

Zhejiang Sci-Tech University
Research Master ' s Degree Program Outline
Business Administration

120200

The discipline obtained the right to grant master degree in 2005, supported by Business Administration Department, Accounting Department, Enterprise Management Institute, Human Resource Management Institute, Finance and Accounting Institute and Managerial Engineering Institute of School of Economics and Management. In this major, there is a team of teachers with sound knowledge structure and age structure, 10 of them are professors, 22 are associate professors, including 17 doctors, among which, there are 3 Zhejiang "New Century 151 Talents Project" second level trainee, and 2 Zhejiang higher education universities young and middle-aged academic leaders. In recent years, this team has undertaken and completed more than 100 vertical and horizontal scientific research projects, including National natural science foundation project, National social science foundation project and Provincial natural science fund project, Provincial philosophy social science major bidding projects, Provincial scientific and technological key projects and Provincial soft scientific research plan projects and a number of significant subjects. Besides, more than 300 scientific papers were published in core journals, and over 10 books have been published. This major was granted 4 Provincial scientific and technological progress awards, 6 Social science achievement awards, 2 Provincial teaching achievement awards, as well as several Provincial education bureau awards. This academic division has a great influence in Zhejiang Province, and has been contributing significantly to the economic and social development of Zhejiang.

I. Objectives

This major aims at training the top level enterprise management talents, who has good political thoughts and moral makings, rigorous and realistic scientific attitude and innovation awareness, overall development of virtue, wisdom, gymnastics and art, systematically master the basic theories of management, reach high enterprise management theories level, comprehensive professional quality, strong scientific research ability and can adapt to the needs of the socialism market-directed economy. This major has requirements among the students. They should creatively conduct the research and solve related theoretical and practical problems, and can independently undertake and organize managerial, teaching and scientific research work, and skillfully master at least one foreign language.

II. Research Areas

1.Strategic Management

It studies the strategic management theory, enterprise's globalization strategy, enterprise ' s core competitiveness, identification and cultivation of entrepreneur's strategic management ability, evaluation of enterprise value, enterprise ' s competitive strategy, innovation and management of business model, enterprise strategic planning, industrial development planning, etc

2.Financial management

It studies the financial theory and practice, enterprise financial control and management, strategic and financial analysis, assets estimate and financial analysis, organizational and financial control, etc.

3.Innovation and entrepreneurship managements

It researches on entrepreneurship and entrepreneurial leadership, social entrepreneurship and entrepreneurial organization change, high technology entrepreneur and intellectual capital, entrepreneurial enterprises growth strategy, corporate governance mode, organizational process and mode of technology entrepreneurship, entrepreneurial organization and policy environment, etc.

4.Marketing Management

It studies marketing theory, marketing strategy, service marketing management, marketing channel management, e-marketing and brand management, etc..

5.Human resource management

It studies enterprise organization and public organization ' s human resources development and management, organizational behavior, performance management, salary management, organization theory and design, etc..

III. Length of Study

The normal study length for full-time research postgraduates is 3 years. Students who finish their courses ahead of schedule and attain the standards of degree conferment can, after approval, apply for the degree at an earlier time (not earlier than 3 years), while the maximum length of schooling is 4 years.

IV. Credit Requirements

The master students must obtain 35 credits, in which the master degree courses shall not be less than 22 credits. As for non-degree courses, students are required to take a degree or non-

degree course across at least first level disciplines, as the student's non-degree courses. Non economic management undergraduate graduates must take management courses, macroeconomics (having class with undergraduate bachelor majors, the marks are required not being lower than 75).

V. Curriculum

Course Classification	Course Code	Course Name	Hour/ Credit	Semester			Notes
				I	II		
Degree courses	General degree courses	FL10015	The Outline of China*	36/2			(Entirely in English)
		CC10009	Basic Chinese (I)	54/3			(For beginners of Chinese language among foreign graduate students)
		CC10010	Basic Chinese (II)	36/2			(For beginners of Chinese language among foreign graduate students)
		FL10026	English Writing of Academic Paper	16/1			
		IF10001	Education on China's National Conditions for International Students A	16/1			
	Major-related degree courses	EM11195		48/3			
		EM11196		48/3			
		EM11197		48/3			
		EM11198		48/3			
		EM11199		48/3			
		EM11200		48/3			
		EM11201		48/3			
		EM11202		48/3			
	EM11203		48/3				
	Non-degree courses		All optional courses in the university curriculum are open to students of this program.				

Compulsory;
maximum course load: 6;
minimum course load: 2;

Additional courses								For students without an equivalent bachelor's degree
Others	Academic Seminar		/1	separated				
	Academic Report		/1	separated				
	Practical Training			Students are required to take at least 2 weeks practical training, participate in at least one social investigation, and write relevant report. Normally the training should be completed in the first academic year.				
	Thesis Proposal			The 3rd semester				
	Thesis Writing			The 3rd-6th semester				

C=Compulsory, O=Optional

* Students can decide whether to take this optional course or not according to their different research area.

VI. Dissertation Requirement

1. Dissertation is an important part of training program. Graduate students should be actively involved in the scientific research projects which have important academic application value undertook by supervisors.

2. Under the guidance of supervisors, students should determine the research direction and research topic through information retrieval, data collecting and investigation and study. Literature review (at least 50 literatures, including 20 literatures in foreign languages) and dissertation proposal are required to complete before the third mid-term (normally in 9th ~10th week). All students are required to give a dissertation proposal report which illustrates the research background, topic selection intention, significance of the research, research status at home and abroad, literature review, research objects, research methodology, research route, basic framework and research progress. Many related disciplines experts are invited to attend the report and will give some suggestions. Students can carry out dissertation work after approved by the experts. Besides, the dissertation proposal report is organized by the steering committee of academic disciplines.

3. Dissertations must be completed independently under the guidance of supervisor. In general, the dissertation includes the significance of the research, research status at home and abroad,

theoretical basis, research hypothesis, research methodology, research results, research conclusion and discussion, reference and appendix etc.

4. Students should meet the requirements of the university that academic papers should be published before dissertation rejoining. The specific provision sees “ The Regulations of Academic Paper Published for Master Degree of Zhejiang Sci-Tech University ” .

5. Dissertation must be edited and output by computer. The specific format provision sees “ The Regulations of Dissertation for Master Degree of Zhejiang Sci-Tech University ” .

VII. Teaching Format

1. Students and supervisors will take a two-way selection.

2. By the direction of college leaders and master degree program, the supervisors take the all-round responsibilities for students training. .

3. The program implements the principles that curriculum study and dissertation pays equal importance to students. So the program integrates systematic theory study and in-depth scientific research for the students.

4. In the first term after registration, students should determine the research direction and make the training plan under the guidance of the supervisor. An intermediate inspection will be taken after all courses finished. Students who pass the intermediate inspection will get into dissertation stage as planned.

VIII. Graduation & Degree Conferment

Students who meet the standards of graduation, and attain the standards of academic degree conferment, will be awarded the graduation certificate, and conferred the master degree of management.

IX. References

Graduates should at least reach Level 3 required by Chinese Language Proficiency Scales for Speakers of Other Languages. That is, Graduates should pass the Chinese Proficiency Test (HSK) and obtain the Level 3 Certificate.

Signature of Program Director:

Signature of Director of School Academic Degree Committee:

Date: