

附件:

青岛理工大学与瑞士西北应用科技大学 合作举办财务管理专业本科教育项目培养方案

Financial Management Undergraduate Program

(专业代码: 120204)

一、专业简介

青岛理工大学中瑞合作财务管理本科专业 2012 年获批, 2013 年开始招生, 中方为青岛理工大学, 外方为瑞士西北应用科学与艺术大学。

该项目由我校商学院承办。商学院现有会计学、财务管理、市场营销、国际商务和电子商务等 7 个本科专业, 国际商务(中瑞合作)1 个专科专业, 有工商管理一级学科硕士点 1 个, 有会计硕士(MPAcc)、资产评估硕士(MV)专业硕士点 2 个。会计学专业是“省一流本科专业”、“省特色专业”。目前财务管理系共有专职教师 21 人, 其中硕士生导师 8 人, 博士 11 人, 在读博士 1 人, 硕士 8 人, 教授 1 人, 副教授 11 人, 讲师 9 人。

瑞士西北应用科学与艺术大学(简称 FHNW)是瑞士九所公立应用科技大学之一, 学科领域涉及经济学、管理学、建筑学、教育学等学科, 下设商学院、教育学院、工程学院等 9 个二级学院和 55 个研究所。全日制学生 10000 名左右, 教职工 2200 余人, 其中高级职务 449 人, 中级职务 816 人。FHNW 承担本项目的是其商学院, 该学院现有 1900 多名本科生。设有工商管理、国际管理、商务信息系统等本科和硕士专业, 另有金融、人力资源、竞争与交流、信息系统、企业管理等 6 个研究中心。与世界各地 130 多个院校有合作交流。

二、培养目标

培养适应现代市场经济和地方经济发展需要, 具备人文精神、科学素养、国际视野和诚信品质, 具备经济、管理、法律、外语和财务管理方面的知识和能力, 能够熟练地运用财务管理基本理论、方法和国际财务惯例, 能在各类工商、金融企业、中介机构、政府部门等盈利性和非营利性的机构, 特别是涉外企业或机构从事财务管理以及教学、科研方面工作的具有可持续发展能力的应用型创新人才。

三、培养要求

- 1、掌握管理学、经济学和财务与金融的基本理论、基本知识;
- 2、掌握财务、金融管理的定性、定量分析方法;
- 3、掌握包括税法等法学基本理论、基本知识;
- 4、精通英语, 并熟练运用该语言开展国际商务活动;
- 5、了解世界主要国家与地区社会经济情况, 熟悉世界通行的财务与会计法律、规则和惯例。
- 6、熟悉我国财务、金融管理的方针、政策和法规;
- 7、了解本学科的国内外理论前沿和发展动态, 具有初步的研究能力;
- 8、通过大量实习, 积累较丰富的实践工作经验, 具有较强的实际工作能力

四、修业年限和授予学位及毕业基本要求

修业年限：4年

学历描述：财务管理本科学历，授予管理学学士学位

毕业基本要求：最低学分要求为 160 学分

五、课程设置

1. 主要课程：管理学、基础会计、市场营销、中级财务会计、成本会计、中级财务管理、高级财务管理、国际金融、项目管理、税法、金融市场学、EXCEL 在财务管理中的应用、创新管理、证券投资学、财务分析、跨国公司财务管理、银行与金融科技等。核心课程：中级财务管理、高级财务管理、中级财务会计、国际商务管理、金融市场学、项目管理、EXCEL 在财务管理中的应用。

2. 主要实践环节：认识实习、学年论文、毕业实习、毕业论文等。

3. 课程结构：总学时 1912 学时, 116 学分，综合能力提升与实践教学环节 44 学分，共计 160 学分。

类别	学时			学分	
	课内学时数	总学时	占总学时比例	学分数	占总学分比例
通识课程	484	504	26.36%	28	17.50%
学科基础课程	864	864	45.19%	54	33.75%
专业课	544	544	28.45%	34	21.25%
综合能力提升与集中实践环节				44	27.50%
合计	1912 学时+44 周时			160	100.00%

