmental Economics & Management

课程基本信息（Course Information）					
课程代码 （Course Code）	EC312	*学时 （Credit Hours）	32	*学分 （Credits）	2
*课程名称 （Course Name）	（中文）环境经济学				
	（英文）Environmental Economics & Management				
课程性质 (Course Type)	专业核心课 Core Course				
授课对象 （Audience）	经济学类 Econmics				
授课语言 (Language of Instruction)	英文 English				
*开课院系 （School）	安泰经济与管理学院 Antai College of Economics and Management				
先修课程 （Prerequisite）	Principles of Economics\ Principles of Management				
授课教师 （Instructor）	尹海涛 YIN Haitao		课程网址 (Course Webpage)		
*课程简介（Description）	环境经济学是一门理论性强且积极向上的课程。本门课主要介绍与环境问题息息相关的公共政策，如污染防治、可再生能源利用、不可再生资源的保护和可持续发展等等，并探讨这些政策背后的经济学基础，旨在让学生从经济学的角度更深刻的理解资源环境问题是如何产生的，以及何种政策适合解决相应的问题。通过这门课程的系统学习，学生能够掌握环境经济管理的基本原则和相关政策，也可以了解到国内外该领域的研究现状和发展趋势。同时，本门课还专注于引入一些环境政策的实证分析工具，以提高学生解决相关领域实际问题的技术能力。				
*课程简介（Description）	Environmental Economics & Management is a theoretical and positive course. This course explores the economic foundations for public policies that deal with environmental issues such as pollution control, renewable resource utilization, nonrenewable resource conservation, and sustainable development. The course aims to deepen students’ understanding of why resource and environmental problems have occurred from the economic point of view and what kind of policy tools, which are provided by economics and management science, should be implemented to solve these problems. By studying the this course, the students can grasp the basic principles and policies of environmental economics & management, realize the status quo and development tendency of Environmental Economics & Management in China and in the whole world. At the same time, this course pays more attention to introduce analytical tools for environmental policy and rear the students’ technical ability of solving the practical problems in the field of environmental economics & management.				

课程教学大纲 (Course Syllabus)						
*学习目标(Learning Outcomes)	1. Realize the status quo and development tendency of Environmental Economics & Management in China and in the whole world. 2. Deepen students' understanding of why resource and environmental problems have occurred and what kind of policy tools should be implemented to solve these problems from the economic point of view. 3. Rear the students' technical ability of solving the practical problems in the field of environmental economics & management.					
*教学内容、进度安排及要求(Class Schedule & Requirements)	教学内容	学时	教学方式	作业及要求	基本要求	考查方式
	introduction	2				
	Rational for Environmental Policy; Command and Control Approach for Environmental Policy	4				
	Cap and Trade System	4				
	Public Finance Approach for Environmental Policy	4				
	Information Approach for Environmental Policy	4				
	Environmental Insurance	6				
	Liability Approach for Environmental Policy	4				
	Evaluation of Environmental Benefits: Stated Preference	4				

					
*考核方式(Grading)	20% Attendance and Participation 40% Midterm 40% Course Project					
*教材或参考资料 (Textbooks & Other Materials)	Environmental Economics & Management, Scott J. Callan, Tsinghua University Press The Course of Resource & Environment Economics, Zhongma, High Education Press					
其它 (More)	Following are recommended: 1、Teaching Website, Teaching Reference Website: 2、Study Requirements。 3、Characteristic Requirements					
备注 (Notes)						

备注说明:

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

《固定收益证券分析》课程教学大纲

课程基本信息（Course Information）					
课程代码 （Course Code）	FI454	*学时 （Credit Hours）	48	*学分 （Credits）	3
*课程名称 （Course Name）	（中文）固定收益证券分析				
	（英文）Fixed Income Securities Analysis				
课程性质 (Course Type)					
授课对象 （Audience）	金融学/国际贸易/经济学				
授课语言 (Language of Instruction)					
*开课院系 （School）	安泰经济与管理学院				
先修课程 （Prerequisite）	数学分析				
授课教师 （Instructor）	吴文锋	课程网址 (Course Webpage)			
*课程简介（Description）	课程性质：此课程是金融学专业的基础课程，也可作为经济学相关专业的专业选修课程。 教学目标：课程在介绍固定收益产品及其衍生产品的基本概念基础上，讨论债券等利率产品的基本定价方法和风险分析手段，以让学生能了解金融市场中固定收益产品的投资定价方法和利率风险的规避手段，为学习后继课程及从事固定收益产品投资和风险管理活动打下坚实的基础。				
*课程简介（Description）	The course will describe some of the most important financial instruments which have market values that are sensitive to interest rate movements. Those include government bills, notes, and bonds, commercial paper, corporate notes and bonds, repurchase agreements, mortgages, and interest rate derivatives. The course will also discuss tools to value those instruments, and analyze their interest rate and credit sensitivities, so that students will be able to understand and implement strategies to hedge their value against adverse market movements.				
课程教学大纲（Course Syllabus）					

<p>*学习目标(Learning Outcomes)</p>	<ol style="list-style-type: none"> 1. 理解固定收益产品和市场的基本情况和概念 2. 掌握固定收益产品的定价方法 3. 能应用久期和凸性进行固定收益产品的利率风险管理 4. 能理解利率衍生品的概念和基本掌握其定价方法 					
<p>*教学内容、进度安排及要求(Class Schedule & Requirements)</p>	<p>教学内容</p>	<p>学时</p>	<p>教学方式</p>	<p>作业及要求</p>	<p>基本要求</p>	<p>考查方式</p>
	<p>基本概念介绍/ 什么是固定收益证券、产品的基本要素与金融创新、全球债券市场</p>	<p>6</p>	<p>课堂教学</p>			
	<p>到期收益率和利率期限结构/ 到期收益率及其计算、嵌入期权的到期收益率；利率期限结构及其理论：纯预期理论、流动性偏好和市场分割理论</p>	<p>6</p>	<p>课堂教学</p>			
	<p>债券定价、合成与套利/ 国债定价方法，无套利定价理论；公司债和嵌入期权的定价方法；利差、OAS，利率树、二项式定价</p>	<p>6</p>	<p>课堂教学</p>			
	<p>利率风险的度量和管理/ 债券风险的概念、利率风险的度量，久期、凸性及其它们的应用</p>	<p>12</p>	<p>课堂教学</p>			
	<p>复杂债券介绍与债券组合管理方法/ MBS and ABS 的基本概念</p>	<p>6</p>	<p>课堂教学</p>			
	<p>远期利率合约与利率期货的概念与定价</p>	<p>4</p>	<p>课堂教学</p>			
	<p>债券期货的概念与定价</p>	<p>4</p>	<p>课堂教学</p>			

