

工商管理专业辅修学士学位培养方案

Double Degree Training Program for Business

Administration Majors

一、培养目标 Objectives

工商管理专业主要培养具有社会主义核心价值观，德智体美劳全面发展，掌握现代管理理论和方法，熟悉现代科技和产业变革方向，适应经济全球化、国际化、数智化的要求，具备创新实践能力和竞争合作意识，适应社会主义建设需要的现代化工商企业的高级经营管理人才。

The major of business administration aims to cultivate students with socialist core values and all-round development of moral, intellectual, physical, aesthetics and labour education, to master modern management theories and methods, be familiar with the direction of modern science and technology and industrial change, adapt to the requirements of economic globalization, internationalization and digital intelligence, have innovative practical ability and a sense of competition and cooperation, to be senior management personnel of modern industrial and commercial enterprises who meet the needs of socialist construction.

二、培养要求 Requirement

1. 人文品德修养。具有人文底蕴、科学精神、职业素养和社会责任感，了解国情社情民情，践行社会主义核心价值观。

1. Cultivation of humanistic morality. Cultural heritage, scientific spirit, professional quality and social responsibility, understand the national conditions, social conditions and people, and practice socialist core values.

1.1 具有关注人的生命、价值和意义的人本主义精神，追求社会可持续发展；

1.1 A humanistic spirit concerned about human life, value and significance, and pursue sustainable social development;

1.2 具有科学精神、人文修养、文化品位、职业素养和进取精神；

1.2 Scientific spirit, humanistic accomplishment, cultural taste, professional quality and enterprising spirit;

1.3 热爱祖国，遵纪守法，具备商业伦理道德和社会责任感，践行社会主义核心价值观。

1.3 Love the motherland, abide by laws and regulations, have business ethics and social responsibility, and practice socialist core values.

2. 基础学科素养。具有扎实的基础知识和专业知识，掌握必备的研究方法，了解本专业及相关领域最新动态和发展趋势。

2. Basic discipline literacy. Have solid basic knowledge and professional knowledge, master the necessary research methods, understand the latest trends and development trends of this profession and related fields.

2.1 具备扎实的工商管理基础理论和专业基础知识，掌握市场营销、人力资源管理、创新管理、组织管理等学科专业知识，了解本专业的理论前沿和发展动态；

2.1 Have solid basic theories and professional knowledge of business administration, master professional knowledge of marketing, human resource management, innovation management, organization management and other disciplines, and understand the theoretical frontier and development trends of this major;

2.2 掌握企业经营管理的分析工具和方法，具有研究、规划、组织、执行工作的能力；

2.2 Master the analytical tools and methods of enterprise operation and management, and have the ability to research, plan, organize and execute work;

2.3 掌握数理分析和统计学的基础知识，基本掌握运用管理软件实现对特定经营管理数据的采集、处理、分析、判断的能力；

2.3 Master the basic knowledge of mathematical analysis and statistics, and the ability to use management software to collect, process, analyze and judge specific business management data;

2.4 具备良好的人文素养，熟悉社会学、心理学等人文基础知识，掌握企业管理实践所遵循的政策法规和惯例，了解有助于适应企业管理实践情境的其他跨学科知识。

2.4 Have a good humanistic quality, be familiar with sociology, psychology and other humanistic basic knowledge, master the policies, regulations and conventions

followed by enterprise management practice, and understand other interdisciplinary knowledge that is helpful to adapt to the situation of enterprise management practice.

3. 创新思维能力。能够发现、辨析、质疑、评价工商管理专业的现象和问题，具有批判性思维和创新能力。

3. Innovative thinking ability. Be able to discover, discriminate, question and evaluate the phenomena and problems of business administration, and have the ability of critical thinking and innovation.

3.1 具有运用批判性思维方法，从辩证角度分析研究问题的分析；

3.1 Use critical thinking methods to analyze research problems from a dialectical perspective;

3.2 具有利用创造性思维方法开展科学研究、就业、创业实践所需要的创新能力；

3.2 Have the innovative ability to use creative thinking methods to carry out scientific research, employment and entrepreneurial practice;

3.3 具备基础科研能力，掌握研究方案设计、开展调研、科研数据分析的基本能力，掌握写作规范，能够以研究报告、论文等形式描述、分析和阐释问题。

3.3 Have basic scientific research ability, master the basic ability of research program design, research and research data analysis, master writing norms, and be able to describe, analyze and explain problems in the form of research reports and papers.

