Undergraduate Talent Training Program for the Business Administration Major

(Class of 2025)

I. Basic Information of the Major

School: School of Business	Industry School: School of Business Administration
Discipline Category: Management	Major Category: Business Administration
Major Name: Business Administration	Major Code: **120201K**
Duration of Study: Four Years	Degree Awarded: Bachelor of Management
Total Credits: **129**	Total Hours: **2304**

II. Major Positioning and Training Objectives

(1) Major Positioning

This major cultivates talents who possess socialist core values, sound moral cultivation and comprehensive quality, meet the needs of socialist modernization and develop in an all-round way morally, intellectually, physically, aesthetically and labor-wise; who carry out the "Four Educations and Four Achievements" learning activities (Four Educations: ideological and political education, general education, professional education, and innovation and entrepreneurship education; Four Achievements: adult education, growth education, talent education, and success education); who master the basic theories and methods of business administration and have strong professional skills in business administration as well as the ability to collect and process information; who gallop in the business world with the world in mind, have a solid foundation, a broad range of knowledge and high comprehensive quality, and are full of innovative awareness and team spirit. They become "Hengxing Five-Excellence" talents (Five Excellences: good virtue, strong learning ability, thorough theory, diligent practice, and internationalization) and high-quality applied talents who are

able to engage in management, marketing and planning in various large, medium and small enterprises as well as government departments and public institutions.

(2) Training Objectives

About five years after graduation, graduates are expected to achieve the following objectives:

Objective 1: Graduates are able to diagnose the core problems of an enterprise and work out corresponding solutions.

Objective 2: Graduates are able to possess systematic theoretical knowledge and practical ability in operations management, and are competent for operations management-related work.

Objective 3: Graduates are able to skillfully apply various marketing skills to solve practical problems in the marketing process.

Objective 4: Graduates are able to master data-driven project management skills and use data analysis tools and methods to manage projects efficiently.

Objective 5: Graduates are familiar with the entire process of enterprise management and are able to complete a business plan for an innovation or entrepreneurship project.

(3) Correspondence between the Curriculum and the Training Objectives

Table 1 Correspondence between the Curriculum and the Training Objectives

Training Objectives / Curriculum System	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5
1. Introduction to Business Administration	√				
2. Principles of Management	√				
3. Microeconomics				√	
4. Macroeconomics			√		
5. Basic Accounting	√				
6. Economic Law					√
7. Statistics				√	
8. Operations Research		√			
9. Marketing			√		
10. Human Resource Management		√			
11. Corporate Financial Management				√	

12. Organizational Behavior	√				
13. Project Management				√	
14. Corporate Strategic Management					√
15. Quality Management		√			
16. Corporate Governance		√			
17. Production and Operations Management		√			
18. Enterprise Management Consulting	√				
19. Leadership Development			√		
20. Innovative Design Thinking					√
21. Fundamentals of Entrepreneurship			√		
22. Digital-Intelligent Enterprise Sandbox Simulation Experiment					√
23. Case Analysis of Business Administration	√				
24. Graduation Internship	√				
25. Graduation Thesis (Design)	√				

III. Professional Foundation, Core, Elective and Characteristic Courses

(1) Professional Foundation Courses (12 courses, 24 credits)

Introduction to Business Administration (1 credit), Principles of Management (2 credits), Microeconomics (2 credits), Macroeconomics (2 credits), Basic Accounting (2 credits), Economic Law (2 credits), Statistics (2 credits), Operations Research (3 credits), Marketing (2 credits), Human Resource Management (2 credits), Corporate Financial Management (2 credits), Organizational Behavior (2 credits).

(2) Professional Core Courses (7 courses, 19 credits)

Project Management (3 credits), Corporate Strategic Management (3 credits), Quality Management (2 credits), Corporate Governance (2 credits), Production and Operations Management (3 credits), Enterprise Management Consulting (3 credits), Leadership Development (3 credits).

(3) Professional Elective Courses (16 courses, 32 credits)

Basic Industrial Engineering (2 credits), Lean Management (2 credits), Market Research

(2 credits), New Media Operation Management (2 credits), Consumer Behavior (2 credits), Principles and Applications of ERP (2 credits), Supply Chain Management (2 credits), Quality Management System and Certification (2 credits), Digital Marketing (2 credits), Modern Business Models (2 credits), Public Relations and Communication (2 credits), Financial Statement Analysis (2 credits), International Trade Practice (2 credits), Financial Markets (2 credits), Entrepreneurial Marketing (2 credits), Compensation Management (2 credits).

(4) Professional Characteristic Courses (1 course, 3 credits)

Project Management (3 credits): This course is offered to meet the needs of the development of new business disciplines and aims to cultivate students' practical application ability to effectively manage and execute projects with the knowledge of project management. Students are trained through a four-in-one training system of theory, practice, competition and certification. "Dual-qualified" professional teachers and enterprise experts are assigned to teach, enabling students to lay a solid theoretical foundation; through school-enterprise cooperation, on-site teaching is adopted to strengthen students' practical application ability in project management and enhance their practical capability. Students take part in the Project Management Competition for Higher Education Institutions, which provides opportunities to exercise and demonstrate their project management ability and cultivates their ability to cooperate with teams and innovate in competition. Through the study of this course, students can operate actual projects and obtain the corresponding project management certification. At the same time, in combination with the content of the "Project Management Competition for Higher Education Institutions", the current situation and characteristics of professional development are jointly studied, the talent training model is analyzed in depth, and students can be employed immediately upon graduation.

IV. Intensive Practical Teaching Links

(1) Military Skills Training (1 course, 2 credits)

(2) Extension and Enhancement (2 courses, 6 credits)

Graduation Internship (2 credits), Graduation Thesis (Design) (4 credits).

V. Graduation and Degree Awarding Conditions

(1) Graduation Requirements

Students who have completed the 129 credits stipulated in this talent training program, passed all assessments and meet the requirements of the Detailed Rules for the Management of Student Status of Hengxing University may obtain the "Undergraduate Graduation Certificate in Business Administration of Hengxing University".

(2) Degree Awarding Requirements

Students who meet the graduation requirements and the requirements of the Detailed Rules for the Implementation of Bachelor's Degree Awarding of Hengxing University may, upon examination and approval by the university's degree committee, be awarded the "Bachelor of Management Degree of Hengxing University".

VI. Teaching Implementation Plan of the Major

Table 2 Teaching Implementation Plan of the Business Administration Major

Course Type	Course Level	Course Module	Course Name	Course Code	Course Nature	Credits	Total Hours	Semester and Weekly Hours								Hour Allocation				Assessment Method	Offering Unit
								First Year		Second Year		Third Year		Fourth Year		In-Class Teaching			Intensive Practice		
								1	2	3	4	5	6	7	8	Theory	Practice	Experiment			
General Education Courses	Basic General Education Courses	Ideological and Political Courses	Ideological and Moral Cultivation and the Rule of Law	3000000101	Compulsory	3	48	3								40	8			**Examination**	School of Marxism
			Outline of Modern Chinese History	3000000102	Compulsory	3	48		3							40	8			**Examination**	
			Basic Principles of Marxism	3000000103	Compulsory	3	48			3						40	8			**Examination**	
			Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	3000000104	Compulsory	3	48				3					40	8			**Examination**	
			Introduction to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	3000000147	Compulsory	3	48					3				40	8			**Examination**	
			Situation and Policy I	3000000105	Compulsory	0.25	8	0.25								8				Assessment	
			Situation and Policy II	3000000182	Compulsory	0.25	8		0.25							8				Assessment	
			Situation and Policy III	3000000106	Compulsory	0.25	8			0.25						8				Assessment	
			Situation and Policy IV	3000000183	Compulsory	0.25	8				0.25					8				Assessment	
			Situation and Policy V	3000000107	Compulsory	0.25	8					0.25				8				Assessment	
			Situation and Policy VI	3000000184	Compulsory	0.25	8						0.25			8				Assessment	
			Situation and Policy VII	3000000108	Compulsory	0.25	8							0.25		8				Assessment	
			Situation and Policy VIII	3000000185	Compulsory	0.25	8								0.25	8				Assessment	
			Subtotal 1			**17**	**304**	**3.25**	**3.25**	**3.25**	**3.25**	**3.25**	**0.25**	**0.25**	**0.25**	**264**	**40**	**0**	**0**	**Examination courses: 5**	
		Mathematics	Higher Mathematics B I	3000000162	Compulsory	4	64	4								64				**Examination**	School of Education

