

企业管理（120202）

Enterprise Management

学科门类：管理学（12） 一级学科：工商管理（1202）

Discipline: Management (12)

First-Class Discipline: Enterprise Management (120202)

一、学科简介

河海大学企业管理专业所属的工商管理学科起源于1952年的水利水电管理专业方向，于1993年获批为技术经济及管理硕士学位授权点，1998年技术经济及管理获批为博士学位授权点，新增了企业管理硕士学位授权点，2003年新增了会计学硕士学位授权点、MBA专业学位硕士授权以及工商管理博士后流动站。2006年工商管理一级学科博士学位授予权点获批，本学科步入了新的发展历史阶段，2007年技术经济及管理被评为国家重点(培育)学科、2010年新增MPAcc专业学位硕士授权，2011年我校工商管理学科成为江苏省重点一级学科、2014年技术经济管理进入江苏省重点序列学科，2016年教育部第四轮学科评估位列B+，位列全国前20%。

该学科坚持主流与特色的发展路径，在国家重点实验室、国家工程中心拥有具有全国影响力的水经济管理研究方向，拥有江苏省高校协同创新中心等省部级科研平台16个，建设有大数据中心和云平台教学实验室、商务数据实验室、竞争情报实验室、管理行为实验室等前沿研究平台，理论和实践研究方面在相关行业和区域处于领先优势。承担国家社科基金重大项目、国家重点研发计划、国家科技支撑计划项目等国家省部级基金项目100项以上，现有各类国家级和省部级专家人才数十人。

企业管理专业涵盖管理学、经济学、心理学等相关学科，以现代企业管理理论与实践为研究对象，研究现代企业经营管理理论与方法、企业经营活动规律和创新机制的专业，旨在提高企业经营管理效益。

I. Discipline Overview

The discipline enterprise management belongs to business administration discipline which covering management, economics, psychology and other related disciplines. It takes the modern enterprise management theory and practice as the object and studies the theory and methods of the modern enterprise management, the rules and the innovation mechanisms of the corporate activities, aiming at improving the benefits of the business management.

It is originated from the discipline of water conservancy and hydropower management, hydro-energy planning and kinetic energy economy which could be dated back to the East China Institute of Water Conservancy in 1952. It was authorized the key discipline of Jiangsu Province in 2011. Currently, it possesses a post-doctoral mobile research center and has the authority to grant first-class discipline doctor and master's degree, and the Technical Economy and Management, one of its second-class disciplines, is listed as one of the key disciplines by the Ministry of Water Resources, one of the key(cultivating) disciplines by the state and the key sequence discipline of Jiangsu Province. It also has the authority to grant the degree of MBA, MPAcc, Assets Evaluation and International Business. In addition, Water Management is one of the major research fields of both the State Key Laboratory of Hydrology-Water Resources and Hydraulic Engineering and the National Engineering Research Center of Water Resources Efficient Utilization And Engineering Safety. It currently possesses 1 MOE (Ministry of Education) Innovation Team, 1 NCET (Supported by Program for New Century Excellent Talents in University) winner, 3 Experts enjoying the Special Allowance granted by State Council, 5 Technological leading talents of Jiangsu Province "333" Project, 2 Experts of " Qing Lan" Project and several members of such domestic and international academic organizations as IFSAM, IFEAMA, CSMM (Chinese Society For Management Modernization). In 2012, the Business Administration discipline in Hohai University ranked 29 in the Discipline Assessment conducted by the Ministry of Education of PRC.

二、培养目标

1. 河海大学硕士层次外国留学生应当在企业管理学科领域中具有较好的国际视野，能够在多个

国家的实际环境中运用和发展企业管理学科的知识、技能和方法，并具备参与国际事务和国际竞争的能力。

2. 以英语为专业教学语言的学科、专业中，外国留学生毕业时，硕士研究生的中文能力应当至少达到《国际汉语能力标准》三级水平。

3. 本专业旨在培养遵纪守法，具有高度社会责任感、良好的职业道德和创业精神、科学严谨和求真务实的学习态度和工作作风的人才。要求掌握本学科坚实的基础理论和系统的专门知识；具有艰苦朴素、实事求是、具有从事科学研究工作或独立担负专门技术工作的能力；具有国际视野；掌握现代管理方法和技术，能独立分析和解决实际管理问题的高层次人才。

II. Discipline Objectives

1. International master graduates will be inspired to broaden their global view, learn and develop cutting-edge theories, skills and methods in the actual environment of several countries, and thereby have the ability to participate in international affairs and international competition.

