

**Department of Business Administration, Soochow University**  
**Curriculum Design**

*FOR 2010 FALL INCOMING STUDENTS*

|  | COURSES                                      | Cr. | ACADEMIC YEAR |        |        |        |       |        |        |        | REMARK  |
|--|--|-----|---------------|--------|--------|--------|-------|--------|--------|--------|---|
|  |  |     | FIRST         |        | SECOND |        | THIRD |        | FOURTH |        |   |
|  |  |     | FALL          | SPRING | FALL   | SPRING | FALL  | SPRING | FALL   | SPRING |   |
| <b>R<br/>E<br/>Q<br/>U<br/>I<br/>R<br/>E<br/>D</b> | Chinese                                      | 6   | 3             | 3      |        |        |       |        |        |        | University Core Curriculum                          |
|  | Foreign Languages (I) Reading / Writing      |     | 2             | 2      |        |        |       |        |        |        | 8 Courses 32 Credits                                |
|  | Foreign Languages (I) Speaking / Listening   | 10  | 1             | 1      |        |        |       |        |        |        |   |
|  | Foreign Languages (II)                       |     |               |        | 2      | 2      |       |        |        |        |   |
|  | History                                      | 4   | 2             | 2      |        |        |       |        |        |        |   |
|  | Democracy and Law Education                  | 4   |               |        | 2      | 2      |       |        |        |        |   |
|  | Information Studies                          | (3) | (3)           | 0      |        |        |       |        |        |        |   |
|  | General Education Studies                    | 8   |               |        | 2      | 2      | 2     | 2      |        |        |   |
|  | Physical Education                           | 0   | 0             | 0      | 0      | 0      | 0     | 0      |        |        |   |
|  | Economics                                    | 6   | 3             | 3      |        |        |       |        |        |        | Basic Curriculum                                    |
|  | Accounting (I)                               | 6   | 3             | 3      |        |        |       |        |        |        | 9 Courses 35 Credits                                |
|  | Business Calculus                            | 4   | 2             | 2      |        |        |       |        |        |        |   |
|  | Introduction to Business Management          | 3   | 3             | 0      |        |        |       |        |        |        |   |
|  | Introduction to Information Technology       | 3   | 3             | 0      |        |        |       |        |        |        |   |
|  | Statistics                                   | 6   |               |        | 3      | 3      |       |        |        |        |   |
|  | Managerial Mathematics                       | 2   |               |        | 2      | 0      |       |        |        |        |   |
|  | Commercial Law                               | 2   |               |        | 0      | 2      |       |        |        |        |   |
|  | Marketing Management                         | 3   |               |        | 3      | 0      |       |        |        |        | Core Curriculum                                     |
|  | Organization Behavior                        | 3   |               |        | 0      | 3      |       |        |        |        | 9 Courses 28 Credits                                |
|  | Operations Management                        | 3   |               |        | 0      | 3      |       |        |        |        |   |
| Financial Management                               | 4  |     |               |        |        | 2      | 2     |        |        |        |   |
| Human Resource Management                          | 3  |     |               |        |        | 3      | 0     |        |        |        |   |
| Managerial Accounting                              | 3  |     |               |        |        | 3      | 0     |        |        |        |   |
| Operations Research                                | 3  |     |               |        |        | 0      | 3     |        |        |        |   |
| Management Information System                      | 3  |     |               |        |        | 0      | 3     |        |        |        |   |
| Strategic Management                               | 3  |     |               |        |        |        |       | 3      | 0      |        |   |
| <b>E<br/>L<br/>E<br/>C<br/>T<br/>I<br/>V<br/>E</b> | Introduction to Civil Law                    | 2   | 2             | 0      |        |        |       |        |        |        | Expanded Core Curriculum                            |
|  | Software Package Applications                | 2   | 0             | 2      |        |        |       |        |        |        | 16 Courses 38 Credits                               |
|  | File Management                              | 2   |               |        | 2      | 0      |       |        |        |        |   |
|  | Programming Design for Management            | 2   |               |        | 0      | 2      |       |        |        |        |   |
|  | Business English (A)                         | 3   |               |        | 3      | 0      |       |        |        |        |   |
|  | Business English (B)                         | 3   |               |        | 0      | 3      |       |        |        |        |   |
|  | Microeconomics                               | 3   |               |        | 3      | 0      |       |        |        |        |   |