Course Type	Course Level	Course Module	Course Name	Course Code	Course Nature	Credits	Total Hours	Semester and Weekly Hours								Hour Allocation				Assessment Method	Offering Unit
								First Year		Second Year		Third Year		Fourth Year		In-Class Teaching			Intensive Practice		
								1	2	3	4	5	6	7	8	Theory	Practice	Experiment			
		and Science Courses	Higher Mathematics B II	3000000163	Compulsory	4	64		4							64				Examination	
			Linear Algebra	3000000113	Compulsory	2	32		2							32				Examination	
			Probability Theory and Mathematical Statistics	3000000114	Compulsory	2	32				2					32				Examination	
General Education Courses	Basic General Education Courses	Mathematics and Science Courses	**Subtotal 2**			**12**	**192**	**4**	**6**	**0**	**2**	**0**	**0**	**0**	**0**	**192**	**0**	**0**	**0**	**Examination courses: 4**	
		Tool Courses	Digital Intelligence English I	300000010B	Compulsory	2	64	4								16	48			Examination	School of International Education
			Digital Intelligence English II	300000010C	Compulsory	2	64		4							16	48			Examination	
			Digital Intelligence English III	300000010D	Compulsory	2	64			4						16	48			Examination	
			Digital Intelligence English IV	300000010E	Compulsory	2	64				4					16	48			Examination	
			University Digital Intelligence Literacy	3000000186	Compulsory	2	32	2								16	16			Assessment	School of Information Engineering
			Information Retrieval and Utilization	3000000134	Compulsory	1	16			1						8	8			Assessment	Library
			Subtotal 3			**11**	**304**	**6**	**4**	**5**	**4**	**0**	**0**	**0**	**0**	**88**	**216**	**0**	**0**	**Examination courses: 4**	
		Military and Physical Education	Military Theory	3000000131	Compulsory	2	32	2								32				Assessment	Student Development Office
			University Physical Education I	3000000192	Compulsory	1	36	2								4	32			Assessment	School of Physical Education
			University Physical Education II	3000000193	Compulsory	1	36		2							4	32			Assessment	

Course Type	Course Level	Course Module	Course Name	Course Code	Course Nature	Credits	Total Hours	Semester and Weekly Hours								Hour Allocation				Assessment Method	Offering Unit
								First Year		Second Year		Third Year		Fourth Year		In-Class Teaching			Intensive Practice		
								1	2	3	4	5	6	7	8	Theory	Practice	Experiment			
		Courses	University Physical Education III	3000000194	Compulsory	1	36			2						4	32			Assessment	
			University Physical Education IV	3000000195	Compulsory	1	36				2					4	32			Assessment	
			Subtotal 4			**6**	**176**	**4**	**2**	**2**	**2**	**0**	**0**	**0**	**0**	**48**	**128**	**0**	**0**		
		Comprehensive Quality Courses	Mental Health Education	3000000129	Compulsory	2	32	2								16	16			Assessment	School of Education
			Education on Excellent Traditional Chinese Culture	3000000126	Compulsory	1	16	1								16				Assessment	School of Humanities
			National Security Education	3000000187	Compulsory	1	16	1								12	4			Assessment	School of Marxism
			College Student Career Development Planning	3000000132	Compulsory	1	16	1								16				Assessment	School of Business
			College Student Employment Guidance	3000000133	Compulsory	1	16						1			16				Assessment	
General Education Courses			**Subtotal 5**			**6**	**96**	**5**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**76**	**20**	**0**	**0**		
	Interdisciplinary General Education Courses	Interdisciplinary General Education Courses	Art Literacy Courses		Limited Elective	2	32									32				Assessment	All Schools
			International Literacy Courses		Limited Elective	1	16									16				Assessment	
			International Literacy Activities		Limited Elective	1	16									16				Assessment	
			Social Science Courses		Free Elective	0	0									0				Assessment	