六、教学计划一览表

课程类别	课程编号	课程名称	总学分	总学时	课内学时			课外学时	周学时	建议学期	考核类型
					授课学时	实验学时	上机学时				
通识课程	BK11105001	形势与政策 Situation and Policy	2	32	24			8	2	1-4	考查
	BK11104001	思想道德修养与法律基础 Ideology & Ethics and Fundamentals of Law	3	48	48				2	1	考试
	BK11103001	中国近现代史纲要 Compendium of Chinese Neoteric & Modern History	3	48	48				2	2	考试
	BK11102001	马克思主义基本原理 Fundamentals of Marxism	3	48	48				2	3	考试
	BK11101001	毛泽东思想和中国特色社会主义理论体系概论 Mao Zedong Thought and Introduction to the Theoretical System of Socialism with Chinese Characteristics	3	48	48				3	4	考试
	BK10911011 BK10911021	大学英语 I / II College English I / II	8	128	128				4	1-2	考试
	BK110211XX BK110212XX BK110213XX BK110214XX	大学体育 College Physical Education	4	120	120				2	1-4	考试
	BK10501110	大学计算机 (B)	2	32	20			12	4	1	考试
	通识课合计 (12 门)		28	504	484	0	0	20			
学科基础课	BK10601021 BK10601022	高等数学III Advanced mathematics III	10	160	160				5	1-2	考试
	BK10601201	线性代数 I Linear Algebra I	2.5	40	40				3	2	考试
	BK10601031	概率论与数理统计 II Probability Theory and Mathematical Statistics II	2.5	40	40				2.5	3	考试
	HB230202	英语听力 E English Listening	4	64	64				2	1-2	考试
	HB230203	英语口语 E English Speaking	4	64	64				2	3-4	考试

	HB10806003	微观经济学 Microeconomics	3	48	48				3	2	考试
	HB10806004	宏观经济学 Macroeconomics	2.5	40	40				3	3	考试
	HB10803001	管理学 Management	2	32	32				2	1	考试
	HB10808223	统计学 Statistics	2	32	32				2	4	考试
	HB10801402	基础会计 Basic Accounting	2	32	32				2	3	考试
	HB230503	国际商务英语基础 International business English	2	32	32				2	2	考试
	HB10802006	财务管理概论 Introduction to Financial Management	2	32	32				2	4	考试
	HB230504	跨文化交流 Intercultural Communication	2.5	40	40				2.5	6	考试
	BK10805100	组织行为学 E Organizational Behavior	2	32	32				2	5	考查
	HB230510	学术研究方法 E Academic Research Methods	1	16	16				2	6	考试
	BK10104200	经济法 Economic law	2	32	32				2	1	考查
	HB10802017	货币银行学 Money and Banking	2	32	32				2	2	考查
	HB10808110	运筹学 Operational Research	2	32	32				3	4	考试
	BK10803011	市场营销学 Marketing	2	32	32				2	3	考查
	HB230509	商务写作 Business Writing	2	32	32				2	6	考试
	学科基础合计（21 门，外籍 10 门）		54	864	864						

课程 类别	课程编号	课程名称	总学分	总学时	课内学时			课外学时	周学时	建议学期	考核类型
					授课学时	实验学时	上机学时				
专业 课	HB10801520	中级财务会计 Financial Accounting	3	48	48				3	4	考试
	BK10802022	成本会计 Cost Accounting	2.5	40	40				2.5	5	考试
	BK10802008	管理会计 Management Accounting	2.5	40	40				2.5	6	考试

	BK10802009	中级财务管理 Intermediate Financial Management	3	48	48				3	5	考试
	BK10802013	高级财务管理 Advanced Financial Management	2	32	32				2	6	考试
	HB230501	国际商务管理 International Business Management	3	48	48				3	5	考试
	BK10802019	国际金融 E International Finance	2	32	32				2	6	考查
	HB230511	项目管理 Project Management	2	32	32				2	7	考试
	HB10802023	税法 Tax law	2	32	32				2	4	考查
	HK230210	金融市场学 Financial Market	2	32	32				2	4	考试
	HB10802018	EXCEL 在财务管理中的应用 Excel Applications for Corporate Finance	2	32	32				2	7	考试
专业核心、专业方向及任选课合计			26	416	416						
选修课(要求选8学分)		Entrepreneurship and start-ups	2	32	32					6	考查
		Business Ethics and CSR	2	32	32					6	考查
		创新管理 Innovation Management	2	32	32					5	考查
		银行与金融科技 Banking and Fin Tech	2	32	32					4	考查
	HB10804130	电子商务 Electronic Commerce	2	32	32				2	6	考查
	HB10802025	证券投资学 Security Investment	2	32	32				2	6	考查
	BK10802010	财务分析 Financial analysis	2	32	32				2	6	考查
	HB10802024	跨国公司财务管理 Strategic Management	2	32	32				2	7	考查
学科基础合计 (15 门, 外方 6 门)			8	128	128						

