

工商管理

一、培养目标

本专业旨在培养面向现代企业管理应用,具备企业管理关键实务技能、决策能力、战略运营思维、国际化视野和领导力的“卓越管理人才”。通过系统学习前沿企业管理理论、先进企业管理实务技能、现代管理实务、宏观战略运营知识,具备管理现代企业所需的技术能力、创新能力、思维能力和关键实务技能,胜任企事业单位,尤其是上市公司与跨国公司在人力资源管理、战略投资管理、运营管理的创新型、复合型管理人才,实现“职业胜任能力”培养向“卓越管理人才”培养的跨越。

二、基本规格要求

通过本专业的培养,学生有效掌握以下七项核心能力:

1. 健康全面的人文知识与素养。
2. 科学研究的数理方法与能力。
3. 现代企业管理基础理论与方法。
4. 人力资源管理方法与技能。
5. 战略性思维与投融资决策技能。
6. 运营管理技术与能力。
7. 全球化视角与思维。

三、培养特色

在理论教学方面:优化课程体系,凝练专业特色方向,形成人力资源管理、战略投资管理、运营管理为核心的课程群组;实施“工商管理本科专业 π 型人才”柔性教学培养模式,有效开展理论教学培养。

实践教学方面:创新实验教学培养方案,实施知识点实验、课程关键实务技能实验与专业综合实验相融合的实验教学培养模式,实施“教师—学生—企业导师”三位一体的实践教学模式,依托建成的知名企业实习基地,有效实施实践教学培养。

通过创新理论和实践教学培养模式,在工商管理专业培养中实现现代企业管理理论知识与技能方法的有效融合。

四、学制、毕业基本要求及学位授予

1. 本科基本学制4年,弹性学习年限3—6年,按照学分制度管理。

2. 工商管理本科专业学生毕业最低学分数为160学分,其中各类别课程及环节要求学分数如下表:

课程类别	通识必修	学门核心	学类核心	专业核心	专业选修	通识选修	集中实践	合计
学分数	25	24	30	24	23	8	26	160

3. 学生修满培养方案规定的必修课、选修课及有关环节,达到规定的最低毕业学分数,并修完规定必修但不记学分的所有课程和环节,德、智、体合格,即可毕业。满足学位授予相关文件要求的,授予管理学学士学位。

五、课程设置及学分分布

(一) 通识教育课程〔必修 25+ (6) 学分+选修 8 学分〕

通识教育课程包括必修和选修两部分。通识选修课程按《湖南大学通识选修（文化素质教育）课程方案》实施，通识必修课程如下：

编码	课程名称	学分	备注
GE01101	毛泽东思想和中国特色社会主义理论体系概论	3+ (3)	
GE01039	思想道德修养与法律基础	1.5+ (1.5)	
GE01100	形势与政策	0.5+ (1.5)	
GE01102	中国近现代史纲要	2	
GE01103	马克思主义基本原理（上）	2	
GE01012（-15）	大学英语	8	
GE01088	计算机基本能力测试	0.5	
GE01093	计算机导论与程序设计	2.5	
GE01107（-13）	心理素质和生涯发展	1	
GE01089（-92）	体育	4	

(二) 学门核心 (24 学分)

编码	课程名称	学分	备注
GE03027（-28）	高等数学 B	10	
GE03013	线性代数 B	3	
GE03014	概率论与数理统计 B	3	
GE03039	微观经济学	4	
GE03040	宏观经济学	4	

(三) 学类核心 (30 学分)

编码	课程名称	学分	备注
BA04022	管理学	3	
BA04023	会计学原理	3	
EN04005	应用统计学	3	
BA04026	市场营销学	3	
BA04032	组织行为学	3	
BA04037	管理信息系统	3	
BA04020	财务管理学	3	
BA04031	运营管理	3	
BA04030	运筹学	3	
EN04002	金融学	3	

(四) 专业核心 [24+ (1) 学分]

