

企业管理（120202）

学科门类：管理学（12） 一级学科：工商管理（1202）

一、专业描述

企业管理专业是一门涵盖管理学、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。

河海大学企业管理专业所属的工商管理学科起源于 1952 年华东水利学院时期的水利水电管理、水能规划与动能经济专业方向，于 2011 年获批江苏省重点一级学科。目前，该学科设有工商管理博士后流动站，具有一级学科博士及硕士学位授权；其二级学科技术经济及管理为水利部重点学科和国家重点（培育）学科，以及江苏省重点序列学科。同时，该学科还获得 MBA 专业学位硕士授权、以及 MPAcc、资产评估、国际商务专业学位硕士授权。此外，水管理方向还是“水文水资源与水利工程科学”国家重点实验室和“水资源高效利用与工程安全”国家工程研究中心的主要研究方向之一。学科现有教育部创新团队 1 支、教育部新世纪优秀人才支持计划入选者 1 人、国务院特殊津贴专家 3 人、江苏省“333 工程”5 人和“青蓝工程”2 人，IFSAM、IFEAMA、中国管理现代化研究会等国际国内学术组织理事多人。2012 年，在教育部学科评估中，河海大学工商管理学科位列第 29 名。

二、培养目标

本专业旨在培养具有扎实现代管理理论基础，熟悉相关学科知识，了解

本专业的发展动态；较为熟练地掌握一门外国语，能阅读本专业外文资料，并能使用外语进行国际学术交流；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。毕业后，能够胜任企业、教育科研单位、政府有关部门的管理理论研究或管理实践工作。

三、研究方向

1. 会计学 (Accounting)
2. 财务管理 (Finance Management)
3. 市场营销 (Marketing)
4. 人力资源管理 (Human Resources Management)
5. 战略管理 (Strategic Management)
6. 知识管理与知识产权 (Knowledge Management and Intellectual Property Rights)
7. 游艇管理 (Yacht Management)
8. 技术经济及管理 (Industrial Economics and Management)

四、申请条件

企业管理专业硕士生申请人需要满足以下条件：

1. 已在我国认可的海内外高校或学术机构获得学士学位者。
2. 能够用英语阅读文献和进行学术写作，能够用英语进行日常交流。

五、学制与学习年限

学术型硕士学制为 3 年，实行弹性学制，学习年限最短不低于 2 年，最长不超过 5 年。

六、学分要求和课程设置

本学科学术型硕士生课程总学分为 29 学分，其中学位课程为 18 学分，非学位课程为 11 学分。另设教学环节。具体开设课程见附表。

所有课程学习一般应在入学后 1 年内完成。

对缺少本学科前期专业基础的研究生，在完成本学科规定学分的同时，导师应根据具体情况指定研究生补修前期的专业课程 2-3 门，并将补修课程列入研究生培养计划，但不计入本学科必须的总学分。

Enterprise Management (120202)

Discipline: Management (12)

First-Class Discipline: Enterprise Management (120202)

1. Discipline Description

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.

2. Program Description

It aims at cultivating the students to be equipped with solid modern management and economic management theoretical foundation, familiar with the knowledge of the relevant

disciplines and understand the development of the discipline. It requires the students to master a foreign language, be able to read the professional foreign language materials and attend the international academic activities by the foreign language. It will finally cultivate high-level talents who master modern management methods and techniques and are able to analyze and solve the actual management issues independently. After graduation, they shall be qualified for the scientific and teaching works in universities and research institutions, or high-level management works in enterprises or government.

3. Research Directions

- Accounting
- Financial Management
- Marketing
- Human Resources Management
- Strategic Management
- Knowledge Management and Intellectual Property Rights
- Yacht Management
- Technical Economy and Management

4. Application Requirements

(1) You have received the bachelor degree from the domestic and overseas universities or academic institutions accredited by the Ministry of Education.

(2) You have the ability to read and write academic papers and communicate in English.

5. Educational System and Duration

The master program is 3 years; the duration is minimum 2 years and no more than 5 years.

6. Credits and Courses

A master student must take at least 29 credits of courses, including 18 credits of required course of the degree and 11 credits of Non-required course of the degree. Academic Activities will be set up in addition. The specific courses are given as follows. The study of all courses should be finished within one year after enrolling.