七、综合能力提升与实践性教学环节设置

环节编号	项目	学 分	建议 学期	周数	学时	环 节 性 质
HB0020010	军事训练 Military training	2	1	2		必修
BK10800020	军事理论课 Military Theory	1			16	必修
BK22901010	大学生心理健康 Psychological Health Education	1	1		16	必修
BK22902020	职业生涯规划 Career Planning	1	2		16	必修
BK262001	思想政治课实践 Ideological and political education practice	5				必修
HB10802036	认识实习与财务会计模拟 Primary practice and Basic Accounting Simulations	3	4	3		必修
BK10802037	年终决算与企业财务管理调查 year-end Financial Statement and Financial Management Investigation	3	5	3		必修
BK10802039	财务管理模拟实验 Financial Management Simulations	2	6	2		必修
HB10802040	学年论文 Courses Thesis（英文）	2	6	2		必修
BK10802041	专业综合技能训练 Professional skill training	3	7	3		必修
BK10802042	毕业实习 Graduation practice	4	8	4		必修
BK10802043	毕业设计（论文） Graduation design and thesis （中英文）	12	8	12		必修
BK22903030	创新创业基础 Innovation and Entrepreneurship Fundamentals	1.5	3		24	必修
HB10802044	创新创业实践 Innovation Practice	3				选修
BK22904040	就业指导 Employment Guiding	0.5	6		8	必修
合计		44				

八、中瑞双方授课比例

1、学分比例

课程类型	总学分数	中方授课学分	中方授课比例	外方授课学分	外方授课比例
通识课程	28	28	100.00%	0	0.00%
学科基础课程	54	29	53.70%	25	46.30%
专业课	34	20	58.82%	14	41.18%
实践环节	44	30	68.00%	14	32.00%
合计	160	107	66.87%	53	33.13%

2、学时比例

课程类型	总学时	中方授课学时	中方授课比例	外方授课学时	外方授课比例
通识课程	504	504	100.00%	0	0.00%
学科基础课程	864	464	53.70%	400	46.30%
专业课	544	316	58.09%	228	41.91%
合计	1912	1284	67%	628	33%

3、课程门数比例

课程类型	总门数	中方授课门数	中方授课门数比例	外方授课门数	外方授课门数比例
通识课程	12	12	100.00%	0	0.00%
学科基础课程	21	10	47.62%	10	47.62%
专业课	15	9	60%	6	40%
合计	47	31	65.96%	16	34.04%

九、附件： 外方课程描述

附件： course description.rar

Herewith we confirm our agreement with the revised curriculum for the bachelor degree program 'Financial Management' under the cooperation between Qingdao University of Technology and University of Applied Sciences and Arts Northwestern Switzerland.



Prof. Dr. Markus Freiburghaus

Head international cooperation programs

Olten, 15.09.2020

Course of Study	BSc 3+1
MODULE	Business English
ECTS-Credits	2 ECTS
Module Coordinator	Dr. Larssyn Staley
Phone and E-Mail	Larssyn.staley@fhnw.ch
Phone and E-Mail	
Semester	
Pre-requisites / Pre-assignments	None
Restrictions	None
Contact Hours	32 units (45 minutes each)
Overall Hours (contact hours plus self-study)	60h, 2 ECTS
Teaching and Learning Methods	Lectures, discussion, Discussion, Presentation, Group work, Case studies
Language of Tuition	English
Module Section Description	<ul style="list-style-type: none"> • To understand the 3-step writing process • To structure a positive message • To structure a negative message • To structure a presentation clearly • To describe graphs
Outline Content	<ol style="list-style-type: none"> 1. Promotional text (addressee focus) 2. Positive message (request + offer) 3. Negative message (apology + refusal) 4. Presentation / product / idea pitch
Learning Outcomes	<ul style="list-style-type: none"> • To use polite structures (greetings, closings, buffers, neg. news positively) • To use effective language (power verbs and clear language) • Sentence structure, article use, tenses, vocabulary (collocations) • Offers, requests, apologies, (compliments)
Learning Resources and Literature	<u>Obligatory reading</u> <ul style="list-style-type: none"> ▪ Class lecture material ▪ Extracts from the Bovee, & Thill. (2016). Business Communication Textbook (14 ed). Essex: Pearson Education.
Assessment (detailed description incl. basis and type of the assessment, conditions (e.g. open or closed books), deadlines, day of examination, percentage (if assessment is done in several parts))	TBD. Options: <ul style="list-style-type: none"> • Written exam 60 mins

Course of Study	BSc 3+1
MODULE	Entrepreneurship & Start-ups
ECTS-Credits	3 ECTS
Module Coordinator	Prof. Dr. Rolf Meyer
Phone and E-Mail	rolf.meyer@fhnw.ch
Phone and E-Mail	Rolf.meyer@fhnw.ch ; +41 79 861 25 47
Semester	
Pre-requisites / Pre-assignments	Business Models
Restrictions	none
Contact Hours	24 units (45 minutes each)
Overall Hours (contact hours plus self-study)	90h
Teaching and Learning Methods	Lectures, discussion of cases
Language of Tuition	English
Module Section Description	This sub-module introduces the students to Entrepreneurship and start-ups, gives an overview of methods to start & successfully run a start-up.
Outline Content	<p>Definitions</p> <p>Starting point: Business idea, Value Proposition & USP</p> <p>Business Plan</p> <p>Customer Segmentation, Persona</p> <p>Competitor analysis</p> <p>Market entry</p> <p>Risk analysis</p> <p>Financial Forecasts</p> <p>Funding options</p> <p>Team</p> <p>Action plan</p> <p>Pitching business ideas</p> <p>Incubators and Entrepreneurial Ecosystem</p>
Learning Outcomes	<input type="checkbox"/> methods for entrepreneurship & start-ups <input type="checkbox"/> developing professional business plans
Learning Resources and Literature	<p><u>Obligatory reading</u></p> <ul style="list-style-type: none"> ▪ Class lecture material ▪ Time to get Launched - 7 keys to succeed with your startup (Rolf Meyer & Slavisa Tavic) ▪ Smart Business Plans for Start-ups (Rolf Meyer & Slavisa Tavic)

Course of Study	BSc 3+1
MODULE	Business Modells
ECTS-Credits	
Module Coordinator	Prof. Dr. Rolf Meyer
Phone and E-Mail	rolf.meyer@fhnw.ch
Phone and E-Mail	Rolf.meyer@fhnw.ch ; +41 79 861 25 47
Semester	
Pre-requisites / Pre-assignments	none
Restrictions	none
Contact Hours	16 units (45 minutes each)
Overall Hours (contact hours plus self-study)	60h, 2 ECTS
Teaching and Learning Methods	Lectures, discussion of cases
Language of Tuition	English
Module Section Description	This sub-module introduces the students to Business Ideation and Business Modelling. It gives an overview of methods to develop, describe, analyse and evaluate both business ideas and business models.
Outline Content	Business Models (Business Model Navigator, Business Model Canvas, 7 Key Models) Business ideas Value Proposition & USP Ideation: Design Thinking, Creativity Techniques, Mega Trends, Own Experiences Analysis & Evaluation of Business Ideas Improvement of Business Ideas
Learning Outcomes	<input type="checkbox"/> methods for ideation and business modelling <input type="checkbox"/> evaluation of business model
Learning Resources and Literature	<u>Obligatory reading</u> <ul style="list-style-type: none"> ▪ Class lecture material ▪ Time to get Launched -7 keys to succeed with your startup (Rolf Meyer, Slavisa Tavic)
Assessment <i>(detailed description incl. basis and type of the assessment, conditions (e.g. open or closed books), deadlines, day of examination, percentage (if assessment is done in several parts))</i>	TBD. Options: <ul style="list-style-type: none"> • Written exam, or • Written analysis of business model, or • Development and descriptions of business models