编码	课程名称	学分	备注
BA05080	企业理论	3	
BA05081	企业战略管理	3	
BA05082	人力资源管理	3	
BA05083	绩效与薪酬管理	3	
BA05084	劳动关系管理	3	
BA05085	管理沟通	3	
BA05086	人员测评管理	3	
BA05087	创业管理	3	
BA01001 (02)	专业导论课	0+ (1)	专题讲座

(五) 专业选修 (选修 23 学分)

编码	课程名称	学分	备注
BA06159	企业法律风险管理	2	
BA06134	多元分析与 SPSS 应用	2	
BA06181	物流与供应链管理 (S)	2	
BA06182	项目管理	2	
BA06194	职业生涯管理	2	
BA06129	财务分析	2	
BA06175	投资学	2	
GE02001	心理学	2	
BA06132	电子商务概论	2	
BA06180	物联网概论	2	
BA06146	计量经济学与 EVIEWS 应用	3	
BA06161	企业社会责任	2	
BA06162	企业运营模拟	2	
BA06173	税法与纳税筹划	2	
BA06135	高级财务管理学 (S)	2	
BA06193	证券投资分析	2	
BA06155	客户关系管理	2	
BA06167	商务谈判	2	
BA06165	商务礼仪	2	
BA06210	制度经济学	2	

(六) 集中实践 (26 学分)

编码	课程名称	学分	备注
GE01040	军事理论	0	
GE09024	工程认识实习 A	1	
GE09030	中文写作实训	1	

续表

编码	课程名称	学分	备注
GE09002	仿真平台与工具应用实践	2	
BA10037	企业观摩与调研	2	
BA10038	企业管理实验	2	
BA10040	学年论文	2	
BA10044	专业实习	2	
BA10033	导师课程	2	
BA10032	毕业实习	2	
BA10031	毕业论文(设计)	10	

*注: 1) 课程名称后标注(S)系指该课程采用双语讲授。

2) 在读期间参加学科竞赛或征文获奖、公开发表学术论文等经学院认定(详见《湖南大学工商管理学院实践创新学分认定标准》)可以替代专业选修学分,但最高不超过4个学分。

3) 学生可以到本校计算机、经管、法学、数学、文学等学类内选修相关课程,所获学分计入专业选修课内,但最多不超过10学分。

六、课程责任教师一览表

序号	姓名	职称	学历学位	专业特长	课程 (专业核心、专业选修、通识选修)
1	陈 收	教授	研究生/ 博士	投融资决策与风险管理、战略管理	企业战略管理
2	袁 凌	教授	研究生/ 博士	企业劳动关系管理、人力资源管理	组织行为学、人力资源管理、绩效与薪酬管理
3	雷 辉	教授	研究生/ 博士	企业战略、投资分析	企业理论、组织行为学、管理学
4	姚艳虹	教授	研究生/ 博士	人力资源管理	人员测评管理、绩效与薪酬管理、人力资源管理、组织行为学、职业生涯规划
5	熊正德	教授	研究生/ 博士	人力资源管理、金融工程	人力资源管理、组织行为学、管理学、企业战略管理
6	谢玉华	教授	研究生/ 博士	管理沟通、企业劳动关系管理	管理沟通、企业社会责任、劳动关系管理
7	杨宏林	副教授	研究生/ 博士	投融资决策与风险管理、绩效评价	投资学、证券投资分析、管理学、应用统计学
8	周 晖	副教授	研究生/ 博士	人力资源管理	人力资源管理、绩效与薪酬管理、组织行为学、管理学、管理沟通
9	蔡艳萍	副教授	研究生/ 博士	财务管理	基础会计学、财务分析、微观经济学、宏观经济学、管理学
10	祁顺生	副教授	研究生/ 博士	企业战略	企业战略管理、组织行为学、管理学
11	李亚伯	副教授	研究生/ 博士	企业劳动关系管理	劳动关系管理、管理沟通、管理学
12	刘 朝	副教授	研究生/ 博士	企业管理	企业理论、组织行为学、管理学