For the Master students who are lack of the preliminary professional basis of the discipline, it requires them not only to accumulate the regular credits of the discipline, but also make up 2 or 3 preliminary professional courses assigned by the supervisor based on the specific situations.

企业管理全英文留学硕士研究生课程设置

Courses for Master Students of Enterprise Management

课程类别 Categories	课程编号 No	课程名称 Course	学时 Hours	学分 Credit	开课学期 Term	备注 Note	
学位课程 18 学分 Required course of the degree 18Credits	公共课程 General Courses	2015LXS01	*汉语 I Chinese Language I	32	2	秋 fall	必修 Required Course
		2015LXS02	汉语 II Chinese Language II	32	2	春 spring	
		2015LXS03	*中国概况 Introduction to China	32	2	秋 fall	
	学科基础 课程 Discipline Basic Courses	2015JC23	高级经济学 Advanced Economics	32	2	秋 fall	选修 4 学分 4 Credits at least
		2015JC22	高级管理学 Advanced Management	32	2	秋 fall	
		2015SX01	应用统计与计量模型 Applied Statistics and Econometric Models	32	2	秋 fall	
		2017SX31	现代决策方法 Modern Decision-Making Method	32	2	秋 fall	
		2017SX32	高级运筹学 Advanced Operations Research	32	2	秋 fall	
	专业基础 课程 Major Basic Courses	2015SX02	市场营销 Marketing	32	2	秋 fall	选修 4 学分 4 Credits at least
		2015SX09	公司理财 Corporate Finance	32	2	春 spring	
		2015SX04	人力资源管理 Human Resources Management	32	2	秋 fall	
		2015SX08	会计学 Accounting	32	2	秋 fall	
		2017SX09	公司财务分析 Corporate Finance Analysis	32	2	春 spring	
		2017SX11	知识管理 Knowledge Management	32	2	秋 fall	
		2017SX13	技术管理学 Technical Management	32	2	春 spring	
		2017SX14	技术经济学 Technical Economy	32	2	秋 fall	
	2015SX05	战略管理 Strategic Management	32	2	春 spring		
	专业课程 Major Courses	2017SX15	品牌定位 Brand Position	32	2	春 spring	选修 4 学分 4 Credits at least
		2017SX16	知识产权贸易与管理 Trade and Management of Intellectual Property	32	2	春 spring	
		2017SX17	技术创新管理 Technological Innovation Management	32	2	春 spring	
2017SX18		企业跨国经营与管理 Transnational Operation and Management	32	2	春 spring		
2017SX19		高级管理会计 Advanced Management Accounting	32	2	春 spring		
2017SX20		企业竞争战略与竞争分析 Business Competitive Strategy and Competition Analysis	32	2	春 spring		

		2017SX21	组织理论与组织设计 Organization Theory and Design	32	2	春 spring	
		2017SX22	绩效与薪酬管理 Performance and Compensation Management	32	2	春 spring	
		2017SX23	金融中介与资本市场 Financial Intermediaries and Capital Market	32	2	春 spring	
		2017SX24	销售与客户管理 Sales and Customer Management	32	2	秋 fall	
		2017SX25	高级审计 Advanced Auditing	32	2	春 spring	
		2017SX26	游艇俱乐部经营 Yacht Club Operation	32	2	秋 fall	
		2017SX27	游艇商务策划 Yacht Business Planning	32	2	秋 fall	
		2017SX28	游艇投资与产业 Yacht Investment and Industry	32	2	秋 fall	
		2017SX29	技术经济评价理论与方法 Theory and Method of Technological Economy Appraisal	32	2	秋 fall	
		2017SX30	高新技术项目管理 High-TechProject Management	32	2	春 spring	
非学位课程 11 学分 Non-required course of the degree 11Credits		2015SX06	*英文科技写作 The Art of Scientific Presentation and Writing in English	32	2		必修 Required Course
		2015LXS06	*综合素质课 Comprehensive Quality	18	1		必修 Required Course
			从本学科选修硕士专业基础或专业课程	96	6		必修 Required Course
		2015LXS05	*跨一级学科选修硕士课程（公共课除外） A course in other Disciplines	32	2		必修 Required Course
教学环节 Academic Activities	学术活动（含博导讲座） Seminar and Conferences						必修 Required Course
	实践活动 Practical Activity						
	文献阅读与综述 Literature Reading and Reviewing						