Course of Study	BSc 3+1
MODULE	International Management
ECTS-Credits	3 ECTS
Module Coordinator	Prof. Dr. Xinhua Wittmann
E-Mail	Xinhua.wittmann@fhnw.ch
Phone	0798383218
Semester	
Pre-requisites / Pre-assignments	Principles of Management Marketing, Strategic management
Restrictions	none
Contact Hours	40 units (45 minutes each)
Overall Hours (contact hours plus self-study)	90h
Teaching and Learning Methods	Lectures, discussion of cases
Language of Tuition	English
Module Section Description	<p>This module is designed to prepare students to meet management challenges in the international context. It is NOT focused on International Business but has rather a strong orientation toward cross-cultural interactions, including managing self and a multicultural workforce. This course applies a balanced and integrated approach to the subject, combining current research, management theory, and world developments to discuss implications for effective management action. Several decision-oriented cases and in-depth comparative sections dealing with management issues in some selected countries will give students a feel of applied management across cultures; understand the strategic as well as interpersonal aspects of a manager's role in today's globalizing world.</p>
Outline Content	<p>Part I: The context of international management</p> <ul style="list-style-type: none"> - Drivers, benefits, and consequences of international businesses - Legal and political foundations of international management - International ethics and social responsibility <p>Part II: The effect of culture on management</p> <ul style="list-style-type: none"> - Motivating and leading across cultures - Managing conflict and conducting effective negotiations - Culture and organization coordination - Global leader and global work culture - Intercultural encounters at individual level – culture shock <p>Part III: Culture-bound corporate culture and management practices</p> <ul style="list-style-type: none"> - Country-specific analysis: China, India, Russia, and Anglo Saxon countries - Case studies on entry to foreign countries and challenges to achieve business success <p>Part IV: Selected topics on intercultural management</p> <ul style="list-style-type: none"> - Management for innovation (diversity and team) - Digital society, the future of labour force, the future of organization – will companies across globe become similar?
Learning Outcomes	<p>Students will be able to engage with Critical thinking, Skills and Cultural intelligence to deal with administrative, economic and geo-political issues at individual and group levels and resolve conflicts from cross-cultural perspectives.</p> <p>Students will be able to evaluate, analyse, assess and manage and integrate the knowledge they have gained from theories, concepts, relevant research, business case studies, other business core courses, discussions on emerging topics, from other resources and apply it to managing organizations.</p>

Module	Financial Accounting and Budgeting
ECTS-Credits	3 ECTS
Course of Study	BSc International Management (3+1)
Type	Major Module
Module Coordinator	Dr. Elena Tikhaya
Phone and E-Mail	+33 7 84282118 / eltikhaya@monaco.edu
Lecturers	Dr. Elena Tikhaya
Level	Intermediate
Semester	Autumn
Pre-requisites	Introduction to business and mathematics
Restrictions	-
Contact hours	40h
Overall hours (Contact hours plus Self-study)	60h (20h self-study)
Conclusions	-
Teaching and Learning Methods	The course starts with a solid foundation in the fundamentals of accounting and the basics of financial statement under IFRS, and then builds upon that foundation to offer more advanced and challenging concepts and problems. A scaffolding approach will be implemented, to allow students to participate at the basic level and then move upon that success to advanced challenging problems. Exercises, real business cases and problems are used to illustrate the covered topics and to build a bridge between a theory and practise.
Language of Tuition	English
Module Description	<p>This course aims to provide students with a full understanding of the principles of financial accounting. Throughout the course students will deal with companies' annual report and financial statements, understand how these documents are prepared and implemented.</p> <p>Concepts relating to the matching principle, accrual concept, income measurement, assets valuation are explored carefully. Students will become familiar with common rules known as generally acceptable accounting principles (GAAP) and International Accounting Standards (IAS). Students will be able to read and interpret financial information as external users. Concepts of business ethics in accounting will be also discussed.</p>
Outline Content (Topics covered)	<p>The contents are:</p> <ul style="list-style-type: none"> - Conceptual framework and financial statements - Recording business transactions - Accrual accounting - Presentation of financial statements - Internal control, cash and receivables - Inventory and merchandising operations - PPE and intangibles - Cash flow analysis - Financial ratio in accessing the business

Course of Study	BSc 3+1
MODULE	Macroeconomics
ECTS-Credits	3 ECTS
Module Coordinator	Prof. Dr. Mathias Binswanger, Prof. Dr. Najib Harabi
Phone and E-Mail	Mathias.binswanger@fhnw.ch
Phone and E-Mail	
Semester	
Pre-requisites / Pre-assignments	None
Restrictions	None
Contact Hours	40 units (45 minutes each)
Overall Hours (contact hours plus self-study)	90h
Teaching and Learning Methods	Lectures, discussion, Discussion, Presentation, Group work, Case studies
Language of Tuition	English
Module Section Description	This module introduces students to main macroeconomic theories, which explain the aggregate behavior of the economy. Using this foundation, the module introduces main tools of macroeconomic policy and examines their influence on international trade and markets.
Outline Content	<ul style="list-style-type: none"> • Economic policy (objectives, indicators, instruments, institutions, objectives, values) • National income accounting (GDP and other measures of aggregate economic activity, well-being and welfare) • Balance of payments and international money flows • Economic theory and policy (business cycle models, economic indicators and forecasts, income-expenditure model) • Theories of consumptions, saving and investment • Fiscal policy (fiscal stimulus, debt brake) • Monetary theory and policy (money supply, money creation process, banking system, instruments of monetary policy). • Open economies, theory of foreign trade, foreign trade policy, protectionism, objectives and tasks of the World Trade Organization • Exchange rate systems (nominal and real exchange rates, exchange rate systems) • Unemployment (indicators, labour force participation, Swiss labour market) • Growth Theory and Policy, Limits to Growth, Sustainable Development, Growth and subjective well-being • Selected aspects (current issues such as the impact of the recent Corona-crisis on the world economy)

Course of Study	BSc 3+1
MODULE	Business Writing
ECTS-Credits	2 ECTS
Module Coordinator	Prof. Pieter Perrett
Phone and E-Mail	pieter.perrett@fhnw.ch
Phone and E-Mail	pieter.perrett@fhnw.ch ;
Semester	
Pre-requisites / Pre-assignments	None
Restrictions	None
Contact Hours	16 units (45 minutes each)
Overall Hours (contact hours plus self-study)	60h, 2 ECTS
Teaching and Learning Methods	Lectures, discussion, Discussion, Presentation, Group work, Case studies
Language of Tuition	English
Module Section Description	<p>Business writing aims to develop students' skills in writing appropriate business messages for specific target groups in an international business context.</p> <p>The course also provides expertise and skills for students who are preparing for professional exams (e.g. IELTS academic writing)</p>
Outline Content	<ul style="list-style-type: none"> • Evaluate and select media and channels for business messages • Planning and writing persuasive positive and negative business messages • Strategies for audience appropriate business messages • effectively describing data and trends • Use feedback to improve written communication
Learning Outcomes	<input type="checkbox"/> Evaluate and select media and channels for business messages <input type="checkbox"/> Produce a piece of business writing containing objective, fair and logical argumentation <input type="checkbox"/> Plan, write and finalize business messages <input type="checkbox"/> use strategies for persuasiveness; avoid common mistakes <input type="checkbox"/> Write a formal complaint documenting a writer's dissatisfaction
Learning Resources and Literature	<p><u>Obligatory reading</u></p> <ul style="list-style-type: none"> ▪ Class lecture material ▪ Extracts from the Bovee, & Thill. (2016). Business Communication Textbook (14 ed). Essex: Pearson Education.
Assessment <i>(detailed description incl. basis and type of the assessment, conditions (e.g. open or closed books), deadlines, day of examination, percentage (if assessment is done in several parts))</i>	<p>TBD. Options:</p> <ul style="list-style-type: none"> • Written exam 60 mins

MODULE	Business Ethics and CSR
ECTS-Credits	3 ECTS
School	Qindao University of Thechnology
Course of Study	BSc International Management
Module Coordinator	Dr. Elena Tikhaya (assigned by FHNW)
Phone and E-Mail	+33 7 84282118 / eltikhaya@monaco.edu
Lecturers	Dr. Elena Tikhaya
Level	Advanced
Semester	Autumn
Pre-requisites	General Management, Organizational theory and behaviour, Economic analysis of the firm
Restrictions	-
Contact hours	40h
Overall hours (contact hours plus self-study)	60h (20h self-study)
Teaching and Learning Methods	<p>The course starts with universal ethics description, talks about ethics and morality in general and smoothly integrates both in to the corporate world. During every lecture students will be exposed to current ethical issues and scandals to identify the ethical gaps and to apply the acquired knowledge to feel these gaps.</p> <p>Besides the in class discussions and important role is attributed to the out class activities aiming to develop communication skills using the ethical language and principles.</p> <p>Lectures are organized both in traditional form such as studying the slides, analysing lecture notes and relevant material (cases and scientific papers) and in a form of an active learning such as debates, forum discussions, playing business games.</p>
Language of Tuition	English
Module Description	<p>The course starts with an introduction to important ethical theories and moral traditions covering a broad range of moral dilemmas facing society and the world today.</p> <p>The course introduces Business ethics as the modern managerial approach to ethical questions in business environment. This course includes three parts. The first part, which is called Universal ethics, takes into account the nature and essence of ethics, problems and possibilities of individual ethical and moral behavior formation. In the second part, named Applied Ethics talks about questions and problems of ethical decision-making in a corporate world. Moreover, the third part concerns CSR its contribution to strategic advantages of the company and its integration into business process.</p>

