

2012 Undergraduate Curriculum for Marketing (I)

Course Number	Course Title	Assessment	Credits	Instruction Hour Allocation					Credits Distribution for Semesters																Responsible Unit
				Total Hrs	Lec	Lab	Practice	Recitation	1	I	2	II	3	III	4	IV	5	V	6	VI	7	VII	8		
									19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	16 W		
0004311	Ethical Conduct and Fundamentals of Law	Exam	3	48	32		16		3														School of Marxism		
0000007	College English (Band One)	Exam	4	64	64				4														College of Foreign Languages		
0000011	Physical Education-1	General Assessment	1	32	32				1														Department of Physical Education		
0003331	Calculus (Economics)-1	Exam	4	72	44			28	4														College of Applied Sciences		
0001909	Linear Algebra (Economics)	Exam	2.5	46	40			6	2.5														College of Applied Sciences		
0007111	Fundamentals of Information Technology	General Assessment	1	16	8	8			1														College of Computer Science		
0004312	Modern Chinese History	Exam	2	32	32						2												School of Marxism		
0000008	College English (Band Two)	Exam	4	64	64						4												College of Foreign Languages		
0003332	Calculus (Economics)-2	Exam	4	72	44			28			4												College of Applied Sciences		
0000012	Physical Education-2	General Assessment	1	32	32						1												Department of Physical Education		
0002784	Fundamentals of National Defense	General Assessment	2	32	32							2											Students' Affairs Office		
0004361	Introduction to Philosophy	Exam	3	48	48								3										School of Marxism		
0000009	College English (Band Three)	Exam	4	64	64								4										College of Foreign Languages		
0003334	Probability and Statistics (Economics)	Exam	3	54	50			4					3										College of Applied Sciences		
0000999	Computer Networks and Applications	General Assessment	2	32	24	8							2										College of Computer Science		
0000013	Physical Education-3	General Assessment	1	32	32								1										Department of Physical Education		
0006457	Fundamentals of Chinese Sociology	Exam	4	64	48		16								4								School of Marxism		
0000010	College English (Band Four)	Exam	4	64	64										4								College of Foreign Languages		
0000014	Physical Education-4	General Assessment	1	32	32									1									Department of Physical Education		
University Requirements		Sub-total	50.5	900	786	16	32	66	15.5		11	2	13	0	9	0									
0007081	Freshmen Seminar Course	General Assessment	1	16	16				1														School of Economics and Management		
0003710	Accounting II	Exam	2	32	32				2														School of Economics and Management		

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									19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W		16 W
0001179	Introduction to Economic Law	General Assessment	2	32	32				2															College of Humanities and Social Science
0003680	Principles of Economics	Exam	4	64	64						4													School of Economics and Management
0007784	Principles of Management (Chinese/English)	Exam	3	48	48						3													School of Economics and Management
0004618	Forms of Enterprises I	Exam	2	32	32						2													School of Economics and Management
0002109	Marketing II	Exam	2	32	32								2											School of Economics and Management
0007786	Organizational Behavior (Chinese/English)	Exam	2	32	32								2											School of Economics and Management
0002129	Financial Management I	Exam	2	32	32									2										School of Economics and Management
0004615	Marketing Research	Exam	2	32	32									2										School of Economics and Management
0005032	Human Resource Management	Exam	2	32	32									2										School of Economics and Management
0002616	Applied Statistics I	Exam	3	48	48											3								School of Economics and Management
0007602	International Marketing (Chinese/English)	Exam	2	32	32											2								School of Economics and Management
0003787	Consumer Behavior	Exam	2	32	32											2								School of Economics and Management
0006505	Finance I	Exam	2	32	32											2								School of Economics and Management
0000739	Strategic Management	Exam	2	32	32													2						School of Economics and Management
0004913	Modern Enterprise Management Analysis Method	Exam	2	32	32													2						School of Economics and Management
0000889	Advertising I	Exam	2	32	32													2						School of Economics and Management
0001889	Logistics	Exam	2	32	32													2						School of Economics and Management
0002219	Financial Analysis	Exam	2	32	32													2						School of Economics and Management
0004919	Marketing Case Study (Self-Learning)	General Assessment	2	32	32																2			School of Economics and Management
Discipline Requirements		Sub-total	45	720	720	0	0	0	5	0	9	0	4	0	6	0	9	0	10	0	2	0	0	
0004746	Machine Shop Training A	General Assessment	1	30			30		1															College of Mechanical Engineering and Applied Electronics Technology
0007160	Cognitive Practice	General Assessment	1	30			30				1													School of Economics and Management
0003087	Practices of National Defense	General Assessment	1	30			30				1													Students' Affairs Office
0007632	Marketing Professional Practice I	General Assessment	3	90			90					3												School of Economics and Management