2. International master graduates must meet the requirement of Level 3 in Chinese Language Proficiency Scales upon graduation if they conduct their coursework in English.

3. This major aims to cultivate talents who abide by laws and regulations, have a high sense of social responsibility, good professional ethics and entrepreneurial spirit, scientific, rigorous and pragmatic learning attitude and work style. Requires a solid grasp of the basic theory of the discipline and systematic expertise; Having the ability to work hard and plain, seek truth from facts and be engaged in scientific research or independently undertake specialized technical work; Have an international perspective; Master modern management methods and technology, can independently analyze and solve practical management problems of high-level talents.

三、研究方向

1. 会计学

2. 财务管理
3. 市场营销
4. 人力资源管理
5. 战略管理
6. 技术经济及管理

III. Research Directions

1. Accounting
2. Financial Management
3. Marketing
4. Human Resources Management
5. Strategic Management
6. Technical Economy and Management

四、学制与学习年限

学术学位全英文硕士留学研究生的标准学制为3年。实行弹性学制，学习年限最短不少于2年，最长不超过5年。

IV. Number of Years Requirement

The master program typically requires 3 years to complete. However, the completing time may vary to 2 years as the minimum and 5 years as the maximum.

五、学分要求和课程设置

1. 学术型硕士生课程总学分为28学分，其中学位课程为20学分，非学位课程为8学分。另设教学环节。所有课程学习一般应在入学后1年内完成。

2. 汉语课每学分为24学时，中国概况课每学分为18学时，其他课程每学分为16学时。

3. 中国国情教育（水韵课堂）为系列专题讲座，要求学生按照要求完成规定的学习任务。
4. 对于汉语水平已达到毕业要求的学生，可申请免修汉语，具体要求详见留学生课程免修有关规定。

具体课程设置如下：

V. Credit Requirements and Curriculum

1. International academic master students will complete 28 credits, 20 of which are from degree courses, and 8 of which are from non-degree courses. Students will also complete academic activities. Coursework will be completed in one year after registration.

2. Each credit of Chinese language course is 24 credit hours. Each credit of Introduction to China is 18 credit hours. For other courses, each credit is 16 credit hours.

3. “Water Harmony Lectures” is a series of seminars, which require students to complete the specified learning tasks.

4. For students who have met the Chinese language requirement for the master degree, Chinese language courses can be exempted, of which the details can be referred to in relevant regulations.

The specific curriculum is as follows:

企业管理全英文学术型留学硕士研究生课程设置

Curriculum for English Taught International Academic Master Students Majoring in Enterprise Management

课程类别 Category	课程代码 Course Code	课程名称 Course Name	学分 Credit	学时 Hours	开课学期 Term	备注 Remarks	
学位课程 Degree Course 20Credits 20 学分	公共课程 General Course	2022LM000001	汉语 I Chinese Language I	2	48	秋 Autumn	必修 Compulsory
		2022LM000002	汉语 II Chinese Language II	2	48	春 Spring	
		2022LM000003	中国概况 Introduction to China	2	36	秋 Autumn	
		2022LM110001	论文写作指导 Guide of Thesis Writing	2	32	秋、春 Autumn/ Spring	
	基础课程 Basic Course	2022LM550001	高级管理学 Advanced Management	2	32	秋 Autumn	选修 8 学分 Optional 8 Credits at least
		2022LM550002	高级经济学 Advanced Economics	2	32	秋 Autumn	
		2022LM991501	工程经济学 Engineering Economy	2	32	春 Spring	
		2022LM991502	运筹学 Operations Research	2	32	秋 Autumn	
		2022LM991504	市场营销 Marketing	2	32	春 Spring	
		2022LM991506	微观经济学 Microeconomics	2	32	秋 Autumn	
	专业课程 Major Course	2022LM150303	会计学 Accounting	2	32	春 Spring	选修 4 学分 Optional 4 Credits at least
		2022LM150304	公司财务分析 Corporate Finance Analysis	2	32	春 Spring	
		2022LM150302	人力资源管理 Human Resources Management	2	32	春 Spring	
2022LM150301		战略管理 Strategic Management	2	32	秋 Autumn		
非学位课程 Non-degree course 8 Credits 8 学分	2022LM110002	中国国情教育（水韵课堂） Water Harmony Lectures	1	16	秋、春 Autumn/ Spring	必修 Compulsory	
	2022LM150305	金融经济学 Financial Economics	2	32	秋 Autumn	选修 7 学分 Optional 7 Credits at least	
	2022LM150102	国际贸易学 International Trade	2	32	秋 Autumn		
	2022LM150103	国际投资学 International Investment	2	32	春 Spring		
	2022LM150104	国际商务谈判 International Business Negotiation	2	32	春 Spring		
	2022LM150201	管理信息系统 Management Information System	2	32	春 Spring		
	选修硕士课程 Optional courses for masters					选修 Optional	
教学环节 Academic Activity	学术活动（含博导讲座） Seminar and Conferences				必修 Compulsory		
	实践活动 Practice Activity						
	科学研究 Scientific Research						