MODULE	<u>Introduction to Statistics</u>
ECTS-Credits	3 ECTS
Course of Study	BSc (3+1)
Type	Major Module
Module Coordinator	Dr. Shaun Zheng Sun
Phone and E-Mail	+16047256088 / shaun.sun@ufv.ca
Lecturers	Dr. Shaun Zheng Sun
Level	Intermediate
Semester	Autumn
Pre-requisites	Calculus
Restrictions	-
Contact hours	48h
Overall hours Contact hours (plus self-study)	72h (24h self-study)
Exclusions	-
Teaching and Learning Methods	Lectures, discussion, Discussion, Presentation, Group work, Case studies
Language of Instruction	English
Module Description	An introduction to statistics for non-science students. Topics include descriptive statistics, basic probability techniques, random variables and commonly occurring probability distributions, applications including confidence intervals and hypothesis testing, chi-square tests, and simple linear regression and correlation.

MODULE	Operation Research
ECTS-Credits	3 ECTS
Course of Study	BSc (3+1)
Type	Major Module
Module Coordinator	Dr. Shaun Zheng Sun
Phone and E-Mail	+16047256088 / shaun.sun@ufv.ca
Lecturers	Dr. Shaun Zheng Sun
Level	Intermediate
Semester	Autumn
Pre-requisites	Calculus
Restrictions	-
Contact hours	48h
Overall hours (Contact hours plus self-study)	72h (24h self-study)
Conclusions	-
Teaching and Learning Methods	Lectures, discussion, Discussion, Presentation, Group work, Case studies
Language of Instruction	English
Module Description	This is a course in mathematical modelling which has applications to engineering, economics, business and logistics. Topics covered include linear programming and the simplex method, network models and the shortest path, maximum flow and minimal spanning tree problems as well as a selection of the following: non-linear programming, constrained optimization, deterministic and probabilistic dynamic programming, game theory and simulation.

Course of Study	BSc 3+1
MODULE	Intercultural Management I& II
ECTS-Credits	6 ECTS
Module Coordinator	Prof. Dr. Xinhua Wittmann, Dr. Srikanth Mathur
E-Mail	Xinhua.wittmann@fhnw.ch
Phone	0798383218
Semester	
Pre-requisites / Pre-assignments	Principles of Management Organizational Behaviour
Restrictions	none
Contact Hours	60 units (45 minutes each)
Overall Hours (contact hours plus self-study)	180h
Teaching and Learning Methods	Lectures, discussion of cases
Language of Tuition	English
Module Section Description	<p>This course is designed for students at bachelor level who wish to prepare themselves for working effectively in international environments. After completion of this course, the participants shall have in-depth understanding of:</p> <ul style="list-style-type: none"> • Culture at both national and organizational levels; • The dimensions to compare basic human norms, assumptions and behaviours; • The frameworks to analyse culture-bound management practices • The roles of national culture in an increasingly interdependent business world; • The challenges and opportunities for working in cross-cultural settings
Outline Content	<ul style="list-style-type: none"> • The concept of multiple intelligence • Cultural model (Hofstede, framework, national level) • Culture and organizations (organizational level) • Management in intercultural context <ul style="list-style-type: none"> ○ Leadership ○ Diversity ○ Employee motivation ○ Innovation ○ Communication and negotiation • Culture-specific session <ul style="list-style-type: none"> ○ China ○ Brazil, India, Russia ○ USA ○ Europe ○ Africa • Case studies

Course of Study	BSc 3+1
MODULE	Research Methods
ECTS-Credits	3 ECTS
Module Coordinator	Prof. Pieter Perrett
Phone and E-Mail	pieter.perrett@fhnw.ch
Phone and E-Mail	pieter.perrett@fhnw.ch ; T: +41 62 957 23 78
Semester	
Pre-requisites / Pre-assignments	Business writing
Restrictions	None
Contact Hours	24 units (45 minutes each)
Overall Hours (contact hours plus self-study)	90h, 3 ECTS
Teaching and Learning Methods	Lectures, discussion of cases
Language of Tuition	English
Module Section Description	<p>In order to compete in the rapidly changing international business environment, business professionals must be able to collect, analyze, and critically appraise information, including the evidence and claims on which based, and use this information as a basis for decisions.</p> <p>In this course, students critically assess and apply a systematic analysis using a business/best practice model) to a specific field or topic within the international business environment. The students develop their own research question, expand and hone their skills through the application of academic research methods, focused analyses and synthesis of literature for a broad business-oriented readership in a concise and appealing format.</p>
Outline Content	<ul style="list-style-type: none"> • Expand and improve systematic approaches to researching and reviewing literature. • Expand and improve systematic approaches to writing in a coherent, precise and objective style. • Improve awareness of the international business environment through a systematic analysis of a specific aspect of it, defined through the research question.
Learning Outcomes	<p>The students understand and can describe:</p> <ul style="list-style-type: none"> <input type="checkbox"/> The relevance and role of literature research in support of making business decisions. <input type="checkbox"/> The strengths and weaknesses of various business related research resources (e.g. databases, models and literature) and strategies <p>The students:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Can address and know how to answer a simple research question in the context of international business, using precise and objective language, as well as a coherent and structured line of argumentation
Learning Resources and Literature	<p><u>Obligatory reading</u></p> <ul style="list-style-type: none"> ▪ Class lecture material ▪ The current version of the FHNW Guide to the Formal Presentation of Scientific Papers. ▪ Independent selection of relevant, high-quality academic literature ▪ Further literature may be provided by the lecturer

