**市场营销专业（中外合作办学）双证班本科课程信息**

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| **序号** | **课程名称** | **学分** |
| 1 | 思想道德与法治 Moral Fundamentals and Law Fundamentals | 3 |
| 2 | 中国近现代史纲要 Outline of Chinese Modern History | 3 |
| 3 | 马克思主义基本原理 Basic Principles of Marxism | 3 |
| 4 | 毛泽东思想和中国特色社会主义理论体系概论 Introduction: Mao Zedong Thoughts and Theoretical System of Socialism with Chinese Characteristics | 5 |
| 5 | 党史 CPC's History | 1 |
| 6 | 大学体育-1 Physical Education-1 | 1 |
| 7 | 大学体育-2 Physical Education-2 | 1 |
| 8 | 大学体育-3 Physical Education-3 | 1 |
| 9 | 大学体育-4 Physical Education-4 | 1 |
| 10 | 军事理论 Military Theory | 2 |
| 11 | 形势与政策（1-2） Current Situation and Policy (1-2) | 2 |
| 12 | 大学生职业发展与就业指导-1 Students' Career Development and Employment Guidance-1 | 2 |
| 13 | 大学生职业发展与就业指导-2 Students' Career Development and Employment Guidance-2 | 4 |
| 14 | 计算机基础 Computing fundamentals | 2 |
| 15 | 劳动教育 Labor education | 2 |
| 16 | 大学生心理健康 Students' Mental Health | 3 |
| 17 | 雅思口语-1 IELTS English(Speaking)-1 | 2 |
| 18 | 雅思口语-2IELTS English(Speaking)-2 | 3 |
| 19 | 雅思阅读-1IELTS English(Reading)-1 | 2 |
| **序号** | **课程名称** | **学分** |
| 20 | 雅思阅读-2IELTS English(Reading)-2 | 3 |
| 21 | 雅思听力-1IELTS English(Listening)-1 | 2 |
| 22 | 雅思听力-2IELTS English(Listening)-2 | 3 |
| 23 | 雅思写作-1IELTS English(Writing)-1 | 2 |
| 24 | 雅思写作-2IELTS English(Writing)-2 | 3 |
| 25 | 个人成长Personal Growth | 1 |
| 26 | 管理学原理Principles of Management | 3 |
| 27 | 商业数学理论Business Mathematics-Theory | 2 |
| 28 | 商业数学练习Business Mathematics-Exercises | 2 |
| 29 | 团体动力学 Group Dynamics | 1 |
| 30 | 跨文化交流Training Intercultural Competence | 1 |
| 31 | 实证社会学研究基础Foundations of Empirical Social Research | 1 |
| 32 | 商业数据分析原理Principles of Business Data Analysis | 3 |
| 33 | 定性分析与决策Qualitative Information and Decision Making | 2 |
| 34 | 微观经济学Microeconomics | 3 |
| 35 | 商业统计理论Business Statistics-Thoery | 2 |
| 36 | 商业统计练习Business Statistics-Exercises | 2 |
| 37 | 修辞与表达Rhetoric and presentation | 1 |
| 38 | 定量分析与决策Quantitative Information and Decision Making | 2 |
| 39 | 法律原理Principles of Private and Public Law | 2 |
| **序号** | **课程名称** | **学分** |
| 40 | 领导力可持续发展与道德Leadership Sustainability and Ethics | 1 |
| 41 | 宏观经济学Macroeconomics | 3 |
| 42 | 会计学IAccounting I | 4 |
| 43 | 会计学I-练习Accounting I-Exercises | 1 |
| 44 | 会计学 ⅡAccounting II | 2 |
| 45 | 会计学 Ⅱ-练习Accounting II -Exercises | 1 |
| 46 | 英语 IEnglish I | 4 |
| 47 | 英语 II English II | 4 |
| 48 | 英语 III English III | 2 |
| 49 | 英语 IV English IV | 3 |
| 50 | 英语 V English V | 3 |
| 51 | 市场营销学Marketing and Sales | 3 |
| 52 | 出口贸易Trading, Exporting and Doing Business Abroad | 2 |
| 53 | 运营管理Operations Management | 3 |
| 54 | 组织行为学Organizational Behaviour | 3 |
| 55 | 国际贸易Entering Foreign Markets and Doing Business Abroad | 3 |
| 56 | 金融投资Finance and Investment | 4 |
| 57 | 管理控制、管理会计与决策Controlling, Managerial Accounting and Decision Making | 3 |
| 58 | 人力资源管理Human Resource Management | 3 |
| 59 | 国际市场营销研究International Marketing Research and Market Entry | 4 |
| **序号** | **课程名称** | **学分** |
| 60 | 供应链管理Supply Chain Management | 3 |
| 61 | 战略管理Strategic Management | 2 |
| 62 | 企业家精神Entrepreneurship | 3 |
| 63 | 财务管理Financial Management | 3 |
| 64 | 公司治理Corporate Governance  | 1 |
| 65 | 入学教育（含国防与安全教育）Orientation Education |  |
| 66 | 军事训练Military Training | 2 |
| 67 | 第二课堂The Second Class | 10 |
| 68 | 学年论文Academic Year Thesis | 1 |
| 69 | 专业实习 Practical Training Semester  | 28 |
| 70 | 专业实习研讨会 Practical Training Semester Coaching Seminar | 2 |
| 71 | 学士毕业论文研讨会-1 Bachelor Seminar I | 3 |
| 72 | 学士毕业论文研讨会-2 Bachelor Seminar and Bachelor Thesis-2 | 8 |
| 73 | 毕业统考 Bachelor Exam | 2 |
| 74 | 毕业论文BBachelor Thesis B | 8 |
| 75 | 毕业教育 Graduation Education |  |
| 76 | 国际项目管理与交流International Project Management and Project Communication | 2 |
| 77 | 流程，审计和报告Processes, Audits and Reports | 1 |
| 78 | 贸易技巧Foreign Trade Techniques: Export Risk Management  | 4 |
| 79 | 国际直接投资和工程项目FDI and Engineering Projects abroad | 5 |
| **序号** | **课程名称** | **学分** |
| 80 | 合同撰写Establishing Contracts | 1 |
| 81 | 谈判技巧Negotiation Techniques | 1 |
| 82 | 欧盟投标和订约EU Tender and Contracting | 2 |
| 83 | 比较国际法Comparative International Law | 2 |
| 84 | 计算思维Computational Thinking | 2 |
| 85 | 商业数字化Digitalisation of Business  | 1 |
| 86 | 国际商法International Business Law | 3 |
| 87 | 国际关系和地缘政治 International Relations and Geopolitical Affairs  | 2 |
| 88 | 绩效管理与反馈Performance Management and Providing Feedback | 2 |
| 89 | 销售，结账和售后管理Sales, Closing and After Sales Management  | 2 |
| 90 | 国际经济学International Economics  | 3 |
| 91 | 国际财务管理 International Financial Management  | 3 |
| 92 | 国际可持续发展International Strategies for Sustainable Development | 3 |
| 93 | 数据应用与企业资源管理Data Utilisation and Enterprise Resource Management  | 3 |
| 94 | 创新创业课程-1Innovation and Entrepreneurship-1 | 2 |
| 95 | 创新创业课程-2Innovation and Entrepreneurship-2 | 2 |
| 96 | 创新创业课程-3Innovation and Entrepreneurship-3 | 2 |