



Modules of Study Booklet

English-taught Modules (Fall)

Please note:

- 1. This booklet is drafted on the basis of the module directory updated since August, 2016; the availability of each module along with its teaching content may be subject to change upon the start of each fall semester.*
- 2. If a module has a high enrollment that reaches the cap, or becomes no longer available in due time, it may not be possible to accommodate you, or you are encouraged to remain a bit flexible in your schedule planning.*
- 3. A wider range of in-session Chinese language modules will also be available for those wishing to map a key idea in the Chinese Language. Assuming no prior knowledge of Chinese, layers of learning goals designated and set in these modules are tailored to a beginner's progressive needs. More details on selection of Chinese language modules will follow upon your arrivals, specifically during an orientation session.*
- 4. Incoming students are expected to start module selection by following instructions which will normally be communicated individually via a welcome email upon admission. For fall-semester exchange, students should be contacted by the end of June, in regard to how to proceed with module selection.*

Welcome from the President, SUFE

Shanghai University of Finance and Economics (SUFE) was founded in 1917, and has grown to become a leading research university that maintains a particular commitment to academic excellence and innovation. At SUFE we aim to equip students, at home and from abroad, for success in the increasingly connected world network of economies and cultures, incorporating finance, economics, management, law, and science for an interdisciplinary approach to business study. It is stimulating, cosmopolitan and very much a part of the 'real world'. These qualities derive from the variety of its staff and students, from its active academic and political concerns, and from the easy interchange of ideas between the university and the world.

Students at SUFE are assured to receive world-class education, to gain a broader view of the real business world, and to take their place on international business stage using their knowledge and skills accumulated throughout classrooms of global community.

To meet students' enthusiasm for learning across multidisciplinary areas, SUFE has expanded subjects offered to include Financial Management, Econometrics and Banking & International Finance, International Economics & Trade, International Accounting, International Business and Real Estate Management. The academic growth of SUFE students is matched by a rich, personal appreciation of new cultures, business, societies, languages and economics.

We look forward, very much, to the prospect of welcoming you to SUFE.

Liming Fan

President, SUFE

Introduction to SUFE Academics

SUFE is on the leading edge of internationalization so as to bring up better talents. We now have 95 courses taught in English offered by academic schools and/or departments. SUFE faculties are mostly international scholars with a strong academic background across the finance and economics fields, and are striving to ensure that you gain the maximum benefit from the commencement of your academic year. You will undertake proper course load, receive academic support tailored to your real needs, attend classes lectured by prestigious professors, and be able to access advanced teaching resources and technologies. Thus you will not only gain from the experience of studying in a different system, but also from full integration with the wider SUFE community.

1. Grading Terms and Description

In learning as an undergraduate, the evaluation of your academic performance, in regard to course objectives, is delivered by a diverse ways as indicated in the following:

Description	Marks	Level	GPA
High Distinction	90-100	A	4.0
	85-89	A-	3.7
Distinction	82-84	B+	3.3
	78-81	B	3.0
	75-77	B-	2.7
Credit	72-74	C+	2.3
	68-71	C	2.0
	64-67	C-	1.7
Pass	60-63	D	1.0
Fail	Below 60	F	0

2. Academic Resources

SUFE library

With nearly two million books and journals in a combination of electronic and print formats, SUFE library services provides access to a vast range of resources across all subjects areas taught. There are 11 e-journal and 15 statistics database built within the library system with valuable and historical material housed in various collections.

More information about the library can be found at :

<http://www.lib.shufe.edu.cn/shcd/ywwz/>

E-Learning

SUFE offers a wide range of IT facilities in open-access cluster rooms and student residences. Many subject areas have their own computer facilities and computer network points are available in individual dormitories. The E-learning system (blackboard) which aims to provide SUFE students with extra convenience for after-class communication with lecturers and tutors, expands and intensifies the effectiveness of teaching and learning.

3. Academic Regulations

Attendance

International students attend classes according to academic calendar of SUFE and have Chinese official holidays, summer vacation and winter vacation of SUFE.

Attendance will be recorded by the teacher teaching the class. Those unable to attend the classes are required to ask for leave. One is required to observe class discipline: dress properly, do not be late, do not leave before the class ends, do not smoke, and do not have snack in class.

International students ask for leave in writing in advance except the cases of

emergency or they will be regarded as absent. The leave not more than 3 days is to be approved by Student Office. The leave more than 3 days is to be submitted by Student Office to the chair of the college for approval. Certificate provided by hospitals is required for a sick leave.

Those who do not ask for leave for unavoidable causes should make a delayed application for leave after they return to classes, or they will be regarded as absent.

Please note that students' absence from 1/3 classes constitutes grounds for the abolishment of their right to sit final exams.

Exams

Examinations are given in all courses offered in the university, in the forms of normal-time checks and final exams. Normal-time checks involve class attendance, class work, after-class assignments and quizzes. The assessment of term performance is primarily based on the result of the final examination, and of course normal-time checks are also considered. The normal-time score should account for 30 - 40% while the final exam score should account for 60%-70%.

A final exam of foreign teachers' courses will be given on the last class of the teaching. (the exam time is usually 1.5 hours—2 hours)

Those who have been absent from class on a particular course for over one third of the times are forbidden to take the course exam. (They will have to retake the course.)

If the student has approval by the register section for a waiver of class attendance, then he/she is permitted to take the exam.

Application for Special Arrangements/Rescheduling of Exams

Your application will only be considered in the case of an overlapping of the exam dates with the confirmed start date at the home institution, eligible applicants shall contact the student-exchange coordinators from their home institutions to gain written approval as evidence of confirmation of the overlapping of these dates.

Please note

1. Your submission of this application does not guarantee an approval of requested rescheduled exams. Only applicants that are successful with their applications will be contacted to get advised of the special arrangements for rescheduled exams, those who are not contacted are fully responsible for determining the exact date, time and location of Registrar - scheduled final exams, and are expected to attend exams by following the scheduled instructions where applicable.
2. The University reserves the right to refuse any application as lodged for the purpose of requesting a rescheduled exam, should it be discovered that he/she has made a false statement or has omitted significant information.

Your Academic Record and Transcript

Your academic record details your entire academic history at SUFE and is certified and issued by Academic Affairs Section ICES (International Cultural Exchange School) here in SUFE, IECO (International Exchange and Cooperation Office) is not authorized to either give out grades or validate your academic record. All grades you have achieved throughout the exchange semester(s) will be stated on the academic Record, in rather rare circumstance can any of these grades be removed from this document (unless specified otherwise).

As normally there is a process which may take around 3-4 weeks within which teaching staff need to mark the assessments, and The Board of Examiners meet at a last stage in the process to approve results which can then be released to students, you can view your confirmed academic record when it is ready (close to the end date of the semester) by accessing SUFE Academic Toolkit at <http://eams.sufe.edu.cn> using your login information as instructed above.

An original copy of transcript will be sent to your home institution for further distribution to student each. Transcripts for students leaving at the end of the fall semester should arrive by March. Transcripts for Full-year and Spring-semester students should arrive by September.

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[UG] International Business

Credits: 2

Teaching Hours: 32

Department: International Business Administration

Prerequisites: N/a

Textbooks: International Business (9th edition) by Charles W. L. Hill

Course Objectives:

1. To get a basic understanding of the facts and concepts regarding contemporary international business.
2. To interpret these facts and concepts using a simple macroeconomic framework. Specifically, the macroeconomic framework describes an economy which interacts with the world (an open economy) with a flexible/fixed exchange rate. We use this framework to study the effects of various macroeconomic events on the flow of goods and capital across countries, and also examine the associated changes in the national accounts (capital account and current account).
3. To analyze the role of policies made by the government and international financial institutions (such as the IMF). Specifically, we study the effect of changing the exchange rate, monetary policies and fiscal policies on international trade.
4. Using these ideas, we study how we should view upon the contemporary issues regarding international business and trade, such as the US current account deficit and global financial imbalances, the Chinese exchange rate regime, proposed changes in the international financial architecture, the single currency in Europe, the Asian and Argentine financial crises, global financial imbalances, and the role of international factors on a nation's employment, wage and economic performance.

Course Schedule:

Module 1: Globalization: Facts and Concepts (3 weeks)

Module 2: Globalization of the Goods Market (~4 weeks)

Module 3: Globalization of the Financial Market (~4 weeks)

Module 4: Projects (~5 weeks)

For the project, 5-6 students would form a group. Each group would present a case study for 20 minutes, and then write a 8-10 page report on the same topic. The topic preferably should center on some particular multinational firm/interaction between several multinational firms; as a suggestion, one way is to find a particular time episode in which there is a major policy change by the government and see how these firms adjust their business strategy. The analysis should contain some elements you learned from the previous 3 modules.

We would decide on the presentation schedule in the next lecture. For all groups, the group leader of each group should write me an abstract (100 words) to let me know about your presentation topic by email. I will reply to give my final approval.

Evaluation: Final Exam 60%; Project and Participation 40%

Academic Dishonesty:

There is a zero-tolerance policy against any form of academic dishonesty. Academic dishonesty includes plagiarizing from past or present students, the Internet, and any external sources. So if you use any material written by other people please cite them appropriately. Be familiar with university regulations regarding academic dishonesty. Anyone/any group found guilty of academic dishonesty will receive a grade of zero.

[UG] Econometrics

Credits: 3

Teaching Hours: 48

Department: International Business Administration

Prerequisites: Introduction to Statistics, Introduction to Economic Theory, Statistics

and Probability Theory, Mathematics

Textbooks: Introduction to Econometrics by Woodridge, Business Statistics by Sharpe, De Veaux, Velleman, and Wright

Course Objectives:

A rigorous introduction to probability, mathematical statistics and statistical analysis, including such topics as data description and analysis, elementary probability theory, sampling distributions, tests of hypotheses, estimation, analysis of variance and regression analysis. Emphasis is placed on applications in economics and business problems.

Course Schedule:

The course covers the following chapters in the required textbook (Business Statistics by Sharpe, De Veaux, Velleman, and Wright)

Chapter 1. Statistics Review

Chapter 2. Data

Chapter 3. Surveys and Sampling

Chapter 4. Displaying and Describing Categorical Data

Chapter 5. Displaying and Describing Quantitative Data

Chapter 6. Randomness and Probability (Excluding Section 6.9 Reversing the Conditioning: Bayes's Rule)

Chapter 7. Scatter plots, Association and Correlation

Chapter 8. Introduction to Linear Regression

Chapter 9. Random Variables and Probability Distributions (Excluding Sections 9.7 The Poisson Distribution and 9.11 The Exponential Distribution)

Chapter 10. Sampling Distributions

Chapter 11. Confidence Intervals for Proportions (Excluding Section 11.5 A Confidence Interval for Small Samples)

Chapter 12. Testing Hypotheses About Proportions

Chapter 13. Confidence Intervals and Hypothesis Tests for Means

Chapter 18. Inference for Regression

Chapter 19. Understanding Residuals

Chapter 20. Multiple Regression (Excluding Section 20.7 The Logistic Regression Model)

Chapter 21. Building Multiple Regression Models

[UG] Business English Writing

Credits: 2

Teaching Hours: 32

Department: School of Foreign Studies

Prerequisites: College English I-4

Textbooks: N/A

Course Objectives:

On completion of this course, the student should be able to:

- 1.To understand the importance of Business English writing and what it involves
- 2.To learn the features and principles of Business English writing
- 3.To learn basic strategies in Business English writing
- 4.To learn how to write different kinds of business documents and letters

Evaluation: Attendance 10%; Portfolio 30%; Final: Closed-book exam 60%

Code of Conduct:

Attendance to the class and active participation are required in this course.

[UG] Financial Accounting

Credits: 3

Teaching Hours: 48

Department: School of Accountancy

Prerequisites: Business Statistics and Mathematics and Accounting basics

Textbooks: Financial and Managerial Accounting (13th Edition), China Machine Press, McGraw Hill edition, ISBN: 7-111-15966-7/F.2428

Course Objectives:

Accounting ties the theoretical foundations of economics with the Finance field and language to develop a managerial outlook on accounting management. Understanding the financial makeup of a firm and managements' goal of increasing shareholder's value through decisions on the entire business forms the core of this course. Students will acquire an understanding of how to interpret financial statements and understand a company's performance.

Students start with the basic goals of accounting and accounting statements and the information contained therein. Step by step all the terminology of accounting, concept definitions and application of concepts are unveiled as to give students a framework and context to acquire knowledge of a business in general and the accounting system specifically.

The intent of the course is to take the student through the basics in order to understand the "big picture" of what Accounting is, what it means, and how it is used. This knowledge will help the student gain the decision-making and problem-solving skills so crucial in today's business environment.

Course Schedule:

Course content can be covered using a variety of teaching methods. Lecture, problems, and case studies can be integrated into the course to teach and reinforce the material. Students should be able to demonstrate, either through direct testing or homework/case assignments, the ability to understand and perform the following:

- The difference and relationship between Financial and Managerial Accounting
- Basic Financial Statements
- Inventories and the Cost of Goods Sold and Cost Definitions
- Financial Statement Analysis; Evaluating Financial Ratio's- Performance measurement
- Job Costing
- Process Costing
- Cost Volume Profit Analysis

- Relevant Costing
- Negotiated Transfer Prices
- Operational Budgeting
- Standard costing and Variance Analysis
- Business Performance- The Balanced Score Card
- Capital Budgeting; Investment decisions
- For students enrolling in the second semester of this course:
- Joint and By Product Costing
- Manufacturing Accounting-The Accounting Cycle for Manufacturing companies
- The total picture

Evaluation: Participation/Team Presentations/Quizzes 10%; Mid-term Exam 20%;
Final-term Assignments Portfolio 20%; Final Exam 50%

Academic Dishonesty:

Plagiarism is using another person’s words or ideas without telling the reader. This applies to books, articles, but also to sources from the internet, or copying work from your fellow students. Those who are discovered cheating or plagiarizing will normally receive a failing grade for the entire course and may even be subject to dismissal. Please don’t fall into this trap, make proper references in your work and include a bibliography in all your papers (for more information, see the Student Handbook on our website). Please respect your sources, your audience and yourself.

[UG] Contract Law

Credits: 3

Teaching Hours: School of Law

Department: International Business Administration

Prerequisites: N/A

Textbooks: Basic Contract Law. Lon Fuller, Melvin Eisenberg, and Mark Gergen (9th

edition).