|  | Macroeconomics                               | 3   |               |        | 0      | 3      |       |        |        |        |   |
|  | Labor Laws                                   | 2   |               |        |        |        | 2     | 0      |        |        |   |
|  | Labor Relations                              | 2   |               |        |        |        | 0     | 2      |        |        |   |
|  | Corporation Ethics                           | 2   |               |        |        |        | 2     | 0      |        |        |   |
|  | Applied Statistics                           | 3   |               |        |        |        | 3     | 0      |        |        |   |
|  | Intellectual Property Management             | 2   |               |        |        |        |       |        | 2      | 0      |   |
|  | Leadership and Communication                 | 2   |               |        |        |        |       |        | 0      | 2      |   |
|  | Topics in Compensation Management            | 3   |               |        |        |        |       |        | 0      | 3      |   |
|  | Career Management and Development            | 2   |               |        |        |        |       |        | 2      | 0      |   |
|  | Marketing Research                           | 3   |               |        |        |        | 3     | 0      |        |        | Marketing Management Field<br>16 Courses 44 Credits |
|  | Advertising                                  | 3   |               |        |        |        | 3     | 0      |        |        |   |
|  | Service Marketing                            | 3   |               |        |        |        | 3     | 0      |        |        |   |
|  | Direct Marketing                             | 3   |               |        |        |        | 3     | 0      |        |        |   |
|  | Consumer's Behavior                          | 3   |               |        |        |        | 0     | 3      |        |        |   |
|  | Leisure Food and Beverage Management         | 3   |               |        |        |        | 0     | 3      |        |        |   |
|  | Customer Service Management                  | 3   |               |        |        |        | 0     | 3      |        |        |   |
|  | Theory of International Trade                | 2   |               |        |        |        | 2     | 0      |        |        |   |
|  | Practice of International Trade              | 2   |               |        |        |        | 0     | 2      |        |        |   |
|  | Brand Marketing and Management               | 2   |               |        |        |        | 0     | 2      |        |        |   |
|  | Global Marketing                             | 3   |               |        |        |        |       |        | 0      | 3      |   |
|  | Advertising Research                         | 3   |               |        |        |        |       |        | 0      | 3      |   |
|  | Case Studies in Advertising                  | 2   |               |        |        |        |       |        | 2      | 0      |   |
|  | Electronic Commerce                          | 3   |               |        |        |        |       |        | 0      | 3      |   |
|  | Selected Topics in Marketing Management (II) | 3   |               |        |        |        |       |        | 3      | 0      |   |
|  | Selected Topics in Marketing Management (I)  | 3   |               |        |        |        |       |        | 0      | 3      |   |
|  | Accounting (II)                              | 6   |               |        | 3      | 3      |       |        |        |        | Financial Management Field                          |
|  | Investment                                   | 3   |               |        |        |        | 0     | 3      |        |        | 14 Courses 41 Credits                               |
|  | International Financial Management           | 3   |               |        |        |        |       |        | 0      | 3      |   |
|  | Selected Topics in Financial Management      | 2   |               |        |        |        |       |        | 2      | 0      |   |
|  | Financial Statement Analysis                 | 3   |               |        |        |        |       |        | 0      | 3      |   |
|  | Financial Market                             | 3   |               |        |        |        |       |        | 0      | 3      |   |
|  | An Introduction to Financial Derivatives     | 3   |               |        |        |        |       |        | 3      | 0      |   |
|  | Theory & Applications of Banking             | 3   |               |        |        |        |       |        | 0      | 3      |   |
| Financial Risk Management                          | 3  |     |               |        |        |        |       | 3      | 0      |        |   |
| Financial Planning                                 | 3  |     |               |        |        |        |       | 0      | 3      |        |   |
| Monetary Theory and Policy                         | 2  |     |               |        |        |        |       | 2      | 0      |        |   |
| Money and Banking                                  | 2  |     |               |        |        |        |       | 0      | 2      |        |   |
| Tax Theory and Tax Law                             | 3  |     |               |        |        |        |       | 3      | 0      |        |   |
| Corporate Governance and Valuation                 | 2  |     |               |        |        |        |       | 2      | 0      |        |   |