Course Type	Course Level	Course Module	Course Name	Course Code	Course Nature	Credits	Total Hours	Semester and Weekly Hours								Hour Allocation				Assessment Method	Offering Unit
								First Year		Second Year		Third Year		Fourth Year		In-Class Teaching			Intensive Practice		
								1	2	3	4	5	6	7	8	Theory	Practice	Experiment			
			Natural Science Courses		Free Elective	2	32									32				Assessment	
			Subtotal 6			**6**	**96**	**0.75**	**0.75**	**0.75**	**0.75**	**0.75**	**0.75**	**0.75**	**0.75**	**96**	**0**	**0**	**0**		
	Total 1 = Subtotal 1 + Subtotal 2 + Subtotal 3 + Subtotal 4 + Subtotal 5 + Subtotal 6					**58**	**1168**	**23**	**16**	**11**	**12**	**4**	**2**	**1**	**1**	**764**	**404**	**0**	**0**		
Major Courses	**Major Foundation Courses**	**Major Foundation Courses**	Introduction to Business Administration	3120201220	Compulsory	1	16	1								16				Assessment	School of Business
			Principles of Management	3120104202	Compulsory	2	32	2								32				**Examination**	
			Basic Accounting	3120203224	Compulsory	2	32	2								32				**Examination**	
			Microeconomics	3020302258	Compulsory	2	32		2							32				**Examination**	
			Corporate Financial Management	3120200204	Compulsory	2	32		2							24	8			**Examination**	
			Organizational Behavior	3120201230	Compulsory	2	32		2							16	16			**Examination**	
			Macroeconomics	3020302259	Compulsory	2	32			2						32				**Examination**	
			Economic Law	3120201229	Compulsory	2	32			2						32				**Examination**	
			Market Research	3120201203	Compulsory	2	32				2					16	16			**Examination**	
			Marketing	3120205278	Compulsory	2	32			2						16	16			**Examination**	
			Operations Research	3120201210	Compulsory	3	48			3						32	16			**Examination**	
Major Courses	**Major Foundation Courses**	**Major Foundation Courses**	Human Resource Management	3120206241	Compulsory	2	32						2			32				**Examination**	School of Business
			Subtotal 1			**24**	**384**	**5**	**6**	**9**	**2**	**0**	**2**	**0**	**0**	**312**	**72**	**0**	**0**	**Examination courses: 11**	

Course Type	Course Level	Course Module	Course Name	Course Code	Course Nature	Credits	Total Hours	Semester and Weekly Hours								Hour Allocation				Assessment Method	Offering Unit
								First Year		Second Year		Third Year		Fourth Year		In-Class Teaching			Intensive Practice		
								1	2	3	4	5	6	7	8	Theory	Practice	Experiment			
	Major Core Courses	Major Core Courses	Quality Management	3120201207	Compulsory	2	32				2					16	16			Examination	School of Business
			Project Management	3120201202	Compulsory	3	48					3				32	16			Examination	
			Corporate Strategic Management	3120205204	Compulsory	3	48					3				32	16			Examination	
			Corporate Governance	3120201231	Compulsory	2	32					2				16	16			Examination	
			Production and Operations Management	3120201232	Compulsory	3	48						3			32	16			Examination	
			Enterprise Management Consulting	3120201233	Compulsory	3	48						3			32	16			Examination	
			Leadership Development	3120201262	Compulsory	3	48							3		32	16			Examination	
			Subtotal 2			**19**	**304**	**0**	**0**	**0**	**2**	**8**	**6**	**3**	**0**	**192**	**112**			**Examination courses: 7**	
	Major Elective Courses	Major Directional Courses	Basic Industrial Engineering	3120201234	Limited Elective	2	32						2			32				Assessment	School of Business
			Lean Management	3120201235	Limited Elective	2	32						2			32				Assessment	
			Statistics	3000000207	Limited Elective	2	32						2			32				Assessment	
			New Media Operation Management	3120201239	Limited Elective	2	32						2			16	16			Assessment	