续表

序号	姓名	职称	学历学位	专业特长	课程 (专业核心、专业选修、通识选修)
13	臧志	副教授	研究生/ 博士	组织行为分析、人力资源管理	绩效与薪酬管理、组织行为学、人力资源管理、人员测评管理
14	于强	助理教授	研究生/ 硕士	企业管理、公司理财	组织行为学、管理学、财务分析、财务管理学
15	毕少菲	助理教授	研究生/ 硕士	证券投资分析、企业战略管理	管理学、企业战略管理、证券投资分析
16	戴冬梅	助理教授	研究生/ 硕士	财务管理	组织行为学、税法与纳税筹划、商务谈判、管理学、基础会计学、财务管理学、财务分析、投资学、证券投资分析
17	隆湘成	助理教授	研究生/ 博士	创业管理	创业管理、组织行为学、管理学、人力资源管理、企业战略管理、投资学
18	杜芳	助理教授	研究生/ 博士	企业法律风险管理	企业法律风险管理、组织行为学、税法与纳税筹划、管理学
19	冯科	助理教授	研究生/ 硕士	人力资源管理	组织行为学、人力资源管理、商务谈判、职业生涯管理、管理学、企业理论、企业战略管理
20	曾薇	助理教授	研究生/ 博士	人力资源管理、企业管理	组织行为学、人力资源管理、商务礼仪、职业生涯管理、管理学
21	李健	助理教授	研究生/ 博士	人力资源管理	人力资源管理、绩效与薪酬管理、企业理论

七、专业责任教授

序号	姓名	职称	学历学位	专业特长	承担授课课程
1	雷辉	教授	研究生/ 博士	企业战略、投资分析	企业理论、组织行为学、管理学

Business Administration

I . Objectives

This program aims at training for excellent management talented students with modern enterprise management applications, key practical skills in enterprise management, capability of decision-making, strategic thinking, international vision and leadership. Through the systematic study of cutting-edge business management theories, advanced enterprise management practical skills, modern management practices, knowledge of macro-strategic operations, students will be capable at the fields of management, innovation, critical thinking and practical skills required for doing a great job in modern and qualified enterprises, especially those listed companies and multinational companies in the fields of human resource management, strategic investment management, innovative operations management, compound management talent, which achieves the crossing from the “professional competence” training to the “excellent management talent” training.

II . Basic Specifications

Through this professional training, students will effectively grasp the following seven core competencies:

1. Comprehensive human knowledge and literacy.
2. Mathematical methods and scientific research ability.
3. Modern enterprise management theory and method.
4. Skills in human resource management.
5. Strategic thinking, investment and financing decision-making skills.
6. Technical and operational management capability.
7. Globalization perspective.

III . Characteristics

1. Theory teaching: curriculum system optimization, concise featured directions of the major, formation of human resources management, strategic investment management, operations management as the core curriculum group; the implementation of “Business Management Major Talents π ” flexible teaching training mode, the effective implementation of the theory teaching.

2. Practice teaching: innovation of experiment teaching and training programs, implementation of the experimental teaching and training mode knowledge experiment teaching practical skills training model which integrates curriculum key experiment and comprehensive experiment, the implementation of practical teaching mode of “Teachers-Students-Employers mentor” Trinity, relying on established famous internship base, the effective implementation of practice teaching.

3. Through innovative training model of theory and practice teaching, to achieve effective integration of modern enterprise management theory of knowledge and skills in business administration methods.

IV. Length of Schooling, Basic Requirements for Graduation, and Degree Conferment

1. The length of schooling for undergraduate studies is four years, with a flexible length lasting from 3 to 6 years, based on the regulation of credit system.

2. Students in the program of Business Administration are expected to complete a minimum of 160 credits upon graduation, and the required credits for different courses are illustrated in the following table:

Course Category	Required General Education Courses	Introductory Major Courses	Major Survey Courses	Required Core Courses	Restricted Electives	General Education Electives	Intensive Practice-Internships	Total
credits	25	24	30	24	23	8	26	160

3. Students accomplish training program of prescribed compulsory, elective and related sectors, achieve the required minimum score graduate school and complete compulsory provisions, that are qualified to graduate. When meeting the requirements of degree-granting documents, they will be granted bachelor's degree in management.