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				Total Hrs	Lec	Lab	Practice	Recitation	1	I	2	II	3	III	4	IV	5	V	6	VI	7	VII	8		
									19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	
0007633	Marketing Professional Practice II	General Assessment	3	90			90								3								School of Economics and Management		
0007069	Social Practices	General Assessment	2	48	0		48								2								School of Marxism		
0007634	Marketing Professional Practice III	General Assessment	3	90			90									3							School of Economics and Management		
0007620	Professional Practice I	General Assessment	4	120			120												4				School of Economics and Management		
0005386	Professional Practice II	General Assessment	3	90			90														3		School of Economics and Management		
0004633	Managerial Decision-Making Simulation	General Assessment	2	48		48															2		School of Economics and Management		
0004634	ERP Simulation	General Assessment	2	48		48															2		School of Economics and Management		
0009037	Internship I	General Assessment	2	60			60															2	School of Economics and Management		
0005410	Senior Project	General Assessment	14	420			420															14	School of Economics and Management		
Practical Requirements		Sub-total	41	1194	0	96	1098	0	1	0	0	2	3	0	3	2	3	0	0	4	7	0	16		
Discipline Electives			0	0																					
Major Requirements			20	320	320									4		6		8		2					
Major Electives			2	32	32											2									
General Education Electives			22	352	352							4		2		4		4		8					
Electives		Sub-total	44	704	704	0	0	0	0	0	0	4	0	6	0	12	0	12	0	10	0	0			
Total for Theoretical Instruction			139.5	2324	2210	16	32	66	20.5	0	20	2	21	0	21	0	21	0	22	0	12	0	0		
Total for Practical Instruction			41	1194	0	96	1098	0	1	0	0	2	3	0	3	2	3	0	0	4	7	0	16		
Innovation Requirements			2	48			48								2								School of Economics and Management		
Total			182.5	3566	2210	112	1178	66	21.5	0	20	4	24	0	24	4	24	0	22	4	19	0	16		

2012 Undergraduate Curriculum for Marketing (II)

Course Number	Course Title	Assessment	Credits	Instruction Hour Allocation					Credits Distribution for Semesters																Responsible Unit
				Total Hrs	Lec	Lab	Practice	Recitation	1	I	2	II	3	III	4	IV	5	V	6	VI	7	VII	8		
									19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	16 W		
0000902	Securities Market and Investment	General Assessment	2	32	32									2										School of Economics and Management	
0000894	Organizational Culture	General Assessment	2	32	32									2										School of Economics and Management	
0005021	Public Relationship	General Assessment	2	32	32									2										School of Economics and Management	
0004904	Customer Relationship Management	General Assessment	2	32	32										2									School of Economics and Management	
0004616	Modern Organizational Analysis and Design	General Assessment	2	32	32										2									School of Economics and Management	
0000018	Technological Economics	Exam	2	32	32										2									School of Economics and Management	
0000501	Operations Research II (Economics and Management)	General Assessment	3	48	48										3									School of Economics and Management	
0003749	Management System Engineering	General Assessment	2	32	32										2									School of Economics and Management	
0006462	Entrepreneurship	General Assessment	2	32	32										2									School of Economics and Management	
0002204	Web-Based Marketing	General Assessment	2	32	32												2							School of Economics and Management	
0006733	Management Information Systems	General Assessment	2	32	32												2							School of Economics and Management	
0007618	Business Ethics	General Assessment	2	32	32												2							School of Economics and Management	
0002379	E-Commerce I	General Assessment	2	32	32												2							School of Economics and Management	
0005163	International Trade	General Assessment	2	32	32												2							School of Economics and Management	
0004915	Service Marketing and Management	General Assessment	2	32	32												2							School of Economics and Management	
0000715	Futures Market	General Assessment	2	32	32															2				School of Economics and Management	
0000689	Risk Management	Exam	2	32	32															2				School of Economics and Management	
0007656	Management Sociology	General Assessment	2	32	32															2				School of Economics and Management	
Major Requirements		Sub-total	37	592	592	0																			
0004285	ACCESS Database Technologies	General Assessment	2	32	24	8					2													College of Computer Science	
0007483	Fundamentals of Multimedia Technology	General Assessment	2	32	24	8							2											College of Computer Science	
0004329	Industrial Economics	General Assessment	2	32	32												2							School of Economics and Management	

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									19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W		16 W
0003731	Insurance I	Exam	2	32	32												2						School of Economics and Management	
0000418	International Business Law I	General Assessment	2	32	32														2				College of Humanities and Social Science	
0001470	Industrial Engineering	General Assessment	2	32	32														2				School of Economics and Management	
Major Electives		Sub-total	12	192	176	16																		

Vice-Director:

Vice-President:

Date:

Date: