

Nankai Business School

Undergraduate English Class List

Note

- *Exchange student can select 3-5 courses each semester*
- *Fall Semester classes run from September to January (including exams)*
- *Spring Semester classes run from February to June (including exams)*

FALL SEMESTER CLASSES

Course	Year	Course Hour	Credits
Competitive Intelligence	2	36	2
Accounting	2	54	3
Research Method in Social Science	2	36	2
China-related Topics	2	36	2
Business English	2	36	2
Corporate Governance	3	36	2
Financial Management	3	54	3
Innovation Management	3	36	2
Marketing	3	54	3
Logistics and Supply Chain Management	3	54	3
Cross-culture Management	4	36	2

Class Descriptions

Competitive Intelligence

This course examines (1) analytical methods used to legally and ethically uncover hidden knowledge from open source information; and (2) sources and forms of information used to acquire organizational advantages and/or counter the intelligence-gathering practices of others.

On completion of this course, students will be able to define CI related terminologies in clear terms and understand the role of CI in organizations; understand the ethical and legal constraints on the collection and disclosure of corporate information; and explore potential career paths in the CI field.

Accounting

Fundamental Accounting Principles is a required course for the international under graduate student of business school. It is very challenging to concentrate the general accounting knowledge system into one semester instructing particularly for the students they do not have any accounting basis knowledge, so the target of this course will start from the very beginning of bookkeeping, and then lead you shaping accounting analysis about the business activities by building up framework. This course delivers the following topics:

- a. The accounting skills on business activities and financial statements;
- b. The effects of accounting assumptions and policies on the financial statements and the users' judgements; and
- c. Analysis on financial statements for purpose of investment decisions in a way.

Research Method in Social Science

This course aims to teach students how to conduct research in business. In general, research methods include two parts, such as data collection and data analysis. This course focuses on these two aspects and explains different methods that help collect data, for example, interview, experiment, survey, observation, and so on. As well, the course also teaches how to analyze data, including both qualitative and quantitative approach. To the former, different coding techniques will be addressed; to the latter, statistical analysis will be discussed.

China-related Topics

The course aims to lay bare the intricacies of China's multi-faceted society and provide students with insights into

China's history, Culture, Education, Economics, Contemporary society and Business Issues. At the end of taking this course, students should have a better understanding of China and its complexities. Students should be able to meaningfully discuss subjects on the listed areas above. In addition, the course will lay foundations for further study of business administration, management and doing business in China.

In order to have different perspectives, the course is based on lecture-series seminars and taught by different professors and invited speakers on a rotational basis in an interactive manner with student encouraged contributing freely. At the end of the course, the students submit a term paper that will demonstrate their understanding and mastery of the course content.

Business English

Through this course, students will learn culture, vocabulary, idioms, grammar, and business communication skills to express their thoughts clearly and confidently to other English speakers in business settings.

This course is intended to enhance student's business English listening and conversational skills in the business settings. Topics that will be covered include face to face; letters, faxes, and memos; on the phone; summaries, notes, reports; working together; and International trade.

Corporate Governance

Through this course, students are able to grasp the basic principles, methods and tools of corporate governance. The main topics covered by the class will include fundamental theories, inner governance, outer governance, new governance pattern, and governance mode and evaluation. By completion of the course, students are expected to demonstrate the following abilities: to develop the basic qualification to engage in the academic research and practice in corporate governance, to design proper institution and mechanism from the investors' perspective, and to properly handle the interest among different stakeholders, thus achieving the maximization of shareholders' value.

Financial Management

This is an introductory course in managerial finance in which students should attain a clear, basic understanding of the essentials of financial decision-making. Emphasis is given to the underlying principles of corporate finance and their effects on the decision-making framework faced by financial managers who are charged with maximizing shareholders' wealth. In essence, the course covers topics related to financing and investment decisions—that is, how to raise funds and where to invest funds. The focus of the course is to provide an understanding of the tools, techniques required to make informed decisions about which assets a firm should purchase, and how such purchases should be financed.

Innovation Management

This course aims to enhance the students' understanding of how to manage innovation effectively. In particular, the course intends to introduce key concepts and theories to allow students to search for, select and implement innovation and assess the outcomes. The course combines lectures, case analyses, guest expert talks, student presentations and company visit.

Marketing

This course introduces basic marketing principles and concepts such as segmentation, targeting, and positioning, marketing mix and so on. It offers key elements in developing a marketing strategy and planning a marketing program, and enhances students' problem-solving skills in marketing by offering a set of analytical tools.

