

ZhejiangSci-TechUniversity
**Teaching Syllabi of International
Economics and Trade Major**

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Foreword

Syllabus serves not only as the basis for textbook compiling and teaching, but also as the important standard for the evaluation of students' academic achievements and teachers' teaching quality. This new round of syllabus revision is organized by the Academic Affairs Office and supported by all Schools and Departments of Zhejiang Sci-Tech University (ZSTU). The aim is to thoroughly carry forward the spirit of the National Education Conference and implement *The Outline on Ideological and Political Construction of University Curriculum* issued by the Ministry of Education. It is also an effort to carry out the requirements for courses set by both major accreditation (evaluation) and national standards for teaching quality of different majors. The revised syllabi are expected to ensure the successful implementation of the 2020 edition of *the ZSTU Undergraduate Students Cultivation Plan* and to promote the construction of the first-class majors and the first-class courses.

After revision, each volume of the syllabi is centered on one major, including its general education courses, basic courses, core courses and practice courses. The syllabi of all the non-major general education courses are compiled into a separate volume.

The syllabi was revised based on the 2020 edition of the ZSTU Undergraduate Students Cultivation Plan. Some obsolete courses and content are deleted. New additions include: (1) The ideological and political education is incorporated into the course design, teaching content and seminars. (2) Three criteria for a gold course are emphasized by highlighting the integration of knowledge, ability and quality. (3) Quality textbooks are selected; in particular, mandatory textbooks listed by the Marxist Theory Research and Development Project are designated as the only textbooks for some specific majors as required.

The revision and compilation is finished by the joint efforts of the deans and head teachers in charge of teaching in all the Schools and Departments. Participation of many teachers and support from the leaders of the University guarantee its successful completion. Their efforts and support are hereby acknowledged.

It is our sincere hope that teachers will follow the revised syllabi, exploring new teaching contents and models to develop more first-class courses.

Syllabus revision is like a systematic project, involving many factors. Although we have tried our best, there might still exist some errors. Please do not spare your comments to help us make constant improvements, so that a solid foundation is laid to push the education and teaching quality of our university to a higher level.

Academic Affairs Office
June 2021

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Syllabus of Economic Law

Course Name/Title: Economic Law **Course code:** 59908

Course Type: Basic Discipline- related Courses (Compulsory Course)

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

Economic law is a new subject, which is based on the concept of jurisprudence, civil law, and has a special relationship with the administrative law, but it is also different from these laws mentioned above, economic law is a Department law with specific content. Economic law is a highly practical course, by studying this course, the students should familiar with the development of the economic law, fully understand the subject of economic law, especially the legal provisions on corporation, enterprise, contract, product liability, intellectual property and so on. Through the study of this course, students have to master the basic theories and legal provisions of economic law, and use it to protect their rights and interests in practice.

II Course Objective

Course Objective 1: Educate and guide students to understand and practice Xi Jinping's new concept, new thinking and new strategy of comprehensively law-based governance, firmly establish the concept of rule of law, and firmly follow the ideals and beliefs of law road for socialism with Chinese characteristic.

Help students deeply understand the idea, principles and concepts of law, and improve the awareness and ability how to safeguard the rights, participate public affairs and resolve conflicts and disputes.

Course Objective 2: correctly understand the nature, tasks and research objects of this course, on this basis, to comprehend the curriculum system, structure and the specific content of this course.

Course Objective 3: familiar with the basic terms and principle in the system of contemporary Chinese Economic Law, on this basis, use this knowledge to settle legal dispute in reality.

Course Objective 4: Learn to analyze economic activities by economic law, improve students' ability on case analysis and consciousness to protect one's legal right and interest.

Course Objective 5: Through this course, students should foster the following qualities: legally operating business; applying the knowledge of economic law in reality; strong awareness on prevention of legal risk; strong analytical skills on legal dispute.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------|---|-------------------------------|
| Graduation Requirement 3 | Has comprehensive understanding of theoretical knowledge in management and economics, and can rationally use this knowledge to analyze and solve specific problems. | Course Objective 1,2, 3, 4, 5 |
| Graduation Requirement 5 | Master the basic methods in literature retrieval and information inquiry, can collect information using modern technology, have the ability to collect and process market information, be able to skillfully read and understand the papers and related material which was written in English, and have the international vision. | Course Objective 3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|-----------------------------|
| 1 | Chapter 1 Law of business organization | (1) Classification of business organization (2) Corporation limited by guarantee (3) Corporation limited by share (4) Sole proprietorship (5) Partnership (6) Foreign Investment Enterprises (7) Case study | 8 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4, 5 |
| 2 | Chapter 2 Law of contract | (1) Concept, classification and formation of contract (2) Validity of contract (3) Terms of contract (4) Performance of Contract (5) Discharge, breach and Remedies for breach (6) Case study | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4, 5 |
| 3 | Chapter 3 Law of agency | (1) Nature of agency (2) Creation of agency | 4 | Classroom | Course Objective |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|-------------------------------|
| | | (3) Duties of agent and principal (4) Liability of principal and agent to third party (5) Termination of agency (6) Case study | | lectures, online courses, case studies, role playing | e 1,2,3,4,5 |
| 4 | Chapter 4 Law of industrial property rights | (1) Overview of IPR: concept, scope and feature (2) Copyright: copyrightable and un-copyrightable work; content and ownership of copyright; duration, licensing and infringement of copyright (3) Patent: type of patent; patentability and non-patentability of patent; patent owner and their right; duration and termination of patent; patent exploitation (4) Trademark: basic types of mark; registrability and application; trademark owner and right; use of trademark and revocation; trademark Infringement (5) Case study | 2 | Classroom lectures, online courses, case studies, role playing | Course Objective 1,2,3,4,5 |
| 5 | Chapter 5 Law on Protection of Consumer Rights and Interests | (1) Definition and limitation of the “consumer” (2) Nine legal rights for the consumers (3) Some important obligations for the business undertakings (4) Case study | 4 | Classroom lectures, online courses, case studies, role playing | Course Objective 1,2,3,4,5 |
| 6 | Chapter 6 Chinese Anti-Unfair Competition Law. | (1) Introduction and history of China Competition Law (2) Confusing Similarity, Prize Sales and Commercial Bribery (3) Trade Secret, Misleading Advertising and Trade Libel (4) Case study | 4 | Classroom lectures, online courses, case studies, | Course Objective 1,2,3,4,5 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|----------------------------|
| | | | | role playing | |
| 7 | Chapter 7 Chinese Anti-Monopoly Law | (1) General introduction of the AML (2) Monopoly agreement (3) Abuse of dominant (4) Merger control (5) Administrative monopoly and procedure law (6) Case study | 2 | Classroom lectures, online courses, case studies, role playing | Course Objective 1,2,3,4,5 |

V Period Distribution and Teaching Modes

(一) Period Distribution

| Period | Teaching modes | Theory Lectures | Exercises Class | Discussion Class | Remarks Subtotal | Subtotal |
|-----------|--|-----------------|-----------------|------------------|------------------|----------|
| | | | | | | |
| Chapter 1 | Law of business organization | 8 | | | | 8 |
| Chapter 2 | Law of contract | 6 | | | | 6 |
| Chapter 3 | Law of agency | 4 | | | | 4 |
| Chapter 4 | Law of industrial property rights | 4 | | | | 4 |
| Chapter 5 | Law on Protection of Consumer Rights and Interests | 4 | | | | 4 |
| Chapter 6 | Chinese Anti-Unfair Competition Law | 4 | | | | 4 |
| Chapter 7 | Chinese Anti-Monopoly Law | 2 | | | | 2 |
| Total | | 32 | | | | 32 |

(二) Teaching Modes

"Economic law" is a very practical course, we must put emphasis on both legal regulation and practice. On the basis of clear understanding of the basic knowledge, we should pay special attention to case study. Teachers should combine theory analysis with case study to enhance students' understanding on the legal regulation of economic law. Teacher must adopt multimedia teaching methods and choose appropriate cases.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---------------------------------------|----------------------|---------------------------------|
| End of term | Test | 40 | Course Objective 1,2,3,4,5 |
| Active participation | Participation and attendance in class | 60 | Course Objective 1,2,3,4,5 |

VII Textbooks and References

(1) Textbooks:

[1] None, Courseware and Lecture notes are available for students.

(2) Reference books:

[1] ACCA Paper F4 (Corporate and Business Law), Donghua University Press, 2007

[2] Wang Xiaoye: Competition Law In China, Kluwer Law International, 2011

[3] Richard Whish, David Bailey: Competition Law, Oxford University Press; edition, 2012

[4] Zexian Chen: CONTEMPORARY CHINESE LAW, 中国检察出版社 2009 年出版

[5] 张学森主编, 国际商法《英文版》, 复旦大学出版社, 2016 年出版

(3) Network resources:

[1] <http://www.antimonopolylaw.org/>

[2] <http://www.kingandwood.com/publications.aspx?language=zh-cn>

Written by: Gao Feng

Reviewed by: Men Fei

Date: 2021-5-10

Syllabus of <Management B*>

Course Name/Title: Management B* **Course code:** 53948

Course Type: Basic Course (Optional Course)

Total Teaching Hours: 32(Classroom Hours: 32)

Course Credit: 2

I Course Introduction

Management is a public basic course of management related specialty. It teaches the basic principle and general rules of management in various organizations. The students who study this course will understand the dynamic theories of management science and learn from the rich experience of successful managers in the world.

II Course Objective

By the time the students complete this course, they should be able to:

- (1) Understand what managers do and how they do it. Grasp the basic concepts of management functions including planning, organizing, leading and controlling.
- (2) Know about the importance of management in various organizations. Understand the contingency of management.
- (3) Be able to use some basic management concepts and theories to analyze managerial phenomenon happening in various organizations.
- (4) Be able to apply some basic management concepts and theories to the following studies.
- (5) Improving management skills is a continuous process of learning, doing, critiquing, evaluating, and doing it again. It is a process that we hope will continue for you even after you complete this course.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|---------------------------------|---|-------------------|
| Graduation Requirement 1.1, 1.3 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong teamwork spirit. | 1, 5 |
| Graduation Requirement 2.1 | Systematically master the basic theories and professional skills of economics, international trade and management | 2,3 |
| Graduation Requirement 2.4 | Proficient in English, with a high level of foreign language listening, speaking, reading, writing and translation, with the ability and skills to use English as the working language in foreign departments, enterprises and public institutions. | 1,2,3,4 |
| Graduation Requirement 3.2,3.3 | Proficient in computer application skills, with the ability to efficiently use modern information technology to acquire and process information. | 2,3,4 |

| | | |
|---------------------------------|--|-----------|
| Graduation Requirement 4.1,4.3 | Strong interpersonal and team work skills ; Have strong analytical ability, decision-making ability and comprehensive coordination and innovation ability | 1,2,3,4,5 |
| Graduation Requirement 5.2, 5.4 | Have an international perspective, pay attention to international trends and global issues; have the basic skills to deal with foreign affairs; ability of cross-cultural communication. | 1,3,4,5 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---------------------|-------------------|
| 1 | Unit 1 Managers and management (1) Why are managers important? (2) Who are managers? (3) Where do managers work? (4) What do managers do? (5) How is the manager's job changing? (6) Why study management? | <ul style="list-style-type: none"> •Explain why managers are important to organizations •Tell who managers are and where they work •Describe the functions, roles, and skills of managers •Describe the factors that are reshaping and redefining the manager's job •Explain the value of studying management | 2 | Classroom Education | 1,2 |
| 2 | Unit 2 Management yesterday and today (1) Early Management. (2) Classical Approach. (3) Behavioral approach (4) Quantitative Approach. (5) Contemporary Approach | <ul style="list-style-type: none"> •Describe some early management examples •Explain the various theories in the classical approach •Discuss the development and uses of the behavioral approach •Describe the quantitative approach <p>Explain the various theories in the contemporary approach</p> | 2 | Classroom Education | |
| 3 | Unit 3 Understanding management context (1) What is the external environment and why is it important (2) How does the external environment affect managers (3) What Is Organizational Culture? (4) How organizational culture | <ul style="list-style-type: none"> •Contrast the actions of managers according to the omnipotent and symbolic views •Describe the constraints and challenges facing managers in today's external environment •Discuss the characteristics and importance of organizational culture •Describe current issues in | 2 | Classroom Education | 1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|---------------------|-------------------|
| | affects managers (5) How Do Employees Learn Culture? | organizational culture | | | |
| 4 | Unit 4 Foundation of Decision Making (1) The Decision Making Process (2) Managers making decisions (3) Types of decisions and decision-making (4) Decision-Making Styles | <ul style="list-style-type: none"> •Describe the eight steps in the decision- making process •Explain the four ways managers make decisions •Classify decisions and decision-making conditions •Classify decisions and decision-making conditions •Identify effective decision-making techniques | 2 | Classroom Education | 1,2 |
| 5 | Unit 5 Foundations of Planning (1) What Is Planning? (2) Why Do Managers Plan? (3) Elements of Planning (4) Contingency Factors in Planning (5) Approaches to Planning (6) Criticisms of Planning | <ul style="list-style-type: none"> •Define the nature and purpose of planning •Classify the types of goals organizations might have and the plans they use •Compare and contrast approaches to goal-setting and planning •Discuss contemporary issues in planning | 2 | Classroom Education | 1,2 |
| 6 | Unit 6 Strategic Management (1) What Is Strategic Management? (2) Why Is Strategic Management Important? (3) What is the Strategic Management Process? (4) How Are Corporate Strategies Managed? (5) What is a Functional Strategy? | <ul style="list-style-type: none"> •Define strategic management and explain why it's important •Explain what managers do during the six steps of the strategic management process •Describe the three types of corporate strategies •Describe competitive advantage and the competitive strategies organizations use to get it •Discuss current strategic management issues | 4 | Classroom Education | 1,2 |
| 7 | Unit 7 Organizational Structure and Design (1) Designing Organizational | <ul style="list-style-type: none"> •Six Key Elements in Organizational Design •Contingency Variables Affect | 2 | Classroom Education | 1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|---------------------|-------------------|
| | Structure (2) Contingency Factors (3) Traditional Designs (1) Contemporary Organizational Designs | Structure Choice •Some Common Organizational Design •Today's Organizational Design Challenges | | | |
| 8 | Unit 8 Motivating and Rewarding Employees (1) What Is Motivation? (2) Early Theories of Motivation (3) Contemporary Theories of Motivation (4) Designing Motivating Jobs (5) Current Issues in Motivation (6) Motivating Unique Groups of Workers | •Define and explain motivation •Compare and contrast early theories of motivation •Compare and contrast contemporary theories of motivation •Discuss current issues in motivation | 4 | Classroom Education | 1,2 |
| 9 | Unit 9 Leadership and Trust (1) Who Are Leaders and What Is Leadership? (2) Early Leadership Theories (3) Behavioral Theories (4) Contingency Theories of Leadership (5) Contemporary Views of Leadership | •Define leader and leadership •Compare and contrast early theories of leadership •Describe the three major contingency theories of leadership •Describe contemporary views of leadership •Discuss contemporary issues affecting leadership | 4 | Classroom Education | 1,2 |
| 10 | Unit 10 Managing communication and information (1) Communication and Its Functions (2) Interpersonal Communication (3) Barriers to Effective Interpersonal Communication (4) Types of Organizational Communication | •The Nature and Function of Communication •Methods of Interpersonal Communication •Effective Interpersonal Communication •Organizational Communication •Information Technology and Communication •Communication Issues In Today's Organization | 4 | Classroom Education | 1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|-------------|---|---|---------------|-----------------------|--------------------------|
| | (5) Types of Organizational Communication Networks (6) Understanding Information Technology (7) Current Communication Issues | | | | |
| 11 | Unit 11 Foundation of Controlling (1) What Is Control? (2) Why Is Control Important? (3) What is the Control Process? (4) What Is Organizational Performance? (5) Measures of Organizational Performance (6) Types of Control (7) What is the Balanced Scorecard? | <ul style="list-style-type: none"> •Explain the nature and importance of control •Describe the three steps in the control process •Explain how organizational performance is measured •Describe tools used to measure organizational performance •Discuss contemporary issues in control | 2 | Classroom Education | 1,2 |

V Period Distribution and Teaching Modes

1. Allocation of Credit Hours

Table of credit hours allocation about theoretical teaching contents:

| Credit Hours | Teaching Method | | | | Summaries (Credit Hours) |
|--|-----------------|----------------|------------------|-------|--------------------------|
| | Theory Teaching | Exercise Class | Discussion Class | Notes | |
| Course Unit | | | | | |
| Unit 1 Managers and Management | 2 | | | | 2 |
| Unit 2 Management History | 2 | | | | 2 |
| Unit 3 Understanding Management's Context | 2 | | | | 2 |
| Unit 4 Foundation of Decision Making | 3 | 1 | | | 4 |
| Unit 5 Foundation of Planning | 2 | | | | 2 |

| | | | | | |
|---|----|---|---|--|----|
| Unit 6 Strategic Management | 2 | 2 | | | 4 |
| Unit 7 Organizational Structure and Design | 2 | | | | 2 |
| Unit 8 Motivating and Rewarding Employees | 2 | | 2 | | 4 |
| Unit 9 Leadership and Trust | 2 | 2 | | | 4 |
| Unit 10 Managing communication and information | 2 | | | | 2 |
| Unit 11 Foundation of Controlling | 2 | | | | 2 |
| Go over | 1 | | 1 | | 2 |
| Total | 24 | 5 | 3 | | 32 |

2. Suggestion of Teaching Modes

Teaching Methods

Management is a discipline of the unity of science and art. Therefore, the teaching methods of management education must combine theoretical education and practical education. As for the theoretical education, classroom instruction, teaching material reading, individual or group discussion, and exercise should be the suitable methods. As for the practical education, case analysis, roll play and discussion can be the alternative methods to be used.