	债券市场组合管理方法	4	课堂教学			
	<p>固定收益证券的学习要求有一定的数量分析基础，本课程将通过三种方法来减轻对数学方法的依赖而促进学员对产品金融本质的理解。一是有效利用课堂时间；二是以作业来加深对课堂内容的掌握；三是和教师和同学之间的讨论。特别的，希望能充分利用 BB 系统的讨论答疑区。</p> <p>课堂：大量的课堂时间将用于帮助学员对概念的理解，分析方法的掌握和专业技能的训练。课堂内容自始至终涵盖“What、Why 和 How”，“定价为中心、收益率和现金流为两个基本点”（一个中心两个基本点）贯穿整个课程。所以，不要旷课是根本，及时提问弄懂是关键。</p> <p>作业：作业要求独立完成并按时上交。</p> <p>讨论：除了课堂上教师和同学之间的互动讨论外，课外同学之间的讨论、BB 系统的利用也是促进课堂内容理解的一个重要手段。</p> <p>研究性课题：课堂上每一讲内容中都会提及一些前沿和研究性课题，以供学有余力的同学进行进一步的深入研究。</p>					
	*考核方式(Grading)	<p>考勤与课堂表现：10%。主要考核对知识点的掌握程度、口头及文字表达能力。</p> <p>平时作业：20%。主要考核分析解决问题、创造性工作、处理信息、口头及文字表达等方面的能力。</p> <p>考试：70%。主要考核对固定收益产品的基本概念、定价方法与风险分析方法掌握程度。</p>				
	*教材或参考资料 (Textbooks & Other Materials)	<p>教材：</p> <p>1. 骆玉鼎等译，Frank J Fabozzi 著，债券组合管理，上海财经大学出版社，2004 年</p> <p>参考书目：</p> <p>1. Frank J.Fabozzi, Bond Markets, Analysis and Strategies(4th edition), Prentice Hall, 2004 年</p> <p>2.Frank J.Fabozzi, Fixed Income Analysis for the Chartered Financial Analyst Program, John Wiley & Sons, 2000</p>				
	其它 (More)	<p>相关网站：中国债券市场信息：</p> <p>www.chinabond.com.cn</p> <p>bond.hexun.com</p> <p>www.chinamoney.com</p> <p>www.sse.com.cn</p> <p>金融术语：</p> <p>www.investorwords.com</p> <p>www.investopedia.com/dictionary</p> <p>http://biz.yahoo.com/glossary</p>				

备注（Notes）	
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备注说明：

- 1. 带*内容为必填项。
- 2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

《产业经济理论》课程教学大纲

Syllabus of Industrial Organization

课程基本信息（Course Information）					
课程代码 （Course Code）	EC314	*学时 （Credit Hours）	48	*学分 （Credits）	3
*课程名称 （Course Name）	产业经济理论（A 类）				
	Industrial Organization（A）				
课程性质 （Course Type）	专业核心课（Core course for economics major）				
授课对象 （Audience）	经济学专业本科生（Undergraduate students with economics major）				
授课语言 （Language of Instruction）	英语（English）				
*开课院系 （School）	安泰经济与管理学院 经济系（Department of Economics, Antai College of Economics and Management）				
先修课程 （Prerequisite）	中级微观经济学，博弈论。（Intermediate microeconomics, game theory.）				
授课教师 （Instructor）	赵铨 ZHAO Li		课程网址 （Course Webpage）		
*课程简介（Description）	产业组织是微观经济学的重要分支之一，着重讨论不完全竞争条件下的企业行为和市场结构。我们将涉及的问题包括市场力量，反垄断政策，寡头竞争，价格歧视，产品差异化，拍卖，等等。我们将使用博弈论的方法和模型分析现实生活遇到的产业组织问题。				
*课程简介（Description）	This course will cover the basic tools and issues in the field of industrial organization. Industrial organization studies the interaction of firms and consumers in real world markets that fall outside of the basic competitive model. Prominent topics will include market power, anti-competitive regulation, oligopoly, price discrimination, product differentiation and auction. We will develop game theoretic models that will help us to analyze the behavior we see in real world case studies.				
课程教学大纲（Course Syllabus）					
*学习目标(Learning Outcomes)	1. 外语知识，掌握专业英语的阅读和翻译。 2. 现代经济学知识、方法和技术。 3. 专业表达能力，能用语言、图形和数学模型准确描述和表达经济问题和观点。 4. 专业分析问题和解决问题的能力，具有构建经济模型分析经济问题的				

	<p>能力。</p> <p>5. 思维敏捷、乐于创新。</p> <p>1. Mastering English language in reading and translation.</p> <p>2. Mastering economic concept, methodology and technique.</p> <p>3. Presenting economic concepts and issues with text, graph and model.</p> <p>4. Analyzing and solving economic problems with model</p> <p>5. Creative thinking.</p>					
<p>*教学内容、进度安排及要求(Class Schedule & Requirements)</p>	教学内容	学时	教学方式	作业及要求	基本要求	考查方式
	市场力量和反垄断政策 Market power and anti-trust regulation	9	授课及讨论 Lecture and discussion	课后作业 Ungraded assignments		
	定价 Pricing	6	授课及讨论 Lecture and discussion	课后作业 Ungraded assignments		
	寡头竞争 Oligopoly competition	9	授课及讨论 Lecture and discussion	课后作业 Ungraded assignments		
	产品差异化与需求分析 Product differentiation and demand estimation	6	授课及讨论 Lecture and discussion	课后作业 Ungraded assignments		
	拍卖理论及实证 Auction	6	授课及讨论 Lecture and discussion	课后作业 Ungraded assignments		
	非价格竞争 Non-price competition	3	授课及讨论 Lecture and discussion	课后作业 Ungraded assignments		
	课堂报告 Presentation	9	报告 Presentation			
					

*考核方式(Grading)	平时成绩 50 分（出勤 10 分，课堂报告 20 分，学期论文 20 分）； 期末考试 50 分。 Attendance 10%, presentation 20%, term paper 20%, final exam 50%.
*教材或参考资料 (Textbooks & Other Materials)	Pepall, Lynne, Dan Richards, and George Norman. Contemporary Industrial Organization: A Quantitative Approach. John Wiley and Sons, 2011. Church, Jeffrey R., and Roger Ware. Industrial organization: A Strategic Approach. 2000.
其它 (More)	
备注 (Notes)	

备注说明：

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

《国际经济学（2）》课程教学大纲

课程基本信息（Course Information）					
课程代码 （Course Code）	EC314	*学时 （Credit Hours）	32	*学分 （Credits）	2
*课程名称 （Course Name）	（中文）国际经济学（2）				
	（英文）International Economics 2				
课程性质 (Course Type)	专业核心课				
授课对象 （Audience）	经济类专业本科生				
授课语言 (Language of Instruction)	中文、英文				
*开课院系 （School）	安泰经济与管理学院				
先修课程 （Prerequisite）	经济学原理				
授课教师 （Instructor）	李欣、沈思玮、许志伟、蔡明超		课程网址 (Course Webpage)		
*课程简介（Description）	<p>课程性质：金融学专业基础课</p> <p>主要教学内容：课程的基本内容包括如下三个模块。模块一：国际金融概念。包括国际收支平衡表、汇率相关概念、国际货币体系的历史演进。模块二：国际金融原理。包括一国经济的内外平衡，国际收支与宏观经济政策，汇率决定理论，各种货币体系的内在缺陷。模块三：国际金融理论应用。通过美国次贷危机、欧洲危机、发展中国家危机的分析，揭示国际货币体系的缺陷以及各国经济存在的问题。</p> <p>课程教学目标：课程通过以上三个模块的教学，在微观层面上掌握相关概念，已经基本原理，在宏观上了解国际货币体系存在的缺陷，而这种缺陷有导致金融危机多发，了解国际上几次主要的金融危机发生的原因。课程也通过提问、讨论形式，发展学生的表达能力与沟通能力。</p>				
*课程简介（Description）	<p>Course types: finance professional basic course</p> <p>Main contents: the basic concept of course includes the following three modules.</p> <p>Module 1: international financial concepts. Including the balance of payments, exchange rate , the historical evolution of the international monetary system.</p> <p>Module 2: principle of international finance. Including inside and outside a country's economic balance, the balance of payments and macroeconomic policy, exchange rate determination theory, the internal defects of various kinds of monetary system.</p> <p>Module 3: international financial theory application. By the U.S. subprime mortgage crisis, the European crisis, the crisis in the developing world analysis, reveals the defects of the international monetary system, as well as the problems existing in the</p>				

