

BM-04-Curriculum of Bachelor's Degree Program in Marketing

Course Code	课程名称	Course Name	Credit	Credit Hour	Term
University-level Compulsory Courses			58		
School-level Compulsory Courses			33		
Discipline-level Compulsory Courses in Management			15		
Practice Module			8		
(See the details of the above courses in the BM-General-Curriculum)					
Concentration-level Compulsory Courses					
1100252	物流管理	Logistics Management	2	36	5
1100019	供应链管理	Supply Chain Management	2	36	5
0200353	供应链管理实验	Supply Chain Management Experiment	1	36	5
1100203	生产与运作管理	Production and Operations Management	3	54	5
1100256	物流系统规划与设计	Logistics System Planning and Design	2	36	6
1100251	物流成本管理	Logistics Cost Control	2	36	6
0200354	物流成本管理实验	Logistics Cost Control Experiment	1	36	6
0200356	采购与供应管理	Purchasing and Supply Management	2	36	5
Sub-total			15		
Concentration-level Elective Courses					
1100038	第三方物流	Third Party Logistics	2	36	5
0200533	供应链金融	Supply Chain Finance	2	36	6
0500446	专业英语	Specialied English	2	36	5
1100087	管理沟通	Managerial Communication	2	36	7
1100264	项目管理	Project Management	2	36	7
0200165	企业战略管理	Corporate Strategic Management	2	36	6
0200048	电子商务	E-business	2	36	5
0200366	电子商务模拟实验	E-business Simulation	1	36	5
0200357	物流配送中心规划与管理	Distribution Center Planning and Management	2	36	7
0200358	运输管理	Haulage Management	2	36	7
1100100	国际商法	International Business Law	2	36	6
1100305	证券投资	Securities Investment	2	36	6
1100101	国际商务谈判	International Business Negotiation	2	36	7
1100389	企业物流运作	Enterprise Logistics Operations	2	36	6
0200359	国际物流	International Logistics	2	36	6
1100237	网络营销	Online marketing	2	36	6
0200535	物流管理理论前沿专题	Frontier Theory of Logistics Management	2	36	7
Sub-total			11		
Total			140		