

List of Business Courses Offered in English at SEM, BJTU 2021 Fall (Tentative)

No.	Course Title	Credits	Hours	Course Description	Program	Level	Course Code
1	Innovation and Entrepreneurship	2	32	To solve the problem of lack of practical platform and innovation and entrepreneurship training in the "Modern Enterprise Management" course teaching. The aim of this course is facilitate the development of skills and a knowledge base that will enhance your abilities to more effectively understand, interpret and engage in entrepreneurial acts and new venture creation in the international environment.	GMIM	Master	M503005B
2	International Business	1	16	Many disciplines provide insight and frameworks for doing business across borders: macro economics, trade economics, marketing, strategy, HR, operations, politics, etc. The aim of this course is to develop your insights in how these different areas shape our ability to understand SUCCESS AND FAILURE in doing business across different countries. Some key case studies will be explored in class, where the Chinese perspective will be included, also some issues from Europe and US.	GMIM	Master	A203004B
3	Leadership	1	16	This course focuses on the systematic analysis of the knowledge and skills that leaders need for effective management from the three levels of individual leadership, team leadership and organizational leadership. This course integrates leadership theory, leadership application and leadership skills training. In the theoretical part, through the introduction of the existing leadership model, students' understanding of the word "leadership" is increased. The application part studies the urgent problems in leadership practice, and uses the latest theoretical knowledge and analysis tools to elaborate the relevant cases. The part of skills training focuses on self-evaluation, role play and related exercises to improve students' leadership skills.	GMIM	Master	M503290B
4	Business Ethics and Corporate Social Responsibility for MBA	1	16	This course investigates the theory and practice of Corporate Social Responsibility programs, including the normative and social science analysis of particular issues and practices, as well as their role in regulation and legitimation in larger political economy regimes.	GMIM	IMBA	A203010B

5	Logistic and Supply Chain Management	2	32	This course mainly introduces supply chain management theory, the logistics management knowledge under the background of global supply chain and the planning methods of modern logistics, which is based on the latest study.	LE	Master	M503235B
6	Advanced Operational Research (1)	2	32	< Advanced Operations Research I > is a important and compulsory course for major of management. It studies how to overall arrange the resources to provide the most optimal solution for decision makers in order to realize the effective management under the condition of the limited resources. Its basic contents include linear programming, sensitivity analysis, transportation problem, assignment problem, graph and network analysis and network plan technology, etc.	LE	Master	C403022B
7	Advanced Operational Research (2)	2	32	This course is a continuation of the course Advanced Operations Research I , and enables students to learn relevant theory, improve the ability of analyzing and solving the problems regarding a management system and to lay a good foundation for further studying, such as operation management.	LE	Master	C403023B
8	Logistics Information System Planning Modeling	2	32	On the basis of introducing the concept of logistics information system, this course discusses the methods and steps of logistics information system planning and modeling, and uses UML modeling tool to model and design the logistics information system for cargo transportation case.	LE	Master	M503248B
9	Production and Operation management	3	48	The aim of operations & production management is to understand the core philosophy of operations strategy and the management of operations activities in a firm, and the tendency of operations management. In addition, the students can understand the principle and method of operations planning.	LE	Master	M503221B

10	Cross-cultural communication and management	1	16	Students will study the complex challenges of culture poses in international business today. Among the topics covered are: culture's influence on conducting global business, cultural values and management communication styles, managing multicultural teams, building trust across cultures, international negotiations, and conflict resolution. The course examines the complex challenges that culture poses in international business today. Among the topics covered are: culture's influence on conducting global business, cultural values and management communication styles, managing multicultural teams, building trust across cultures, international negotiations, and conflict resolution.	LE	Master	A203006B
11	Advanced Management	2	32	This course consists of three parts: management review, management frontier and management innovation. Based on the review of the principle of management, introducing the era characters of the economic globalization and knowledge economy, learning network construction, enterprise upgrade and other senior management methods and enterprise innovation development paths, training senior management talents with foresight and innovation ability.	LE	Master	M503121B
12	Logistics system analysis and design	2	32	This courses introduces the definition of logistics system, the steps and principles of system analysis, mode of transportation, the optimization of transportation routine, news vendor model, inventory control strategy and parameter calculation, layout types of logistics network, the step of facility location, the method of facility location and freight consolidation.	LE	Master	M503072B
13	Production operation management	2	32	The aim of operations & production management is to understand the core philosophy of operations strategy and the management of operations activities in a firm, and the tendency of operations management. In addition, the students can understand the principle and method of operations planning.	LE	Master	M503221B

14	Warehouse planning and management	2	32	It is an elective course for graduate students of logistics management. The teaching task is to enable students to master the basic theory and practical knowledge of warehousing management, to understand the object and the basic theory system of warehousing management, and to understand and grasp the basic principle, method and technology of warehousing management through a variety of teaching methods, to get the actual capability of warehousing management and getting a foundation for practical work of warehousing management and further learning in warehousing planning.	LE	Master	M503050B
15	International Business	1	16	Many disciplines provide insight and frameworks for doing business across borders: macroeconomics, trade economics, marketing, strategy, HR, operations, politics, etc.The aim of this course is to develop insights in how these different areas shape our ability to understand SUCCESS AND FAILURE in doing business across different countries.The students will explore some models and theories. Some key cases with China perspective will be discussed in class, as well as some cases from US or Europe.	Undergraduate	Undergraduate	A103904B
16	Entrepreneurs and Entrepreneurship	3	48	The module will develop an introductory understanding of entrepreneurship as well as in troducing you to experience a range of entrepreneurial skills (creativity, accessing re sources, building networks and creating value) to enable to you understand what it means to be entrepreneurial. These skills will be transferable to many contexts, whether you wish to open your own business, be entrepreneurial in your career, or for working within Government or social enterprises. The module will also help you to develop more general skills such as communication, presentation and writing. In addition, you will also build key skills in reflecting on your own practice.	Undergraduate	Undergraduate	WK40L402Q
17	Marketing Research I	3	48	Based on the principle of "Making basic theory practical, strengthening practice and highlighting practical applications", this course will fully make students understand the nature of market and clarify the status and role of marketing research(MR) in marketing management and organization. Grasping basic concepts and theories down-to-earth, familiar with basic procedures of MR, mastering survey technology, this course will train students in in-depth investigation, problem analysis and problem-solving skills, and enable them prepared for future working in related areas	Undergraduate	Undergraduate	WK40L405Q

20	Comprehensive Chinese D	2	32			
21	Chinese Listening & Speaking D	2	32			

Program:
GMIM=Global Master of Industrial Management
LE=Master of Logistics Engineering