V. Courses and credits distribution

1. General Education Courses [required 25 + (6) + elective 8 credits]

The general education courses consist of required courses and elective courses. General education electives are designed according to the *Curriculum Design of General Education Electives of Hunan University*. Required general education courses are illustrated in the following table.

Code	Course Title	Credit(s)	Remarks
GE01101	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics	3+ (3)	
GE01039	Moral Cultivation and Law Basics	1.5+ (1.5)	
GE01100	Current Situation and Policies	0.5+ (1.5)	
GE01102	Outline of Modern Chinese History	2	
GE01103	Fundamentals of Marxism I	2	
GE01012(-15)	College English	8	
GE01088	Computer Proficiency Test	0.5	
GE01093	Introduction to Computer Science and Programming	2.5	
GE01107(-13)	Psychological Health & Career Planning	1	
GE01089(-92)	Physical Education	4	

2. Introductory Major Courses (24 credits)

Code	Course Title	Credit(s)	Remarks
GE03027(-28)	Advanced Mathematics B	10	
GE03013	Linear Algebra B	3	
GE03014	Probability and Statistics B	3	
GE03039	Microeconomics	4	
GE03040	Macroeconomics	4	

3. Major Survey Courses (30 credits)

Code	Course Title	Credit(s)	Remarks
BA04022	Management	3	
BA04023	Accounting	3	
EN04005	Applied Statistics	3	
BA04026	Marketing	3	
BA04032	Organizational Behavior	3	
BA04037	Management Information System	3	
BA04020	Financial Management	3	
BA04031	Operations Management	3	
BA04030	Operations Research	3	
EN04002	Finance	3	

4. Required Core Courses [24+(1) credits]

Code	Course Title	Credit(s)	Remarks
BA05080	Enterprise Theory	3	
BA05081	Strategic Management	3	
BA05082	Human Resource Management	3	
BA05083	Performance and Compensation Management	3	
BA05084	Labor Relations Management	3	
BA05085	Management Negotiation	3	
BA05086	Personnel Measuring	3	
BA05087	Entrepreneurial Management	3	
BA01001(02)	Program Introduction	0+(1)	Lecture

5. Restricted Electives (23 credits)

Code	Course Title	Credit(s)	Remarks
BA06159	Enterprise Law Risk Management	2	
BA06134	Multi-analysis and SPSS application	2	
BA06181	Logistics and Supply Chain Management(S)	2	
BA06182	Project management	2	
BA06194	Career Management	2	
BA06129	Financial Analysis	2	
BA06175	Investments	2	
GE02001	Psychology	2	
BA06132	Introduction to E-commerce	2	
BA06180	Introduction to Internet of Things	2	
BA06146	Econometrics and EViews	3	
BA06161	Corporate Social Responsibility	2	
BA06162	Simulation of Enterprise Operation	2	
BA06173	Tax Law and Tax Planning	2	
BA06135	Advanced Financial Management(S)	2	
BA06193	Security Investment Analysis	2	
BA06155	Customer Relationship Management	2	
BA06167	Business Negotiation	2	
BA06165	Business Etiquette	2	
BA06210	Institutional Economics	2	

6. Intensive Practice-Internships (26 credits)

Code	Course Title	Credit(s)	Remarks
GE01040	Military Theory	0	
GE09024	Practice Teaching A	1	
GE09030	Chinese Writing	1	
GE09002	Simulation Platform and Applications	2	
BA10037	Enterprise Investigation	2	
BA10038	Enterprise Management Experiment	2	
BA10040	Term Thesis	2	
BA10044	Specialty Practice-Internships	2	
BA10033	Tutorials	2	
BA10032	Graduation Internship	2	
BA10031	Graduation Thesis	10	

* note:1)when marks (s) after the course name,it means this course will be taught in two languages.

2)During a read or participate in academic competitions winning essay,published academic papers identified by the Institute (see "Hunan University School of Business Administration Practice Innovation credits recognized standards") may substitute for professional elective credits,but not exceeding 4 credits.

3)Students can elective courses of computer,administered,law,mathematics,literature and other classes in the school,lessons counted in specialty elective credits,but no more than 10 credits.