Course of Study	BSc 3+1
MODULE	Innovation Management
ECTS-Credits	3 ECTS
Module Coordinator	Prof. Dr. Xinhua Wittmann
E-Mail	Xinhua.wittmann@fhnw.ch
Phone	0798383218
Semester	
Pre-requisites / Pre-assignments	Principles of Management Organizational Behaviour
Restrictions	none
Contact Hours	40 units (45 minutes each)
Overall Hours (contact hours plus self-study)	120h
Teaching and Learning Methods	Lectures, discussion of cases
Language of Tuition	English
Module Section Description	<p>Innovation is the fundamental driver of competitiveness and is one of the important and challenging aspects of modern business. Although technological innovation is uncertain and risky, it can be managed. Therefore it is essential for business students to understand the strategies and practices of innovation management, recognise important emerging trends in innovation and their implications for innovation management, and master some basic tools and techniques for managing technological innovation.</p> <p>This course aims to equip engineering students with:</p> <ul style="list-style-type: none"> • understanding of the main issues and challenges in innovation management, • overview on the main theories of technological change, • appreciation of the relevant skills needed to manage innovation at <i>strategic and operational</i> levels by means of simulation of a start-up, • awareness of different approaches based on real-world examples and the experiences of innovation in family business.
Outline Content	<ul style="list-style-type: none"> ❖ Introduction – why innovation is important? ❖ The economics of innovation (Institutions, national culture, macro environment) ❖ Types of innovation ❖ Innovation as a core business process ❖ Innovation strategy ❖ Innovative organization ❖ Dynamics of technological innovation, emerging topics
Learning Outcomes	<p>At the end of this course students will be able to:</p> <ul style="list-style-type: none"> • Understand the definitions and concepts of invention, design, research, technological development and innovation, • Explore key features of success in technological innovation, • Identify important emerging trends in innovation, • Analyse and interpret different strategies for innovation and the management practices, • Use and apply tools for innovation management.

Course of Study	BSc 3+1
MODULE	Project Management
ECTS-Credits	2 ECTS
Module Coordinator	Prof. Pieter Perrett
Phone and E-Mail	pieter.perrett@fhnw.ch
Phone and E-Mail	pieter.perrett@fhnw.ch ;
Semester	
Pre-requisites / Pre-assignments	None
Restrictions	None
Contact Hours	16 units (45 minutes each)
Overall Hours (contact hours plus self-study)	60h, 2 ECTS
Teaching and Learning Methods	Lectures, discussion, Discussion, Presentation, Group work, Case studies
Language of Tuition	English
Module Section Description	This course provides up-to-date information on how good project management can help students manage projects; the students undertake a business project together in teams. It provides a solid framework building on the Project Management Body of Knowledge.
Outline Content	<ul style="list-style-type: none"> • Introduction to Project Management • Project Quality Management • Project Human Resource Management • Project Communications Management • Project Risk Management • Project Stakeholder Management
Learning Outcomes	Students can <ul style="list-style-type: none"> <input type="checkbox"/> use project management tools and techniques in concrete tasks <input type="checkbox"/> participate effectively in larger projects in the field of business
Learning Resources and Literature	<u>Obligatory reading</u> <ul style="list-style-type: none"> ▪ Class lecture material ▪ Extracts from the Project Management Body of Knowledge
Assessment (detailed description incl. basis and type of the assessment, conditions (e.g. open or closed books), deadlines, day of examination, percentage (if assessment is done in several parts))	TBD. Options: <ul style="list-style-type: none"> • Written exam and / or • Oral presentation