	national economy. Course teaching goal: through the above three modules teaching, in the micro fields, to master the relevant concepts and the basic principle, on the macro fields, the defects of international monetary system had led to financial crisis for many times. Course also by asking questions, discussion form, develops the students' ability of expression and communication ability.					
课程教学大纲（Course Syllabus）						
*学习目标(Learning Outcomes)	通过一学期的学习，学生应能了解国际金融的基本原理；了解国际收支、汇率、国际货币体系等相关理论及实践。掌握影响国际收支报表的构成，以及影响一国国际收支的因素；掌握国际收支与宏观经济政策的相互关系；掌握影响汇率的相关因素；掌握国际货币体系的历史演进，以及各种货币体系的内在缺陷。 通过这门课的学习，学生应该能够分析一国经济的整体状况，并能分析诸如美国次贷危机、欧洲危机、发展中国家金融危机等热点国际经济问题。					
*教学内容、进度安排及要求(Class Schedule & Requirements)	教学内容	学时	教学方式	作业及要求	基本要求	考查方式
	第 1 讲 国际金融介绍	2	讲授		了解国际收支、汇率、国际货币体系	
	第 2 讲 外汇市场	2	讲授	阅读第 1 章，作业：日元与美元的实际汇率	掌握外汇相关概念、实际汇率计算	作业评分
	第 3 讲 国际收支平衡	2	讲授	阅读第 2 章，小组作业：美国经济分析	掌握国际收支平衡表、三种平衡	课题展示
	第 4 讲 国际收支的弹性分析法与吸收分析法	2	讲授	阅读第 3 章	掌握基本原理	
	第 5 讲 开放经济的宏观经济政策	2	讲授	阅读第 4 章	掌握比较静态分析方法	
	第 6 讲 国际收支的货币分析法	2	讲授	阅读第 5 章	掌握作图分析	

	第7讲 购买力平价	2	讲授	阅读第6章, 作业: 美元与某发达国家之间的购买力平价验证	掌握购买力平价计算	作业评分
	第8讲 货币政策、国际收支、汇率、利率	2	讲授	阅读第7章, 作业: 过去十年中国的货币供给与宏观经济分析	掌握弹性价格、粘性价格分析法, 了解计量方法	作业评分
	第9讲 固定汇率、浮动汇率与管理浮动汇率	2	讲授	阅读第10章, 作业: 分析人民币汇率改革的背景及汇改以来的中国经济表现	了解两者之间争论	作业评分
	第10讲 国际货币体系	2	讲授	阅读第11章	掌握三种国际货币体系	
	第11讲 欧洲货币市场	2	讲授	阅读第12章	了解离岸市场的形成与发展	
	第12讲 外汇衍生品: 期货、期权以及互换	2	讲授	阅读第13章	了解外汇衍生产品	
	第13讲 国际金融危机	2	讲授	阅读第15章, 小组作业: 新自由主义与货币霸权	掌握发展中国家危机	课堂展示
	第14讲 欧洲货币体系	2	讲授	阅读第16章	掌握欧洲货币体系的相关理论, 了解欧债危机	
	小组展示: 近十年美国经	2	学生汇报		掌握次贷危机的原	课堂评分

	济分析				因及其发展	
	小组展示：新自由主义与货币霸权	2	学生汇报		掌握新自由主义与发展中国家危机的关系	课堂评分
*考核方式(Grading)	出勤：15% 作业：15% 课题参与：10% 期末考试：60%					
*教材或参考资料 (Textbooks & Other Materials)	Krugman, Obstfeld and Melitz, International Economics (Part 3 and Part 4), 9th edition. 《International Finance》, 3e Author: Keith Pilbeam, 中国人民大学出版社, 2009 《国际金融》, 陈雨露, 中国人民大学出版社, 2015					
其它 (More)	阅读材料：货币信用以及跨越国界的发展					
备注 (Notes)	要求实际汇率、购买力平价汇率计算					

备注说明：

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

《国际投资学》课程教学大纲

课程基本信息（Course Information）					
课程代码 （Course Code）	ET311	*学时 （Credit Hours）	32	*学分 （Credits）	2
*课程名称 （Course Name）	（中文）国际投资学				
	（英文）International Investment				
课程性质 (Course Type)	专业核心课 Core Course				
授课对象 （Audience）	经济学类本科生（国际交换生） Undergraduates of Economics and International Exchange students				
授课语言 (Language of Instruction)	英语 English				
*开课院系 （School）	安泰经济与管理学院应用经济系 Antai College of Economics and Management				
先修课程 （Prerequisite）	经济学原理，国际经济学 Principles of economics, International economics				
授课教师 （Instructor）	周瑜		课程网址 (Course Webpage)		
*课程简介（Description）	本课程的主要目的培养学生对各类投资领域的良好理解。通过对投资决策的自下而上分析逻辑可以将课程学习内容和对应目标分解为三个层面。首先是掌握全球、或者国别以及特定产业经济发展模式的分析方法；其次是讨论不同投资策略、工具以及投资行为风险回报的不同属性；最后是通过投资模拟以及团队研究的方式锻炼实际投资分析能力。				
*课程简介（Description）	This course is aimed at students wishing to acquire a sound understanding of main opportunities at various investment arenas, either of real or virtual nature. Specifically, following a top-down logic of investment decision-making, the course objectives can be delineated into three layers: 1) help students grasp the ability of analyzing the social-economic development pattern of the globe or some target economy during given time period as well as industries’ biz prospects immersed in these macro circumstances; 2) enable students comprehend different investment strategies, instruments, and their applications as well as respective risk-return balances; 3) cultivate students the skill to modeling individual investment motives and complete scientific and veracious investment rationale.				
课程教学大纲（Course Syllabus）					

<p>*学习目标(Learning Outcomes)</p>	<p>1. Help students grasp the ability of analyzing the social-economic development pattern of the globe or some target economy during given time period as well as industries' biz prospects immersed in these macro circumstances;</p> <p>2. Enable students comprehend different investment strategies, instruments, and their applications as well as respective risk-return balances;</p> <p>3. Cultivate students the skill to modeling individual investment motives and complete scientific and veracious investment rationale;</p> <p>4. Through investment simulation and team research in investment relevant field, practice the economic analysis and asset allocation skill.</p> <p>.....</p>					
<p>*教学内容、进度安排及要求(Class Schedule & Requirements)</p>	<p>教学内容</p>	<p>学时</p>	<p>教学方式</p>	<p>作业及要求</p>	<p>基本要求</p>	<p>考查方式</p>
	<p>Chapter 1: Economic cycles and investment timing</p>	<p>4</p>	<p>In-class instruction</p>	<p>Team Research</p>	<p>Investment Simulation</p>	<p>Presentation</p>
	<p>Chapter 2: Economic growth and sector rotating</p>	<p>6</p>	<p>In-class instruction</p>	<p>Team Research</p>	<p>Investment Simulation</p>	<p>Presentation</p>
	<p>Chapter 3: Development imbalance and geographic positioning</p>	<p>3</p>	<p>In-class instruction</p>	<p>Team Research</p>	<p>Investment Simulation</p>	<p>Presentation</p>
	<p>Chapter 4: Trinity workhorse and local policy hitchhiking</p>	<p>6</p>	<p>In-class instruction</p>	<p>Team Research</p>	<p>Investment Simulation</p>	<p>Presentation</p>
	<p>Chapter 5: Sector and corporate: mining the facts</p>	<p>6</p>	<p>In-class instruction</p>	<p>Team Research</p>	<p>Investment Simulation</p>	<p>Presentation</p>
	<p>Chapter 6: Asset classes combination: hedge fund</p>	<p>3</p>	<p>In-class instruction</p>	<p>Team Research</p>	<p>Investment Simulation</p>	<p>Presentation</p>

	strategy as a guide					
	Chapter 7: Real and virtual investment: ROR versus diversification	6	In-class instruction	Team Research	Investment Simulation	Presentation
*考核方式(Grading)	1) General performance (In-class participation + Team Presentation) – 50% 2) Course Paper or Portfolio Management Simulation or Assets Allocation Proposal– 50%					
*教材或参考资料 (Textbooks & Other Materials)	<i>Essentials of Investments</i> . Zvi Bodie, Alex Kane, Alan J. Marcus, 6 th edition, McGraw-Hill Companies, Inc, 2015.ISBN 978-7-111-48772-2					
其它 (More)						
备注 (Notes)						