六、教学环节

1. 个人培养计划

研究生入学后，应在导师指导下，在规定的时间内按照培养方案和学位论文工作的有关规定，结合研究方向和本人实际情况制定个人培养计划，其中学习计划在入学2个月内提交。

2. 学术活动

硕士研究生学术活动包括参加国内外学术会议、专家学术讲座，以及研究生学术研讨活动等。申请学位论文答辩前必须参加10次以上的学术交流活动，博导讲座至少2次。硕士研究生参加学术活动必须填写《河海大学硕士研究生参加学术活动登记本》。

3. 实践活动

为培养劳动实践能力和责任意识，学术学位硕士研究生必须参加实践活动，实践活动形式包括助教、助管、助研、生产实践、社会实践等。由导师对学生实践环节的时长和效果进行考核和评价。

VI. Academic Session

1. Study Proposal

The master students must prepare a proposal on how they will complete the master degree by considering their research interests, advice from their research advisors, and other requirements mentioned in this document. The proposal must be submitted in two months after official registration.

2. Seminars and Conferences

Master students must participate in academic conferences, talks by experts, seminars by PhD advisors, and discussion panels. Before they apply for the master degree, master students must participate in seminars and conferences over 10 times, including 2 seminars by PhD advisors. All the seminars and talks should be recorded in relevant record book.

3. Practical Activities

Master students are required to participate in practice activities to prepare professional development. Practice activities include teaching assistantship, research assistantship, management assistantship, and

industry engagement etc., that are to be assessed by the advisors.

七、论文工作

学术学位硕士学位论文研究工作必须经过文献阅读、论文选题、论文计划及开题报告、论文中期检查、科研成果产出、学位论文预审、学位论文评阅、学位论文答辩等环节。具体按照《河海大学硕士学位论文工作管理办法》和商学院相关文件执行。留学硕士研究生可使用英文撰写论文。

VII. Dissertation

The dissertations of academic master students are required to complete the stages of literature review, topic selection, dissertation plan and dissertation proposal, mid-term examination, output of scientific research achievements, pre-examination, review and assessment, and dissertation defense. Detailed requirements can be referred to in “Hohai University Master's Dissertation Management Measures” and relevant documents in Business School. Dissertation in English is acceptable.

八、本学科推荐阅读的重要书目、专著和学术期刊

VIII. Recommended Bibliographies, Monographs and Academic Journals of the Discipline

1. Mothersbaugh D L, Hawkins D I, Kleiser S B, et al. Consumer behavior: Building marketing strategy[M]. New York, NY, USA: McGraw-Hill Education, 2020.
2. Borenstein M, Hedges L V, Higgins J P T, et al. Introduction to meta-analysis[M]. John Wiley & Sons, 2021.
3. Knowledge management: concepts, methodologies, tools, and applications[M]. IGI Global, 2008.
4. Tolbert P S, Hall R H. Organizations: Structures, processes and outcomes[M]. Routledge, 2015.
5. David F R, David F R, David M E. Strategic management: Concepts and cases: A competitive advantage approach[M]. Upper Saddle River: Pearson,2013.