VI. Course Instructor List

No.	Name	Academic Title	Educational Background	Research Areas	Courses
1	Chen Shou	Professor	Postgraduate/ Doctor	Investment, Financing Decisions and Risk Management, Strategic Management	Strategic Management
2	Yuan Lin	Professor	Postgraduate/ Doctor	Labor Relations Management, HRM	Organizational Behavior, HRM, Performance and Compensation Management
3	Lei Hui	Professor	Postgraduate/ Doctor	Strategic Management, Investment Analysis	Theory of the Firm, Organizational Behavior, Management
4	Yao Yanhong	Professor	Postgraduate/ Doctor	HRM	Assessment of Personnel Management, Performance and Compensation Management, HRM, Organizational Behavior, Career Management
5	Xiong Zhengde	Professor	Postgraduate/ Doctor	HRM, Financial Engineering	HRM, Organizational Behavior, Management, Strategic Management
6	Xie Yuhua	Professor	Postgraduate/ Doctor	Management Negotiation, Labor Relations Management	Management Negotiation, Corporate Social Responsibility, Labor Relations Management
7	Yang Honglin	Associate Professor	Postgraduate/ Doctor	Investment, Financing Decisions and Risk Management, Performance Appraisal	Applied Statistics, Investment, Investment Analysis, Management
8	Zhou Hui	Associate Professor	Postgraduate/ Doctor	HRM	HRM, Performance and Compensation Management, Organizational Behavior, Management, Management Communication

Cont

No.	Name	Academic Title	Educational Background	Research Areas	Courses
9	Cai Yanping	Associate Professor	Postgraduate/Doctor	Financial Management	Basic Accounting, Financial Analysis, Microeconomics, Macroeconomics, Management
10	Qi Shunsheng	Associate Professor	Postgraduate/Doctor	Strategic Management	Strategic Management, Organizational behavior, Management
11	Li Yabo	Associate Professor	Postgraduate/Doctor	Labor Relations Management	Labor Relations Management, Management Negotiation, Management
12	Liu Zhao	Associate Professor	Postgraduate/Doctor	Enterprise Management	Theory of the firm, Organizational behavior, Management
13	Zang Zhi	Associate Professor	Postgraduate/Doctor	Organizational Behavior analysis, HRM	Performance and Compensation Management, Organizational Behavior, HRM, Assessment of Personnel Management
14	Yu Qiang	Assistant Professor	Postgraduate/Master	Enterprise Management, Corporate Finance	Organizational Behavior, Management, Financial Analysis, Financial Management
15	Bi Shaofei	Assistant Professor	Postgraduate/Master	Security Investment Analysis, Strategic Management	Management, Strategic Management, Security Investment Analysis
16	Dai Dongmei	Assistant Professor	Postgraduate/Master	Financial Management	Organizational Behavior, Tax Law and Tax Planning, Business Negotiations, Management, Basic Accounting, Financial Management, Financial Analysis, Investment, Investment Analysis
17	Long Xiangcheng	Assistant Professor	Postgraduate/Doctor	Entrepreneurial Management	Entrepreneurial Management, Organizational Behavior, Management, HRM, Strategic Management, Investment
18	Du Fang	Assistant Professor	Postgraduate/Doctor	Enterprise Risk Management	Corporate Legal Risk Management, Organizational Behavior, Tax Law and Tax Planning, Management
19	Feng Ke	Assistant Professor	Postgraduate/Master	HRM	Organizational Behavior, HRM, Business Negotiations, Career Management, Management, Theory of The Firm, Strategic Management
20	Zeng Wei	Assistant Professor	Postgraduate/Doctor	HRM, Enterprise Management	Organizational Behavior, HRM, Business Etiquette, Career Management, Management
21	Li Jian	Assistant Professor	Postgraduate/Doctor	HRM	HRM, Performance and Compensation Management, Theory of The Firm

VII. Course Scheduler

No.	Name	Academic Title	Educational Background	Research Areas	Courses
01	Lei Hui	Professor	Postgraduate/Doctor	Strategic Management, Investment Analysis	Theory of The Firm, Organizational Behavior, Management

(翻译人:李健)