Teaching Tools

To combine theoretical and practical education, the teaching tools of PPT, multimedia player are needed to show the story of management history, the newest theory, the active case, the dialogue of manager, etc.

Discussion Class

To help the students to understand the management theory and practice, discussion in class is the must. In discussion, the instructor should prepare suitable question about management theory and practice to guide the discussion process, motive every student to take part in the discussion.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| Class attendance | Call the roll(more than 4 times) | 10% | 1,2,3,4,5 |
| Classroom performance | 2 times (discussions and presentations) | 20% | 1,2,3,4,5 |
| Conventional assignments | 3 times | 20% | 1,2,3,4,5 |
| Final exam | open-book | 50% | 1,2,3,4,5 |

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper,

project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

VII Textbooks and References

1. 斯蒂芬·罗宾斯;玛丽·库尔特;戴维·德森佐. 管理学原理 (英文版.第 10 版), 中国人民大学出版社, 2020.01

2. 斯蒂芬·罗宾斯;玛丽·库尔特. 管理学 (第 12 版) Management Twelfty Edition, 清华大学出版社, 2018.02

Written by: Peng Xue Bing (彭学兵)

Reviewed by:Li Dongqin

Date: 2021.04.05

Syllabus of Microeconomics*

Course Name/Title: Microeconomics*

Course Code: 59902

Course Type: Basic Course & Compulsory Course

Total Teaching Hours: 48 Hours (Classroom Hours: 48)

Course Credit: 3

I Course Introduction

The course is a compulsory course in the disciplinary foundation courses for those majoring in International Economics and Trade (instructed in English). It provides an introduction to principles of microeconomics. The basic concepts, including but not limited to, opportunity cost, demand and supply, market equilibrium, public good and price discrimination, will be introduced. The topics of market competition, welfare, efficiency, externality, and game theory will be covered.

II Course Objective

After taking this course, students are supposed to

1. fully understand the indispensable roles governments play in an economy, be more aware of the social consequences of private decisions, appreciate cooperations that lead to win-win situations, be patient and self-disciplined;
2. master the most important principles of economics;
3. understand how these principles play important roles in the real economies;
4. develop the ability of thinking like an economist.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|--|--------------------------|
| Graduation Requirement 2.1 | ①Master the basic theories of economics, international trade, management and expertise; has a solid theoretical foundation, broad knowledge and a better knowledge structure, can solve real-world problems with the scientific world outlook and methodology. | Course Objective 1,2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|---------------------------|----------------------|
| 1 | <p>Chapter 1 Principles of Economics</p> <ul style="list-style-type: none"> ● How people make decisions ● How people interact ● How the economy as a whole works | <p>By the end of this chapter, students should:</p> <ul style="list-style-type: none"> ● understand that economics is about the allocation of scarce resources. ● understand that individuals face trade-offs. ● understand the meaning of Opportunity Cost. ● learn to use marginal reasoning when making decisions. ● understand how incentives affect people's behavior. ● be able to see why trade among people or nations can be good for everyone. ● understand why markets are a good, but not perfect, way to allocate resources. ● know briefly the indispensable roles government may play in the economy (use discussion). ● be able to distinguish the difference between microeconomics and macroeconomics (added) | 3 | Lecture, Discussion | Course Objective 1,2 |
| 2 | <p>Chapter 2 Think like an Economist</p> <ul style="list-style-type: none"> ● The economist as scientist ● The economist as policy adviser ● Why economists disagree | <p>By the end of this chapter, students should:</p> <ul style="list-style-type: none"> ● Understand how economists apply the methods of science. ● Come to see how assumptions and models can shed light on the world. ● Understand and be able to apply two simple models—the circular flow and the production possibilities frontier. ● Be able to tell the difference between positive and normative statements. ● Understand the role of economists | 3 | Lecture, Inductive Method | Course Objective 4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|---|------------------------|
| | | in making policy. | | | |
| 3 | Chapter 4 Demand and Supply <ul style="list-style-type: none"> ● Markets and competition ● Demand ● Supply ● Market Equilibrium | By the end of this chapter, students should: <ul style="list-style-type: none"> ● understand what a competitive market is. ● Grasp what determines the demand for a good in a competitive market. ● Grasp what determines the supply of a good in a competitive market. ● Comprehend how supply and demand together set the price of a good and the quantity sold. ● Understand the key role of prices in allocating scarce resources in market economies. | 4 | Lecture, Deductive Method, Brainstorming | Course Objective 2,3,4 |
| 4 | Chapter 5 Elasticity and Its Application <ul style="list-style-type: none"> ● The Elasticity of Demand ● The Elasticity of Supply ● Applications of supply, demand and elasticity | By the end of this chapter, students should: <ul style="list-style-type: none"> ● Understand the meaning of price elasticity of demand. ● Grasp the determinants of the price elasticity of demand. ● Understand the meaning of price elasticity of supply. ● Grasp the determinants of the price elasticity of supply. ● Understand the meanings of income elasticity of demand and cross-price elasticity of demand. ● Understand the difference between interval and point elasticities and be able to apply them (added). ● Be able to argue why good news for farming can be bad news to farmers. | 3 | Lecture, Inductive Method, Deductive Method, Case Study | Course Objective 2,3,4 |
| 5 | Chapter 6 Supply, Demand and Government Policies <ul style="list-style-type: none"> ● Controls on prices ● Taxes | By the end of this chapter, students should understand: <ul style="list-style-type: none"> ● the (possibly undesirable) effects of government policies that place a ceiling on prices. | 2 | Lecture, Case Study | Course Objective 3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|---|--------------------------|
| | | <ul style="list-style-type: none"> the (possibly undesirable) effects of government policies that put a floor under prices. how a tax on a good affects the price of the good and the quantity sold. that taxes levied on sellers and taxes levied on buyers are equivalent. how the burden of a tax is split between buyers and sellers. | | | |
| 6 | Chapter 7 Welfare and Efficiency <ul style="list-style-type: none"> Consumer Surplus Producer Surplus Market Efficiency | By the end of this chapter, students should: <ul style="list-style-type: none"> Understand the link between buyers' willingness to pay for a good and the demand curve. Know how to define and measure consumer surplus. Understand the link between sellers' costs of producing a good and the supply curve. Know how to define and measure producer surplus. Grasp the idea that the equilibrium of supply and demand maximizes total surplus in a market. | 3 | Lecture | Course Objective 2,3,4 |
| 7 | Chapter 8 Application: the Costs of Taxation <ul style="list-style-type: none"> The Deadweight Loss of Taxation The Determinants of the Deadweight Loss* | By the end of this chapter, students should understand: <ul style="list-style-type: none"> how taxes reduce consumer and producer surplus. the meaning and causes of the deadweight loss from a tax. | 1 | Lecture | Course Objective 3,4 |
| 8 | Chapter 10 Externalities and Market Inefficiency <ul style="list-style-type: none"> Public Policies toward | By the end of this chapter, students should: <ul style="list-style-type: none"> Grasp the concept of externality. Understand why externalities can make market outcomes inefficient. Get familiar with the various government policies aimed at | 3 | Lecture, Heuristic Method, Deductive Method | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|--------------------------|
| | Externalities ● Private Solutions to Externalities | solving the problem of externalities. ● See how people can sometimes solve the problem of externalities on their own. ● Be able to explain why private solutions to externalities sometimes do not work. | | | |
| 9 | Chapter 11 Public Goods and Common Resources ● The Different Kinds of Goods ● Public Goods ● Common Resources | By the end of this chapter, students should: ● Grasp the defining characteristics of public goods and common resources. ● Understand why private markets fail to provide public goods. ● Get familiar with some of the important public goods in our economy. ● Understand why the cost-benefit analysis of public goods is both necessary and difficult. ● Understand why people tend to use common resources too much. ● Get familiar with some of the important common resources in our economy. | 2 | Lecture, Deductive Method, Heuristic Method | Course Objective 1,2,3,4 |
| 10 | Chapter 13 The Costs of Production ● What are costs? ● Production and Costs ● The Various Measures of Cost ● Costs in the Short Run and in the Long Run | By the end of this chapter, students should: ● understand what items are included in a firm's costs of production. ● Be able to explain the link between a firm's production process and its total costs. ● Grasp the meaning of average total cost and marginal cost and how they are related. ● Be able to explain the shape of a typical firm's cost curves. ● Fully understand the relationship | 5 | Brainstorming, Lecture, Deductive Method, Inductive Method | Course Objective 2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|---|--------------------------|
| | | between short-run and long-run costs. | | | |
| 11 | Chapter 14 Firms in Competitive Markets <ul style="list-style-type: none"> What is a competitive market? Profit maximization and the competitive firm's supply curve The supply curve in a competitive market | By the end of this chapter, students should understand: <ul style="list-style-type: none"> what characteristics make a market competitive. how competitive firms decide how much output to produce. how competitive firms decide when to shut down production temporarily. how competitive firms decide whether to exit or enter a market. how firm behavior determines a market's short-run and long-run supply curves. | 4 | Lecture, Situational Approach, Deductive Method | Course Objective 2,4 |
| 12 | Chapter 15 Monopoly <ul style="list-style-type: none"> Why Monopolies arise How monopolies make production and pricing decisions The welfare cost of monopoly Public policy toward monopolies Price Discrimination | By the end of this chapter, students should: <ul style="list-style-type: none"> Be able to explain the causes of monopoly. Fully understand how a monopoly determines the quantity to produce and the price to charge. Be able to evaluate how the monopoly's decisions affect economic well-being. Be able to explain the rationale behind price discrimination. Be able to discuss about the various public policies aimed at solving the problem of monopoly. | 3 | Lecture, Heuristic Method, Case Study | Course Objective 1,2,3,4 |
| 13 | Chapter 16 Monopolistic Competition <ul style="list-style-type: none"> Competition with differentiated products Advertising* | By the end of this chapter, students should: <ul style="list-style-type: none"> Grasp the market structures that lie between monopoly and competition. understand competition among firms that sell differentiated products. understand how the outcomes | 2 | Lecture, Brainstorming, | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|---|---------------------------------|
| | | <p>under monopolistic competition and under perfect competition compare.</p> <ul style="list-style-type: none"> ● Be able to evaluate the desirability of outcomes in monopolistically competitive markets. ● Be able to join the debate over the effects of advertising (Does this call for gov't regulations?). ● Be able to join the debate over the role of brand names*. | | | |
| 14 | <p>Chapter 17 Oligopoly</p> <ul style="list-style-type: none"> ● Markets with only a few sellers ● Game Theory and the Economics of Cooperation ● Public policies toward oligopolies | <p>By the end of this chapter, students should:</p> <ul style="list-style-type: none"> ● understand what outcomes are possible when a market is an oligopoly. ● Get familiar with the prisoners' dilemma and how it applies to oligopoly and other issues. ● how the antitrust laws try to foster competition in oligopolistic markets. | 5 | <p>Role-Play, Heuristic Method, Lecture, Deductive Method</p> | <p>Course Objective 1,2,3,4</p> |

V Period Distribution and Teaching Modes

| Course Content | Mode | | | | | Sum |
|---|-------|---------|----------|------------|-------|-----|
| | Hours | Lecture | Tutorial | Discussion | Notes | |
| 1.Principles of Economics | | 3 | | | | 3 |
| 2 Think like an Economist | | 3 | | | | 3 |
| 3. Demand and Supply | | 4 | | | | 4 |
| 4. Elasticity and Its Application | | 3 | 1 | | | 4 |
| 5. Supply, Demand and Government Policies | | 2 | | | | 2 |
| 6. Welfare and Efficiency | | 3 | | | | 3 |

| | | | | | |
|---------------------------------------|----|---|--|--|----|
| 7. Application: the Costs of Taxation | 1 | | | | 1 |
| 8. Externalities | 3 | | | | 3 |
| 9. Public Goods and Common Resources | 2 | | | | 2 |
| 10. The Costs of Production | 5 | 1 | | | 6 |
| 11. Firms in Competitive Markets | 4 | | | | 4 |
| 12. Monopoly | 3 | | | | 3 |
| 13. Monopolistic Competition | 2 | | | | 2 |
| 14. Oligopoly | 5 | | | | 5 |
| 15. Final Review | 1 | 2 | | | 3 |
| Total | 44 | 4 | | | 48 |

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| Classroom performance | Regular attendance and active participation | 20% | Course Objective 1,2,3 |
| Take-home assignments | 2 or 3 assignments | 30% | Course Objective 1,2,3,4 |
| Final exam | Closed-book | 50% | Course Objective 1,2,3,4 |

VII Textbooks and References

1. Textbook

[1] N. Gregory Mankiw. 2017. *Principles of Economics (微观部分)*. 6th ed. Tsinghua University Press.

2. References

[1] Parkin, Micheal, and Robin Bade. 2021. *Foundations of Microeconomics*. 8th ed. China Renmin University Press.

[2] Frank, Robert H., and Ben S. Bernanke. 2014. *Principles of Microeconomics*. 5th ed. Tsinghua University Press.

[3] Taylor, John B., and Akila Weerapana. 2012. *Principles of Microeconomics*. 6th ed. China Renmin University Press.

[4] Samuelson, Paul A., and William D. Nordhaus. 2014. *Economics*. 19th ed. Higher Education Press.

[5] Parkin, Micheal, and Yacan Wang. 2010. *Economics*. 7th ed. Bilingual ed. Posts & Telecom Press.

Teaching Team: ZHANG Yibo (leader), ZHANG Yan & YANG Jue

Written by: ZHANG Yibo

Reviewed by: YANG Jue

Date: 2021/5/8

Syllabus of International Trade

Course Name/Title: International Trade

Course code: 51932

Course Type: Basic Course; Compulsory Course

Total Teaching Hours: 48 (Classroom Hours: 48)

Course Credit: 3

I Course Introduction

International trade is a theoretical and practical course. In the process of teaching and learning, we should pay attention to integrating theory with practice and master effective learning methods. Through the study of this course, students can systematically understand the theory and policy measures of international trade, understand the relationship between the basic theory of western economics and international trade theory, master the theoretical analysis models and methods of international trade issues, as well as the basic knowledge of international trade, including the development of international trade theory, trade liberalization and trade protectionism. This course aims to improve students' ability to use what they have learned, understand and analyze the latest developments and trends in the current international economy, especially in the field of international trade, and establish a global vision and international concept.

II Course Objective

(1) Ideological and political goals

1. Set up lofty ideals and form correct life values;

2. Establish a correct and firm political direction, love the motherland, love the Communist Party of China and support the party's basic line;

3. Be able to use materialist dialectics to think and analyze problems, and gradually establish a scientific world outlook, outlook on life and values;

4. Having the sense of innovation and the ideal of striving for the prosperity of the country and the rejuvenation of the nation.

(2) Knowledge objectives

1. Through in-depth and thorough explanation of the development of contemporary international trade theory and policy, help students understand and think about the causes of international trade and the distribution of interests;

2. Using the theory of international trade to analyze the current situation and main problems of contemporary world economy and international trade;

3. The ability to understand and analyze problems can be improved, and the practical ability, innovation ability and international vision can be cultivated;

4. Familiar with the history of international trade development, and the characteristics of contemporary international trade, and master the classification and description index of international trade;

5. Understand the formation process of international trade policy, familiar with the application of non-tariff trade barriers and other trade policies;

(3) Capability goals

1. Master the process of international trade, lay the foundation for the practical work in the future, and cultivate the ability of long-term and effective learning;

2. Have a clear and correct understanding of the actual international trade affairs, have the spirit of innovation and practice, and keep the ability to learn from time to time;

3. We should study the theory of international trade and take it as the core to study and solve practical problems in international economic activities;

4. Master the basic concepts, principles and methods of the discipline, including the representative international trade theory and trade policy in the whole process of international trade development.

(4) Quality goals

1. Closely linked with practice, we should learn to analyze cases and solve practical problems, integrate the study of subject theory into the research and understanding of economic activity practice, and effectively improve the ability of analyzing and solving problems;

2. Master the model of international trade, and be able to solve practical problems

3. Have independent learning ability and analytical ability, be good at summing up experience and innovation;

4. Love the motherland, study hard knowledge, after graduation can contribute to China's trade;

5. Develop the ability of active learning, independent exploration of international trade theory and related knowledge, maintain efficient learning ability.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|---|--------------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific world outlook and outlook on life; With good ideological and moral cultivation, strong sense of social responsibility and legal consciousness, sound personality and strong team spirit | Course Objective 1,2 |

| | | |
|----------------------------|--|------------------------|
| Graduation Requirement 2.3 | Familiar with international economic agreement system, commitment, international practice and legal knowledge related to economy and trade; With management consciousness, innovation consciousness, strategic vision and leadership ability | Course Objective 1,2,3 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability of economic operation analysis and judgment | Course Objective 2,3,4 |
| Graduation Requirement 5.2 | Familiar with the policies, policies and regulations of international organizations and China's foreign economic and trade development, and understand the policies, regulations and technical standards of various countries in terms of trade, investment and intellectual property rights | Course Objective 2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|------------------------|---|--------|--|--------------------------|
| 1 | Chapter 1 Introduction | <p>1. Understand the definition and characteristics of international trade, and lay a theoretical foundation for the follow-up study of this course;</p> <p>2. Understand the international trade related theories, and master the differences and connections between the new and old trade theories;</p> <p>3. Master Ricardo's theory and practice of comparative advantage and Heckscher-Ohlin theory (Factor—proportions theory);</p> <p>4. Understand the importance of</p> | 3 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--|--------------------------|
| | | globalization, as well as the wave of globalization and global economic activities; 5. Understand the trade policy, trade theory and trade situation of the United States as an open economy | | | |
| 2 | Chapter 2 Comparative Advantage | 1. Understand the relevant knowledge of modern trade theory, in order to better grasp the background knowledge of international trade; 2. Master the concepts of production possibility planning and marginal rate of change and their related calculation methods; 3. Understand how to trade under the condition of constant cost, and master the basic knowledge of international trade; 4. Master the international trade activities under the condition of increasing cost, and be able to compare the differences and relations with constant cost transactions; | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 3 | Chapter 3 Sources of Comparative Advantage | 1. Understand the main content of factor endowment theory, Heckscher-Ohlin theory, ultimate determinants of comparative and resource-endowment ratio; 2. Understand the impact of resource endowment on comparative advantage; 3. Recognize the differences in technology and capability of export goods between China and the United States; 4. Master the Magnification effect of Stolper-Samuelson theorem, that is, the | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|------------------------------------|--|--------|--|--------------------------|
| | | <p>change in the price of a resource is greater than the change in the price of the good</p> <p>5. Understand whether international trade has exacerbated the poverty of the poor, and understand the reasons behind the wage gap;</p> <p>6. Recognize that skill is the source of comparative advantage and understand Lyon paradox;</p> <p>7. Understand increasing returns to scale, the product cycle theory and overlapping demands as a basis for trade</p> | | | |
| 4 | Chapter 4 Tariffs | <p>1. Understand the concept, type, and meaning and difference of different types of tariff;</p> <p>2. Master the nominal tax rate and effective tax rate, the calculation method of effective tax rate, and the relationship between nominal tax rate and effective tax rate for different products;</p> <p>3. Understand the theory of outsourcing and offshore assembly supply, dodging import tariffs: tariff avoidance and tariff evasion, postponing import tariffs and tariff effects;</p> <p>4. Understand the welfare effect of tariff and its specific performance in the big country mode and the small country mode;</p> <p>5. Understand the impact of the abolition of import tariffs, how tariffs increase the burden on exporters and trade restrictions</p> | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 5 | Chapter 5 Nontariff Trade Barriers | 1. Understand the meaning of import quota and its impact on economic welfare, and the allocation of quota | 6 | Classroom lectures, | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|--------------------------|
| | | <p>license;</p> <p>2. Understand tariff-rate quota: a two-tier tariff, administration of tariff-rate quotas and domestic content requirements;</p> <p>3. Understand the meaning and function of subsidies, as well as the welfare effect of domestic production subsidies and export subsidies;</p> <p>4. Understand dumping, sporadic dumping (distress dumping), predatory dumping, international price discrimination and antidumping regulations;</p> <p>5. Understand other nontariff trade barriers.</p> | | online courses, case studies | |
| 6 | Chapter 6 Trade Regulations and Industrial Policies | <p>1. Understand the tariff policy of the United States before 1930, in order to better understand today's trade tariff policy;</p> <p>2. Understand Smoot Hawley Act, protectionist trap, reciprocal trade agreements act, general agreement on tariffs and trade and world trade organization</p> <p>3. Know safeguards: emergency protection from imports, including: trade remedy laws and arguments for safeguards;</p> <p>4. Understand countervailing duties, a protection against foreign export subsidies;</p> <p>5. Understand the industrial policies of the United States and Japan, find their differences, and better understand today's industrial policies;</p> | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 7 | Chapter 7 Trade Policies for the Developing Nations | <p>1. Understand the differences between developing and developed countries, the trade characteristics and trade problems of developing countries;</p> | 6 | Classroom lectures, online | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|--------------------------|
| | | <p>2. Understand the measures and role of stabilizing primary product prices in developing countries;</p> <p>3. Know the OPEC Oil Cartel;</p> <p>4. Understand the relevant international institutions and regulations to assist developing countries;</p> <p>5. Understand the strategy of economic growth, such as the advantages and disadvantages of import substitution, the advantages and disadvantages of export-oriented policy;</p> <p>6. Know China's transformation to capitalism.</p> | | courses, case studies | |
| 8 | Chapter 8 Regional Trading Arrangements | <p>1. Understand regional integration and multilateralism;</p> <p>2. Master the types of regional trade arrangements, including economic integration, free-trade area, customs union, common market, economic union, monetary union and the United States - Monetary union;</p> <p>3. Understanding the regionalism driving force of regional trade arrangements;</p> <p>4. Understand the European Union, the European Monetary Union, North American Free Trade Agreement, free trade area of the Americas and Asia-Pacific Economic Cooperation</p> | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 9 | Chapter 9 International Factor Movements and Multinational Enterprises | <p>1. Master the definition, business scope and diversified operation types of multinational companies;</p> <p>2. Master the definition and motivation of foreign direct investment;</p> <p>3. Understand the reasons for offering goods to foreign buyers, including the presence of foreign demand and economies of scale;</p> <p>4. Master the theory of international</p> | 3 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|----------------|--|--------|----------------|-------------------|
| | | trade and multinational enterprises, lay the foundation for future practical work; 5. Understand the international joint venture, including its definition, types, reasons, disadvantages and welfare gains and losses. | | | |

V Period Distribution and Teaching Modes

(1) Period distribution

| Period | Teaching modes | Theory Lectures | Exercises Class | Discussion Class | Remarks Subtotal | Subtotal |
|--------|----------------|-----------------|-----------------|------------------|------------------|----------|
| | | | | | | |
| | | 3 | | | | 3 |
| | | 4 | 1 | 1 | | 6 |
| | | 4 | 1 | 1 | | 6 |
| | | 4 | 1 | 1 | | 6 |
| | | 4 | 1 | 1 | | 6 |
| | | 4 | 1 | 1 | | 6 |
| | | 4 | 1 | 1 | | 6 |
| | | 2 | | 1 | | 3 |
| | | 33 | 7 | 8 | | 48 |

(2) Teaching Modes

(1) This course introduces the theory of international trade to students through the combination of classroom teaching, case analysis, walkthrough, brainstorming and project guidance teaching. Meanwhile, it introduces cases and discussions appropriately according to the needs of unit objectives, and guides students to think positively and stimulate students' interest in

learning international trade theory.

(2) For the key and difficult knowledge, it is necessary to set up classroom exercises or classroom tests to urge students to digest seriously. Students are required to actively participate in class discussion and seriously complete class exercises and homework.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| Classroom Performance | 5 points will be deducted for one absenteeism; 5 points will be deducted for one missed assignment; 2 points will be added for one initiative response | 40 | Course Objective 1,2,3,4 |
| Final Exam | Closed-book exam | 60 | Course Objective 2, 3 |

VII Textbooks and References

(1) Textbook

International Trade (Fifteenth edition), 罗伯特·J.凯伯 著, 中国人民大学出版社

(2) Reference

International Trade (Sixteenth edition), 托马斯·普格尔 著, 中国人民大学出版社

Written by: Mobing Jiang (蒋墨冰)

Reviewed by: Chen Xiaohua

Date: 5/7/2021

Syllabus of Geography of International Trade

Course Name/Title: Geography of International Trade **Course code:** 51983

Course Type: Basic Course, Optional Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

International Trade Geography is the study of the impact of geographic environment on world economy and trade; the formation, development and change rules of world economy and trade; and introduce of major countries & industries in global market. The course content includes the characteristics of natural and cultural environment and its impact on world trade, the world economic and trade pattern, the main transport modes, and the geographical environment, economy, industry, and trade situation of the world's major countries or regions as well as the relationship between those countries and China.

The course covers cases of major national affairs and world economic and trade pattern. Through the understanding of other countries trade situation and the comparison between China & other major countries, students could pay more attention to the differences of those countries, government policies, international relations and other hot topics, and what's the most important, to build up a certain sense of ownership, national responsibility and national honor.

II Course Objective

1. Ideological and political Objective

(1) Understand the historical background and the development of world economic and trade pattern, gain the historical view of world economic and trade development and inspire students to love the motherland, and conduct patriotic ideological education;

(2) Establish views and minds of cross-cultural, opening up and global perspective; pay attention to international developments and global issues;

(3) Master China's economic & trade development process and compare with other countries economic & trade development, cultivates students' national pride, honor and confidence.

2. Knowledge Objectives

(1) Students know the basic theory and knowledge of international trade geography and specific characteristics of the geographical & cultural environment;

(2) Understand the important factors which impact world trade, and grasp the formation process and historical development of world trade regions, the characteristics of those areas;

(3) Have a profound understanding of the geographical environment, economy, industry, trade of China and other major countries in the world.

3. Ability Objective

(1) Acquire the ability of active exploration, independent thinking and independent learning; know how to make comprehensive analysis and partial analysis, analyze and solve practical problems in economy, industry and international trade of China and other major countries;

(2) Improve the ability of collecting statistics and information from international database and other resources and use them to draw figures and tables to describe economic, industrial and trade situation of China and other major countries.

(3) Cultivate the ability to analyze domestic and international economic and trade problems and use critical thinking to find solutions or suggest practical policies.

4. Quality Objective

(1) Improve cross-cultural communication in English; enhance comprehensive ability includes teamwork, data processing, logical analysis, knowledge application, critical thinking, etc.

(2) Cultivate a good perspective of economic analysis, a global vision and a keen insight, as well as an independent, diligent in thinking and in-depth research habits.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|---------------------------------|---|--------------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong teamwork spirit. | 1, 4 |
| Graduation Requirement 2.1 | Systematically master the basic theories and professional skills of economics, international trade and management | 2 |
| Graduation Requirement 2.4 | Proficient in English, with a high level of foreign language listening, speaking, reading, writing and translation, with the ability and skills to use English as the working language in foreign departments, enterprises and public institutions. | 1,2,3,4 |
| Graduation Requirement 3.1 | Proficient in computer application skills, with the ability to efficiently use modern information technology to acquire and process information. | 3,4 |
| Graduation Requirement 4.1,4.3 | Strong interpersonal and team work skills ; Have strong analytical ability, decision-making ability and comprehensive coordination and innovation ability | 1,3,4 |
| Graduation Requirement 5.3, 5.4 | Have an international perspective, pay attention to international trends and global issues; have the basic skills to deal with foreign affairs; ability of cross-cultural communication. | 1,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|---|-------------------|
| 1 | Chapter 1.1 Natural Environment and its impact ➤ Geographic position ➤ Topographic condition ➤ Climatic condition ➤ Natural resources | (1) Analyze how does natural environment influence foreign trade of a country? (2) Understand how those important influencing factors change over time in different states. | 2 | Classroom lectures; Case study; Group discussion | 1,2,3,4 |
| 2 | Chapter 1.2 Cultural Environment and its impact ➤ Race and Nationality ➤ Language and religion ➤ Population ➤ Other factors | (1) Analyze how does cultural environment influence foreign trade of a country? (2) Understand how those important influencing factors change over time in different states. (3) Discuss the influence of trade policies on world trade and give examples. (4) By introducing the concept "a community with a shared future for mankind", "there is only one earth for mankind", and guide students to recognize that "peace and development", expressing the feelings of the country and the family. | 4 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |
| 3 | Chapter 2.1 Geographical Pattern: Historically Evolution and Formation ➤ Mediterranean(& Asia) Age ➤ Atlantic Age ➤ Pacific Period | (1) Understand how these patterns evolve and form (2) Discuss different characteristics in each ages and periods. (3) Master the main industries and major trade object in different ages. (4) Stimulate the students' cultural identity and scientific spirit, and achieve the unity of knowledge and innovation by discussing Age of Discovery & Industrial revolution. | 4 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |
| 4 | Chapter 2.2 Geographical Pattern: Prospect | (1) Understand why those areas developed so fast. (2) Master the new characteristics of geographical pattern in the future. (3) Inspire students' political identity and strengthen their national confidence by discussing "Rising east and falling West". | 2 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |
| 5 | Chapter 3 Population | (1) Understand the characteristics of five | 4 | Classroom lectures; | 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---|-------------------|
| | <ul style="list-style-type: none"> ➤ Demographic Transition & Global Trends ➤ Population Problem ➤ Population Policy & Solution | <p>stages of population growth.</p> <p>(2) Summarize the characteristics of population growth in different regions.</p> <p>(3) Master the advantages and disadvantages of large population.</p> <p>(4) Understand different population policies and its impacts including China' one child policy.</p> <p>(5) Find solutions to deal with population problems in China and have a better understanding of government policy.</p> | | Case study; Group discussion; Group presentation | |
| 6 | <p>Chapter 4 Transportation & International Trade</p> <ul style="list-style-type: none"> ➤ Maritime Transportation ➤ Rail Transport ➤ Highway Transportation ➤ Air Transportation ➤ Pipeline Transportation | <p>(1) Master the main characteristics of those five modes and their impact on global trade.</p> <p>(2) Compare U.S and China, understand the advantages of government spending on infrastructure and its influences, and build the sense of National pride.</p> | 4 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |
| 7 | <p>Chapter 5 Economy & Trade: Germany; France; UK; Russia</p> <ul style="list-style-type: none"> ➤ Geographical Environment ➤ Economy ➤ Major industries ➤ Foreign trade ➤ Relationship with China | <p>(1) Know the Economy and Trade situation of those European countries: main industries and trade composition.</p> <p>(2) Master how to use international statistics to analyze the characteristics of economic, industrial and trade situation.</p> <p>(3) Understand government foreign policy to manage the relationship with other countries and build the sense of patriotism.</p> | 4 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |
| 8 | <p>Chapter 6 Economy & Trade: U.S</p> <ul style="list-style-type: none"> ➤ Geographical Environment ➤ Economy ➤ Major industries ➤ Foreign trade ➤ Relationship with China | <p>(1) Know the Economy and Trade situation of U.S: main industries and trade composition.</p> <p>(2) Master how to use international statistics to analyze the characteristics of economic, industrial and trade situation.</p> <p>(3) Understand government foreign policy to manage the relationship with U.S and build the sense of patriotism.</p> | 6 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|---|-------------------|
| 9 | Chapter 7 Economy & Trade: ASEAN; Japan; South Korea ➤ Geographical Environment ➤ Economy ➤ Major industries ➤ Foreign trade ➤ Relationship with China | (1) Know the Economy and Trade situation of Asia countries: main industries and trade composition. (2) Master how to use international statistics to analyze the characteristics of economic, industrial and trade situation. (3) Understand government foreign policy to manage the relationship with them and build the sense of patriotism. | 2 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |

V Period Distribution and Teaching Modes

Period Distribution

| Course content | Teaching modes | | | | Remarks | Subtotal |
|--|----------------|------------|------------|--------|---------|----------|
| | Theory | Case Study | Discussion | Period | | |
| Chapter 1.1 Natural Environment and its impact | 1 | 1 | | | | 2 |
| Chapter 1.2 Cultural Environment and its impact | 2 | 1 | 1 | | | 4 |
| Chapter 2.1 Geographical Pattern: Historically Evolution and Formation | 2 | 1 | 1 | | | 4 |
| Chapter 2.2 Geographical Pattern: Prospect | 2 | | | | | 2 |
| Chapter 3 Population | 1 | 1 | 2 | | | 4 |
| Chapter 4 Transportation & International Trade | 2 | 1 | 1 | | | 4 |
| Chapter 5 Economy & Trade: Germany; France; UK; Russia | 1 | 1 | 2 | | | 4 |
| Chapter 6 Economy & Trade: U.S | 2 | 2 | 2 | | | 6 |
| Chapter 7 Economy & Trade: ASEAN; Japan; South Korea | 1 | | 1 | | | 2 |
| Total | 14 | 8 | 10 | | | 32 |

Teaching Modes

(1) Classroom teaching methods: Utilize international databases and authoritative websites to collect information, material to update data, cases and hot topics which needed for teaching. Continuing track international current events, guide students to discuss, participant in class and stimulate students' learning enthusiasm in class.

(2) Case learning & Discussion: Establish case base and design group discussion topics related to the course knowledge. Search high-quality online courses from well-known foreign universities, videos from websites such as TED, and sets up and continuously updates database of cases and hot current affairs, such as the population policy and other hot topics, to arouse students' thinking and improve their learning & speaking enthusiasm in class. Besides, encourage international students to engage in those discussions with Chinese students in order to improve cross-culture communication.

(3) Group presentation & report: After learning each chapter students are required to finish a group presentation before class to evaluate their comprehensive ability includes English expression, data processing, logical analysis, knowledge application, critical thinking, etc.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| Class performance | (1) Attendance 5% (2) Take notes or summary 25% (3) Q &A 10% (4) Homework twice 10% | 50 | 1,2,3,4 |
| Group presentation and report | (1) Group presentation: topic related to each chapter. 2-3 a group; 15 min includes Q &A. (2) Submit a report of at least 2000 words about the presentation. Requirements: Framework &Content; Analysis; Data; Conclusion; English speaking; Format; Working hard, etc. | 50 | 1,2,3,4 |

VII Textbooks and References

No textbooks

References and other material:

- [1] 高茜等. 世界经济贸易地理[M]. 北京. 中国人民大学出版社, 2017.
- [2] 李慧光, 陈晓霞. 国际贸易地理[M]. 北京. 对外经济贸易大学出版社, 2015.
- [3] World Bank: World Economic Outlook 2019.
- [4] WTO: WTO Report 2019.
- [5] WTO: World Trade Statistics Review 2020.
- [6] <https://www.mofcom.gov.cn>
- [7] <https://www.wto.org>

[8] <https://data.worldbank.org/>

Written by: MA Xin

Reviewed by: FU Chunheng

Date: 2021-5-8

Syllabus of Macroeconomics*

Course Name/Title: Macroeconomics*

Course Code: 59901

Course Type: Basic Course & Compulsory Course

Total Teaching Hours: 48 Hours (Classroom Hours: 48)

Course Credit: 3

I Course Introduction

The course is a compulsory course in the disciplinary foundation courses for those majoring in International Economics and Trade (instructed in English). It provides an overview of the main concepts and theories that help explain macroeconomic issues such as long-run economic growth, business cycle fluctuations, inflation, unemployment and the roles monetary and fiscal policy play in addressing these phenomena.

II Course Objective

By the end of the course, the students will:

1. (Chinese students) Love their motherland, identify with the path of socialism with Chinese characteristics and be proud of the Chinese institutions and culture; (foreign students) familiarize themselves with and identify with the institutions and the culture in China; (all students) adopt a scientific outlook on the world and on life, cultivate good ideologies and morals, be patient and self-disciplined, have a better understanding of cultural diversity, have the mentality for challenges and innovation, cultivate team-work spirit, have the consciousness of life-long learning.
2. grasp important macroeconomic indicators such as gross domestic product, consumer price index, unemployment rate and understand the loanable funds model, the AD-AS model, the quantity theory of money and a macroeconomic theory of the open economy; have a better understanding of both the potential and the limits of macroeconomic policies.
3. be able to understand and critically discuss articles in the main newspapers and specialized magazines (China Daily, the Wall Street Journal, the Economist among others);
4. have the initiative to find macroeconomic issues/phenomena of interest and apply the macroeconomic theories learned to analyze them and provide policy suggestions.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|---|--------------------------|
| Graduation | Systematically master the basic theories and professional | Course |

| | | |
|-----------------|---|--------------------|
| Requirement 2.1 | skills of economics, international trade and management, have solid theoretical foundation, broad knowledge and perfect knowledge structure, and be able to solve practical problems with scientific world outlook and methodology. | Objective 1,2,,3,4 |
|-----------------|---|--------------------|

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---------------------|------------------------|
| 1 | Introduction | <ul style="list-style-type: none"> ● Understand the principles of Economics that concern Macroeconomics. ● Know the difference between Macroeconomics and Microeconomics. ● Refresh memories about the supply-demand model. | 2 | Lecture | Course Objective 1,2 |
| 2 | Chapter 5 Measuring a Nation's Income 1. The economy's income and expenditure 2. The measurement of Gross Domestic Product 3. The components of GDP 4. Real versus Nominal GDP 5. Is GDP a good measure of economic well-being? | <p>By the end of this lecture, students should:</p> <ul style="list-style-type: none"> ● understand why an economy's total income equals its total expenditure. ● Grasp the concept and measurement of GDP. ● Know the four major components of GDP and find out the different composition of GDP in China and in the U.S.. ● Understand the distinction between real GDP and nominal GDP. ● Be able to judge whether GDP is a good measure of economic well-being. | 3 | Lecture, Discussion | Course Objective 1,2,3 |
| 3 | Chapter 6 Measuring the Cost of Living 1. The Consumer Price | <p>By the end of this lecture, students should:</p> <ul style="list-style-type: none"> ● understand how the consumer | 3 | Lecture, Discussion | Course Objective 1,2,3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---------------------|------------------------|
| | <p>Index</p> <p>2. Correcting economic variables for the effects of inflation</p> | <p>price index (CPI) is constructed and be able to comment on the differences in the CPI basket in China and in U.S..</p> <ul style="list-style-type: none"> ● Be able to explain why the CPI is an imperfect measure of the cost of living. ● Know how to compare the CPI and the GDP deflator as measures of the overall price level. ● Be able to use a price index to compare dollar figures from different times. ● understand the distinction between real and nominal interest rates. | | | |
| 4 | <p>Chapter 7 Production and Growth</p> <p>1. Economic Growth around the world</p> <p>2. Productivity: its roles and determinants</p> <p>3. Economic Growth and Public Policy</p> | <p>By the end of this chapter, students should:</p> <ul style="list-style-type: none"> ● Know the main facts about economic growth in the world. ● Understand why productivity is the key determinant of a country's standard of living. ● Be able to discuss the determinants of productivity. ● Be able to discuss how a country's policies influence its productivity growth. | 3 | Lecture, Discussion | Course Objective 1,2,3 |
| 5 | <p>Chapter 8 Saving, Investment, and the Financial System</p> <p>1. Financial institutions in U.S. and China</p> | <ul style="list-style-type: none"> ● Know the main types of financial institutions in Chinese economy and in U.S. economy. ● Understand how the financial | 3 | Lecture, Discussion | Course Objective 1,2,3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---------------------------------|------------------------|
| | 2. Saving and Investment in the national income accounts 3. The market for loanable funds | <p>system is related to key macroeconomic variables.</p> <ul style="list-style-type: none"> ● Be able to use the closed-economy loanable funds model to explain how investment is determined in the economy. ● Be able to apply the loanable funds model to analyze various government policies. ● Understand how government budget deficits affect the economy. | | | |
| 6 | Chapter 10 Unemployment 1. Identifying unemployment 2. The inevitable frictional unemployment 3. Minimum-wage laws 4. Unions and collective bargaining 5. Efficiency wage theory | <p>By the end of this chapter, students should:</p> <ul style="list-style-type: none"> ● Know how unemployment is measured. ● Know what the “natural rate of unemployment” is. ● Understand why there are always some people unemployed. ● Understand how unemployment can arise from minimum-wage laws, and from bargaining between firms and unions. ● Understand how unemployment results when firms choose to pay efficiency wages. | 3 | Lecture, Discussion | Course Objective 1,2,3 |
| 7 | Chapter 11 The Monetary System 1. The meaning of money | <p>By the end of this chapter, students should:</p> <ul style="list-style-type: none"> ● Understand what money is and what functions money has in | 5 | Lecture, Discussion, Case Study | Course Objective 1,2,3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|----------------------|------------------------|
| | 2. The Central Bank 3. Banks and the Money Supply 4. Central banks' tools of monetary control | the economy. <ul style="list-style-type: none"> ● Know what a central bank in an economy does. ● Understand how the banks “create money”. ● Understand how a central bank controls the money supply. | | | |
| 8 | Chapter 12 Money Growth and Inflation 1. The classic theory of inflation 2. The costs of inflation | By the end of this chapter, students should: <ul style="list-style-type: none"> ● Understand why inflation results from rapid growth in the money supply. ● Grasp the concepts of the classical dichotomy and monetary neutrality. ● Be able to explain how the nominal interest rate responds to the inflation rate. ● Know the various costs that inflation imposes on society. | 4 | Lecture, Case Study. | Course Objective 1,2,3 |
| 9 | Chapter13 - Chapter 14 Open-Economy Macroeconomics 1. The international flows of goods and capital 2. The prices for international transactions: Real and nominal exchange rates 3. A first theory of exchange-rate determination: Purchasing-Power | By the end of this lecture, students should: <ul style="list-style-type: none"> ● Understand how net exports measure the international flow of goods and services. ● Understand how net capital outflow measures the international flow of capital. ● Be able to explain why net exports must always equal net foreign investment. ● Be able to show how saving, domestic investment, and net capital outflow are related. ● Understand the meaning of the | 4 | Lecture, Case Study. | Course Objective 1,2,3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|------------------------|
| | Parity | <p>nominal exchange rate and the real exchange rate.</p> <ul style="list-style-type: none"> ● Understand purchasing-power parity and its implications. | | | |
| 10 | <p>Chapter 15 Aggregate Demand and Aggregate Supply</p> <p>1. Three key facts about economic fluctuations</p> <p>2. Explaining short-run economic fluctuations</p> <p>3. The Aggregate-Demand Curve and Aggregate-Supply Curve</p> <p>4. Two causes of economic fluctuations</p> | <p>By the end of this chapter, students should:</p> <ul style="list-style-type: none"> ● Know the three key facts about short-run economic fluctuations. ● Understand how the economy in the short run differs from the economy in the long run. ● Be able to use the model of aggregate demand and aggregate supply to explain economic fluctuations. ● See how shifts in either aggregate demand or aggregate supply can cause booms and recessions. | 6 | Lecture, Deductive Method, Case Study. | Course Objective 2,3 |
| 11 | <p>Chapter 16 The Influence of Monetary and Fiscal Policies on Aggregate Demand</p> <p>1. How monetary policy influences Aggregate Demand</p> <p>2. How fiscal policy influences Aggregate Demand</p> <p>3. Using policy to stabilize the economy</p> | <p>By the end of this chapter, students should:</p> <ul style="list-style-type: none"> ● Understand the theory of liquidity preference as a short-run theory of the interest rate. ● Be able to analyze how monetary policy affects interest rates and aggregate demand. ● Be able to analyze how fiscal policy affects interest rates and aggregate demand. ● Be aware of the debate over whether policymakers should try to stabilize the economy. | 6 | Lecture, Deductive Method, Case Study. | Course Objective 1,2,3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---------------------|---|--------|------------------|--------------------------|
| 12 | Group Presentations | Students will be able to present their findings in their group mini research project, take questions from the audience and join the discussions about related issues. | Vary | Peer instruction | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

| Course Content | Hours | Mode | | | | Sum |
|---|-------|---------|----------|------------|-------|-----|
| | | Lecture | Tutorial | Discussion | Notes | |
| 1. Introduction | | 2 | | | | 2 |
| 2. Measuring a Nation's Income | | 3 | | | | 3 |
| 3. Measuring the Cost of Living | | 3 | | | | 3 |
| 4. Production and Growth | | 3 | | | | 3 |
| 5. Saving, Investment, and the Financial System | | 3 | | | | 3 |
| 6. Unemployment | | 3 | | | | 3 |
| 7. The Monetary System | | 5 | | | | 5 |
| 8. Money Growth and Inflation | | 4 | | | | 4 |
| 9. Open-Economy Macroeconomics | | 4 | | | | 4 |
| 10. Aggregate Demand and Aggregate Supply | | 6 | | | | 6 |
| 11. The Influence of Monetary and Fiscal Policies on Aggregate Demand | | 6 | | | | 6 |
| 12. Group Presentations | | | | | 6 | 6 |
| Total | | 42 | | | 6 | 48 |

VI Assessment

| Assessment Methods or | Assessment | Assessment | Evaluation of Course |
|-----------------------|------------|------------|----------------------|
|-----------------------|------------|------------|----------------------|

| Approaches | Requirements | Weighting | Objectives |
|-----------------------|--|-----------|--------------------------|
| Classroom performance | Regular attendance and active participation | 10% | Course Objective 1,2 |
| Take-home assignments | 2 or 3 assignments | 20% | Course Objective 1,2,3 |
| Group project | Group report and presentation + individual performance | 30% | Course Objective 1,2,3,4 |
| Final exam | Closed-book | 40% | Course Objective 2,3 |

VII Textbooks and References

Textbook:

N. Gregory Mankiw. 2014. *Principles of Macroeconomics*. 6th ed. Higher Education Press.

References:

[1] Frank, Robert H., and Ben S. Bernanke. 2013. *Principles of Macroeconomics*. 5th ed. Tsinghua University Press.

[2] Taylor, John B., and Akila Weerapana. 2012. *Principles of Macroeconomics*. 6th ed. China Renmin University Press.

[3] Karlan, Dean, and Jonathan Morduch. 2017. *Macroeconomics*. 1st ed. China Machine Press.

[4] Samuelson, Paul A., and William D. Nordhaus. 2014. *Economics*. 19th ed. Higher Education Press.

[5] Baumol, William J., and Alan S. Blinder. 2014. *Economics: Principles and Policy*. 11th ed. Peking University Press.

[6] Dornbusch, Rudiger, Stanley Fischer, and Richard Startz. 2015. *Macroeconomics*. 12th ed. Northeastern University of Finance & Economics Press.

Written by: Zhang Yibo

Reviewed by: Yang Jue

Date: 2021/05/08

Syllabus of Accounting

Course Name/Title: Accounting **Course code:** 52911

Course Type: Basic Course, Compulsory Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

This is a compulsory accounting course for non-accounting major students. This course is designed to provide students the chance to study the basics of accounting theories, accounting methods and procedures. After finishing learning this course, students are required to understand double entry accounting techniques, the maintenance of accounting records and the preparation of basic financial statements. Students are also expected to develop their skills in critical thinking and problem solving.

II Course Objective

On completion of this module, students will be:

1. Understand the basic concept of accounting and what are required of accountants and accounting information
2. Know all the accounting elements, accounts, journals and their application
3. Able to identify economic activities, set up accounts, use double entry accounting methods,
4. Acquire the practical skills make accounting adjustment to accounts and prepare trial balance
5. Develop the ability to independently to carry out accounting procedures to prepare financial statements

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|--|-----------------------------|
| Graduation Requirement 2.1 | Master business knowledge and skills in international trade, international investment and foreign-related enterprise management, be able to engage in international economic and trade transactions in accordance with WTO and other | Course Objective 1, 2, 3, 4 |

| | | |
|----------------------------|--|--------------------------|
| | international rules, agreements and practices, and properly resolve disputes in international trade in accordance with laws and regulations | |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operations | Course Objective 3, 4, 5 |
| Graduation Requirement 4.1 | Have strong international market business development, foreign trade business and international business practice capabilities | Course Objective 3, 4, 5 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--------------------|-------------------|
| 1 | Accounting in Business | 1. Explain the purpose and importance of accounting 2. Identify users and uses of accounting 3. Understand the importance of ethics in accounting 4. To understand relationships among the statements | 3 | Classroom teaching | 1 |
| 2 | Analyzing and Recording Transactions | 1. Explain the steps in processing transactions and the role of source documents 2. Describe an account and its use in recording transactions 3. Describe a ledger and a chart of accounts 4. Define debits and credits and explain double-entry accounting | 3 | Classroom teaching | 2,3 |
| 3 | Adjusting Accounts and Preparing Financial Statements | 1. Explain the importance of periodic reporting and the time period assumption 2. Explain accrual accounting and how it improves financial statements 3. Identify the types of adjustments and their purpose 4. Prepare financial statements (income statement, balance sheet, statement of cash flows, statement of changes in owners' equity) | 3 | Classroom teaching | 4,5 |
| 4 | Accounting for Merchandising Operations | 1. To master Inventory Accounting Systems 2. To master Comparison of Methods 3. To master Use of the Various Inventory | 3 | Classroom teaching | 2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--------------------|-------------------|
| | | Costing Methods 4. To understand Lower-of-Cost-or-Market | | | |
| 5 | Inventory | <ul style="list-style-type: none"> • Prepare a trial balance from accounting records and identify the uses of a trial balance • Prepare and present a statement of financial position, statement of profit or loss, statement of changes in equity and statement of cash flows (or extracts) from the accounting records and trial balance in a format which satisfies the information requirements of the entity | 3 | Classroom teaching | 2,3,4 |
| 6 | Accounts and Notes Receivable | <ol style="list-style-type: none"> 1. To master Establishing Internal Control 2. To master Methods for Estimating Uncollectible Expense 3. To master Credit Card and Bankcard Sales 4. To understand Recording Notes Receivable | 3 | Classroom teaching | 2,3,4 |
| 7 | Accounting for Plant Assets, Intangible Assets, and Related Expenses | <ol style="list-style-type: none"> 1. To master Cost Principle 2. To master Depreciation Methods 3. To master Relationship Between Depreciation and Taxes 4. To understand Disposing of Plant Assets | 3 | Classroom teaching | 2,3,4 |

V Period Distribution and Teaching Modes

| Content | Modes | | | | |
|---|-------|------|------|------|-----|
| | Teach | Quiz | Disc | Note | Sub |
| Accounting in Business | 3 | 1 | | | 3 |
| Analyzing and Recording Transactions | 3 | 1 | 1 | | 3 |
| Adjusting Accounts and Preparing Financial Statements | 3 | 1 | | | 3 |
| Accounting for Merchandising Operations | 3 | 1 | | | 3 |
| Inventory | 3 | 1 | 1 | | 3 |
| Accounts and Notes Receivable | 3 | 1 | 1 | | 3 |

| | | | | | |
|--|----|---|---|--|----|
| Accounting for Plant Assets, Intangible Assets, and Related Expenses | 3 | 1 | 1 | | 3 |
| Total | 21 | 7 | 4 | | 32 |

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|------------------------------|----------------------|---------------------------------|
| Classroom performance | Attendance and participation | 20% | 1,2,3,4,5 |
| Homework assignments | 3 times | 30% | 1,2,3,4,5 |
| Final Exam | Close book | 50% | 1,2,3,4,5 |

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

VII Textbooks and References

1. Textbook:

会计学原理(英文版)(第 23 版), 中国人民大学出版社, 2019 年 6 月, 约翰·J·怀尔德 (John J.Wild), 肯·W·肖 (Ken W.Shwa), 巴巴拉·基亚佩塔 (Barbara Chinappetta), 崔学刚 (改编)。

2. Other reading materials

[1] 注册会计师全国统一考试辅导教材:会计,中国财政经济出版社,2016 年 3 月,中国注册会计师协会。

[2] 会计学基础(第 11 版),清华大学出版社,2013 年 5 月,莱斯利·K.布莱特纳 (Leslie K.Breitner), 罗伯特·N.安东尼 (Robert N.Anthony)。

[3] 会计学(财务会计分册)(第 9 版),清华大学出版社,2013 年 3 月,查尔斯·T.亨格瑞 (Charles T.Hornngren), 小沃尔特·T.哈里森 (Walter T.Harrison), M.苏珊娜·奥利弗 (M.Suzanne Oliver)。

[4] Statements of Financial Accounting Standards, by FASB

[5] International Accounting Standards / International Financial Reporting Standards

[6] Chinese Accounting Standards for Enterprises

3. Related internet web sites

[1] FASB www.fasb.org

[2] IASB www.iasb.org

Written by: 吴旷润

Reviewed by: ×××

Date:

Syllabus of Company visiting and business practice

Course Name/Title: Company visiting and business practice

Course code: 51989

Course Type: Specialized Course, Compulsory Course

Total Teaching Hours: 2 weeks

Course Credit: 2

I Course Introduction

This course will organize and lead students to go into foreign trade companies or enterprises for in-depth visits and investigation. On the one hand, it will guide students to combine the theoretical knowledge in the prerequisite course with foreign trade practice, deepen their understanding of theoretical knowledge, and improve their ability to apply theory to practice; On the other hand, students are encouraged to test the correctness of theoretical knowledge in practice and its applicability in China's national conditions, so as to stimulate their curiosity and enthusiasm in exploring the nature of affairs. And through the collection, analysis and summary of data and information, improve students' ability to analyze and solve problems.

II Course Objective

Course objective 1: through visiting foreign trade companies and enterprises, students can understand the development process, operation status, difficulties and measures of foreign trade enterprises, so that students can truly feel the actual situation of China's real economic development, and cultivate their sense of responsibility and pride.

Course objective 2: through visiting appropriate companies and enterprises, we can combine the theoretical knowledge of international trade theory and practice with enterprise management practice to deepen the understanding of theoretical knowledge.

Course objective 3: to prove and test the correctness of the theory and knowledge learned and its applicability in China's national conditions through visits, interviews, questionnaires or practice in the selected companies.

Course Objective 4: to further deepen the study of theoretical knowledge through the collection, integration and analysis of the data and information of the selected company.

Course objective 5: to cultivate students' ability of autonomous learning, active exploration and independent thinking.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|-------------------------|---|-------------------|
| Graduation | Love the motherland, establish a scientific world outlook | 1、5 |

| | | |
|----------------------------|---|-----------|
| Requirement 1.1 | and outlook on life; With good ideological and moral cultivation, strong sense of social responsibility and legal consciousness, sound personality and strong team spirit | |
| Graduation Requirement 2.1 | Master the basic theories and professional skills of economics, international trade and management, have solid theoretical foundation, broad knowledge and relatively perfect knowledge structure, and be able to solve practical problems with scientific world outlook and methodology | 2、3、4 |
| Graduation Requirement 2.2 | Master the professional knowledge and skills in international trade, international investment and foreign enterprise management, be able to engage in international economic and trade exchanges in accordance with WTO and other international rules, agreements and practices, and properly solve disputes in international trade in accordance with laws and regulations | 2、3、4 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability of economic operation analysis and judgment | 2、3、4、5 |
| Graduation Requirement 4.2 | With management consciousness, innovation consciousness, strategic vision and leadership ability | 1、5 |
| Graduation Requirement 5.1 | With strong international market business development, foreign trade business and international business practice ability | 1、2、3、4、5 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|-------------------------------------|-------------------|
| 1 | 1. Preliminary preparation: select a suitable company to be investigated, and complete the preliminary data collection. (1) Guide students to collect data and materials related to the company through books, journals, magazines, Internet and other channels and means. (2) Guide students to organize and analyze data and materials, and write literature review. (3) Guide students to write interview outline. | 1. Master the methods of literature search, sorting, screening and organization; 2. Master the writing method of interview plan; 3. Guide the students to find the background information related to the investigation of the enterprise and make full preparations. | 5 | Teacher guidance, Group discussions | 1, 2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|-------------------|
| 2 | <p>2. Enterprise Investigation: through visiting, interviewing, questionnaire survey and other ways, we conduct on-the-spot investigation on the company.</p> <p>(1) Visit the enterprise to understand its business scope, business form, development history, business strategy, development plan, etc;</p> <p>(2) According to the interview outline written in the early stage, we put forward interview questions, conduct in-depth communication with the enterprises, apply and test the theoretical knowledge learned in the prerequisite course, and focus on the differences between theory and practice, as well as the practical application of theoretical knowledge in China's national conditions.</p> <p>(3) There is a basic framework and hypothesis for the theoretical system of the major and the practice of the company. First hand data and materials are collected by recording and pictures.</p> | <p>1. Master various methods of enterprise investigation and business practice, such as interview, questionnaire, etc;</p> <p>2. Master the methods of collecting, sorting and analyzing the first-hand data;</p> <p>3. Through guiding students to understand the business history, form, scope, mode and planning of enterprises in the process of enterprise investigation and business practice, guide students to deepen their cognition and Reflection on theoretical knowledge, and discuss with students the problems existing in China's foreign trade enterprises and the ways to improve in the current domestic and foreign environment, so as to stimulate students' patriotic feelings, As well as the enthusiasm to participate in the economic construction of the motherland.</p> | 10 | Company visiting and business practice | 1, 2, 3, 4, 5 |
| 3 | <p>3. Write a research report: apply the first-hand and second-hand data and materials to the analysis of theoretical problems and the company's practice, and complete a research report to summarize the company's international business and trade strategy.</p> <p>(1) Integrate the materials and data from the visit and preparation, and outline the logical lines of preset topics and questions.</p> <p>(2) The report should be divided into three parts: literature review and theoretical analysis; The company's actual business research and analysis; Conclusion and suggestion.</p> | <p>1. Master the format and writing method of Enterprise Research Report;</p> <p>2. Guide students to give full play to their subjective initiative in writing research reports, build an overall view from the international environment and the new domestic situation, radiate from enterprises to industries, and deeply think about the problems and solutions reflected in the investigation and interview.</p> | 5 | Group discussion, Teacher guidance | 1, 2, 3, 4, 5 |

IV Correlations between Course Content and Course Objectives

| Name of experimental project | Synopsis | experimental environment | Experimental hours | Number of people in each group | Experimental properties | Request (required / optional) |
|------------------------------|--|--------------------------|--------------------|--------------------------------|-------------------------|-------------------------------|
| preparation in advance | Through a variety of ways to collect data and information, write interview outline | Computer, Internet | 5 | 15-30 | Basic | required |
| Company visiting | On the spot investigation, and through interviews, questionnaires, visits and other forms to understand and learn business practices | Computer, Internet | 10 | 15-30 | Basic | required |
| Write Research Report | Collate first-hand and second-hand information, complete a complete research report | Computer, Internet | 5 | 15-30 | Basic | required |

V Period Distribution and Teaching Modes

(1) Period Distribution

| Period Course content | Teaching modes | | | | Total |
|--------------------------|-----------------|------------------|------------------------|------|-------|
| | Theory teaching | Company visiting | Interactive discussion | note | |
| preparation in advance | 3 | | 2 | | 5 |
| Company visiting | | 10 | | | 10 |
| Write Research Report | 2 | 1 | 2 | | 5 |
| total | 5 | 11 | 5 | | 20 |

(1)Teaching Modes

1. Teacher guidance. This course is divided into three parts: (1) preparation, looking for suitable companies and topics, doing research and business practice, collecting data and data, and making preparations before research (2) Visit, investigation and business practice (3) Analyze and complete the report. Teachers of this course should integrate these contents into a unified

system, and use unified and specific theories to guide students to complete the relevant tasks of this course from different perspectives, such as the preliminary interview plan, the final research report, etc.

2. Group discussion. The group should work together to find and analyze data, discuss and summarize problems, and cultivate students' teamwork ability.

3. Field investigation. Inspire students to find suitable topics in Enterprise Investigation and interview, and visit and consult with students.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| Investigation and interview plan | On the basis of full collection of data and information, complete the interview plan with correct format and detailed content | 25% | 1、4、5 |
| Company investigation practice | Actively, actively and seriously participate in Enterprise Investigation and interview, collect first-hand data and information, and put forward appropriate questions. | 50% | 1、2、3、4 |
| Research Report | Using appropriate research methods, using first-hand and second-hand data and information, complete a complete research report. | 25% | 1、2、3、4、5 |

VII Textbooks and References

Written by: Cheng rong

Reviewed by: Chen xiaohua

Date :

2021/5/10

Syllabus of Chinese Foreign Trade

Course Name/Title: Chinese Foreign Trade **Course code:** 51985

Course Type: (Basic Course)(Optional Course)

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

Overview of Chinese Foreign Trade is a specialized course in the major international economic and trade for colleges and universities. Mainly through theoretical guidance and practical summary to the development of Chinese foreign trade and practice, students are informed of the development course of Chinese foreign trade since the reform and opening up. To prepare for students future practical work, the course introduces the pattern of China's foreign trade, foreign trade system, theoretical basis, development strategy, the foreign trade law, foreign trade management, the promotion of foreign trade, customs management, service trade, technology trade and external commercial relations, etc.

II Course Objective

(1) Through this course, we can master the achievements of China's foreign trade since the reform and opening up, understand the internal mechanism of the super competitiveness of Chinese products, and improve the sense of democratic pride.

(2) Through the study of this course, students would make a clear picture of necessity of the development of foreign trade in China, have a basic understanding of the course of development process of the reform and open-up policy, of China's foreign trade development strategy and foreign trade economic benefit evaluation method, the relationship between foreign investment and foreign trade, understand China's foreign trade management policy and management methods. This course will lay a good foundation for students to work in the foreign trade and related work.

(3) By learning this course, students would have the capability to make a preliminary analysis of Chinese foreign and government's policy control, develop the ability to analyze corresponding situation and actual work.

(4)By learning of this course, teachers should pay attention to cultivate students the following qualities: good economics perspective, international vision, keen insight, independent personality, the habit of thinking in-depth study.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|---|--------------------------|
| Graduation Requirement 2.2 | The ability of exploring foreign business, understanding of the methods, frames and processes related to foreign trade, | Course Objective 1,2 |
| Graduation Requirement 2.3 | The ability of collecting market information, reading and understanding foreign trade materials. | Course Objective 2,3 |
| Graduation | Familiar with the principles, policies and | Course Objective |

| | | |
|-----------------|--|---------|
| Requirement 5.2 | regulations of international organizations and China's foreign economic and trade development, understand the policies, regulations and technical standards of various countries in trade, investment and intellectual property. | 1,2,3,4 |
|-----------------|--|---------|

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--|--------------------------|
| 1 | Unit 1: The basic theory of the development of foreign trade in China | 1. The theoretical foundation of the development of foreign trade in china. 2. The connotation of China's open-up policy. 3. The strategy of China's foreign trade development, make student more proud of China | 3 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 2 | Unit 2: Management system of China's foreign trade | 1. The necessity of management of foreign trade. 2. The management of foreign trade in China under the market economic system. 3. The main content of the various means and in the main problems and solutions to implementation. | 3 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 3 | Unit 3: China's trade in goods | 1. The main content of strategy of imported goods. 2. The main significance of development of trade in goods in China. 3. The development strategy of China's trade in goods during the 14th five-year plan. , make student more proud of China | 4 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 4 | Unit 4: China's capital flows | 1. The significance of utilization of foreign capital and foreign direct investment in China. 2. The basic principle of utilization of foreign capital of China. 3. Foreign capital utilization strategy | 5 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|--------------------------|
| | | core in 21th century. | | | |
| 5 | Unit 5: Technology trade in China | 1. The development strategy of China's technical trade. 2. The usage of technical trade in China. | 5 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 6 | Unit 6: Service trade in China | 1. The background of China's service trade development. 2. The main problems existing in the development of service trade in China as well as the legislative status quo and foresight. 3. The state of China's service trade competitiveness | 5 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 7 | Unit 7: China's foreign trade system reform and economic benefit | 1. Foreign trade system reform and the main content of China's foreign trade system after 1994. 2. The meaning of foreign trade and economic benefits | 4 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 8 | Unit 8: China's foreign economic and trade relations | 1. The development of foreign economic and trade relations. 2. The development of the major principles of foreign economic and trade relations. , make student more proud of China | 3 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

| Period | Teaching modes | | | Remarks Subtotal | Subtotal |
|---|-----------------|-----------------|------------------|------------------|----------|
| | Theory Lectures | Exercises Class | Discussion Class | | |
| Course content | | | | | |
| Unit 1: the basic theory of the development of foreign trade in | 3 | | | | 3 |

| | | | | | |
|--|----|---|---|--|----|
| Unit 2: management system of China's foreign trade | 2 | 1 | | | 3 |
| Unit 3: China's trade in goods | 3 | 1 | | | 4 |
| Unit 4: China's capital flows | 4 | | 1 | | 5 |
| Unit 5: Technology trade in China | 4 | | 1 | | 5 |
| Unit 6: Service trade in China | 4 | | 1 | | 5 |
| Unit 7: China's foreign trade system reform and economic benefit | 3 | 1 | 1 | | 4 |
| Unit 8: China's foreign economic and trade relations | 2 | 1 | | | 3 |
| Total | 25 | 4 | 3 | | 32 |

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| open book tests | Question types includes terminology explanation, short answer questions, essay questions and so on, mainly aimed at course basic concept and basic method of understanding and mastering, analytical ability and basic application. | 60% | Objective 1,2,3 |
| assignments | Attendance, class performance, team discussion. | 40% | Objective 1,2,3 |

Note :Mainly through theory interpretation combined with case teaching method, through students' online courses selection, teachers would constantly summarize in teaching process, and gradually form a personal teaching style. Professor teaching adopted by the teacher, students' self-study is complementary means. In teaching, such as heuristic, discussion-based of effective teaching methods, increase the communication between teachers and students, between students, guide students to think independently, to strengthen the training of thinking and language expression ability training.

(1) Random questions. By using the method of random questions, arouse the enthusiasm of students to preview.

(2) Combine students' learning with teachers' earnest teaching. The method of combining to arouse the consciousness of students' learning, and save some classroom teaching hours.

(3) The case analysis. By asking questions and analyze problems, exercise students' ability of comprehensive analysis, to develop students' way of thinking.

(4) The evaluation method of typical assignments. For students to overcome and avoid similar mistake happen again in the future.

VII Textbooks and References

(1) Textbooks

Qu Ruxiao, The overview of foreign trade in China, China Machine Press, 2007

(2) Reference

[1] Huang Jianzhong, The Overview of Foreign Trade in China, Higher Education Press, 2003

[2] Huang Xiaoling, The Overview of Foreign Trade in China, University of International Business and Economics Press, 2003

[3] Wang Xue, The Overview of Foreign Trade in China, Xi'an Jiaotong University Press, 2005

[4] Sheng Bin, Political Economical Analysis of China's Foreign Trade Strategy, Shanghai People's Publishing House, 2002

Provide for students publications, periodicals and magazines worldwide as supplementary reading materials after class include Economic Perspectives, International Trade, Problems in International Trade, International Economic Cooperation, International Economics and Trade Research, International Business, Economic Issues in China, The Foreign Trade Economy and International Trade(People University's printed materials), International Business Daily, Krugman's new international trade theory, etc.

(3) Online resources

[1]<http://www.mofcom.gov.cn> Ministry of Commerce

[2]<http://www.gjmy.com/Economics> amphitheatre website

[3]<http://www.cenet.org.cn> CENET

Lecturer Group: Chen Xiaohua/ Zhang Zhengrong/ Ma xin/ Zhang Yinbai

Written by: Chen Xiaohua

Reviewed by: Wenwu

Date: 5/7/2021

Syllabus of Documentary Practice of Textile Trade

Course Name/Title: Documentary Practice of Textile Trade **Course code:** 51996

Course Type: Specialized Course, Compulsory Course

Total Teaching Hours: 40 (Laboratory Hours or Tutorial Hours:40)

Course Credit: 2.0

I Course Introduction

This is an optional course for the major of International Trade and Economics. It introduces the basics of sample development and product quotation of textiles, the entire process of textile documentary and the handling of common problems, related work of textile documentary and control of quality, etc. It also arranges comprehensive training based on the above content, and conducts practical exercises for textile documentary. In this course, there are some projects. Each project is divided into several sub-tasks and each sub-tasks is closely related to the documentary work in different periods. This course is aimed to improve the practical ability of students in textile trade documentary.

II Course Objective

Course Objective 1: Understand the history of Chinese textile development, especially textile design and production technology, and enhance students' national pride; cultivate students' patriotism and craftsmanship by comparing the progress of Chinese and foreign textile technology and differences between them.

Course Objective 2: Understand the relevant knowledge of textile design and production.

Course Objective 3: Master the steps and documents involved in the conclusion of textile exports contracts; improve foreign trade negotiation skills and letter writing skills.

Course Objective 4: Master the knowledge of transportation and inspection of textile export.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------|---|----------------------|
| Graduation Requirement 1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong team spirit | Course Objective 1,2 |

| | | |
|--------------------------|--|----------------------|
| Graduation Requirement 3 | Master the methods, frameworks and tools involved in international market, trade and business; have the ability to analyze and judge economic operations | Course Objective 2,3 |
| Graduation Requirement 4 | Possess the spirit of innovation, strong analytical ability, decision-making ability and comprehensive ability | Course Objective 3,4 |

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|----------------|----------------------|
| 1 | Overview of Textile Business in Global Market: global textile business markets; future prospect in textile | (1)Understand the current situation of the textile market (2)Master the skills required for employment in the textile industry, help students establish personal beliefs, and cultivate students' hard-working and dedication spirit (3) Through group discussion on the achievements of Chinese scholars or breakthrough in the core technology, inspire students' feelings of country and sense of pride | 2 | Experiment | Course Objective 1,2 |
| 2 | Basic Knowledge of Textile: textile fibers; textile yarn; fabric; manufacturing of textiles | (1)Understand the basic knowledge of textile fibers, textile yarn and fabric (2)Know textile production technology and process (3)Understand the progress of textile production technology in China, compare the differences between China and other countries, and cultivate students' patriotism and craftsmanship | 4 | Experiment | Course Objective 1,2 |
| 3 | Enter into a Contract: | (1)Master the way to find target | 4 | Experiment | Course |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|----------------|----------------------|
| | establishment of business relationship; business negotiation; contract | markets, products and trading partners (2)Understand the forms and content of international trade contracts (3)Be able to write correspondence for inquiries, offers, counter offers and acceptances, and independently review the terms of the contract | | | Objective 3 |
| 4 | Sample Management: how to request a sample; communication on samples | (1)Determine which commodities should make samples (2)Master the details of communication on samples, and improve the ability of students to communicate and cooperate with others | 2 | Experiment | Course Objective 3 |
| 5 | Quality of Commodity: introduction to quality; methods of stipulating quality of commodity; quality latitude & quality tolerance | (1)Understand the key quality control links of the production process (2)Grasp the method of stipulating quality of commodity (3)Understand the terms of quality latitude & quality tolerance | 4 | Experiment | Course Objective 3 |
| 6 | Quantity of Goods: calculating units of the goods quantity; quantity terms in the contract | (1)Master calculating units of the goods quantity commonly used in international trade (2) Understand the calculating method of weight (3) Understand the quantity terms in the contract | 2 | Experiment | Course Objective 3 |
| 7 | Packing of Goods: the function of packing; kinds of packing; marking of package; elements concerning cross-border e-commerce packaging | (1)Understand the packaging requirements of China's export goods (2)Familiar with the common packaging materials and their characteristics (3) Understand the elements | 6 | Experiment | Course Objective 3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|----------------|----------------------|
| | | concerning cross-border e-commerce packaging | | | |
| 8 | Delivery of Goods: methods of delivery; delivery conditions; shipping documents; logistics mode of cross-border e-commerce | (1)Understand the general situation of various modes of transportation, learn to choose reasonable modes of transportation and routes (2)Learn the transportation documents of various transportation methods | 4 | Experiment | Course Objective 4 |
| 9 | Transportation Insurance: risks, losses and expenses; insurance coverage, value and premium; forms of marine insurance contract; insurance practice in China | (1)Understand the meaning of transportation insurance (2)Master the types and insurance coverage of China's cargo transportation insurance (3)Understand the marine cargo insurance clauses of the London Association of England (4)Understand the insurance policy and insurance certificate, and be able to independently handle the export insurance of marine cargo | 6 | Experiment | Course Objective 3,4 |
| 10 | Textiles Inspection: major inspection agencies and inspection standards at home and abroad; inspection and labelling of green textiles or ecological textiles; commodity inspection clauses and inspection certificates | (1)Understand the inspection procedures, inspection classification and scope, inspection agencies, inspection standards, etc. (2)Understand the inspection and labelling of green textiles or ecological textiles (3) Understand the commodity inspection clauses and inspection certificates | 6 | Experiment | Course Objective 3,4 |

V Period Distribution and Teaching Modes

1. Period Distribution

| Project | Content | Mainly Used Equipment | Period | Number | Experiment | Requirement |
|---------|---------|-----------------------|--------|--------|------------|-------------|
|---------|---------|-----------------------|--------|--------|------------|-------------|

| Name | | or Experiment Environment | | of Students in each group | Attribute | |
|--|--|--|---|------------------------------------|---------------|------------|
| Market knowledge of the textile industry | Training of employment and interview knowledge | Yuanheng Foreign Trade Documentary Training Software | 2 | 30 | Comprehensive | Compulsory |
| Basic knowledge of textiles | Textile fibers, textile yarn, fabric and production | Yuanheng Foreign Trade Documentary Training Software | 4 | 30 | Comprehensive | Compulsory |
| Enter into a contract | Establishment of business relationship, business negotiation and contract | Yuanheng Foreign Trade Documentary Training Software | 4 | 30 | Comprehensive | Compulsory |
| Sample Management | How to request a sample and email communication on samples | Yuanheng Foreign Trade Documentary Training Software | 2 | 30 | Comprehensive | Compulsory |
| Quality of commodity | Methods of stipulating quality of commodity and quality latitude & quality tolerance | Yuanheng Foreign Trade Documentary Training Software | 4 | 30 | Comprehensive | Compulsory |
| Quantity of goods | Calculating units of the goods quantity and quantity terms in the contract | Yuanheng Foreign Trade Documentary Training Software | 2 | 30 | Comprehensive | Compulsory |
| Packing of goods | Kinds of packing, marking of package and elements concerning cross-border e-commerce packaging | Yuanheng Foreign Trade Documentary Training Software | 6 | 30 | Comprehensive | Compulsory |
| Delivery of | Methods of | Yuanheng | 4 | 30 | Comprehensive | Compulsory |

| | | | | | | |
|---------------------|---|--|---|----|---------------|------------|
| goods | delivery, Delivery conditions and shipping documents | Foreign Trade Documentary Training Software | | | | |
| Transport insurance | Insurance coverage, insurance value, insurance premium and insurance practice in China | Yuanheng Foreign Trade Documentary Training Software | 6 | 30 | Comprehensive | Compulsory |
| Textiles inspection | Inspection agencies, inspection standards, commodity inspection clauses and inspection certificates | Yuanheng Foreign Trade Documentary Training Software | 6 | 30 | Comprehensive | Compulsory |

2. Teaching Mode

This course uses Yuanheng foreign trade documentary software for computer simulation training.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| Classroom performance | Attendance and project completion | 30 | Course Objective 1,2 |
| Final exam | Simulation training, scoring according to the scoring standard | 70 | Course Objective 1,2,3,4 |

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

VII Textbooks and References

1. Textbook

[1] Zhu Ting: "Textile Foreign Trade Documentary (Bilingual)", China Textile Press, 2020.

2. References

[1] Qiao Yan: "Textile and Apparel Foreign Trade Documentary", Beijing Institute of Technology Press, 2020.

[2] Zhou Yan: "Textile and Apparel Foreign Trade Documentary", China Textile & Apparel Press, 2014.

3. Network Resources

[1] Website for the latest trade policy: www.mofcom.gov.cn

[2] Website for the latest world economic development: www.xinhuanet.com

[3] The General Administration of Customs of the People's Republic of China: <http://www.customs.gov.cn>

Written by: Yangjun

Reviewed by: Fuchunheng

Date: 2021.5.10

Syllabus of International Finance

Course Name/Title: International Finance **Course code:** 59918

Course Type: Basic Course, Compulsory Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

International Finance is the main course of our major which belong to part of International Economics. Based on the premise of open economy, International Finance studies the law of international monetary transfer and movement, which is a comprehensive subject with a wide range of aspects. With the integration and globalization of international economy and finance, International Finance plays an increasingly important role in the curriculum system of our major.

The course covers foreign exchange, BOP and how the former impact on the latter, what's the importance to discuss whether government policy will be still effective in an open economy which aims to improve students' ability to use what they have learned, understand and analyze the latest developments and trends in the current international economy and establish a global vision and international concept.

II Course Objective

1. Ideological and political Objectives

(1) Understand the basic principles of global financial environment, establish correct political ideals and morality, and cultivate loyal and reliable builders and successors to the party, the state and the socialist cause;

(2) Establish cross-cultural views and minds, pay attention to international developments and global issues, gain opening up and global perspective;

(3) Master China's financial development process and compare with other countries, cultivates students' national pride, honor and confidence.

2. Knowledge Objectives

(1) Students know the basic theory and knowledge of foreign exchange, foreign exchange market, balance of payment and how international monetary system works;

(2) Master what determines exchange rates and their specific impacts;

(3) Master the reasons what causes trade surplus or deficit and the influence of current account deficit;

(4) Understand the how foreign exchange influence BOP of a country under different

international monetary system;

(5) Be familiar with different international monetary system and the problems of each of them;

(6) Understand the effectiveness of macroeconomic policy in an open economy and use them to deal with economic and financial problems in global market.

3. Ability Objectives

(1) Master the framework of international finance theory, lay the foundation for the practical work in the future, and cultivate the ability of long-term and effective learning;

(2) Cultivate the ability to analyze domestic, international financial and trade problems and use critical thinking to find solutions or suggest practical policies;

(3) Have a clear and correct understanding of the actual international financial affairs, have the spirit of innovation and practice, and keep the ability to learn from time to time.

4. Quality Objectives

(1) Closely linked with practice, master the method to analyze current cases and solve practical problems, integrate the study of subject theory into the research and understanding of economic activity practice, and effectively improve the ability of analyzing and solving problems;

(2) Enhance comprehensive ability includes independent learning ability, analytical ability, be good at summing up experience and innovation, critical thinking, etc.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|---------------------------------|---|--------------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong teamwork spirit. | 1, 4 |
| Graduation Requirement 2.1,2.3 | Systematically master the basic theories and professional skills of economics, international trade and management; Familiar with international economic agreement system; Have management consciousness, innovation consciousness, strategic vision and leadership ability. | 2,3 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development and international business, and have the ability to analyze and judge economic operation. | 1,2,3,4 |
| Graduation Requirement 4.3 | Have strong analytical ability, decision-making ability and comprehensive coordination and innovation ability. | 1,3,4 |
| Graduation Requirement 5.2, 5.3 | Familiar with the regulations of international organizations as well as China's foreign economic policies and regulations; | 1,2,3,4 |

| | | |
|--|--|--|
| | Have an international perspective and pay attention to international developments and global issues. | |
|--|--|--|

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|---|-------------------|
| 1 | Chapter 1 Foreign Exchange ➤ Foreign exchange market ➤ Different types of Exchange rate ➤ Exchange rate determination ➤ Foreign exchange transaction/market ➤ Foreign exchange risks | (1) Master the meaning of currency appreciation and depreciation. (2) Be familiar with related definition of foreign exchange rate and its determination. (3) Distinguish spot, forward, swap transactions, futures and options. (4) Understand main differences between forward and futures contract. (5) Know how to conduct arbitrage, hedging and speculating. | 6 | Classroom lectures; Case study; Practices | 1,2,3,4 |
| 2 | Chapter 2 Exchange Rate Determination ➤ Determining Long Run Exchange Rates ➤ Purchasing-Power-Parity, Inflation Rates and Long Run Exchange Rates ➤ Short Run Exchange Rates: The Asset Market Approach ➤ Exchange Rate Overshooting ➤ Forecasting Foreign Exchange Rates | (1) Understand long/short run factors that determine exchange rates and their specific impacts. (2) Master Purchasing-Power-Parity theory and law of one price. (3) Distinguish GDP by nominal and GDP by PPP. (4) Know the methods to forecast exchange rate. (5) Stimulate students' feelings of national pride and honor by introducing the Internationalization of RMB. | 4 | Classroom lectures; Case study; Practices | 1,2,3,4 |
| 3 | Chapter 3 Balance-of-Payments ➤ BOP ➤ Balance-of-Payments Structure ➤ What Does a Current Account Deficit Mean? ➤ Balance of International Indebtedness ➤ U.S Dollar: World's Reserve Currency | (1) Know the definition of BOP and Balance of International Indebtedness. (2) Be familiar with current account, capital and financial account. (3) Understand the advantage and disadvantages of being world reserve currency. (4) Master the specific meaning of having a deficit in current account. | 5 | Classroom lectures; Case study; Practices | 1,2,3,4 |
| 4 | Chapter 4 Mechanisms of International Adjustment ➤ Price Adjustment ➤ Interest Rate Differentials | (1) Know the definition of Adjustment Mechanism. (2) Distinguish Price/ Interest Rate/ Income/ Monetary Adjustment and their impacts. | 3 | Classroom lectures; Case study; Practices | 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|---|-------------------|
| | <ul style="list-style-type: none"> ➤ Income Adjustment ➤ Monetary Adjustment | (3) Know the disadvantages of Automatic Adjustment. | | | |
| 5 | Chapter 5 Exchange Rate Adjustments and BOP <ul style="list-style-type: none"> ➤ Exchange rate effects on cost & price ➤ The influence of Exchange Rate change on BOP <ul style="list-style-type: none"> ✓ Elasticity Approach ✓ Absorption Approach ✓ Monetary Approach | (1) Understand how exchange-rate fluctuations affect relative costs/prices. (2) Understand when can cure a deficit by devaluation. (3) Be familiar with Marshall-Lerner Condition, J-Curve Effect and Exchange Rate Pass-Through. (4) Know Absorption Approach and Monetary Approach to explain the impact of Exchange Rate change on BOP. | 4 | Classroom lectures; Case study; Practices | 1,2,3,4 |
| 6 | Chapter 6 Exchange Rate Systems <ul style="list-style-type: none"> ➤ Fixed Exchange Rate System ➤ Floating Exchange Rates System ➤ Managed Floating Exchange Rates System ➤ Crawling/Adjustable Peg ➤ Currency Board & Dollarization | (1) Be familiar with the definition of each of the international monetary system. (2) Understand Gold Standard and its problems. (3) Understand the meaning of Bretton Woods System and the reasons why it collapse. (4) Master the advantages and disadvantages of fixed and floating exchange rate system. (5) Stimulate students' feelings of national pride and sense of mission through the analyzing the evolution of China's exchange rate system. | 4 | Classroom lectures; Case study; Practices | 1,2,3,4 |
| 7 | Chapter 7 Macroeconomic Policy in an Open Economy <ul style="list-style-type: none"> ➤ Economic Objectives of Nations ➤ Policy Instruments ➤ Monetary & Fiscal Policy in a Closed Economy ➤ Monetary & Fiscal Policy in an Open Economy ➤ Policy Agreement vs Policy Conflict ➤ International Economic Policy Coordination | (1) Know internal balance & External balance & overall balance and government goals. (2) Distinguish Expenditure changing policies includes monetary policy and fiscal policy, Expenditure switching policies and Direct controls. (3) Master IS-LM model to analyze policy impact to internal balance in closed economy. (4) Master Mundell- Fleming model to analyze policy impact to internal balance in an open economy. (5) Understand Mundellian Trilemma. (6) Know Policy Agreement and Policy Conflict. (7) Master Policy mix and use them to deal with economic problems in domestic market. | 6 | Classroom lectures; Case study; Practices | 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|----------------|--|--------|----------------|-------------------|
| | | (8) Strengthen students' patriotism and confidence of China's economic and financial system by comparing macroeconomic policies in various states. | | | |

V Period Distribution and Teaching Modes

Period Distribution

| Course content | Teaching modes | | | Remarks | Subtotal |
|---|----------------|----------|------------|---------|----------|
| | Theory | Practice | Discussion | | |
| Chapter 1 Foreign Exchange | 5 | 1 | | | 6 |
| Chapter 2 Exchange Rate Determination | 3 | 1 | | | 4 |
| Chapter 3 Balance-of-Payments | 3 | 1 | 1 | | 5 |
| Chapter 4 Mechanisms of International Adjustment | 2 | 1 | | | 3 |
| Chapter 5 Exchange Rate Adjustments and BOP | 3 | | 1 | | 4 |
| Chapter 6 Exchange Rate Systems | 3 | | 1 | | 4 |
| Chapter 7 Macroeconomic Policy in an Open Economy | 5 | | 1 | | 6 |
| Total | 24 | 4 | 4 | | 32 |

Teaching Modes

(1) Classroom teaching methods: the teacher will send ppt to all students before class in order to let them preview the knowledge and language. This course introduces the theory of international finance to students through the combination of classroom teaching, case analysis, etc. Meanwhile, it introduces related cases and discussions appropriately according to the needs of unit objectives, and guides students to think positively and stimulate students' interest in learning international finance.

(2) Practice and homework: for the key and difficult knowledge, it is necessary to set up classroom exercises or classroom tests to urge students to digest seriously. Students are required to actively participate in class discussion and seriously complete 3-4 class exercises and homework after class.

(3) Take notes and summary: the students are required to take notes in class on the ppts

provided by the teacher in advance and summarize all they have learned on every chapter use mind map. The teacher will evaluate their summary and supervise them to review every week.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| Class performance | (1) Attendance 5% (2) Take notes and summary 20% (3) Q &A 5% (4) Homework 10% | 40% | 1,2,3,4 |
| Final Exam | Closed-book exam | 60% | 1,2,3,4 |

VII Textbooks and References

Textbook

- [1] 罗伯特·J.凯伯. International Finance (Fifteenth edition)[M]. 北京：中国人民大学出版社，2017.

References and other material:

- [2] 杨长江，姜波克主编. 国际金融学（第五版） [M]. 北京：高等教育出版社，2019.
[3] 王爱俭主编. 国际金融概论（第四版） [M]. 北京：中国金融出版社，2015.

Other resources:

（三）网络资源：

- [4] www.mofcom.gov.cn
[5] www.wto.org
[6] www.worldbank.org

Written by: MA Xin

Reviewed by: MENG Fei

Date: 2021-5-8

Syllabus of Practice of International Trade

Course Name/Title: Practice of International Trade

Course code: 51924

Course Type: Specialized Course; Compulsory Course

Total Teaching Hours: 48 (Classroom Hours: 48)

Course Credit: 3

I Course Introduction

<Practice of International Trade> is a comprehensive and practical subject with the characteristics of foreign-related activities. It involves the application of basic principles and basic knowledge of international trade theory and policy, international trade law and practice, international finance, international transportation and insurance. After learning this course, students can not only be familiar with the basic theory and knowledge of international trade practice, but also master certain operational skills in international trade business. Through the study of this course, students will master the basic procedures and specific practices of international trade and the various trading terms of the contract, and be able to negotiate the terms of the contract and sign and perform the foreign trade contract skillfully. At the same time, they will be able to properly handle the claim and settlement work, and can act in accordance with international rules and conduct import and export business better.

II Course Objective

(1) Ideological and political goals

1. Establish correct political ideals and morality, and cultivate loyal and reliable builders and successors to the party, the state and the socialist cause;
2. Establish a correct outlook on life and values, have a strong sense of self-improvement, have the courage to criticize and self-criticism;
3. Cultivate students to become builders and successors of socialist cause with ideals, morality, culture and discipline;
4. Consciously abide by the law, have good moral quality and psychological quality, develop good habits.

(2) Knowledge objectives

1. Master the basic concepts and principles of international trade, be able to master various related concepts and classification of international trade;
2. Master the quality, quantity and packaging terms of import and export contract, and be able to use the terms to solve the problems in contract signing;
3. Master the composition and representative significance of trade terms, learn to use trade terms to complete the correct foreign quotation;

4. Master the basic content of import and export cargo transportation terms, master the calculation of freight, and learn to deal with trade disputes in the process of transportation;

5. Master the insurance terms in import and export business, be able to correctly select insurance types and complete insurance business procedures;

6. Master the main structure of bills, the main business procedures of remittance, collection and letter of credit, and the advantages and disadvantages of various payment methods;

7. Understand the basic content of contract terms;

8. Master the procedures and main points for attention of transaction negotiation, and the basic implementation links of import and export business.

(3) Capability goals

1. Able to complete the formulation of quality, quantity and packaging terms skillfully and accurately;

2. Learn to choose price terms correctly and use the conversion relationship of price terms to convert three kinds of price terms;

3. Can accurately calculate the external quotation, have the basic ability of external quotation and counter-offer, and accurately convert the Commission and discount price;

4. Learn how to calculate the freight, choose the right mode of transportation, especially the links and procedures of container transportation, and reasonably handle the trade disputes in transportation according to the shipping terms;

5. Correctly determine the general average, calculate the insured amount and premium, master the basic procedures of insurance and the formulation of insurance terms;

6. Master the advantages and disadvantages of main settlement tools, and be able to complete settlement by means of collection, letter of credit, etc;

7. Reasonable trade negotiation, settlement of contract negotiation by correspondence and telegram, and reasonable signing of contract terms;

8. Be able to correctly handle the basic links of import and export business, master the operation points and steps of each link, and correctly complete the performance of import and export contracts.

(4) Quality goals

1. Develop students' intelligence, cultivate their keen observation ability, rich imagination ability and scientific thinking ability;

2. Have good professional ethics, can abide by professional ethics;

3. Flexible handling of trade disputes in import and export business, good team work spirit and coordination ability, honest and cheerful personality, good at communication;

4. Have independent learning ability and analytical ability, be good at summing up experience and innovation;

5. Have a sense of responsibility, criticism and self-criticism, good psychological quality and cooperation spirit;

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|------------------------|
| Graduation Requirement 1.3 | Have good humanistic quality, develop the basic consciousness of lifelong learning | Course Objective 1,4 |
| Graduation Requirement 2.2 | Master the professional knowledge and skills in international trade, international investment and foreign enterprise management, be able to engage in international economic and trade exchanges in accordance with WTO and other international rules, agreements and practices, and properly solve disputes in international trade in accordance with laws and regulations | Course Objective 2,3 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability of economic operation analysis and judgment | Course Objective 2,3 |
| Graduation Requirement 4.1 | Have strong international business negotiation and communication skills, enterprise organization and management and execution ability, interpersonal and team cooperation ability | Course Objective 2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|----------------|----------------------|--------|----------------|-------------------|
|------|----------------|----------------------|--------|----------------|-------------------|

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|-------------------------------------|--|--------|--|--------------------------|
| 1 | Chapter 1 General Introduction | <p>(1) Understand the reasons for international trade and the interests in trade, and understand the underlying reasons behind international trade;</p> <p>(2) In order to master the knowledge of international trade better, we should know the difference and connection between domestic trade and international trade;</p> <p>(3) Understand the different types of international trade and the main process of import and export;</p> <p>(4) The main content of this book to do a preview, with this chapter related exercises training</p> | 3 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 2 | Chapter 2 International Trade Terms | <p>(1) This paper introduces three sets of rules of international trade;</p> <p>(2) introduces Incoterms 2020, and has a general understanding of relevant terms in international trade;</p> <p>(3) Introduce the application rules so that students can handle international trade affairs correctly</p> <p>(4) To enable students to master the decisive conditions in the choice of international trade terms, and to better use the terms when dealing with international trade affairs;</p> | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 3 | Chapter 3 Export Price | <p>(1) There are different kinds of transaction consideration in international trade. Understanding these prices will lay a foundation for future study;</p> <p>(2) Introduce to students the factors that need to be considered in determining international trade, and establish basic knowledge for future practical operation;</p> <p>(3) Teach students to master various calculation methods of transaction</p> | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|-------------------------------|--|--------|--|--------------------------|
| | | <p>price, use them flexibly in practical operation, and choose the most appropriate calculation method;</p> <p>(4) Deep understanding of various prices in trade, such as the price of goods, insurance price, etc.;</p> <p>(5) Price communication can help students know how to determine the trade price</p> | | | |
| 4 | Chapter 4 Terms of Commodity | <p>(1) Define the definition of goods in international trade, pack or pack them in the manner required by the contract and deliver them to the buyer;</p> <p>(2) Understand the shape, structure, form, color, flavor, chemical composition, physical and mechanical property, biological features and other aspects of a commodity or product;</p> <p>(3) To enable students to master the determination of the quantity of goods, including the situation when there is a difference between the actual quantity and the contract quantity, the method of calculating the quantity of goods and the unit of measurement, the theoretical weight and the legal weight, etc.</p> | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 5 | Chapter 5 Packing and Marking | <p>(1) International trade is a long-distance transaction. Packaging has functions of protecting goods, convenient storage and transportation, reducing transportation space, etc.</p> <p>(2) Recognize the different types of packaging and the goods they are suitable for;</p> <p>(3) Understand the definition, function and types of neutral packaging terms;</p> <p>(4) What kind of goods marking mainly includes, and what requirements the marking should meet. Master the meaning of shipping mark terms and its</p> | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|--------------------------|
| | | components, etc.; | | | |
| | | (5) Master the main contents of the packing terms in the contract, including the calculation of the packing cost and who shall bear the packing expenses. | | | |
| 6 | Chapter 6 Cargo Transportation Insurance | (1) Understand the definition of marine cargo insurance and the parties involved in the insurance, and the basic principles of insurance; (2) Master the two types of maritime risks and the types of maritime losses; (3) Understand the coverage of marine cargo insurance of CIC and ICC; (4) Master the procedure of cargo insurance, in order to lay a theoretical foundation for future practical work; (5) What should we pay attention to when we understand the insurance clauses in international trade contracts. | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 7 | Chapter 7 International Payments | (1) Understand what factors should be considered in determining the transaction payment instrument. Understand the differences between payment instruments and payment terms; (2) Master the use and content of various payment instruments and their payment process, and be able to distinguish the differences between different payment instruments; (3) Understand the types and contents of remittance, collection and letter of credit, as well as their respective calculations, etc.; | 6 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 8 | Chapter 8 Export Documentation | (1) Understand the importance of documentation in export transaction; (2) Be aware of the basic requirements and information source of export documentation; (3) Describe the different types of | 6 | Classroom lectures, online courses, case | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|--------------------------|
| | | export documents; (4) Outline the functions and contents of the major export documents. | | studies | |
| 9 | Chapter 9 Inspection, Claim, Force Majeure and Arbitration | (1) Master the method of specifying the place and time of inspection in the contract during the transaction; (2) Understand the conditions for breach of contract and settlement of claims and describe ways of stipulating claim clauses in a sales contract; (3) Be aware of the consequences of force majeure events and ways to stipulate force majeure clauses in a sales contract; (4) Realize the importance of arbitration in the settlement of disputes and claims; (5) Be aware of the issues to be considered in the negotiation of arbitration and describe the ways of stipulating an arbitration clause in a sales contract. | 3 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