Course Objectives:

N/A

Course Schedule:

Part I. What Promises Do We Enforce?

a. Enforceable Promises

Class Number/Page Numbers

1. 1-17

2. 17-27

3. 28-34

4. 34-47

5. 47-54

6. 54-69

b. Limits to the Bargain Principle

7. 81-83

8. 83-94

9. 95-109

c. Limits of Contract

10. 109-119

11. 119-130

12. 131-137

13. 137-149

14. 149-161

15. 161-173

16. 173-180

17. 180-187

18. 189-207

Part II. How is a Contract Formed?

a. Introduction to Interpretation

b. Mechanics of Bargaining

Part III. Remedies

- a. Expectation Damages
- b. Specific Performance
- c. Reliance and Restitution

Part IV. Implied Contracts

- a. Implied Contracts Generally
- b. Indefiniteness and Good Faith

Part V. Consumer and Commercial Form Contracts

- a. The “Battle of the Forms,” and Shrinkwrap and Clickwrap Agreements
- b. Interpretation and Unconscionability in Form Contracts

Part VI. Mistake and Unexpected Circumstances

- a. Mistake
- b. Unexpected Circumstances

Part VII. Contingencies to Contracting

- a. Express Contractual Conditions
- b. Withholding Performance and Terminating Contracts in Breach

Evaluation: N/A

Academic Dishonesty:

N/A

[UG] Commercial Banking Management

Credits: 3

Teaching Hours: 48

Department: International Business Administration

Prerequisites: School of Finance

Textbooks: N/A

Course Objectives:

1. To get a basic understanding of the facts and concepts regarding contemporary international business.
2. To interpret these facts and concepts using a simple macroeconomic framework. Specifically, the macroeconomic framework describes an economy which interacts with the world (an open economy) with a flexible/fixed exchange rate. We use this framework to study the effects of various macroeconomic events on the flow of goods and capital across countries, and also examine the associated changes in the national accounts (capital account and current account).
3. To analyze the role of policies made by the government and international financial institutions (such as the IMF). Specifically, we study the effect of changing the exchange rate, monetary policies and fiscal policies on international trade.
4. Using these ideas, we study how we should view upon the contemporary issues regarding international business and trade, such as the US current account deficit and global financial imbalances, the Chinese exchange rate regime, proposed changes in the international financial architecture, the single currency in Europe, the Asian and Argentine financial crises, global financial imbalances, and the role of international factors on a nation's employment, wage and economic performance.

Course Schedule:

Topic		Relevant Chapters
T1	An overview of banks and the financial services sector	Chapter 1
T2	The impact of government policy and regulation on the financial-services industry	Chapter 2
T3	The organization and structure of banking	Not in the English edition 9 sold in China
T4	Establishing new banks, branches, ATMs, telephone services and web sites	Not in the English edition 9 sold in China
T5	The financial statements of banks and their principal competitors	Chapter 3
T6	Measuring and evaluating the performance of banks and their principal competitors	Chapter 4

T7	Risk management for changing interest rates	Chapter 5
T8	Risk management	Chapter 6
T9	Risk management	Chapter 7
T10	The investment function	Chapter 8
T11	Liquidity and reserve management	Chapter 9
T12	The management of capital	Chapter 13

Evaluation: N/A

Academic Dishonesty: N/A

[UG] Game Theory and Informational Economics

Credits: 3

Teaching Hours: 48

Department: Economics Administration

Prerequisites: Calculus and probability theory

Textbooks: Robert Gibbons, A Primer in Game Theory , 1992

Course Objectives:

cultivate students the skills and habits in strategic thinking and apply the basic principles in game theory to analyze and understand the strategic behavior in society, economics and commercial life.

Course Schedule:

Four academic hours per week, 12 weeks, 48 academic hours in total.

1.Static games of complete information (around 12 academic hours)

- (1) Normal-form representation of games of complete information
- (2) Iterated Elimination of strictly dominated strategies
- (3) Nash equilibrium (including mixed strategies)
- (4) Application of Nash equilibrium

2.Dynamic games of complete

information (around 9 academic hours)

(main contents)

- (1) Representation of dynamic games: game tree
- (2) Subgame-perfect Nash equilibrium
- (3) Repeated games
- (4) Other applications

3.Static games of incomplete

information (around 12 academic hours)

(main contents)

- (1) Representation of static game of incomplete information
- (2) Bayesian nash equilibrium
- (3) Auction
- (4) Other applications

4.Dynamic equilibrium of incomplete information

(main contents)

- (1) Representation of dynamic games of incomplete information
- (2) Perfect Bayesian equilibrium
- (3) Signaling games
- (4) Other applications

5.Information economics

(main contents)

- (1) Adverse selection
- (2) Moral hazard

Evaluation: The final score is composed of attendance, mid-term assessment and final exam(closed book).

Academic Dishonesty: N/A

[UG] The law of Business Organisations

Credits: 2

Teaching Hours: 32

Department: Law School

Prerequisites: N/A

Textbooks: Required text book: Linda O. Smiddy & Lawrence A. Cunningham, *Corporations and Other Business Organizations: Cases, Materials, Problems* (8th edition) (Lexisnexis, 2014)

Supplementary text book: Lawrence E. Mitchell & Dalla Tsuk Mitchell, *Corporations: Cases and Materials* (2nd edition) (Carolina Academic Press, 2011)

Other supplementary materials will be placed on BB for certain classes.

Course Objectives:

This course investigates the law of business organizations in the United States, including the law of agency, sole proprietorships, partnerships, corporations and limited liability companies. This course will also devote some attention to several emerging and important issues in the field of business law, such as the rise of social enterprises and the tax consequences of charitable contributions made by business organizations. Each of these topics will be organized around cases, statutes and other materials.

Course Schedule:

PART I: INTRODUCTION TO THE LAW OF BUSINESS ORGANIZATIONS

Week 1 (Sep 18^{*}): Course Overview

- Expected goal for the course
- Course grading and policies
- Forms of business organizations (Smiddy & Cunningham, Ch. 1, Sec. I)
- Limited liability
- Rules for effective case reading (Mi Zhou, *Thinking Like a Lawyer: How to*

* NO CLASS on September 16th (public holiday).

Thrive in Law School and Beyond (Sweet & Maxwell, 2015)

PART II: THE LAW OF AGENCY

Week 2 (Sep 23): Forming an Agency Relationship

- Smiddy & Cunningham, Ch. 1, Sec. III, A

Week 3 (Sep 30): Actual Authority and Apparent Authority

- Smiddy & Cunningham, Ch. 1, Sec. III, B

Week 4 (Oct 7): Fiduciary duties of Agents

- Smiddy & Cunningham, Ch. 1, Sec. III, F

PART III: PARTNERSHIPS

Week 5 (Oct 14): Partnership Formation and Partnership Management

- Smiddy & Cunningham, Ch. 2, Sec. I, A, B & D

Week 6 (Oct 21): Fiduciary Obligations of Partners

- Smiddy & Cunningham, Ch. 2, Sec. I, E

Week 7 (Oct 28): Partners' Liability to Third Parties for Partnership Obligations

- Smiddy & Cunningham, Ch. 2, Sec. I, F

Week 8 (Nov 4): Partnership Dissolution

- Smiddy & Cunningham, Ch. 2, Sec. I, I

PART IV: CORPORATIONS

Week 9 (Nov 11): Corporate Formation: Incorporation and Bylaws

- Smiddy & Cunningham, Ch. 3, Ch. 5

Week 10 (Nov 18): Corporate Authority: Shareholders' Powers and Rights

- Smiddy & Cunningham, Ch. 6, Sec. I

Week 11 (Nov 25): Functions and Authority of Directors and Officers (President, Vice President, Chair of the Board, Secretary, Treasurer)

- Smiddy & Cunningham, Ch. 6, Sec. II & III

Week 12 (Dec 2): Fiduciary Duties: Duty of Care

- Smiddy & Cunningham, Ch. 10

Week 13 (Dec 9): Fiduciary Duties: Duty of Loyalty

- Smiddy & Cunningham, Ch. 11

Week 14 (Dec 16): Piercing the Corporate Veil

- Smiddy & Cunningham, Ch. 8

PART V: OTHER FORMS OF BUSINESS ORGANIZATIONS

Week 15 (Dec 23): Limited Liability Companies (LLCs)

- Smiddy & Cunningham, Ch. 2, Sec. III, C

Week 16 (Dec 30): Social Enterprises

- Smiddy & Cunningham, Ch. 2, Sec. III, E

Evaluation: 30% attendance and class participation. 70% open-book final examination.

Academic Dishonesty: N/A

[UG] Management

Credits: 3

Teaching Hours: 48

Department: International Business Administration

Prerequisites: N/A

Textbooks: International Management: Managing Across Borders and Cultures (2007).

