

工商管理（1202）

学科门类：管理学（12） 一级学科：工商管理（1202）

一、专业描述

工商管理是研究工商企业经济管理基本理论和一般方法的学科，主要包括企业的经营战略制定和内部行为管理两方面。工商管理专业的应用性很强，它的目标是依据管理学、经济学的基本理论，通过运用现代管理的方法和手段来进行有效的企业管理和经营决策，保证企业的生存和发展。

河海大学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

本专业培养具有扎实的经济与管理理论基础，系统精深的工商管理专业知识、良好的科技与文化素养和创新精神，具备独立开展科学研究和解决实际问题能力的高级人才。通过本学科的学习，博士生应熟悉本学科国内外发展的现状、趋势和研究前沿，可以创造性的开展本学科的科学问题研究，提出科学观点和理论，或者科学利用最新研究成果创造性的解决重要实际管理问题。毕业后可胜任高校和科研机构的科研与教学工作，或企业、政府的高层次管理工作。

三、 研究方向

- 1.战略与技术管理 (Strategy and Technology Management)
2. 水利水电与资源技术经济 (Water conservancy and Hydropower and Technical Economy of Resources)
- 3.企业经营与市场营销 (Business Operation and marketing)
- 4.技术创新与知识管理 (Technical Innovation and Knowledge Management)
- 5.人力资源与组织管理 (Human Resource and Organizational Management)
- 6.服务外包与跨国经营 (Service outsourcing and transnational operations)
- 7.会计与财务管理 (Accounting and Financial Management)
- 8.游艇管理 (Yacht management)

四、 申请条件

工商管理专业博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硕士学位者。
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、 培养年限

攻读博士学位的标准学制为 4 年，实行弹性学制，学习年限最短不低于 3 年，最长不超过 6 年。

六、 学分要求和课程设置

本专业博士留学研究生课程总学分为 15 学分，其中学位课程为 11 学分，非学位课程为 4 学分。另设教学环节。具体开设课程见附表。

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。

Business Administration (1202)

Discipline: Management (12)

First-Class Discipline: Business Management (1202)

1. Discipline Description

The business administration is a discipline studying the basic theories and general methods of economic management of enterprises, mainly consisting of two fields: operating strategy and interior behavior management. With a strong adaptability, it aims to carry out efficient business management and operation decision-making through the use of modern management methods and based on the theories about management and economics, thus ensuring the survival and development of enterprises.

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 economic and management theoretical foundation, systematic and fine knowledge about business administration and good technological and cultural background as well as innovation spirit, and to enable the students to carry out scientific researches dependently and solve actual problems. Through the study of this discipline, the doctoral students are supposed to be familiar with the current situation of this discipline in China and foreign countries, and to be able to scientifically use the latest fruits of research to creatively solve important actual management problems. 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

- Strategy Management and Collaborative Innovation
- Human Resource and Organizational change
- Marketing Behavior and Electronic Commerce
- Resources Accounting and Investment Management
- Technology Economy and Management of Water Resources
- Cooperation Governance of International River

4. Application Requirements

(1) You have received the master 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 doctorate program is 4 years, the duration is minimum 3 years and no more than 6 years.

6. Credits and Courses

A doctoral student must take at least 15 credits of courses, including 11 credits of Required course of the degree and 4 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. Specially, there are 2 years for the bachelor-straight-to-doctorate students to finish all courses.

For the 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.

工商管理全英文留学博士研究生课程设置

Courses for Doctoral Students of Business Administration

课程类别 Categories	课程编号 No	课程名称 Course	学时 Credit	学分 Credit	开课学期 Term	备注 Note	
学位课程 11 学分 Required course of the degree 11 Credits	公共课程 General Courses	2015LXS01	*汉语 Chinese	32	2	秋 fall	必修 Required Course
		2015LXS03	*中国概况 Introduction to China	32	2	秋 fall	
	基础 课程 Basic Courses	2017SX33	管理研究方法 Research Methods of Management	32	2	春 Spring	选修 4 学分 4 Credits at least
		2017SX34	决策科学理论与方法 Theory and Method of Decision Making	32	2	秋 fall	
		2017SX35	运筹与最优化 Operations Research and Optimization Methods	32	2	秋 fall	
	专业课程 Major Courses	2017SX36	工商管理学科前沿专题讲座 Academic Frontier Seminar of Business Management Discipline	16	1	春 spring	选修 2 学分 2Credits at least
		2017SX37	战略、技术与管理 Strategy, Technology and Management	32	2	秋 fall	
		2017SX38	水利水电与资源技术经济及管理 Technology Economics and Management in Water, Hydropower and Resources	32	2	春 spring	
		2017SX39	技术创新与知识管理 Technology Innovation and Knowledge Management	32	2	春 spring	
		2017SX40	人力资源与组织管理 Human Research and Organization Management	32	2	秋 fall	
		2017SX41	企业经营与市场营销 Business Management and Marketing	32	2	秋 fall	
		2017SX42	高级会计理论与方法 Theory and Methods of Advanced Accounting	32	2	秋 fall	
		2017SX64	财务管理理论 Theory of Financial Management	32	2	秋 fall	
		2017SX44	服务外包与跨国经营 Service Outsourcing and Transnational Management	32	2	春 spring	
2017SX45		游艇管理 Yacht Management	32	2	秋 fall		
非学位课程 4 学分 Non-required course of the degree 4 Credits	2015LXS04	*第二外国语（除母语与汉语外） Second language (except for the native language and Chinese)	32	2	春 Spring	必修 Required Course	
	2017SX46	竞争情报 Competitive Intelligence	32	2	秋 fall	选修 4 学分 4 Credits at least	
	2017SX47	现代经济学 Modern Economics	32	2	春 spring		
	2017SX48	营销行为 Marketing Behavior	32	2	秋 fall		
	2015LXS05	*跨学科选修 Interdisciplinary Elective Courses	32	2			
教学环节 Academic Activities	学术活动（含博导讲座） Seminar and Conferences (contain the lecture of doctoral advisors)					必修 Required Course	
	科学研究 Scientific Research						
	文献阅读与综述 Literature Reading and Reviewing						