**市场营销专业（中外合作办学）单证班本科课程信息**

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| **序号** | **课程名称** | **学分** |
| 1 | 思想道德修养与法律基础  Moral Fundamentals and Law Fundamentals | 3 |
| 2 | 中国近现代史纲要  Outline of Chinese Modern History | 3 |
| 3 | 马克思主义基本原理  Basic Principles of Marxism | 3 |
| 4 | 毛泽东思想和中国特色社会主义理论体系概论  Introduction: Mao Zedong Thoughts and Theoretical System of Socialism with Chinese Characteristics | 5 |
| 5 | 党史  CPC's History | 1 |
| 6 | 大学体育-1  Physical Education-1 | 1 |
| 7 | 大学体育-2  Physical Education-2 | 1 |
| 8 | 大学体育-3  Physical Education-3 | 1 |
| 9 | 大学体育-4  Physical Education-4 | 1 |
| 10 | 军事理论  Military Theory | 2 |
| 11 | 形势与政策（1-2）  Current Situation and Policy（1-2） | 2 |
| 12 | 大学生职业发展与就业指导1-2  Students' Career Development and Employment Guidance 1-2 | 2 |
| 13 | 计算机基础  Computing fundamentals | 4 |
| 14 | 劳动教育  Labor education | 2 |
| 15 | 大学生心理健康  Students' Mental Health | 2 |
| 16 | 高等数学B-1  Advanced Mathematics B-1 | 3 |
| 17 | 雅思口语-1  IELTS English(Speaking)-1 | 2 |
| 18 | 雅思口语-2  IELTS English(Speaking)-2 | 3 |
| 19 | 雅思阅读-1  IELTS English(Reading)-1 | 2 |
| **序号** | **课程名称** | **学分** |
| 20 | 雅思阅读-2  IELTS English(Reading)-2 | 3 |
| 21 | 雅思听力-1  IELTS English(Listening)-1 | 2 |
| 22 | 雅思听力-2  IELTS English(Listening)-2 | 3 |
| 23 | 雅思写作-1  IELTS English(Writing)-1 | 2 |
| 24 | 雅思写作-2  IELTS English(Writing)-2 | 3 |
| 25 | 个人成长  Personal Growth | 1 |
| 26 | 管理学原理  Principles of Management | 3 |
| 27 | 商业数学理论  Business Mathematics-Theory | 2 |
| 28 | 商业数学练习  Business Mathematics-Exercises | 2 |
| 29 | 团体动力学  Group Dynamics | 1 |
| 30 | 跨文化交流  Training Intercultural Competence | 1 |
| 31 | 实证社会学研究基础  Foundations of Empirical Social Research | 1 |
| 32 | 商业数据分析原理  Principles of Business Data Analysis | 3 |
| 33 | 定性分析与决策  Qualitative Information and Decision Making | 2 |
| 34 | 微观经济学  Microeconomics | 3 |
| 35 | 商业统计理论  Business Statistics-Thoery | 2 |
| 36 | 商业统计练习  Business Statistics-Exercises | 2 |
| 37 | 修辞与表达  Rhetoric and presentation | 1 |
| 38 | 定量分析与决策  Quantitative Information and Decision Making | 2 |
| 39 | 法律原理  Principles of Private and Public Law | 2 |
| **序号** | **课程名称** | **学分** |
| 40 | 领导力可持续发展与道德  Leadership Sustainability and Ethics | 1 |
| 41 | 宏观经济学 Macroeconomics | 3 |
| 42 | 会计学I  Accounting I | 4 |
| 43 | 会计学I-练习  Accounting I-Exercises | 1 |
| 44 | 会计学 Ⅱ  Accounting II | 2 |
| 45 | 会计学 Ⅱ-练习  Accounting II -Exercises | 1 |
| 46 | 英语 I  English I | 4 |
| 47 | 英语 II  English II | 4 |
| 48 | 英语 III  English III | 2 |
| 49 | 英语 IV  English IV | 3 |
| 50 | 市场营销学  Marketing and Sales | 3 |
| 51 | 出口贸易  Trading, Exporting and Doing Business Abroad | 2 |
| 52 | 运营管理  Operations Management | 3 |
| 53 | 组织行为学  Organizational Behaviour | 3 |
| 54 | 国际贸易  Entering Foreign Markets and Doing Business Abroad | 3 |
| 55 | 金融投资  Finance and Investment | 4 |
| 56 | 管理控制、管理会计与决策  Controlling, Managerial Accounting and Decision Making | 3 |
| 57 | 人力资源管理  Human Resource Management | 3 |
| 58 | 国际市场营销研究  International Marketing Research and Market Entry | 4 |
| 59 | 供应链管理  Supply Chain Management | 3 |
| 60 | 战略管理  Strategic Management | 2 |
| **序号** | **课程名称** | **学分** |
| 61 | 企业家精神  Entrepreneurship | 3 |
| 62 | 财务管理  Financial Management | 3 |
| 63 | 公司治理  Corporate Governance | 1 |
| 64 | 入学教育（含国防与安全教育）  Orientation Education |  |
| 65 | 军事训练  Military Training | 2 |
| 66 | 第二课堂  The Second Class | 10 |
| 67 | 学年论文  Academic Year Thesis | 1 |
| 68 | 专业实习  Practical Training Semester | 28 |
| 69 | 专业实习研讨会  Practical Training Semester Coaching Seminar | 2 |
| 70 | 毕业实习  Graduation Internship | 8 |
| 71 | 毕业论文  Bachelor Thesis | 8 |
| 72 | 毕业教育  Graduation Education |  |
| 73 | 国际项目管理与交流  International Project Management and Project Communication | 2 |
| 74 | 流程，审计和报告  Processes, Audits and Reports | 1 |
| 75 | 合同撰写  Establishing Contracts | 1 |
| 76 | 谈判技巧  Negotiation Techniques | 1 |
| 77 | 比较国际法  Comparative International Law | 2 |
| 78 | 计算思维  Computational Thinking | 2 |
| 79 | 商业数字化  Digitalisation of Business | 1 |
| 80 | 绩效管理与反馈  Performance Management and Providing Feedback | 2 |
| **序号** | **课程名称** | **学分** |
| 81 | 贸易技巧  Foreign Trade Techniques: Export Risk Management | 4 |
| 82 | 销售，结账和售后管理  Sales, Closing and After Sales Management | 2 |
| 83 | 创新创业课程-1  Innovation and Entrepreneurship-1 | 2 |
| 84 | 创新创业课程-2  Innovation and Entrepreneurship-2 | 2 |
| 85 | 创新创业课程-3  Innovation and Entrepreneurship-3 | 2 |