Deresky, Helen. 6th Edition, Prentice Hall; ISBN-13: 978-0136143260

Management (2007). Robbins, Stephen & P. Coulter, Mary. 8th Edition. Prentice Hall;

ISBN: 978-0131274556

Management Fundamentals (2008). Robert N Lussier, Thomson/Peking University

Press; ISBN: 9780324569643

Leadership for New Managers (2001). Gabarro, John J., Goffe, R. & Hill, Linda A

Harvard Business School. HBS Publishing 2nd Ed

Making Ethical Business Decisions (1998). Badaracco Joseph L. & Gentile, Mary C.

Harvard Business School. HBS Publishing.

Course Objectives:

By the completion of the course, students will have a greater understanding of the

role and importance of management. Students will understand that management is an on-going process geared to motivate the worker as an individual and as a member of a group. Learning basic management terminology will also be achieved. After completing this course, you should:

1. Understand the historical evolution of management and the manager's role in society;
2. Understand the fundamental concepts and principles of management which have general applicability to all types of organisations;
3. Understand the economic, legal, political, ethical, socio-cultural and international forces in an organisation's environment and their impact upon the organisation;
4. Develop knowledge of the basic management functions of planning, organising, leading and controlling;
5. Identify current problems, issues, and trends which challenge today's managers;
6. Develop an understanding of the relationship between individual values and attitudes and managerial leadership style;
7. Develop and strengthen problem solving and communication skills.

Course Schedule:

Week	Subject
1	Introduction to Management and Organisations
2	Management History
3	Planning and Strategy
4	Leadership and Ethics
5	Organisational Structures
6	Management Controls
7	Team Project 1 Presentations
8	Decision Making
9	Communicating for Results
10	Human Resources

11	Human Resources - Interviews
12	Motivation
13	Corporate Governance
14	Team Project 2 Presentations
15	Change & Stress Management
16	Team Reviews
17	21 st Century Skills

Evaluation: 20% Class Attendance & Participation, 20% Course Projects and exercises ,
60% Final Exam

Academic Dishonesty: Plagiarism is not tolerated by SUFE. All course work submitted MUST be your own work. Do not copy from the Internet or other sources without using the correct referencing. If you copy without references to copied or other obtained information you will receive a '0' score.

[UG] Marketing

Credits: 3

Teaching Hours: 48

Department: International Business Administration

Prerequisites: N/A

Textbooks: Marketing Management, Philip Kotler, 13th Edition,

ISBN 978-7-302-20556-2

Course Objectives:

- Be able to properly identify and select markets for which specific products will be targeted.

- Explain the basic functional aspects necessary to formulate an integrated Marketing Plan. This includes Consumer Buying Behavior, Environment, Marketing Research, Product Management, Promotion, Channels of Distribution and Pricing.
- Be able to understand marketing research that is targeted towards reading of topical articles related to Marketing and being able to reference their topics to that being discussed in the class.
- Be able to understand marketing plan elements based on what is learned in this class. This objective deals with the practical application of the subject of Marketing and integrates the information presented in the entire class. This overview of a conceptual marketing plan will be used to build detailed Marketing Plans in future marketing core courses.

Course Schedule:

In Class Discussion and Work

The time in class will be spent presentations of text, readings and current topic business news.

Teams and Selection Product

Teams will develop, and work together to research both Hot Topics and readings.

Both will require PPT presentations. Send completed PPT to

Teaching Assistant, Ding Yunqi <d184108517@163.com

Marketing Analysis

Analysis will take place for every reading and every hot topic.

- | | |
|---------|---|
| Class 1 | <ul style="list-style-type: none"> • Review the course syllabus and plans • Create teams • Chapters 1 & 2, Define Marketing, Strategies and Plans |
| Class 2 | <ul style="list-style-type: none"> • Discuss sample marketing plan: 98-102 • Chapters 3 & 4, Information and Research • Reading: Discover the Do's and Dont's of competitive |

intelligence.

- Hot topics.

Class 3

- Chapter 5, Creating Customer Value
- Hot topics.

Class 4

- Chapters 6, Analyzing Consumer Markets
- Reading: Can Foxconn Make Sharp a Global Brand?
- Hot topics.

Class 5

- Chapters 7, Analyzing Business Markets
- Reading: Meet the Chinese Consumer of 2020.
- Hot topics.

Class

6

- Chapters 8, Identify Market Segments
- Reading: What Happened to Uber in China?
- Hot Topics.

Class 7

- Midterm

- Class 8
- Chapter 9, Creating Brand Equity
 - Reading:
 - Hot topics.
- Class 9
- Chapter 10 & 12, Crafting Brand Position
 - Hot topics.
- Class 10
- Chapter 11, Dealing with Competition
 - Hot topics.
- Class 11
- Chapter 13, Product Strategy
 - Reading: Real Story Behind Jeff Bezos
 - Hot topics.
- Class 12
- Chapter 13, Services
 - Reading: Opportunities Open Up in Chinese Private Health Insurance
- Class 13
- Chapter 14, Pricing
 - Boeing keeps prices for 2017.
- Class 14
- Chapter 16, Retail, Wholesale & Logistics
 - Reading: Inside the secret world of Trader Joe's
- Class 14
- Chapters 17 & 18, Communications and Promotions

- Final

Class 15

Class 16

Evaluation: Team Presentation of Reading 25% (one reading each team),

Team Hot Topics 25% (three presentations per team)

Midterm 25%, Final Examination 25%

Academic Dishonesty: N/A

[UG] Organizational Behavior

Credits: 2

Teaching Hours: 32

Department: International Business Administration

Prerequisites: N/A

Textbooks: Robbins, S. P., & Judge, T. A. (2015). Organizational Behavior (16th Edition).

Upper Saddle River, NJ: Pearson/Prentice Hall.

Course Objectives:

- Accurately and critically discuss the major principles and concepts of the field of Organizational Behavior, and understand how these concepts can be used to enhance your ability to work with others.
- Discuss the importance of individual differences such as intelligence, personality traits, and values.
- Define various types of employee attitudes, and discuss their importance.

- Compare and contrast various perspectives on work motivation.
- Compare and contrast various perspectives on organizational leadership.
- Distinguish between management and leadership.
- Identify factors that contributed to effective teamwork.
- Describe the elements of organizational structure.
- Discuss organizational culture and climates.
- Discuss the notion of person-organization fit, and its relationship with job attitudes, decisions, and motivation.
- Describe different approaches to understanding business ethics, and identify ethical issues in organizational behavior.

The objectives of this course will be achieved using a combination of two learning approaches:

- A. *Building the Foundation*—To build a foundation of knowledge about Organizational Behavior, we will review the major topic areas of the field and their application to the workplace. This will be accomplished primarily through assigned readings and lectures.
- B. *Applying Concepts & Principles*—In your future careers as managers, employees, and business owners, you will be confronted with business issues that involve the management of Organizational Behavior on a continuous basis. To give you an opportunity to apply various course concepts, you will complete a number of assignments in which you will analyze a business problem or interact with members of the business community.

Course Schedule:

Course Lecture Calendar

Week	Date	Lecture Topics Covered
1	14/9	Course Introduction

2	21/9	Personality
3	28/9	Values and Perceptions
4	5/10 (Rescheduled)	Work Motivation
5	12/10	Work Motivation Case: But He's Not The Boss
6	19/10	Work-Related Attitudes
7	26/10	Ethics and Leadership
8	2/11	Affect
9	9/11	Groups
10	16/11	Movie: Twelve Angry Men
11	23/11	Movie: Twelve Angry Men
12	30/11	Power and Politics
13	7/12	Organizational Culture
14	14/12	Work-Life, Stress Management, Cross-Cultures
15	21/12	Team Work and Peer Review Interview Paper
16	28/12	Course Wrap-Up
	TBD	Final Exam

Evaluation: a total of 100 points available for the term: Exam:60 points, Interview Paper: 30 points, Participation: 10 points

Academic Dishonesty:

All students are expected to conduct themselves responsibly and honestly. Any act of academic dishonesty will be reviewed in light of the University's policies on academic dishonesty and academic honesty. Instructors have a wide range of options when academic integrity violations are discovered, and one of the following sanctions

may be imposed depending on the gravity of the offense:

[UG] Project Evaluation

Credits: 2

Teaching Hours: 32

Department: School of Public Economics and Administration

Prerequisites: N/A

Textbooks: N/A

Course Objectives:

This module is intended to introduce the available techniques to assess the choice of options for delivering a project's outcomes. It is of use not only to those studying within the real estate sector but also those studying other professional disciplines or for business degrees and those concerned with public administration.

Making better decisions when choosing options may involve only narrow business/customer projects, which are essentially economic and money based but increasingly impact on the wider fronts of the environment, bio diversity and social justice. This wider aspect involves non monetary measures that have proved more challenging and may even be contentious.

(a) Appreciate how humans can make value judgements and the limitations on the rationality (bounded rationality) of individuals and decision makers.

(b) Recognise whether a project's options are entirely money related and hence susceptible to economic 'optimisation' techniques or require interpretation of non monetary values using 'compromise' techniques. s

(c) Understand how group decisions can be made using brainstorming, nominal group techniques and the Delphi approach.

(d) With the use of practical examples understand how to select and use appropriate techniques in both optimisation and compromise situations. The list of techniques is

set out in the table below.

Course Schedule:

	Techniques	Tools	
Option Selection		Brainstorming	
		Nominal Group Technique	
		Delphi	Surveys
Option Optimisation	Payback & NPV	Least Common Multiple	
		Valuation Formulae	
	Equivalent Annual Worth	Capital Recovery Factor	
	Benefit Cost Ratio	Sensitivity Analysis	Incremental Analysis
		Weighting	
		Scenario Testing	
		Decision Tree Analysis	
	Cost Benefit Analysis	Shadow Pricing	
		Surrogate Market Prices	House Prices
			Travel Costs
		Contingent Valuation	Bidding Games
Partial Optimisation	Cost Effective Ratio		
	Planned Balance Sheet	Ranking Scores	
	Goal Achievement Matrix		
Compromise Tech.	Multi criteria analysis	Non Compensatory	Dominance

		Simple Linear Additive Model	Relative Scoring
			Weighting
			Swing Weights
		Risk	Standard Deviation
			Monte Carlo

Evaluation: N/A

Academic Dishonesty: N/A

[UG] Real Estate Marketing

Credits: 2

Teaching Hours: 32

Department: School of Public Economics and Administration

Prerequisites: N/A

Textbooks: N/A

Course Objectives:

This module has been designed to introduce the necessity for marketing within the real estate sectors and to emphasize the similarities and differences in comparison with the marketing of consumer products and services both within the business to consumer and business to business fields.

On completion of the course students should be able to:

- (a) Have an appreciation of the basic marketing models from classic marketing theory based on both the transactional and relationship scenarios.
- (b) Understand the relative strengths and weaknesses of the transactional and relationship models within different real estate sectors.

- (c) See how the largely transactional approach is adapted for the disposal of individual existing properties.
- (d) The importance of relationship marketing and internal marketing in the successful management of multi let properties
- (e) Appreciate the specific marketing approaches used in promoting larger redevelopment schemes and the extent to which all parties but in particular the real estate professionals are involved in the marketing exercise including the effective use of publicity and management of public relations.
- (f) Understand how the internet has impacted on property marketing and to consider how the use of big data and social media may do so in the future.

Course Schedule: N/A

Evaluation: N/A

Academic Dishonesty: N/A

[UG] Introduction to Public Management

Credits: 2

Teaching Hours: 32

Department: School of Public Economics and Administration

Prerequisites: N/A

Course Objectives: This course will present an introductory examination of the concept and process of public administration. It will provide undergraduate students with a broad overview of the intellectual and philosophical development of public administration as a field of study. The course topics will focus on a number of areas, including:

- The central elements of public administration and how the field differs from business administration;
- The environment of a government agency including politics, law, and societal

values;

- The core managerial functions of planning, decision making, organizing, leading and implementing.

At the end of the course, students are expected to have:

- Gained a broad understanding of the intellectual currents and events that have shaped and continue to influence the field of public administration;
- Developed an ability to relate contemporary public issues and administrative practices to larger theoretical frameworks;
- Improved their competency for critically reading and analyzing cases and published materials, and
- Improved their ability for clear and effective oral and written communication.

Textbooks: Grover Starling, 2010. *Managing the Public Sector* (9th ed). Wadsworth, Cengage Learning. (Available at Amazon.cn)

Course Schedule:

Part One The Nature of Public Administration

Week 1 Introduction and Course Overview

Week 2 Concept, Intellectual Roots, and Historical Development

Week 3 Three Sectors

Part Two Political Management

Week 4 National Holiday (no class)

Week 5 Public vs. Private Management

Week 6 Political, Legal and Organizational Context of Public Administration

Week 7 SUFE Sports Day (no class)

Week 8 Administrative Responsibility and Ethics

Part Three Program Management

Week 9 Planning

(Case Discussion: Case 5.1. A strategy is born)

Week 10 Decision Making

(Case Discussion: Case 6.1: The wild horse, p. 289)

Week 11 Organizing

(Case Discussion: Open case: The Laboratory, p. 294)

Week 12 Midterm examination (in English)

Week 13 Leading

(Case Discussion: Open Case: It is your ship! P.339 & BB system's uploaded supplemental material)

Week 14 Implementing

(Case Discussion: Case 9.1 (version 8): Shad Marone, see BB system)

Week 15 Group Report Oral Presentations

Week 16 Group Report Oral Presentations

Evaluation:

1. Midterm Examination (30%).

Students will take a midterm examination to evaluate your knowledge of public administration principles, understanding of public administration theory as well as some basic facts about the public sector. The examination format will be a mix of short answer identification and multiple choice questions taken from the class discussions and the readings. The midterm will cover the first two-thirds of the course.

2. Final Group Report (40%).

Students will form four groups and select one of the course themes/topics to be analyzed by reference to a contemporary public issue, a government agency or a public or nonprofit service. The report should include five main parts: identify the problem; identify the determinants; develop problem-solving options; evaluate each option; and propose your recommendations. Please see Appendix I for further details. Please prepare your group report with one-inch margins all around, 12 point Times New Roman, double line spacing, and page numbers on each page. The paper must be at least 8 pages long and no more than 10 pages (exclusive of footnotes, references, charts, etc.). As with any research paper, you must document all of your sources, including people you have interviewed, and websites. Your paper should conform to conventional scholarly style (e.g., complete footnotes and references, appropriate citations). The group should deliver a 15-20 minute oral presentation on the chosen topic. All group members must participate in the oral report. The final report will be

graded on writing, presentation and peer review (see detailed grading rubric in Appendix 1).

3. Attendance, Class Participation and Assignments (30%).

Students are expected to attend all class sessions (10%), and to complete one case analysis leading discussion/contribute to class discussions and exercises (20%) in a meaningful way. This can be achieved by reading all assigned course materials and being attentive and responsive to the presentation and opinions of the instructor or fellow class members.

Academic Integrity:

Students are expected to exhibit responsibility and professionalism in class behavior and meeting course requirements. Students who do not complete and submit all course requirements will not be given a passing grade. Cheating in examinations and plagiarism in reports and papers will merit an automatic failure in the course.

Students should also consult the University rules on academic integrity.

[UG] Principles of Economics

Credits: 3

Teaching Hours: 48

Department: School of Economics

Prerequisites: read the relevant chapter(s) in advance.