6. Dwivedi D N. Managerial economics[M]. Vikas Publishing House, 1980
7. Wren D A, Bedeian A G. The evolution of management thought[M]. John Wiley & Sons, 2020.
8. Griseri P. Management knowledge: a critical view[M]. Macmillan International Higher Education, 2017.
9. Burgelman R A, Maidique M A, Wheelwright S C. Strategic management of technology and innovation[M]. Chicago: Irwin, 1996.
10. Hillier D, Grinblatt M, Titman S. Financial Markets and Corporate Strategy (Second European Edition)[M]. McGraw Hill, 2011.
11. Kuhn T S. The structure of scientific revolutions[M]. University of Chicago Press: Chicago, 1970.
12. Lakatos I. The methodology of scientific research programmes[M]. Cambridge University Press, 1978.
13. North M J, Macal C M. Managing business complexity: discovering strategic solutions with agent-based modeling and simulation[M]. Oxford University Press, 2007.
14. Cooper D R, Schindler P S, Sun J. Business research methods[M]. New York: McGraw-hill, 2006.
15. Anderson D R, Sweeney D J, Williams T A, et al. Statistics for business & economics[M]. Cengage Learning, 2016.
16. Lawrence N W. Basics of social research: Qualitative and quantitative approaches[M]. 2007.
17. Babbie E R. The practice of social research[M]. Cengage learning, 2020.
18. Newport C. Deep work: Rules for focused success in a distracted world[M]. Hachette UK, 2016.
19. Hanssens D M, Parsons L J, Schultz R L. Market response models: Econometric and time series analysis[M]. Springer Science & Business Media, 2003.
20. Jessup L M, Valacich J S. Information systems today: managing in the digital world[M]. Upper Saddle River: Pearson Prentice Hall, 2008.

21. Pindyck R S, Rubinfeld D L. Microeconomics[M]. Pearson Education, 2014.
22. Glen Urban and John Hauser, Design and marketing of new products (2d edition) [M]. Englewood Cliffs, New Jersey: Prentice Hall, 1993.
23. Kotler P, Keller K L. Marketing management 12e[M]. New Jersey, 2006.
24. Hitt M A, Hoskisson R E, Ireland R D. Management of strategy: Concepts and cases[M]. Thomson/South-Western, 2007.
25. Besanko D, Dranove D, Shanley M, et al. Economics of strategy[M]. John Wiley & Sons, 2009.
26. Ahlstrand B, Lampel J, Mintzberg H. Strategy safari: A guided tour through the wilds of strategic management[M]. Simon and Schuster, 2001.
27. Corbin J M, Strauss A L. Basics of qualitative research: techniques and procedures for developing grounded theory[M]. 2014.
28. Nechyba T. Microeconomics: an intuitive approach with calculus[M]. Cengage Learning, 2016.
29. Hellriegel D. Organizational behavior[M]. Cengage learning, 2010.
30. Douma S, Schreuder H. Economic approaches to organizations[M]. Pearson Education, 2008.
31. Banerjee B. Financial policy and management accounting[M]. PHI Learning Pvt. Ltd., 2012.
32. Fabozzi F J, Peterson P P. Financial management and analysis[M]. John Wiley & Sons, 2003.
33. Shapiro A C, Hanouna P. Multinational financial management[M]. John Wiley & Sons, 2019.
34. Moyer R C, McGuigan J R, Rao R P. Contemporary financial management[M]. Cengage Learning, 2014.
35. Mathis R L, Jackson J H, Valentine S R, et al. Human resource management[M]. Cengage Learning, 2016.
36. DeCenzo D A, Robbins S P, Verhulst S L. Fundamentals of human resource management[M]. John Wiley & Sons, 2016.
37. 何似龙编著. 管理学:理论与实务[M].北京:中国水利水电出版社,1995.

38. 何似龙,施祖留编著. 转型时代管理学导论[M].南京:河海大学出版社,2001.
39. 张阳,周海炜著. 管理文化视角的企业战略[M].上海:复旦大学出版社,2001.
40. 李怀祖. 管理研究方法论[M].西安:西安交通大学出版社,2004.
41. 郭道扬. 会计史研究(第一卷、第二卷、第三卷)[M].北京:中国财政经济出版社,2003、2004.
42. 张阳主编. 战略管理理论丛书[M].北京:科学出版社,2008.
43. 理查德.L.达夫特. 组织理论与设计(英文版,第10版)[M].北京:清华大学出版社,2010.
44. 张文彤,邝春伟编著. SPSS统计分析基础教程(第2版)[M].北京:高等教育出版社,2011.
45. 陈晓萍,徐淑英,樊景立主编. 组织与管理研究的实证方法(第二版)[M].北京大学出版社,2012.
46. 钱旭潮,王龙编. 市场营销管理-需求的创造与传递[M].北京:机械工业出版社,2016.
47. 虞晓芬,龚建立,张化尧著. 技术经济学概论(第五版)[M].北京:高等教育出版社,2018.
48. 张阳,周海炜,李明芳主编. 战略管理[M].北京:科学出版社,2019.
49. 李超平,徐世勇. 管理与组织研究常用的60个理论[M].北京:北京大学出版社,2019.
50. 稻盛和夫著,曹岫云译. 活法[M].北京:东方出版社,2019.
51. Academy of Management Annals. Routledge
52. Academy of Management Review. Academy of Management
53. Academy of Management Journal. Academy of Management
54. Administrative Science Quarterly. Johnson Graduate School; Cornell University; Sage Publications, Inc. on behalf of the Johnson Graduate School of Management, Cornell University
55. Academy of Management Perspectives. Academy of Management
56. Organization Science. INFORMS
57. Organization Studies. European Group for Organizational Studies
58. Management Science. INFORMS
59. Management and Organization Review. The International Association for Chinese Management Research