Course Type	Course Level	Course Module	Course Name	Course Code	Course Nature	Credits	Total Hours	Semester and Weekly Hours								Hour Allocation				Assessment Method	Offering Unit
								First Year		Second Year		Third Year		Fourth Year		In-Class Teaching			Intensive Practice		
								1	2	3	4	5	6	7	8	Theory	Practice	Experiment			
			Consumer Behavior	3120201240	Limited Elective	2	32						2			32				Assessment	
			Principles and Applications of ERP	31206022A8	Limited Elective	2	32						2			24	8			Assessment	
			Supply Chain Management	3120602287	Limited Elective	2	32						2			16	16			Assessment	
			Quality Management System and Certification	3120201245	Limited Elective	2	32						2			16	16			Assessment	
			Digital Marketing	3120201242	Limited Elective	2	32							2		16	16			Assessment	
Major Courses			Modern Business Models	3120201248	Limited Elective	2	32							2		16	16			Assessment	
			Public Relations and Communication	3120200211	Limited Elective	2	32							2		32				Assessment	
			Financial Statement Analysis	3120203222	Limited Elective	2	32							2		16	16			Assessment	
			International Trade Practice	3020302228	Limited	2	32							2		16	16			Assessment	

Course Type	Course Level	Course Module	Course Name	Course Code	Course Nature	Credits	Total Hours	Semester and Weekly Hours								Hour Allocation				Assessment Method	Offering Unit
								First Year		Second Year		Third Year		Fourth Year		In-Class Teaching			Intensive Practice		
								1	2	3	4	5	6	7	8	Theory	Practice	Experiment			
					Elective																
			Financial Markets	3020302268	Limited Elective	2	32							2		16	16			Assessment	
			Entrepreneurial Marketing	3120201260	Limited Elective	2	32							2		16	16			Assessment	
			Compensation Management	3120201213	Limited Elective	2	32							2		16	16			Assessment	
			Subtotal 3			**≥ 4**	**≥ 64**	**0**	**0**	**0**	**0**	**0**	**≥ 2**	**≥ 2**	**0**	**≥ 32**	**≥ 32**	**0**	**0**		
	Major Extension Courses	**Major Extension Courses**	Excel and Decision Making	3120201241	Limited Elective	2	32		2							16	16			Assessment	School of Business
			Enterprise Competition Simulation Contest	3120201901	Limited Elective	2	32		2							16	16			Assessment	
			Innovation and Entrepreneurship Competitions	3120201902	Limited Elective	2	32		2							16	16			Assessment	
			Python Programming	3020302252	Limited Elective	2	32							2		16	16			Assessment	
			Lean Six Sigma (Green Belt)	3120201246	Limited	2	32							2		16	16			Assessment	

Course Type	Course Level	Course Module	Course Name	Course Code	Course Nature	Credits	Total Hours	Semester and Weekly Hours								Hour Allocation				Assessment Method	Offering Unit
								First Year		Second Year		Third Year		Fourth Year		In-Class Teaching			Intensive Practice		
								1	2	3	4	5	6	7	8	Theory	Practice	Experiment			
					Elective																
			Management Research Methods and Tools	3120201249	Limited Elective	2	32							2		16	16			Assessment	
			Subtotal 4			**≥ 4**	**≥ 64**	**0**	**≥ 2**	**0**	**0**	**0**	**0**	**≥ 2**	**0**	**≥ 32**	**≥ 32**	**0**	**0**		
	Total 2 = Subtotal 1 + Subtotal 2 + Subtotal 3 + Subtotal 4					**≥ 51**	**≥ 816**	**5**	**≥ 8**	**9**	**4**	**8**	**≥ 10**	**≥ 7**	**0**	**≥ 568**	**≥ 248**	**0**	**0**		
Innovation and Entrepreneurship Courses	Innovation and Entrepreneurship Courses	**Innovation and Entrepreneurship Foundation Courses**	Innovative Design Thinking	3000000305	Compulsory	2	32			2						32				Assessment	School of Innovation and Entrepreneurship
			Fundamentals of Entrepreneurship	3000000306	Compulsory	2	32				2					32				Assessment	
			Subtotal 1			**4**	**64**	**0**	**0**	**2**	**2**	**0**	**0**	**0**	**0**	**64**	**0**	**0**	**0**		
		Innovation and Entrepreneurship Practice Courses	Digital-Intelligent Enterprise Sandbox Simulation Experiment	3120201307	Compulsory	2	32		2							16	16			Assessment	School of Business
			Case Analysis of Business Administration	3120201304	Compulsory	2	32							2		16	16			Assessment	
			Subtotal 2			**4**	**64**	**0**	**2**	**0**	**0**	**0**	**0**	**2**	**0**	**32**	**32**	**0**	**0**		
	Total 3 = Subtotal 1 + Subtotal 2					**8**	**128**	**0**	**2**	**2**	**2**	**0**	**0**	**2**	**0**	**96**	**32**	**0**	**0**		

Course Type	Course Level	Course Module	Course Name	Course Code	Course Nature	Credits	Total Hours	Semester and Weekly Hours								Hour Allocation				Assessment Method	Offering Unit
								First Year		Second Year		Third Year		Fourth Year		In-Class Teaching			Intensive Practice		
								1	2	3	4	5	6	7	8	Theory	Practice	Experiment			
Intensive Practical Teaching Links	Intensive Practical Teaching Links	Military Skills Training		3000000196	Compulsory	2	32	2											32	Assessment	Student Development Office
		Extension and Enhancement	Graduation Internship	3120201541	Compulsory	2	32								2				32	Assessment	School of Business
			Graduation Thesis (Design)	3120201603	Compulsory	4	64								4				64	Assessment	
	Total 4					**8**	**128**	**2**	**0**	**0**	**0**	**0**	**0**	**0**	**6**	**0**	**0**	**0**	**128**		
Second Classroom Activities	Second Classroom Activities	Second Classroom Activities	Labor Activities	3000000907	Limited Elective	1	16												16	Assessment	Youth League Committee
			Selected Readings of 100 Classic Chinese and Foreign Masterpieces	3000000901	Limited Elective	1	3												3	Assessment	
			Freshman Education	3000000902	Limited Elective		3												3	Assessment	
			Student Clubs	3000000904	Limited Elective		3												3	Assessment	
			Sports Activities	3000000905	Limited Elective		4												4	Assessment	
			Aesthetic Education Activities	3000000906	Limited		3												3	Assessment	

Course Type	Course Level	Course Module	Course Name	Course Code	Course Nature	Credits	Total Hours	Semester and Weekly Hours								Hour Allocation				Assessment Method	Offering Unit
								First Year		Second Year		Third Year		Fourth Year		In-Class Teaching			Intensive Practice		
								1	2	3	4	5	6	7	8	Theory	Practice	Experiment			
					Elective																
			Ideological and Political Quality	3000000908	Free Elective	2	32												32	Assessment	
			Club and Cultural-Sports Activities	3000000909	Free Elective															Assessment	
			Volunteer and Public Welfare Services	3000000910	Free Elective															Assessment	
			Innovation, Entrepreneurship and Creativity	3000000911	Free Elective															Assessment	
			Practical Training and Internship Activities	3000000912	Free Elective															Assessment	
			Skills and Specialties Development	3000000913	Free Elective															Assessment	
	Total 5					**≥ 4**	**≥ 64**	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**0**	**0**	**0**	**≥ 64**		
Grand Total = Total 1 + Total 2 + Total 3 + Total 4 + Total 5						**≥ 129**	**≥ 2304**	**27.5**	**≥ 21.5**	**19.5**	**16.5**	**16.5**	**≥ 15.5**	**≥ 5.5**	**7.5**	**≥ 1428**	**≥ 684**	**0**	**≥ 192**		

VII. Courses Offered to Other Majors (Including Public Elective Courses)

Introduction to Business Administration (1 credit), Organizational Behavior (2 credits), Digital-Intelligent Enterprise Sandbox Simulation Experiment (2 credits).

Revision	Signature of the Director of the Teaching and Research Office	Pan Yingfei		
	Signature of the Major Leader	Xu Qin	Signature of the Academic Leader of the Major	Xu Qin
Review	Signature of the Industry Dean	Xu Qin	Signature of the Teaching Dean	Zhu Yanna
	Signature and Date of the Executive Dean	Gao Min		