Textbooks: Required: N. Gregory Mankiw, Principles of Economics, Seventh Edition, Cengage Learning. 200 First Stamford, 4th Floor, Stamford, CT 06902, USA

Course Objectives:

The main purpose of this course is that introducing the most important Principles both in Microeconomics and Macroeconomics, and explaining how these theories can be used in the peoples' life and in the Government policies. Except that, we are going to try to evaluate some of economic phenomena and policies by using the major

Economic principles we've recognized in this book.

We'll introduce some of important Economics concepts, Market rules, Basic Macroeconomic theories by using some kind of diagrams, models. Generally, our topics include: Supply & Demand & Government policies, the Economics of Public Sector, Firm Behavior and the Organization of Industry, the Economics of Labor Markets, the Theory of consumer choice, the Data of Macroeconomics, the Real Economy in the Long Run, the Macroeconomics of open Economics, short-run Economic Fluctuations etc..

Course Schedule:

Feb.22	Ten Principles of Economics Thinking like an Economist	
Feb.24	Interdependence and the gains from trade The market forces of supply and demand	
Feb.29	Elasticity and its application	
Mar. 2	Supply, demand, and government policies	
Mar. 7	Consumers, producers and the efficiency	
Mar. 9	Application: the costs of taxation	
Mar. 14	Application: international trade	
Mar. 16	externalities	
Mar. 21	Public goods and common resources	
Mar. 23	The design of the tax system	
Mar. 28	The cost of production	
Mar. 30	Firms in competitive markets	
Apr. 4	Monopoly	
Apr. 6	Oligopoly	
Apr. 11	Monopolistic competition	
Apr. 13	The markets for the factors of production	
Apr. 18	Earnings and discrimination	
Apr. 20	Income inequality and poverty	

Apr. 25	The theory of consumer choice	
Apr. 27	Frontiers of Microeconomics	
May 2		Midterm
May 4	Measuring a nation's income	
May 9	Measuring the cost of Living	
May 11	Production and growth	
May 16	Saving, Investment, and the financial system	
May 18	The basic tools of finance	
May 23	Unemployment	
May 25	The monetary system; Money growth and inflation	
May 30	Open-economy Macroeconomics	
Jun. 1	Aggregate demand and aggregate supply	
Jun. 6	The influence of monetary an fiscal policy on aggregate demand	
Jun. 8	The short-run trade-off between inflation and unemployment, Final thoughts: Six Debates over Macroeconomic Policy.	

Evaluation:

Assignments	10%
Midterm	20%
Final	60%
Class Performance	10%

Academic Dishonesty:

Students should be aware that copying, plagiarizing, or other forms of academic misconduct will not be tolerated. There is no excuse for being dishonesty. Any student is caught engaging in such activities will be subject to academic discipline as outlined in the academic handbook. Any student abetting or otherwise assisting in such

misconduct will also be subject to academic penalties.

[UG] Social Research Methods

Credits: 2

Teaching Hours: 32

Department: School of Public Economics and Administration

Prerequisites: N/A

Textbooks: Research Methods for the Behavioral Sciences (by Gravetter and Forzano);
Research Design (by Creswell); Social Research Design and Statistics (by Rovai et al.)

Course Objectives:

This course aims at providing students with the most common research techniques used nowadays in social sciences. This course will use a mix of theory and practice and will follow a learning by doing approach. Statistical software like Stata or SPSS will be used during class for practical examples.

Course Schedule: N/a

Evaluation: Participation 15%; Midterm (during the 8th class) 25%; Final 60%.

Academic Dishonesty: N/A

[UG] International Economics

Credits: 4

Teaching Hours: 64

Department: School of Economics

Prerequisites: This course is an upper level economics class in both microeconomics

and macroeconomics. I assume that you fully understand the fundamentals learned in principles of microeconomics and principles of macroeconomics. Calculus is also required for you to follow the lectures.

Textbooks: Required textbook: International Economics (combined edition) by Robert C. Feenstra and Alan M. Taylor.

Chinese version of this textbook is also available on <http://www.amazon.cn>.

Optional textbooks are: Advanced International Trade: Theory and Evidence by Robert C. Feenstra, and International Economics: Theory and Policy (Seventh Edition) by Paul R. Krugman and Maurice Obstfeld.

Course Objectives:

This course is a one-semester introduction to International Economics. The objective of this course is to study the fundamentals of international trade and international macroeconomics, which provide tools to understand important international economic issues and policies. In the first half of the course, basic trade models, which explain why countries trade, are discussed and then followed by discussions of trade policies, such as trade barriers and international trade agreements. In the second half of this course we focus on how exchange rate is determined and how different exchange regimes work. By the end of the course, we expect that everyone can apply what we have learned from the class to analyze some current economic issues. This course aims at providing students with the most common research techniques used nowadays in social sciences. This course will use a mix of theory and practice and will follow a learning by doing approach. Statistical software like Stata or SPSS will be used during class for practical examples.

Course Schedule:

Note 1: Number in the bracket is the approximate time in classes (forty-five minutes) to cover the corresponding material. The schedule is subject to change.

Note 2: We may not cover all materials of each chapter. You are only responsible for the parts that we cover in our lectures. However, it is helpful for you to read the leftovers of each chapter so that you can better understand the material.

Introduction (2)

International Trade

1. The Ricardian Model Chapter 2(4)
2. The Specific-Factor Model Chapter 3(4)
3. The Heckscher-Ohlin Model Chapter 4(4)
4. Increasing Returns and Imperfect Competition Chapter 6(4)
5. Foreign Outsourcing Chapter 7(4)
6. Tariffs and Quotas under Perfect Competition Chapter 8(4)
7. International Agreements Chapter 11(2)

Midterm Exam (2)

International Macroeconomics

1. Introduction to Exchange Rates Chapter 13(2)
2. The Monetary Approach of Exchange Rates Chapter 14(4)
3. The Asset Approach of Exchange Rates Chapter 15(4)
4. International Accounts Chapter 16(4)
5. Output, Exchange Rates and Macro Policies Chapter 18(4)
6. Exchange Rate Crisis (will be covered only if time allows) Chapter 20

Final exam

Evaluation: 30% for the grade of the midterm, 60% for the final exam and 10% for the homework.

Academic Dishonesty:

- * Be honest at all times.
- * Act fairly toward others. For example, do not disrupt or seek an unfair advantage over others by cheating, or by talking or allowing eyes to wander during exams.
- * Take group as well as individual responsibility for honorable behavior. Collectively, as well as individually, make every effort to prevent and avoid academic misconduct, and report acts of misconduct that you witness.
- * Do not submit the same work in more than one class. Unless otherwise specified by the instructor, all work submitted to fulfill course requirements must be work done by the student specifically for that course. This means that work submitted for one course cannot be used to satisfy requirements of another course unless the student

obtains permission from the instructor.

* Unless permitted by the instructor, do not work with others on graded coursework, including in class and take-home tests, papers, or homework assignments. When an instructor specifically informs students that they may collaborate on work required for a course, the extent of the collaboration must not exceed the limits set by the instructor.

* Know what plagiarism is and take steps to avoid it. When using the words or ideas of another, even if paraphrased in your own words, you must cite your source. Students who are confused about whether a particular act constitutes plagiarism should consult the instructor who gave the assignment.

* Know the rules - ignorance is no defense. Those who violate campus rules regarding academic misconduct are subject to disciplinary sanctions, including suspension and dismissal.

[UG] Research Design

Credits: 3

Teaching Hours: 48

Department: School of Public Economics and Administration

Prerequisites: N/A

Textbooks: Research Design (by Caswell); Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research (by Ian Brace)

Course Objectives:

This course aims at providing students with knowledge of research design. This course will use a mix of theory and practice and will follow a learning by doing approach. Students will be taught how to build an online survey using Survey Gyzmo. Statistical software like Stata or SPSS will be used during class for practical examples. This course

will introduce students to the most common survey designs and applications.

Course Schedule: N/a

Evaluation: Participation 15%; Midterm (during the 8th class)25%; Final 60%.