60. Organization & Environment. SAGE Publications
61. Accounting and Business Research. Routledge
62. Accounting and Finance. Wiley-Blackwell
63. Accounting, Auditing and Accountability Journal. Emerald
64. Auditing: A Journal of Practice and Theory. American Accounting Association
65. Business and Society. SAGE Publications
66. Business Ethics Quarterly. Cambridge University Press
67. Business Horizons. Elsevier Inc.
68. Business Strategy and the Environment. Wiley-Blackwell
69. Consumption, Markets and Culture. Taylor & Francis
70. Corporate Governance: An International Review. Wiley-Blackwell
71. International Journal of Research in Marketing. Elsevier
72. International Journal of Management Reviews. Wiley-Blackwell
73. Industrial and Corporate Change. Oxford University Press
74. Journal of Marketing Research. American Marketing Association
75. Journal of Consumer Psychology. Society for Consumer Psychology; John Wiley & Sons, Inc.
76. Journal of Accounting and Public Policy. Elsevier Inc.
77. Journal of Advertising. Routledge
78. Journal of Advertising Research. Warc LTD
79. Journal of Business and Economic Statistics. Taylor and Francis Ltd.
80. Journal of Business Ethics. Springer Netherlands
81. Journal of Business Finance and Accounting. Wiley-Blackwell
82. Journal of Business Research. Elsevier Inc.
83. Journal of Business Venturing. Elsevier Inc.

84. Journal of Consumer Research. Oxford University Press
85. Journal of Human Resources. University of Wisconsin Press
86. Journal of International Business Studies. Palgrave Macmillan UK; Palgrave Macmillan Journals
87. Journal of International Marketing. American Marketing Association
88. Journal of Marketing. American Marketing Association
89. Journal of Management. Southern Management Association
90. Journal of Management Studies. Wiley-Blackwell
91. Journal of Product Innovation Management. Wiley-Blackwell Publishing Ltd
92. Journal of Retailing. Pergamon Press
93. Leadership Quarterly. Elsevier
94. Long Range Planning. Elsevier Ltd
95. Management Accounting Research. Elsevier Ltd
96. Marketing Letters. Springer US
97. Marketing Science. INFORMS
98. Mit Sloan Management Review. Sloan Management Review
99. Organization Science. INFORMS
100. Psychological Science. Association for Psychological Science; Sage Publications, Inc. on behalf of
the Association for Psychological Science
101. Review of Accounting Studies. Springer US
102. Review of Corporate Finance Studies. Society for Financial Studies
103. Research Policy. Elsevier B.V
104. R & D Management. Wiley-Blackwell
105. Strategic Management Journal. Wiley-Blackwell
106. Technovation. Elsevier Ltd

107. Technological Forecasting and Social Change. Elsevier Inc
108. 会计研究. 中国会计学会
109. 金融研究. 中国金融学会
110. 经济研究. 中国社会科学院经济研究所
111. 审计研究. 中国审计学会
112. 营销科学学报. 清华大学经济管理学院;北京大学光华管理学院
113. 中国财务与会计研究. 香港理工大学; 清华大学
114. 中国会计评论. 《中国会计评论》理事会
115. 中国金融学. 清华大学公共经济; 金融与治理研究中心; 四川大学金融研究所; 浙江大学互联网金融研究院; 中国人民大学国际货币研究所
116. 中国社会科学. 中国社会科学院