备注说明:

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

《市场调研》课程教学大纲

Syllabus of “Market Research”

课程基本信息（Course Information）					
课程代码 （Course Code）	BU 350	*学时 （Credit Hours）	32	*学分 （Credits）	2
课程名称 （Course Name）	市场调研				
	Market Research				
课程性质 (Course Type)	专业必修课				
授课对象 （Audience）	工商管理专业				
授课语言 (Language of Instruction)	英文 English				
开课院系 （School）	安泰经济与管理学院				
先修课程 （Prerequisite）	Introduction to Marketing				
授课教师 （Instructor）	徐子彬 Ben Xu		课程网址 (Course Webpage)	N/A	
* 课程简介 （Description） 中文	本课程注重培养市场调研方向运用数据和理论进行分析的技能。学习方法运用实际商业数据和前沿理论，结合了讲座，案例，辩论，咨询，仿真，统计模型，博弈游戏等实践练习。该课程旨在为学生提供实用的专业知识，帮助他们不但可以立即在工作中使用，而且还能运用分析方法进行批判性思维。学生将学习定性分析法，问卷调查法，实验设计法，联合分析，多项式模型，消费者细分和产品定位，定价策略与测算，产品线设计，竞争分析，和数字营销分析等相关知识。				
* 课程简介 （Description） English	This course provides the skills needed to make intelligent use of marketing data and theories in making recommendations about market research. These skills are learned through a combination of lectures, cases, debates, consulting, simulations, statistical inferences, competitive games, and hands-on exercises with actual business data and cutting-edge theories. The course is designed to equip the student not only with practical “know how”, which can be used immediately on the job, but also with critical thinking skills with quantitative training. Students gain a working knowledge of qualitative methods, survey and questionnaires, conjoint analysis, logit analysis, tools for consumer segmentation and positioning, pricing analysis and estimation, product line design, competitive analysis, and digital marketing analytics.				

课程教学大纲 (Course Syllabus)

* 学 习 目 标
(Learning Outcomes)

1. Become familiar with the commercial software used for marketing analytics.
2. Understand the basic principles behind the data-handling techniques and their limitations.
3. Know how to apply these techniques to propose marketing decisions involving new product design, consumer segmentation, behavioral targeting, product positioning, pricing and competitive strategies.
4. Improve the ability to propose managerial ideas orally and in writing.
5. Practice marketing recommendations based on rigorous analysis and on sound reasoning.

* 教学内容、进
度 安 排 及 要 求
(Class Schedule
& Requirements)

教学内容 Class content	学时 Credit Hours	教学方式 Method	作业及要求 Homework	基本要求 Basic requirements	考查方式 Assessment method
1. Introduction to Market Research; 2. Qualitative Methods & Consumer Behavior	2.5 Week1	Lecture; Discussion; Interviews	Reading material 1	Access Software	Self-introduction
1. Segmentation 2. Discriminant and Cluster Analysis	2.5 Week2	Lecture; Video	Reading material 2	Familiarize Software	In-Class Exercise
1. Preference Learning 2. Conjoint Analysis	2.5 Week3	Lecture; Simulation	Reading material 4	Design Conjoint	In-Class Exercise
1. Cannibalization 2. Product Line Design	2.5 Week4	Simulation Game	Assignment 1	Computer Simulation	Write-up
1. Behavioral Targeting 2. Choice Modeling	2.5 Week5	Lecture; Demonstration	Reading material 3; Assignment 2	Structural IO	Write-up
1. Market Forecasting 2. Bass Model	2.5 Week6	Case Study; Analytics	Reading material 5	Case Study	Team Debate
1. Competitive Pricing; 2. Consumer Value	2.5 Week7	Game; Lecture	Reading material 6	Applied Game theory	In-Class Exercise
1. Midterm 2. Final Project Requirement	2.5 Week8	Exam	Product Demonstration	Understanding Concepts	Exam

	1. Auction 2. Demand Estimation	2.5 Week9	Guest Speech	Assignment 3	Structural IO	Write-up
	1. Consulting Strategy 2. Course Wrap-up	2.5 Week10	Lecture; Video	Q&A	Critical Thinking	
	1. Final Project	2.5 Week11	Presentation	Presentation	Clarity; Creativity	Oral &Written
* 考核方式 (Grading)	Grading Policies					
	<i>Formal Course Assessment</i>					
	Team Assignment 1 (Quantitative Segmentation)				8 points	
	Team Assignment 2 (Conjoint Analysis)				10 points	
	Team Assignment 3 (E-commerce Auction)				12 points	
	Individual Midterm Exam (Theory)				30 points	
	Final Project (Consulting)				20 points	
	Participation & Contribution				20 points	
	<i>Grading Elements</i>					
	Individual Midterm Exam: The exam will be a comprehensive test of your understanding of the principles of analytical tools. (Measures objective 2.)					
	Assignment 1 (Segmentation): The course project is the opportunity for you to work in a group on an extensive marketing analytics project. Data will be given. The project will involve a write-up in a professional format. (Measures objectives 1, 2, 3, 4.)					
	Assignment 2 (Conjoint Analysis): The course project includes a conjoint survey utilizing the cloud-based software, Discover, from Sawtooth. Data will be given. The project will involve a write-up. (Measures objectives 1, 2, 3, 4.)					
	Assignment 3 (Ecommerce Auction): The course project allows you to understand key-word advertising and bidding. Your team will complete a full analytical report by examining given data from a case study on Google’s search advertising. The project will involve a write-up. (Measures objectives 1, 2, 3, 4.)					
	Final Project (Consulting): The course project allows you to think in a real-world business problem of new market expansion. Your team will need to choose an appropriate method, collect data, and perform analysis to propose the marketing strategies for a specific product. The project will involve a class presentation as well as a write-up. (Measures objectives 3, 4, 5.)					
	Participation & Contribution: This course is intended to be an active learning experience. Your learning is enhanced by actively participating in each lecture. This includes hands-on in-class exercises and interactive participation. Your interactive participation also improves the learning experience for your classmates. The grading will be determined by the quality (not necessarily quantity) of your participation.					

Your scores in this section will be determined by the ranking of your total “credits” obtained in class. At beginning of the semester, each student has a total worth of 100 credits. For each unexcused absence 10 credits will be subtracted. For each late arrival (later than 5 minutes) 5 credits will be subtracted. For each thoughtful discussion or outstanding performance in in-class exercises, bonus credits will be awarded.

Below is the chart of converting the ranking of credits into the participation points

Top 1-10% credits in class: 20 points.

Top 10-30% credits in class: 15 points.

Top 30-50% credits in class: 10 points.

Below 50% percentile but with 60 credits or above: 5 points.

Otherwise: 0 points

Final Grades

Final grades represent how you perform in the class relative to other students. Your grade will not be based on a mandated target, but on your performance. Three items are considered when assigning final grades:

1. Your average weighted score as a percentage of the available points for all assignments (the points you receive divided by the number of points possible)
2. The overall average percentage score within the class
3. Your ranking among all students in the class

Course Procedures

Readings: It is required that you do the assigned readings *before* each class. These readings provide useful background information for the lectures and will enable you to participate in class discussions productively. Some assigned readings will be distributed through the ME>XL software installation, while others will be distributed through their website links in lecture slides or on Blackboard.

Laptop and Software: It is required that you access all the software as per the instructions of the instructor to complete the assignments. ME>XL is installed at the school lab.

Classroom Conduct: There are certain rules that will help all of us to have a good experience in the classroom. Violation of these rules will impact your class participation grade.

- Arriving late or leaving early makes us all feel as if we were at the airport – not a place conducive to learning.
- Be prepared to participate actively. This is not the place to sleep, chat with your friends, read the news, text message, etc. There are more comfortable places for those activities than this classroom.
- No use of phones or tablet devices in the classroom unless permitted.

*教材或参考资料 (Textbooks & Other Materials)	<p>1. Principles of Marketing Engineering, 2nd Edition, by Gary Lilien, Arvind Rangaswamy and Arnaud de Bruyn (DecisionPro, Inc. 2012), ISBN: 978-0985764807; and</p> <p>2. Additional readings will be assigned during the class</p> <p>3. Computer Lab Software (ME>XL)</p>
其它 (More)	<p>There is no official prerequisite for this course. However, a knowledge of the principles of marketing will be assumed. The textbook listed above reviews some of the basics, but it is not a substitute for prior course in marketing fundamentals. Students without such background may want to consult a basic introductory textbook on marketing, such as Principles of Marketing, 16th ed, by Philip Kotler & Gary Armstrong, Pearson 2015, ISBN: 978-0133795028.</p> <p>A working familiarity with Excel and its analytics functions is also assumed. A good reference is Microsoft Excel 2013: Data Analysis and Business Modeling, by Wayne L. Winston, Mi-crosoft Press, 2014: ISBN: 978-0735669130</p>
备注 (Notes)	The course outline is subjective to change in future.

备注说明:

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

劳动经济学课程教学大纲

Syllabus of Labor Economics

课程基本信息（Course Information）					
课程代码 （Course Code）	EC339	*学时 （Credit Hours）	32	*学分 （Credits）	2
*课程名称 （Course Name）	劳动经济学				
	Labor Economics				
课程性质 (Course Type)	专业核心课 Core Course				
授课对象 （Audience）	经济学类 Economics				
授课语言 (Language of Instruction)	英语 English				
*开课院系 （School）	安泰经济与管理学院 Antai College of Economics and Management				
先修课程 （Prerequisite）	经济学原理 Principle of Economics				
授课教师 （Instructor）	巢宏 CHAO Hong		课程网址 (Course Webpage)		
*课程简介（Description）	本课程是专业选修课。本课程系统介绍劳动经济学的基本原理及应用。重点讲述劳动力市场的运行机制及各构成要素间的互动关系，主要涵盖劳动力需求和供给、人力资本投资、劳动力流动、报酬机制及其设计、市场歧视、失业等内容。通过本课程的学习，使学生能熟练掌握劳动经济学的基础知识，有助于学生理解大量与劳动力有关的社会经济问题。同时通过教授该领域的概念、原理、模型和分析方法，培养学生运用理论工具分析和解决劳动力市场实际问题和评价相关政策效果的能力，并在此基础上，引导学生对现有的理论、方法、政策等进行批判性思考从而创造性地提出自己的观点，为学生今后从事相关领域的社会工作和研究工作打好坚实基础。此外，本课程为全英语教学，对学生的英语阅读和写作能力会有一定的帮助。				
*课程简介（Description）	This course is a specialized elective course. Through the training of this course, students are expected to master the basic knowledge in labor economics that should enable them to understand numerous social and economic issues related to labor. By learning the concepts, theories, models, and analytical methods in this field, students are able to use theoretical tools to analyze and solve practical problems in the labor market and to evaluate the relevant policies. With such abilities, students are inspired to develop critical thinking and innovative viewpoints based on the existing theories and policies. Thus this course helps to fortify a firm foundation for students' future career in				

	labor-related industry and academia. Finally, students may benefit from the adoption of English teaching in terms of reading and writing in English.					
课程教学大纲（course syllabus）						
*学习目标(Learning Outcomes)	<div>1. 熟练掌握劳动经济学的基础知识，有助于学生理解大量与劳动力有关的社会经济问题。（A2，A5.2，A5.5）</div> <div>2. 通过教授该领域的概念、原理、模型和分析方法，培养学生运用理论工具分析和解决劳动力市场实际问题和评价相关政策效果的能力，并在此基础上，引导学生对现有的理论、方法、政策等进行批判性思考从而创造性地提出自己的观点。（B2，B3，B9，B11）</div> <div>3. 本课程为全英语教学，对学生的英语阅读和写作能力会有一定的帮助。（A5.3，B6，B12）</div> <div>1. Master the basic knowledge of labor economics is helpful for students to understand many labor-related social and economic problems.（A2，A5.2，A5.5）</div> <div>2. By learning the concept, principle, model and analysis method in the field of labor economics, students can develop abilities of using the theoretical tools to analyze the practical problems in the labor market and to evaluate relevant policies. Based on these abilities, students are guided to develop critical and creative thinking over the existing theory, method and policy.（B2，B3，B9，B11）</div> <div>3. This course is taught in English and thus is helpful for students to improve their reading, writing and expression ability in English.（A5.3，B6，B12）</div>					
*教学内容、进度安排及要求 (Class Schedule & Requirements)	教学内容	学时	教学方式	作业及要求	基本要求	考查方式
	序 论 Introduction	2	课堂教学 Lecture			
	劳动力需求 分析 Labor Demand	6	课堂教学 Lecture			
	劳动力供给 分析 Labor Supply	6	课堂教学 Lecture			
	人力资本投 资 Human Capital	3	课堂教学 Lecture			
	劳动力流动 Labor Mobility	3	课堂教学 Lecture			
	工 资 理 论 Wage Theory	6	课堂教学 Lecture			

	劳动力市场歧视 Labor Discrimination	3	课堂教学 Lecture			
	收入分配不平等 Earning Inequality	2	课堂教学 Lecture			
	失业 Unemployment	3	课堂教学 Lecture			
*考核方式 (Grading)	案例讨论占10%，两次作业占10%，期中考试占30%，期末考试占50% Case study 10%, Two problem sets 10%, Midterm exam 30%, Final exam 50%.					
*教材或参考资料 (Textbooks & Other Materials)	Modern Labor Economics: Theory and Public Policy, by Ronald Ehrenberg and Robert Smith, 11th edition, published by Pearson/Addison Wesley Press.					
其它 (More)						
备注 (Notes)						

备注说明：

1. 带*内容为必填项。
2. 课程简介字数为300-500字；课程大纲以表述清楚教学安排为宜，字数不限。

《管理信息系统》课程教学大纲

Syllabus of Management Information Systems

课程基本信息 (Course Information)					
课程代码 (Course Code)	AM004	*学时 (Credit Hours)	32	*学分 (Credits)	2
*课程名称 (Course Name)	管理信息系统				
	Management Information Systems				
课程性质 (Course Type)	专业必修课 Core Course				
授课对象 (Audience)	本科学生 Undergraduate Students				
授课语言 (Language of Instruction)	全英文授课 English				
*开课院系 (School)	安泰经济与管理学院 Antai College of Economics and Management				
先修课程 (Prerequisite)	无				
授课教师 (Instructor)		课程网址 (Course Webpage)			
*课程简介 (Description)	本课程是安泰经管学院本科工商管理专业必修课程。本课程目标是帮助学生理解战略性地使用信息系统以及信息系统对商业的影响。除了讲授不同信息系统在企业当中的应用之外，本课程还讨论如何恰当地使用信息系统以及这些信息系统对企业的影响。本课程覆盖技术的内容以及管理的内容。我们将会讨论信息系统对商业的影响，信息产品的版权问题，信息系统的企业组织问题，信息系统基础架构，数据库管理系统，通讯技术，如何设计合适的信息系统架构和数据库满足商业需求，中国自主建设的 TD-SCDMA 3D 通讯标准，信息安全问题等。				
*课程简介 (Description)	This course is a mandatory course of undergraduate students majoring in Business Administration. The purpose of this course is to provide an understanding of the strategic use and impact of information technology in organizations. In addition to providing an understanding of the type of information technology used in firms, this course will also discuss the proper use and impact of using this technology. The course covers both managerial issues and technical issues of information systems. We will discuss the impacts of IT on business, copyright issues of IT, organizational issues of information systems, IT infrastructure, database management systems, telecommunication technologies, how to design IT infrastructure and databases to fit business needs, China's homegrown 3D standard TD-SCDMA, information security issues, etc.				

课程教学大纲 (Course Syllabus)				
*学习目标 (Learning Outcomes)	1. 了解信息系统的关键技术。 Understand key technologies of information Systems (IS) 2. 理解信息系统在商业上的应用。 Understand Applications of IS in business. 3. 理解如何根据商业的需求选择合适的信息系统。 Understand how to choose IS to meet business needs. 4. 理解如何管理信息安全、信息系统战略、信息产品版权。 Understand IT security issues, IS strategies and information product copyright.			
*教学内容、进度 安排及要求 (Class Schedule & Requirements)	教学内容	学时	教学方式	作业及要求
	Impacts of IT	3	Lecture	
	Global E-Business: How Businesses Use Information Systems. Sharing Economy	3	Lecture	
	Information Systems, Organizations, and Strategy Cases: Taobao, Cainiao	3	Lecture	
	Ethical and Social Issues in Information Systems. Copyright Issues. Case: Tencent	3	Lecture	
	IT Infrastructure and Emerging Technologies. Case: City of Shenzhen, Facebook, 12306.com.	3	Lecture	
	Foundations of Business Intelligence: Databases and Information Management. Case: MongoDB	3	Lecture	
	Telecommunications, the Internet, and Wireless Technology. Case: TD-SCDMA	3	Lecture	
	Securing Information Systems. Cases: The War of Silence, Cryptography and Information Security.	3	Lecture	
	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	2	Lecture	
	E-Commerce: Digital Markets, Digital Goods	1	Lecture	
	Managing Knowledge and Collaboration	2	Lecture	
	Final Project Presentations	3	Presen- tation	
*考核方式 (Grading)	Individual Assignments 40% Group Project 15% Final Exam 40% Class Participation 5%			
*教材或参考资 料(Textbooks & Other Materials)	Textbook (required): <i>Management Information Systems: Managing the Digital Firm</i> (11th edition), by Kenneth C Laudon and Jane P Laudon, Prentice Hall, ISBN: 9787302263043, 7302263043			

其它（More）	
备注（Notes）	

备注说明：

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

课程教学大纲

课程基本信息（Course Information）					
课程代码 (Course Code)	FI005	*学时 (Credit Hours)	32	*学分 (Credits)	2
*课程名称 (Course Name)	货币金融学				
	Money and Banking				
课程性质 (Course Type)	Specialized Core Course				
授课对象 (Audience)	Economics Major, Undergraduates				
授课语言 (Language of Instruction)	English				
*开课院系 (School)	Antai Collge of Economics and Management				
先修课程 (Prerequisite)	Principle of Economics				
授课教师 (Instructor)	Guoxiong Zhang	课程网址 (Course Webpage)		http://guoxiongzhang.yolasite.com	
*课程简介 (Description)	本课程将主要讲授以下内容：第一，货币和利率的基本概念和金融市场的基本理论；第二，金融机构的类型和金融行业内的利益冲突；第三，金融危机的发生机制和金融监管的方法；第四，中央银行的职能和货币政策的制定与执行过程；第五，主要的货币需求理论，货币政策传导机制和通货膨胀理论。				
*课程简介 (Description)	This course will cover the following topics: the basic concepts of money and interest rate as well as the basic theories on financial markets ; the types of financial institutions and the conflict of interests within the financial industry; the triggering mechanism of financial crisis and the means of financial regulation; the function of central bank and the formulation and implementation of monetary policy; the major theories on money demand , on monetary policy transmission mechanism and on inflation .				
课程教学大纲（Course Syllabus）					

<p>*学习目标(Learning Outcomes)</p>	<div><div><div>1. 通过利用基本的经济学原理，构建一个统一的分析框架，促进学生对金融市场结构、外汇市场、金融机构管理，以及货币政策在经济中的作用的深入思考。</div><div>2. 从国际视野的框架分析全球性的货币、金融问题。</div><div>3. 了解最新货币理论的最新进展</div><div>4. 学会阅读国内外金融类网页、报刊。</div><div>5. 将理论应用于实际。</div></div><div><div>1. Be able to use basic economic principles to construct an unified framework for analysis;</div><div>2. Be able to analyze money and financial problems from a global perspective;</div><div>3. To learn most recent advance in modern monetary theory;</div><div>4. Be able to read domestic and international financial papers and magazines;</div><div>5. Be able to apply theory in practice.</div></div></div>
<p>*教学内容、进度安排及要求(Class Schedule & Requirements)</p>	<div><div>教学内容</div><div>学时</div><div>教学方式</div><div>作业及要求</div><div>基本要求</div><div>考查方式</div></div> <div><div>Ch.1 Why study Money, Banking , and Financial Markets? 1</div><div>Ch.2 An overview of the Financial System 1</div><div>Ch.3 Why is Money? 2</div><div>Ch.4 Understanding Interest Rates 2</div><div>Ch.5 The Behavior of Interest Rates 2</div><div>Ch.6 The Risk and Term Structure of Interest Rates 2</div><div>Ch.8 An Economic Analysis of Financial Structure 2</div><div>Ch.9 Financial Crisis and Subprime Meltdown 2</div><div>Ch.10 Banking and Management of Financial Institutions 2</div><div>Ch.13 Central Bank and the Federal Reserve System 1</div><div>Ch.14 The Money Supply Process 2</div><div>Ch.15 The Tools of Monetary Policy 2</div><div>Ch.16 The Conduct of Monetary Policy: Strategy and Tactics 2</div><div>Ch.19 The Demand of Money 2</div><div>Ch.22 Aggregate Demand and Supply Analysis 2</div><div>Ch.24 Money and Inflation 2</div></div>
<p>*考核方式(Grading)</p>	<div><div>Homework: 30%</div><div>Final Exam: 70%</div></div>
<p>*教材或参考资料 (Textbooks & Other Materials)</p>	<div><div>The Economics of Money, Banking and Financial Markets, by Frederic S. Mishkin, Global Edition 10th, SBN 0273765736, Pearson Education, 2012</div></div>
<p>其它 (More)</p>	

备注 (Notes)	
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备注说明：

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。

《运筹学》课程教学大纲

课程基本信息 (Course Information)					
课程代码 (Course Code)	MA250	*学时 (Credit Hours)	48	*学分 (Credits)	3
*课程名称 (Course Name)	运筹学 Operations Research				
课程性质 (Course Type)	专业基础课				
授课对象 (Audience)	工商管理类专业本科生				
授课语言 (Language of Instruction)	中文				
*开课院系 (School)	安泰经济与管理学院				
先修课程 (Prerequisite)	管理学原理，线性代数，概率统计				
授课教师 (Instructor)	吴瑞明、王金桃		课程网址 (Course Webpage)		
*课程简介 (Description)	<p>(中文300-500字，含课程性质、主要教学内容、课程教学目标等)</p> <p>《运筹学》是经济管理类本科生必修的一门专业基础课程，它强调理论与实践相结合，运用教学方法分析多种系统的最优化问题。通过教学，要求学生具有整体优化思想，熟悉和掌握运筹学中的一些基础理论与分析方法，以解决一般复杂程度的实际问题。本课程着重培养学生的定量分析能力与相应计算技术的运用能力。通过学习，可为学生进一步学习有关专业课程和毕业设计打下良好的定量分析基础。</p>				
*课程简介 (Description)	<p>(英文300-500字)</p> <p>Operation Research, which is used to study Optimization of system in mathematical method, is a compulsory professional course of undergraduate students. Through course teaching the students are encouraged to comprehensive grasp basic theory, basic skills and common methods of the course. Students are encouraged to overall optimization of thinking, quantitatively analysis models in economic and management and finally get the best solution of a system. Operations research has a vast range of application areas, it works in the service, inventory, search, population, confrontation, control, allocation of resources, site location, energy, design, production, reliability, and other aspects of good practice. Learning in the courses can be directly applied to study related issues. It is also a good choice of thesis. It is a guide to production practice and also brings good foundation for students studying related fields (including operations research, economics, and management, and information category, computer professionals, etc.)</p>				
课程教学大纲 (course syllabus)					

*学习目标(Learning Outcomes)	<p>本课程为大学三年级专业必修课，所学知识可以直接应用于相关课题的研究，是毕业论文一个很好的选题，既能作为工作后指导生产实践、提高经济效益的有利工具，又能为学生攻读相关专业（包括运筹学、经济类、管理类、信息类、计算机专业等）的硕士研究生打下坚实的基础。</p> <p>通过各教学环节，本课程应达到下列要求：</p> <p>（1）熟悉运筹学领域内各有关的基本理论与优化思想；</p> <p>（2）掌握各章节基本模型的建立及相应解法；</p> <p>（3）学会利用已知模型解决对应的实际问题。</p>					
*教学内容、进度安排及要求 (Class Schedule & Requirements)	教学内容	学时	教学方式	作业及要求	基本要求	考查方式
	线性规划的基本概念： 线性规划问题及其数学模型, 线性规划问题的几何意义和图解法, 线性规划的标准形式, 标准型线性规划的各种解的概念, 线性规划基本定理	6	讲授		掌握基本概念	
	单纯形法： 单纯形法的一般原理和计算步骤, 人工变量法, 线性规划问题的进一步讨论	6	讲授	作业（一）	了解原理；掌握算法	
	对偶规划与灵敏度分析： 对偶问题的提出, 对偶线性规划, 对偶定理, 对偶最优解的经济解释—影子价格, 对偶单纯形法的原理和计算步骤, 灵敏度分析	6	讲授	作业（二）	掌握基本理论；掌握算法	

	图与网络分析： 图论的基本概念，最短路问题，最大流量问题，网络图的绘制，关键路线的计算，工程网络的优化.	9	讲授	作业（三）	掌握基本概念；掌握算法	
	排队论： 排队系统的基本概念，单位时间到达排队系统的顾客数的分布和为单个顾客服务时间的分布，单服务台排队系统分析，多服务台排队系统分析，一般服务时间排队系统分析.	6	讲授	作业（四）	掌握标准的 M/M/1 和 M/M/c 模型	
	决策论： 决策基本概念，不确定性决策，风险性决策，效用理论在决策中的应用	6	讲授	作业（五）	了解基本思想；掌握算法	
	运筹学的其他领域介绍 比如 运输问题（运输问题及其数学模型，表上作业法的原理和计算步骤） 存储论（存贮论基本概念，	6	讲授	作业（六）	了解基本理论；掌握算法	

	确定性存贮模型，随机性存贮模型 练习、复习及答疑	3	讨论及问答			
*考核方式 (Grading)	(1) 平时成绩：课外作业，占比30 ~ 35 %; (2) 期末考试：闭卷考试，占比70 ~ 65 %					
*教材或参考资料 (Textbooks & Other Materials)	《运筹学》，《运筹学》教材编写组，清华大学出版社，2012年，第4版，ISBN: 9787302288794 F. S. Hillier and G. J. Lieberman, <i>Introduction to Operations Research</i> (10th ed.). McGraw-Hill, 2015（影印版，清华大学出版社）					
其它 (More)						
备注 (Notes)						

备注说明：

1. 带*内容为必填项。
2. 课程简介字数为300-500字；课程大纲以表述清楚教学安排为宜，字数不限。

运筹学课程教学大纲

课程基本信息 (Course Information)					
课程代码 (Course Code)	MA250	*学时 (Credit Hours)	48	*学分 (Credits)	3
*课程名称 (Course Name)	运筹学 (Operations Research)				
课程性质 (Course Type)	必修 (obligatory)				
授课对象 (Audience)	工商管理类本科 (Undergraduate Students Major in Management)				
授课语言 (Language of Instruction)	英语 (English)				
*开课院系 (School)	安泰经济与管理学院, 管理科学系 (Department of Management Science, Antai College of Economics and Management)				
先修课程 (Prerequisite)	管理基础, 线性代数, 概率论与数理统计 (Fundamentals of Management, Linear Algebra, Probability and Statistics)				
授课教师 (Instructor)	魏来		课程网址 (Course Webpage)		
*课程简介 (Description)	<p>(中文300-500字, 含课程性质、主要教学内容、课程教学目标等)</p> <p>《运筹学》是经济管理类本科生必修的一门专业基础课程, 它强调理论与实践相结合, 运用教学方法分析多种系统的最优化问题。通过教学, 要求学生具有整体优化思想, 熟悉和掌握运筹学中的一些基础理论与分析方法, 以解决一般复杂程度的实际问题。本课程着重培养学生的定量分析能力与相应计算技术的运用能力。通过学习, 可为学生进一步学习有关专业课程和毕业设计打下良好的定量分析基础。</p> <p>(英文300-500字)</p> <p>Operation Research, which is used to study Optimization of system in mathematical method, is a compulsory professional course of undergraduate students. Through course teaching the students are encouraged to comprehensively grasp basic theory, basic skills and common methods of the course. Students are encouraged to have overall optimization of thinking, quantitatively analysis models in economic and management and finally get the best solution of a system. Operations research has a vast range of application areas, it works in the service, inventory, search, population, confrontation, control, allocation of resources, site location, energy, design, production, reliability, and other aspects of good practice. Learning in the courses can be directly applied to study related issues. It is also a good choice of thesis. It is a guide to production practice and also brings good foundation for students studying related fields (including operations research, economics, and management, and</p>				
*课程简介 (Description)					

	information category, computer professionals, etc.)						
课程教学大纲（course syllabus）							
*学习目标(Learning Outcomes)	<p>本课程为大学二年级专业必修课，所学知识可以直接应用于相关课题的研究，是毕业论文一个很好的选题，既能作为工作后指导生产实践、提高经济效益的有利工具，又能为学生攻读相关专业（包括运筹学、经济类、管理类、信息类、计算机专业等）的硕士研究生打下坚实的基础。</p> <p>通过各教学环节，本课程应达到下列要求：</p> <p>（1）熟悉运筹学领域内各有关的基本理论与优化思想；</p> <p>（2）掌握各章节基本模型的建立及相应解法；</p> <p>（3）学会利用已知模型解决对应的实际问题。</p> <p>Study a range of models and applications to managerial decision making using scientific and analytical methodology, topics include an in-depth understanding of linear program and dual theory, sensitivity analysis, graphs and network flows, and an introduction to queuing theory, inventory theory and decision theory. Problem recognition, model building, model analysis and managerial implications are the primary objectives with special emphasis on understanding the concepts and computer implementation and interpretation.</p> <p>The learning objectives:</p> <p>(1) Understand the basic theory in several major fields of Operations Research</p> <p>(2) Know how to set up the basic models and the corresponding solution methods</p> <p>(3) Apply the models learned in class to solve practical problems</p>						
	教学内容	学时	教学方式	作业及要求	基本要求	考查方式	
	*教学内容、进度安排及要求 (Class Schedule & Requirements)	Linear Programming: Linear Programming model, the graphic solution method, the standard form of linear program, the solution of linear program	3	Teaching			
		The Simplex Method: Geometrical	6	Teaching	HW 1		

	interpretation of linear program, the basic theorems of linear program, the simplex method, simplex tableau, artificial variable, extension of linear programming, applications of linear program, the matrix form of simplex method, the revised simplex method					
	Theory of Duality and Sensitivity Analysis: Dual linear program, the duality theory, the economical interpretation of dual solution--shadow price, sensitivity analysis	9	Teaching	HW 2		
	Transportation Problem: The transportation	3	Teaching	HW 3		

n problem and mathematical model, the transportation simplex method, the unbalanced transportation problem					
Graphs and Network Analysis: Basic concepts of graph, trees and related problems, the shortest path problem, the maximum flow problem, project network, critical path and PERT	9	Teaching	HW 4		
Queuing Theory: Basic concepts of queuing system, the distribution of inter-arrival time and service time, single server queue, multi-server queue, introduction to general queuing	6	Teaching	HW 5		

	systems				
	Inventory Theory: Basic concepts of inventory management , classical deterministic inventory models, classical stochastic inventory models	3	Teaching		
	Decision Theory: Basic concepts of decision making, decision making under uncertainty, risk, utility theory and its applications in decision making	6	Teaching	HW 6	
*考核方式 (Grading)	(1) 平时成绩: 课外作业, 占比35 ~ 40 % (Attendance, in-class discussion, and homework: 35 ~ 40 %); (2) 期末考试: 闭卷考试, 占比65 ~ 60 % (Final examination: 65%~60%)				
*教材或参考资料 (Textbooks & Other Materials) 其它 (More) 备注 (Notes)	F. S. Hillier and G. J. Lieberman, <i>Introduction to Operations Research</i> (10th ed.). McGraw-Hill, 2015 (影印版, 清华大学出版社) 《运筹学》, 《运筹学》教材编写组, 清华大学出版社, 2012年, 第4版, ISBN: 9787302288794				

备注说明：

1. 带*内容为必填项。
2. 课程简介字数为300-500字；课程大纲以表述清楚教学安排为宜，字数不限。

《研究选题与论文写作》课程教学大纲

Syllabus of Research Methods and Academic Writing

课程基本信息（Course Information）					
课程代码 （Course Code）	EC321	*学时 （Credit Hours）	32	*学分 （Credits）	2
*课程名称 （Course Name）	（中文）研究选题与论文写作				
	（英文）Research Methods and Academic Writing				
课程性质 （Course Type）	专业基础课 Fundamental Course				
授课对象 （Audience）	经济学类专业本科生 Undergraduates of Economics				
授课语言 （Language of Instruction）	中文班3个、英文班1个 3 classes in Chinese, 1 Class in English				
*开课院系 （School）	安泰经济与管理学院 Antai College of Economics and Management				
先修课程 （Prerequisite）					
授课教师 （Instructor）	戴亮, 江明, 谢维思, 赵锂 DAI Liang, JIANG Ming, XIE Weisi, ZHAO Li		课程网址 （Course Webpage）		
*课程简介（Description）	《研究选题与论文写作》为经济学类专业本科必修课程，授课对象为本科四年级学生，开课时间为第7学期。教学内容包括选题分析，文献综述，研究方法与论文撰写四部分，要求学生掌握适当选题、文献收集与综述、定性与定量方法、结果阐释、讨论、结论等具体方法，论文撰写部分包括摘要、引言、方法、结构、讨论、预期结论、参考文献等各部分的组成要素与语言特征。教学采用多媒体网络技术辅助，并采用讲授、阅读、分析、写作、讨论、展示、陈述、评阅、具体操作等丰富多样的教学方法，使学生具备基本的学术研究与论文撰写能力。				
*课程简介（Description）	Research Methods and Academic Writing is a mandatory course for all undergraduates of Economics majors during the 7 th semester. The course aims at developing learners’ basic qualities in academic research and paper writing. It will enable learners to appropriately select topics, collect documents, review literature, master qualitative and quantative methods, present and discuss the results, and draw appropriate conclusions, help them understand and analyze the macro-structure of research papers, the elements and style of each stage and apply them to paper writing The course adopts multimedia Internet technology and diverse teaching methods such as writing, discussion, analysis, presentation, and operation to make the class insightful, interesting and useful.				
课程教学大纲（course syllabus）					

<p>*学习目标(Learning Outcomes)</p>	<p>本课程的具体学习目标如下：</p> <p>1. 使学生对经济学和金融学的学术研究有基本的感性认识</p> <p>2. 使学生学会搜索、概括既有文献并撰写文献综述</p> <p>3. 帮助学生确定适合本科毕业论文的研究问题</p> <p>4. 使学生学会运用经济学和金融系学术研究的常用研究方法</p> <p>5. 使学生学会使用学校和学院提供的研究资源</p> <p>After taking this course, students should be able to:</p> <p>1) Have basic intuitive understanding of academic research in economics and finance;</p> <p>2) Know how to find and summarize existing literature and write literature survey;</p> <p>3) Identify research topics suitable for their senior thesis</p> <p>4) Know how to apply research methods commonly used in academic research in economics and finance;</p> <p>5) Know how to use research resources provided by the College and the University.</p>					
<p>*教学内容、进度安排及要求</p> <p>(Class Schedule & Requirements)</p>	<p>教学内容</p> <p>(Content)</p>	<p>学时</p> <p>(hours)</p>	<p>教学方式</p>	<p>作业及要求</p>	<p>基本要求</p>	<p>考查方式</p>
	<p>课程介绍；研究选题及绪论撰写</p> <p>Course introduction; Identifying a research topic and writing introduction</p>	<p>6</p>	<p>课堂教学</p> <p>Lectures</p>	<p>文献综述</p> <p>Literature review</p>		<p>总成绩20% of total score</p>
	<p>文献检索及文献综述撰写</p> <p>Literature search and writing literature review</p>	<p>6</p>				
	<p>写作技巧；实验室实验</p> <p>Writing techniques;</p>	<p>6</p>				

	lab experiments					
	研究方法 Research methods	6				
	开题展示 Presentation of research proposal	8	学生课堂展示 Student in-class presentation	开题展示 Presentation of research proposal		总成绩 20% 20% of total score
*考核方式 (Grading)	文献综述Literature review (20%) + 开题展示Presentation of research proposal (20%) + 论文研究计划 Research proposal (60%) =100%					
*教材或参考资料 (Textbooks & Other Materials)	Less technical reference: Mastering 'Metrics, The Path from Cause to Effect, by Joshua Angrist and Jorn-Steffen Pischke; More technical reference: Mostly Harmless Econometrics, An Empiricist's Companion, by Joshua Angrist and Jorn-Steffen Pischke					
其它 (More)						
备注 (Notes)						

备注说明:

1. 带*内容为必填项。
2. 课程简介字数为300-500字；课程大纲以表述清楚教学安排为宜，字数不限。