4. 解决实际问题能力。具有应用专业知识创新解决复杂实际问题的能力，能够对本专业领域复杂问题进行综合分析和研究，并提出相应对策或解决方案。

4. Ability to solve practical problems. Have the ability to apply professional knowledge to solve complex practical problems innovatively, be able to conduct comprehensive analysis and research on complex problems in the field of expertise, and propose corresponding countermeasures or solutions.

4.1 掌握管理科学、经济科学、企业管理相关的技能性专业性知识，能够通过综合运用各学科知识对问题进行系统研究，提出建设性解决对策；

4.1 Master the technical professional knowledge related to management science, economic science and enterprise management, and be able to conduct systematic

research on problems and propose constructive solutions by comprehensively applying the knowledge of various disciplines;

4.2 具备实际运用管理技术的能力，熟练掌握市场营销、人力资源管理、消费者行为等领域常用的分析方法，具备策划、实施等实操技术，掌握分析潜在市场需求、推进产品与项目运营的思维方法，以适应市场竞争的需要；

4.2 Have the ability to actually use management technology, master the analysis methods commonly used in marketing, human resource management, consumer behavior and other fields, have the practical operation techniques such as planning and implementation, master the thinking methods of analyzing potential market demand and promoting product and project operation, so as to meet the needs of market competition;

4.3 掌握计算机硬件的基本知识，掌握办公自动化技能，了解大数据分析和人工智能前沿发展，掌握专业领域软件工具的使用技巧，并能熟练应用以解决实际问题。

4.3 Master the basic knowledge of computer hardware, master the skills of office automation, understand the frontier development of big data analysis and artificial intelligence, master the skills of using software tools in professional fields, and be able to skillfully apply them to solve practical problems.

5. 沟通协作能力。

5. Communication and collaboration skills.

5.1 具有较强的沟通表达能力，能够根据沟通目标，合理组织口头表达和书面沟通材料并清晰表达；

5.1 Have strong communication skills, be able to organize oral and written communication materials and express them clearly according to communication objectives;

5.2 具有良好的团队合作能力，能够促进团队成员之间的有效参与和互动，能够识别冲突管理的方法，提高整体工作效率，推动团队目标实现。

5.2 Good teamwork ability, be able to promote effective participation and interaction among team members, able to identify conflict management methods, improve the overall work efficiency, and promote the realization of team goals.

6. 国际视野和国际理解能力。

6. International vision and international understanding.

6.1 掌握一门外语，能够熟练阅读和理解外文文献，具有较好的国际视野和跨文化交流能力；

6.1 Master a foreign language, be able to read and understand foreign literature skillfully, have a good international vision and cross-cultural communication ability;

6.2 关注国际市场环境和国际动态，培养以国际视角敏锐感知和分析全球问题的能力；

6.2 Pay attention to the international market environment and international trends, cultivate the ability to perceptively perceive and analyze global issues from an international perspective;

6.3 能够跨越国界，理解不同国家和地区的文化和价值观，尊重文化的差异性和多样性。

6.3 Be able to cross national borders, understand the cultures and values of different countries and regions, and respect cultural differences and diversity.

7. 终身学习能力。具有终身学习的意识和自我管理、自主学习能力；

7. Lifelong learning ability. Have the consciousness of lifelong learning and self-management, independent learning ability;

7.1 掌握有效学习方法，能够运用工具和技术进行终身学习，获得自主学习能力；

7.1 Master effective learning methods, be able to use tools and technologies for lifelong learning, and acquire independent learning ability;

7.2 具备持续发现、研究和解决问题的能力，具备健康体魄和心理素质，适应社会和个人可持续发展。

7.2 Have the ability to continuously discover, research and solve problems, have a healthy body and mental quality, and adapt to the sustainable development of society and individuals.