Logistics and Supply Chain Management

This course introduces the basics in logistics and supply chain management. It demonstrates the fundamental knowledge about and the basic concepts of logistics and supply chain management. The aim of the course is to achieve an understanding and knowledge about the supply chain, its participants, functions and flows as well as how these are interrelated and interacting. The course takes China as the empirical context and includes a number of cases to comprehend the fundamental knowledge.

Cross-culture Management

This course introduces the basic knowledge and theories of cross-cultural management. It helps students deal with various problems of cross-cultural management in their study and work, train students to find, analyze and resolve practical problems of cross-cultural management in organizations effectively, and build sound foundations for students to grow into qualified internationalized managers after graduation. It covers topics as follows: introduction, theories of cross-cultural management, cultural differences and cultural shock, cross-cultural communication, cross-cultural negotiation, building of cross-cultural teams, motivation across cultures, leadership across cultures, cross-cultural human resource management, and cultural richness and professional career of internationalized managers.

SPRING SEMESTER CLASSES

Course	Year	Course Hour	Credits
Operations Management	2	54	3
Project Management	3	36	2
Strategic Management	3	36	2
Service Management	3	36	2
Global Business Management	2	36	2
Entrepreneurial Management	2	36	2
Business English	2	36	2
Advanced Business English Communication	3	36	2
Business Ethics	3	36	2

Course Descriptions

Operations Management

The objective of this course is to introduce students to operations management (OM), which is “activities that relate to the creation of goods and services through the transformation of inputs to output.” In this course, students discover how operations can be designed, analyzed and improved to lift the performance of any organization, whether it is a bank, a hospital, a resort, or a fashion retailer. This requires the concepts, tools and techniques of OM. Selected concepts, tools and techniques will be introduced in the course, which include Six Sigma, Project Management, Decision Tree, EOQ, MRP, ERP, JIT, etc.

Project Management

This course deals with the project management principles, methods and knowledge. In fact, compared with operation management or functional management, project management focuses on how to start a project, how to manage a project and how to make the decisions for the project.

Strategic Management

The purpose of this course is to present a new, up-to-data standard for explaining the strategic management process. Students are expected to have a complete understanding of how today's businesses use strategic management to establish sustained competitive advantage after completion of this course. The courses will present cutting-edge research and strategic management trends within a strong global focus, using memorable cases.

Service Management

This course helps students to understand fundamental service concepts in relation to service marketing and management issues, and to develop skills in analyzing service problems and developing actionable recommendations for service marketing and management managers. As an employee, it helps to realize that service work is more emotional, rather than logical or unchangeable. In addition, as a manager, it helps to develop decision-making capabilities in the area of service management strategy and tactics.

Global Business Management

This course introduces the basics in international business and management. It demonstrates the fundamental knowledge about and the basic concepts of international business and management. This course covers the

following themes: theoretical frameworks and concepts of global business, doing business internationally, FDI, foreign exchange, economic integration, entering the foreign market, strategic alliance, international entrepreneurship, international human resource management, international marketing and supply chain management, and corporate social responsibility.

Entrepreneurial Management

Entrepreneurship means different things to different people. In this course, it means starting a business, whether a lifestyle-focused family business, a normal business, or a highly scalable, high-potential venture. Each choice deserves our attention and respect.

The course is devoted to developing 1) knowledge of students' own aptitude for entrepreneurship, 2) the skills needed to identify and evaluate entrepreneurial opportunities for new ventures, and 3) the ability to prepare presentations and plans that effectively attract stakeholders: employees, partners, investors, and customers. Together we will strive to encourage the best characteristics of entrepreneurship: openness, collaboration, innovation, and professional intelligence.

Business English

This course has been designed to upgrade student's capability of communicating in business English. The course is divided into two parts. In part one, some business communication basics and cross cultural management issue will be introduced; and part two will focus on doing business in English, which include exercises, case discussions, role plays and listening comprehension practice.

The intention of this course is not only help students to gain a better grasp of Business English, but also to gain an insight into the inter-cultural business communication issues.

Advanced Business English Communication

By learning the class, students will learn different communication knowledge in the business context, sharpen their communication skills, and demonstrate an addictiveness to serve the ever-changing business environment. The learning activities include lectures, scenario experiments, debates, role play, video & audio programs, and group papers, etc.

Business Ethics

This course is designed for two major aims: to enhance the students' ethical awareness in current (future) business environments; and to cultivate their capacity and skills to make ethical business decisions to make a better world. Through learning this course, students will be able to anticipate issues that they will confront in their professional careers, and to develop skills to analyze these issues more clearly and critically, and to figure out how such issues can and should be resolved in decision-making by responsible leadership, structures and activities of business enterprises.