Academic Dishonesty: N/a

[UG] Introduction to Anglo-American Law

Credits: 3

Teaching Hours: 48

Department: School of Law

Prerequisites: N/A

Textbooks:

1. Primary materials
 - a. Assigned class readings and cases
 - b. The Elements of Style, by Strunk and White

2. Supplemental materials – Please consult me for guidance before you read the following.
 - c. Introduction to the Law and Legal System of the United States (West, 2011), by William Burnham
 - d. The Common Law, by Oliver Wendell Holmes
 - e. Understanding Criminal Law, by Joshua Dressler
 - f. Understanding Criminal Procedure, by Joshua Dressler
 - g. Constitutional Law: Principles and Policies, by Erwin Chemerinsky
 - h. Examples & Explanations Series for Contracts, Property, Torts and Civil Procedures

Course Objectives:

The Introduction to Anglo-American Law aims to help students master a framework of

basic legal principles and rules under the Common Law system. Equally important, this course trains students to develop legal thinking capability that is critical, thorough, precise and persuasive. Further, this course provides means for students to strengthen their legal communication skills, in particular how to deliver sound, logic and critical legal writings.

Course Schedule: Classroom teaching, Case reading, Writing, Moot court practice

Evaluation: Class participation 20%; Midterm 15%; Moot Court 15%; Final 50%

Academic Dishonesty: N/a

[UG] Tort Law

Credits: 3

Teaching Hours: 48

Department: School of Law

Prerequisites: N/A

Textbooks: Klar's Tort Law and Linden and Feldthusen's Canadian Tort Law. Fleming (on general principles prevailing across common law jurisdictions), Linden and Feldthusen (on Canadian law) and Prosser and Keeton (on U.S. law).

Course Objectives:

Tort law is a large, fascinating and ever-changing subject. It is not possible to cover all aspects of tort law in a 50-hour course, nor is it possible to cover any topic comprehensively. The goals of this course are to provide a strong foundation in many of the basic principles of tort law that can be developed in upper year courses and in your professional or academic careers. More specifically, this course aims to convey:

1. an understanding of the components of an action to recover damages for negligently inflicted physical or psychological injury;
2. an understanding of the tort of battery and how it differs from negligence;
3. an understanding of strict liability torts, such as Rylands v. Fletcher, nuisance and

defamation;

4.an understanding of basic principles of damage quantification in tort actions;

5.an ability to state clearly, and then critically evaluate, legal rules articulated in judicial decisions;

6.an understanding of basic principles of statutory interpretation, and the relationship between statutes and common law rules;

7.an ability to identify tort law issues and to make effective tort law arguments fluently and with precision;

Course Schedule: N/A

Evaluation: Mid-term examination 25%; Final examination 75%.

Academic Dishonesty: N/A

[UG] Financial Accounting

Credits: 3

Teaching Hours: 52

Department: School of Accounting

Prerequisites: N/a

Textbooks: Financial Accounting (5th Edition), Jerry J. Weygandt, Donald E. Kieso, and Paul D. Kimmel, Sep. 2011

Course Objectives: This course is designed for the students for a learning of Fundamental Accounting Practices as an underlying business management discipline. The scope of this course will cover the fundamental financial accounting concepts and principles, basic accounting techniques and methods, the skills of recording and processing of business transactions, preparing of financial statements.

Course Schedule:

Content	Topics	Study Objectives
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<p>Chapter 1 <i>Accounting Matters!</i> (teaching content extended to Chapter 7 <i>Accounting Principles</i>)</p>	<ul style="list-style-type: none"> ● Accounting assumptions ● Basic accounting equation ● Transaction analysis ● Financial statement 	<ul style="list-style-type: none"> ● Explain what accounting is ● Explain the meaning of four accounting assumptions ● State the basic accounting equation ● Analyze the effects of business transactions on the basic accounting equation ● Understand what the four financial statements are
<p>Chapter 2 <i>The Recording Process</i></p>	<ul style="list-style-type: none"> ● Debits and Credits ● Journal ● Ledger ● Trial balance 	<ul style="list-style-type: none"> ● Explain what an account is and how it helps in the recording process ● Define debits and credits and explain how they are used to record business transactions ● Identify the basic steps in the recording process ● Explain what a journal, ledger is and how it helps in the recording process

		<ul style="list-style-type: none"> ● Prepare a trial balance
Chapter 3 <i>Adjusting the Accounts</i>	<ul style="list-style-type: none"> ● Accrual vs. cash-basis accounting ● Adjusting entries ● Adjusted trial balance ● Preparing financial statement 	<ul style="list-style-type: none"> ● Explain the time period assumption ● Explain the accrual basis of accounting ● Identify the major types of adjusting entries. ● Prepare adjusting entries and adjusted trial balance
Chapter 4 <i>Completion of the Accounting Cycle</i>	<ul style="list-style-type: none"> ● Work sheet ● Closing entry ● Accounting cycle ● Classified balance sheet 	<ul style="list-style-type: none"> ● Prepare a work sheet ● Prepare closing entries ● Identify the steps in the accounting cycle ● Identify the sections of a classified balance sheet
Chapter 5 <i>Accounting for Merchandising Operations</i>	<ul style="list-style-type: none"> • Nature of merchandizing Operation • Purchase • Net Sales • Closing Entries & Income Statement for Merchandizing Company 	<ul style="list-style-type: none"> ● Explain the entries for purchases under a perpetual inventory systems ● Explain the entries for sales revenues under a perpetual inventory system ● Explain the steps in the accounting cycle for a merchandiser

		<ul style="list-style-type: none"> ● Explain the computation and importance of gross profit
Chapter 6 <i>Inventories</i>	<ul style="list-style-type: none"> ● Inventory Basic ● Determining Inventory Quantities ● Inventory Cost Flow Methods ● Basis of selecting Cost Flow Method ● LCM 	<ul style="list-style-type: none"> ● Describe the steps in determining inventory quantities ● Explain the basis of accounting for inventories, and describe the inventory cost flow methods ● Explain the lower of cost or market basis of accounting for inventories
Chapter 8 <i>Internal Control and Cash</i>	<ul style="list-style-type: none"> ● Cash Composition ● Internal Controls ● Petty Cash System ● Bank Reconciliation 	<ul style="list-style-type: none"> ● Explain the applications ● Describe the operation of a petty cash fund ● Prepare a bank reconciliation
Chapter 9 <i>Accounting for Receivables</i>	<ul style="list-style-type: none"> • Recognition & Valuation of Accounts Receivable • Accounting for bad debts • Maturity & Interest of Notes Receivable 	<ul style="list-style-type: none"> • Explain how accounts receivable are recognized and valued • Compute the maturity date of and interest on notes receivable • Explain how notes

	<ul style="list-style-type: none"> • Recognition, Disposition and Valuation of Notes Receivable 	<p>receivable are recognized, valued</p> <ul style="list-style-type: none"> • Describe the entries to record the disposition of notes receivable
Chapter 10 <i>Plant Assets, Natural Resources, and Intangible Assets</i>	<ul style="list-style-type: none"> • Determining the Cost of Plant Assets • Depreciation Methods • Disposal of plant assets • Intangible assets 	<ul style="list-style-type: none"> • Describe how the cost principle applies to plant assets • Compute periodic depreciation using different methods • Explain how to account for the disposal of a plant asset • Explain the basic issues related to accounting for intangible assets
Chapter 11 <i>Liabilities</i>	<ul style="list-style-type: none"> • Major types of current liabilities • Accounting for notes payable • Accounting for other current liabilities • Entries for bond issuance and interest expense 	<ul style="list-style-type: none"> • Describe the accounting for notes payable • Explain the accounting for other current liabilities • Prepare the entries for the issuance of bonds and interest expense
Chapter 12 <i>Corporations: Organization, Stock Transactions, Dividends, and Retained Earnings</i>	<ul style="list-style-type: none"> ● Corporate organization and stock transactions. 	<ul style="list-style-type: none"> ● Identify the major characteristics of a corporation.

	<ul style="list-style-type: none"> ● Dividends. ● Retained earnings. ● Statement presentation and analysis. 	<ul style="list-style-type: none"> ● Record the issuance of stock. ● Prepare the entries for treasury stock and dividends. ● Identify the items that are reported in a retained earnings statement.
Chapter 13 <i>Investments</i>	<ul style="list-style-type: none"> ● Accounting for debt investments. ● Accounting for stock investments. ● Valuing and Reporting Investments. 	<ul style="list-style-type: none"> ● Distinguish between short-term and long-term investments. ● Explain the accounting for debt and stock investments. ● Indicate how investments are valued and reported on the financial statements.
Chapter 15 <i>Financial statement Analysis</i>	<ul style="list-style-type: none"> ● The need for comparative analysis. ● The tools of financial statement analysis. 	<ul style="list-style-type: none"> ● Explain and apply horizontal analysis. ● Describe and apply vertical analysis. ● Identify and compute ratios, and describe their purpose and use in analyzing a firm's liquidity, profitability and solvency.

Evaluation: N/A

Academic Dishonesty: N/A

[UG] Introduction to Industrial Organization

Credits: 3

Teaching Hours: 48

Department: School of International Business Administration

Prerequisites: N/A

Textbooks: Pepall, L., D. Richards and G. Norman, (2014). Industrial Organization: Contemporary Theory and Empirical Applications. 5E. Wiley.

Church, Jeffrey and Roger Ware (2000), Industrial Organization: A Strategic Approach, Toronto:McGraw-Hill, 2000.

Course Objectives:

This course introduces the fundamental issues and economic tools in studying from behaviors in monopoly and oligopoly markets, as well as their implications for business strategies and competition policy. After developing the basic market models, the course will discuss collusion, (horizontal) mergers and vertical restraints which often attract attentions from both public and antitrust authorities. We will discuss their major pro- and anti-competitive effects based on the learnt economic models and actual cases.

Course Schedule: N/A

Evaluation:

Constructive class participation,10%

Assignments,15%

Midterm exam ,25%

Case study ,15%

Final exam, 35%.

Academic Dishonesty: N/A

[UG] Intermediate Macroeconomics

Credits: 3

Teaching Hours: 48

Department: School of economics

Prerequisites:

This course is an upper stream economics class in macroeconomics. I will assume that you fully understand the fundamentals learned in introduction to microeconomics. This course is analytic in nature. Calculus is required for you to follow the lectures and do the homework. I recommend you to read the introductory level macroeconomics books.

Textbooks:

N. Gregory Mankiw, Macroeconomics, Worth Publishers, 8th edition.

Robert J. Barro, Macroeconomics: A Modern Approach, South-Western College Pub, 2007, first edition.

Course Objectives:

This course is designed to provide you a more rigorous understanding of tools to analyze economic data. This course provides a global understanding of modern econometric methods and models. You will be able to apply the proper tools to a given research question and data set. And this course gives a critical assessment of the presented methods

Course Schedule:

Week	Date	Content	Reading	Homework
1	09-14	Introduction to macroeconomics; the data of macroeconomics	Ch1 Ch2	

	09-18	GDP, CPI and unemployment rate; national income: where it comes and where it goes	Ch2 Ch3	
2	09-21	National income: where it comes and where it goes	Ch3	
	09-23	The monetary system: what it is and how it works	Ch4	HW1
3	09-28	Inflation: its cause, effects, and social cost	Ch5	
	09-30	Unemployment	Ch7	HW1 Due
4	10-05	The open economy: introduction	Ch6	
	10-07	National Day		
5	10-12	Economics growth I: Solow model, capital accumulation and population growth	Ch8	HW2
	10-14	Economics growth II: population growth and technology	Ch8 Ch9	
6	10-19	Economics growth III: technology, empirics, policy and endogenous growth model	Ch9	HW2 Due
	10-21	Midterm Exam		Exam
7	10-26	Business cycle theory: short-run, economics fluctuations	Ch10	
	10-28	Aggregate demand, IS-LM model	Ch11	
8	11-02	IS-LM model and its application	Ch11 Ch12	HW3
	11-04	The application of IS-LM model	Ch12	
9	11-09	Mundell-Fleming Model	Ch13	HW3 Due

	11-11	Exchange-rate regime; aggregate supply	Ch13 Ch14	
10	11-16	Aggregate Supply theory	Ch14	HW4
	11-18	Consumer's behavior	Ch16	
11	11-23	Consumer's behavior and the theory of Investment	Ch16 Ch17	HW4 Due
	11-25	The theory of Investment	Ch17	HW5
12	11-30	Stabilization Policy	Ch18	
	12-02	Review		HW5 Due

Evaluation:

Attendance and Pop Quizzes 10%

Homework 20%

Midterm Exams 30%

Final Exam 40%

Academic Dishonesty:

Academic dishonesty by the student code of conduct includes cheating on the assignments or exams; plagiarizing; altering; forging, or misusing a University academic record; taking, acquiring, or using test materials without faculty permission; and acting alone or in cooperation with another to enhance a grade, etc. A minimum penalty for academic dishonesty is a grade of zero. Other penalties may include a F in course and a complaint to university authorities so that they act consequently with the corresponding university policy.

[UG] International Communication in Global Workplace

Credits: 2

Teaching Hours: 32

Department: School of Foreign language

Prerequisites: CET-4 level or above

Textbooks: International Business Culture, Charles Mitchell, Shanghai Foreign Language Education Press

Course Objectives:

- 1.Foster Student's intercultural awareness and develop their ICC (Intercultural Communicative Competence);
- 2.Master theories, practices and ways of solutions to cope with the problems in the global workplace;
- 3.Understand the differences and features of languages and non-verbal languages;
- 4.Understand business writing differences in the workplace.

Course Schedule: N/A

Evaluation:

Writing 5%

Participation in activities 20%

Attendance 5%

Final exam 70%

Academic Dishonesty: N/A

[UG] International Corporate Finance

Credits: 2

Teaching Hours: 32

Department: School of Finance

Prerequisites: The following courses are preferably taken, but not a must: Corporate Finance, International Finance and Investments

Textbooks: International Financial Management (7th ed), Cheol S. Eun, Bruce G. Resnick, China Machine Press, 2015

Course Objectives:

This course focuses on the macroeconomic environment of financial management, the world's financial markets and financial institutions which financial manager faced by from the perspective of multinational forms. The objective is to learn more about foreign exchange management, foreign exchange risk management, investment and financing management, cash management practices, and international tax environment of multinational firms. Students are also supposed to further understand these theories combined with practical cases and master some practical operating methods.

It will cover topics in international foreign exchange market, international financial market and financial institution, financial management and corporate governance of the multinational firms.

Course Schedule:

Week1: Globalization & the Multinational Firm

Week2: Foreign Exchange Market

Week3: Foreign Exchange Market; International Parity Conditions

(Week4: National Day)

Week5: International Parity Conditions

Week6: Foreign Exchange Futures and Options

Week7-8: Foreign Exchange Exposure: Transactional, Operational, Translational

Week9: International Financial Market

Week10: International Financial Market

Week11-12: FDI and Cross-border M&A

Week13: International Capital Structure & Cost of Capital

Week14: International Capital Budgeting

Week15-16: International Cash Management, Taxation and Transfer Price

Evaluation:

Attendance and performance in class	15%
Homework and group discussion	25%
Final exam	60%

Behaviors:

Any excuse for missing the class or required homework is not accepted unless you provide proof of special cases like illness. If you miss class for three consecutive times, you lose 15% of your final score. If your absence is more than six times then are not eligible for the final exam and you get zero score. Please be punctuate. Frequent lateness to the class also affects your class performance hence your score.