三、学分要求 Credits Requirements

选本专业为双学位的学生必须预修 10 学分以上高等数学 (I、II)，在此基础上修学本专业的 42 学分核心课程，其中包括：学科基础课必修 16 学分、专业基础课必修 17 学分、专业（专业方向）课程限选至少 2 学分；完成并通过 1 学分统计软件应用实践环节；答辩通过 6 学分毕业设计（论文）环节。完成或超出完成上述合计 42 学分，符合《西南交通大学学士学位授予工作细则》和《西南交通大学本科生辅修与双学位管理办法》规定者，方可授予本专业双学位证书。

Students with a double major must take at least 10 credits of advanced mathematics (I,II) . On this basis, students will take 42 credits of core courses of the major, including 16 credits of compulsory basic courses of discipline, 17 credits of compulsory basic courses of specialty, and at least 2 credits of optional courses of specialty (specialty direction). Students need to complete and pass the 1-credit practice of statistical software application and at last, students need to pass 6 credits of graduation design (thesis). Only those who completed or exceeded 40 credits in total and meet the requirements of "Detailed Rules for Awarding Bachelor's Degrees of SWJTU" and "Administrative Measures for Minor and Double Degrees of Undergraduates of SWJTU" can be awarded the minor certificate of their major.

四、学位 Degree

管理学学士 Degree: Bachelor of management

课程设置 Course Programs

课程类型 Course Type	课程名称 Course Name	课程性质 Nature of Course	学分 Credits	开课学期 Semester	开课学院 School	备注 Notes
专业基础课 Professional Foundationa l Courses (必修 16 学 分)	管理学原理 Fundamentals of Management	必修 Compulsory	3	第 1 学期 Semester 1	经管学院 School of Economics and Management	
	微观经济学 Microeconomics	必修 Compulsory	3	第 1 学期 Semester 1	经管学院 School of Economics and Management	
	市场营销学 Marketing	必修 Compulsory	3	第 1 学期 Semester 1	经管学院 School of Economics and Management	

	财务管理 B Financial management B	必修 Compulsory	3	第 3 学期 Semester 3	经管学院 School of Economics and Management	
	宏观经济学 B Macroeconomics B	必修 Compulsory	2	第 2 学期 Semester 2	经管学院 School of Economics and Management	
	管理沟通 Communication essentials	必修 Compulsory	2	第 3 学期 Semester 3	经管学院 School of Economics and Management	
专业核心课程 Specialized Core Course (必修 17 学 分)	市场调研 Market Research	必修 Compulsory	3	第 5 学期 Semester 5	经管学院 School of Economics and Management	
	消费者行为学 A Consumer Behavior Research A	必修 Compulsory	3	第 4 学期 Semester 4	经管学院 School of Economics and Management	
	战略管理 Strategy Management	必修 Compulsory	3	第 6 学期 Semester 6	经管学院 School of Economics and Management	
	产品及品牌管理 Product and Brand Management	必修 Compulsory	3	第 5 学期 Semester 5	经管学院 School of Economics and Management	
	人力资源管理 Human Resource Management	必修 Compulsory	3	第 5 学期 Semester 5	经管学院 School of Economics and Management	
	网络营销 B Internet Marketing B	必修 Compulsory	2	第 7 学期 Semester 7	经管学院 School of Economics and Management	
专业限修课 程 Specialized Restricted Courses (限选 2 学分)	社会心理学 Social Psychology	限修 Distributional Elective	2	第 4 学期 Semester 4	经管学院 School of Economics and Management	
	服务营销 Service Marketing	限修 Distributional Elective	2	第 5 学期 Semester 5	经管学院 School of Economics and Management	
	创新管理 Innovation Management	限修 Distributional Elective	2	第 6 学期 Semester 6	经管学院 School of Economics and Management	
	绩效与薪酬管理 Performance and Compensation Management	限修 Distributional Elective	2	第 7 学期 Semester 7	经管学院 School of Economics and Management	
	一带一路背景下的企业 国际化 Internationalization of enterprises under the background of One Belt One Road	限修 Distributional Elective	2	第 7 学期 Semester 7	经管学院 School of Economics and Management	

实习实践教学 Practice Course (必修 7 学分)	统计软件实习 Statistic Software Internship	必修 Compulsory	1	短 2 学期 Short Semester 2	经管学院 School of Economics and Management	
	毕业设计与论文 Graduation Design or Thesis	必修 Compulsory	6	第 8 学期 Semester 8	经管学院 School of Economics and Management	
总学分 Total Credits			42 学分			