(1) Period distribution:

| Period | Teaching modes | Theory Lectures | Exercises Class | Discussion Class | Remarks Subtotal | Subtotal |
|--------|----------------|-----------------|-----------------|------------------|------------------|----------|
| | | | | | | |
| | | 3 | | | | 3 |
| | | 4 | 1 | 1 | | 6 |
| | | 4 | 1 | 1 | | 6 |
| | | 4 | 1 | 1 | | 6 |
| | | 4 | 1 | 1 | | 6 |
| | | 4 | 1 | 1 | | 6 |
| | | 4 | 1 | 1 | | 6 |

| | | | | | |
|--|----|---|---|--|----|
| Chapter 7 International Payments | 4 | 1 | 1 | | 6 |
| Chapter 8 Export Documentation | 4 | 1 | 1 | | 6 |
| Chapter 9 Inspection, Claim, Force Majeure and Arbitration | 2 | | 1 | | 3 |
| Total | 33 | 7 | 8 | | 48 |

(2) Teaching Modes:

(1) Classroom teaching methods: use comprehensive videos, cases, PPT, etc. to show the key and difficult points of the course, use group discussions and other methods to make students actively participate in classroom teaching activities; and use positive incentives to mobilize students' enthusiasm and participation rate;

(2) Online learning methods: use WeChat groups, DingTalk groups, etc. to share the content involved in the course for self-study before class, such as 5-minute short videos, cultivate students' self-learning and active learning capabilities, and use questions to gain student learning situation; use positive incentives to mobilize students' enthusiasm.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| Classroom Performance | 5 points will be deducted for one absenteeism; 5 points will be deducted for one missed assignment; 2 points will be added for one initiative response | 40 | Course Objective 1,2,3,4 |
| Final Exam | Closed-book exam | 60 | Course Objective 2, 3 |

VII Textbooks and References

(1) Textbook

International Trade Practices (Fifth edition), 周瑞琪等著, 对外经贸大学出版社

(2) References

International Trade Practices (Fourth edition), 帅建林著, 对外经贸大学出版社

Written by: Mobing Jiang (蒋墨冰)

Reviewed by: Hu Danting

Date: 5/7/2021

Syllabus of Training of International Trade Practice

Course Name/Title: Training of International Trade Practice **Course code:** 515993

Course Type: (Specialized Course)(Compulsory Course)

Total Teaching Hours: 40 (Laboratory Hours or Tutorial Hours 40)

Course Credit: 2

I Course Introduction

This is a practical lesson. Through an interactive simulation training platform, the students will experience the whole process of commodity export trade. This experiment is very practicality and timeliness, focuses on raising student's operational ability and thinking ability and requires the students to complete a deal independently.

II Course Objective

1. Through this course, we can master the achievements of China's foreign trade since the reform and opening up, understand the internal mechanism of the super competitiveness of Chinese products, and improve the sense of democratic pride.

2. Know the basic knowledge, concept and practical knowledge of international export trade, international finance and international settlement, and be proud of our country's international trade

3. The courses require all the tasks be done in English, cultivate students' abilities of reading and writing, and negotiating in English.

4. Through this course, train students' basic qualities in doing international business in the future, such as communication and team cooperation ability.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|------------------------|
| Graduation Requirement 2.1 | Have practice experience in developing international market, foreign trade and international business, and possess ability of economic operation analysis and judgment. | Course Objective 1,2,3 |
| Graduation Requirement 2.2 | Possess international business negotiation and communication ability, enterprise organization and management executive ability, interpersonal communication and team cooperation ability, knowing relevant legal knowledge. | Course Objective 2,3 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---------------------------------------|---|--------|------------------|--------------------------|
| 1 | Preparing for the Trade | Operation one: Establishing Business Relationship | 4 | Laboratory study | Course Objective 1,2,3,4 |
| 2 | Business Negotiation | Operation two: Calculating Quotation; Operation three: Making an Offer Operation four: Calculating Counter-Offer Operation five: Making a Counter-Offer Operation six: Export Business Operation seven: Signing a Contract | 16 | Laboratory study | Course Objective 1,2,3,4 |
| 3 | Performance of the Transaction | Operation eight: Examining the L/C Operation nine: Amending the L/C Operation ten: Booking shipping Space Operation eleven: Customs Clearance Operation twelve: Effecting Insurance Operation thirteen: Making the Documents | 16 | Laboratory study | Course Objective 1,2,3,4 |
| 4 | Summarizing the Transaction | Operation fourteen: Summarizing the Transaction | 4 | Laboratory study | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

| Content | Teaching way | | |
|----------------------------|--------------|----------|--------|
| | lecture | practice | total |
| Preparing For the Trade | half day | half day | 1 days |
| Business Negotiation | 1 day | 3 days | 4 days |
| Performance of Transaction | 1 day | 3 days | 4 days |

| | | | |
|-----------------------------|----------|----------|---------|
| Summarizing the Transaction | half day | half day | 1 days |
| Total | 3 days | 7 days | 2 weeks |

Suggestions for Teaching

Teachers need to tell them how to use the platform of experiment and what's the most important, to provide guidance face to face and timely. When doing the experiment, students may have a lot of questions. Teachers should be very familiar with the platform in order to answer their questions. Autonomous learning is a very important capability for this course. The students should read some books about international trade practice, foreign trade letter, and international settlement and so on.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| classroom performance | Ask questions | 30% | Course Objective 1,2 |
| big assignments | Finish all steps the platform asks completely and correctly | 70% | Course Objective 1,2,3 |

VII Textbooks and References

1. Textbook

[1] 《Handout by Instructor》, 2007。

2. Reference

[1] XIA Hequn, etc: 《 Simulated Operation for International Trade Practice (3rd Edition)》, Foreign economic and trade university press,2015。

[2] WU Guoxin, etc: 《 Documents Practice in International Trade (3rd Edition)》, Tsinghua University Press,2012。

3. Network resources

[1] <http://www.wto.org>

[2] <http://www.mofcom.gov.cn>

[3] <http://www.customs.gov.cn>

Written by: Chen Xiaohua

Reviewed by: Cheng Rong

Date: 5/7/2021

Syllabus of International Business Correspondence

Course Name/Title: International Business Correspondence

Course code: 51976

Course Type: Specialized Course, Compulsory Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

International Business Correspondence is a professional compulsory course, the course systematically tells the fundamentals of business correspondence, correspondence of routine business transactions, contracted-related correspondence, and other business letters, enables students to improve their English level, at the same time, skillfully master the variety of basic terms and communication skills that commonly used in international business activities , cultivate and improve their ability to engage in international business, so as to adapt to the actual business needs of contacting foreign customers in the process of international business, cultivate and improve their working ability to engage in foreign economic and trade business.

II Course Objective

Through the study of this course, students should achieve the following goals:

1. Ideological and political objectives:

① to cultivate students' feelings of home and country. Through various economic and trade cases in classroom teaching, students are guided to establish a correct view of opening up and national interests, enhance national confidence, and interpret the responsibility of a big country.

② cultivate students' moral sentiment. In the teaching process, with the help of cases, the students are trained to love their jobs, be honest and trustworthy, keep improving the craftsman spirit and open, cooperative and inclusive professional qualities.

③ To improve the cultural quality of students. Mixed class teaching for Chinese and foreign students is carried out according to the learning situation. Teamwork is promoted through group tasks to guide students to appreciate each other, cultivate students' international vision, and improve students' ability and accomplishment in cross-cultural communication.

2. Knowledge objective:

① Master the basic knowledge of common style of business correspondence in different links of international trade, including various business letter formats, common sentences and writing skills.

② Through the systematic study of the examples of correspondence in various links of

business consultations, master the format, professional vocabulary, writing methods and stylistic characteristics of foreign trade English correspondence.

③ Have the Ability to Read, translate and write letters that are accurate, appropriate, standard, fluent and grammatically correct under normal circumstances.

3. Ability objectives:

① Improve the ability to use English correctly in international business activities.

② Enhance the ability to conduct all kinds of external operational contacts and communications activities.

4. Emotional goal:

① Have good job awareness and professional ethics in international business activities.

② Have the ability of cross-cultural communication to adapt to China's foreign business development.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|--|-------------------|
| Graduation Requirement 2.4 | Have a good command of English, and have a high level of English listening, speaking, reading, writing and translation, and have the ability and skills to use English as the working language in foreign-related departments, enterprises and institutions. | 1,2,3 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operation. | 1,2 |
| Graduation Requirement 5.1 | Have strong international market business development ability and foreign trade and international business practice ability. | 2,3 |
| Graduation Requirement 5.4 | Cultivate the good qualities of respecting the cultures and customs of different countries and regions, and have the ability of cross-cultural communication | 4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|----------------|---|--------|-----------------------------------|-------------------|
| 1 | 1.Introduction | The main content and tasks of this course; The importance of business English writing and matters needing attention. | 2 | Mixed online and offline teaching | 1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|-------------|---|--|---------------|---|--------------------------|
| 2 | 2.Guidelines of Business Correspondence | The main types and differences of business correspondence. ; Importance of Business Correspondence in Foreign Trade ; The writing principles of business correspondence | 2 | Mixed online and offline teaching | 1,2 |
| 3 | 3.Organizing Business Correspondences | The structure and content of business letters; The format and contents of the envelope; The writing principle, format and content of E-mail; Fax format and content. | 4 | Mixed online and offline teaching, Case study | 1,2 |
| 4 | 4.Correspondence to Get and Keep Relations | The significance, characteristics and principles, writing methods and skills of development letter in international business; The meaning and type of customer relationship maintenance letter, writing methods and skills. | 4 | Mixed online and offline teaching, Case study, Interactive teaching | 1,2,3,4 |
| 5 | 5.Requests and Replies | The significance, characteristics and principles of credit inquiry letter in international business, the writing methods and skills of inquiry letter and reply letter; The concept and nature of inquiry, types and writing principles, general inquiry writing methods and skills. | 4 | Mixed online and offline teaching, Case study, Interactive teaching | 1,2,3,4 |
| 6 | 6.Correspondence to Negotiate for Your Profit | The steps of consultation, the nature of special inquiries and the principles, methods and techniques of writing; The nature and types of offers, the writing methods and skills of firm and empty offers; The nature, writing methods and skills of the counter offer; The nature of the order, the writing methods and skills of the order letter, the writing methods and skills of the order fulfillment letter. | 6 | Mixed online and offline teaching, Case study, Interactive teaching | 1,2,3,4 |
| 7 | 7.Contract-related Correspondence | Concepts, terms and rules related to international settlement, different payment methods and procedures, meaning and content of payment terms, writing methods and skills of payment related correspondence; International cargo packaging related concepts, terms and | 6 | Mixed online and offline teaching, Case study, Interactive teaching | 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|-------------|---------------------------|--|---------------|---|--------------------------|
| | | rules, the meaning and content of packaging clauses, writing methods and skills of packaging-related correspondence; Concepts, terms and rules related to international cargo shipping, meaning and content of shipping clauses, writing methods and skills of shipping related correspondence; Concepts, terms and rules related to international cargo insurance, meaning and content of insurance clauses, writing methods and skills of insurance-related correspondence | | | |
| 8 | 8. Claims and Adjustments | The meaning and content of the claim clause and the writing methods and skills of the claim related correspondence; Meaning and content of claim settlement, writing methods and skills of claim related correspondence. | 2 | Mixed online and offline teaching, Case study, Interactive teaching | 1,2,3,4 |
| 9 | 9. Knowledge Extension | General English translation skills; International business negotiation strategy; General etiquette in international business. | 2 | Mixed online and offline teaching | 1,4 |

V Period Distribution and Teaching Modes

| Course content | Teaching modes | | | | | total |
|--|------------------------|-------------------|-------------------------------|-------------|--|--------------|
| | Theory teaching | Case Study | Interactive discussion | note | | |
| 1. Introduction | 1 | | 1 | | | 2 |
| 2. Guidelines of Business Correspondence | 1 | | 1 | | | 2 |
| 3. Organizing Business Correspondence | 2 | 1 | 1 | | | 4 |
| 4. Correspondence to Get and Keep Business Relations | 2 | 1 | 1 | | | 4 |
| 5. Requests and Replies | 2 | 1 | 1 | | | 4 |
| 6. Correspondence to Negotiate for Your Profit | 3 | 2 | 1 | | | 6 |
| 7. Contract-related Correspondence | 3 | 2 | 1 | | | 6 |
| 8. Claims and Adjustments | 1 | | 1 | | | 2 |

| | | | | | |
|-----------------------|----|---|----|--|----|
| 9.Knowledge Extension | 1 | | 1 | | 2 |
| total | 15 | 6 | 11 | | 32 |

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| Online learning | According to the students' video learning completion | 20% | 2,3 |
| Unit tests | According to the student chapter test scores, | 10% | 2,3 |
| Practice assignments | According to the completion of students' practical assignments, teachers' evaluation combined with students' mutual evaluation | 10% | 1, 2,3 |
| Discuss the interactive | According to the students online post or reply | 5% | 2,3,4 |
| Classroom performance | Based on students' participation in class, combined with the "Best Performance in Class" | 15% | 1, 4 |
| Final exam | closed-book examination | 40% | 1,2,3,4 |

VII Textbooks and References

Textbooks

[1] Huang Hairong et al. *Internatioan Business Correspondence*, Higher Education Press, published in 2021.

References

[1] Ge Ping. *Froeiign Trade Communicaiton*, Fudan University Publishing Housepublished in 2007.

[2] Lu Mozhu. *International Business Communication*, China International Business and Trade Publishing House, published in 2000.

Written by: Huang Hairong

Reviewed by: Zhang Yinbai

Date: May 6, 2021

Syllabus of International Investment*

Course Name/Title: International Investment*

Course code: 51984

Course Type: Basic Courses, Optional Course

Total Teaching Hours: 32 Hours (Classroom Hours 32)

Course Credit: 2

I Course Introduction

International Investment is a main course of international trade major in colleges and universities. It has a deep and broad theoretical basis, and it is also a practical course. This course focuses on the elaboration of the basic theories, basic knowledge and basic skills of international investment, and summarizes the connotation, methods, forms and means of international investment. The teaching objectives of this course are: Causes the student to fully understand the emergence and development of international investment, international investment means of connotation, characteristics, forms and methods, understanding the meaning of international investment and international trade on economic growth, reveals international capital flow operation rule, master the international direct investment environment evaluation methods and means, master international investment, macro and micro management, Understand the new phenomenon of international direct investment, and master the basic skills of international investment.

II Course Objective

1. Ideological and political goals

① Establish the spirit of seeking truth from facts, establish the correct “three outlooks” and build a good personality;

② Understand the historical background of the Chinese enterprises’ development, inspire students to love the motherland, and carry out patriotic ideological education;

③ Master China's macro-economic development process, cultivate students' sense of national pride and self-esteem;

④ Master a variety of methods to understand the facts, fully understand the objective world, and cultivate students' deep and sacred feelings for the motherland.

2. Knowledge objectives

① Master the basic concepts and theories of international direct investment, indirect investment and flexible investment, understand the basic motivation and economic impact and function of international investment; Understand the development of international investment in different periods, especially after World War II, as well as the basic situation of overseas investment and utilization of foreign capital by major developed countries and typical developing countries.

② Master international investment in different ways, methods and operation practice, understand the international investment of the actual operating rules.

③ Master the principles, policies and practices of China's utilization of foreign capital and overseas investment, to master the mutual relationship between international investment and

domestic economy, and to lay a theoretical and business foundation for the development of international economic cooperation and the full, reasonable and effective utilization of foreign capital.

④To know the knowledge of global financial market and global exchange market, to understand the determination of exchange rate between countries.

⑤To master the risk control tools of global finance investment, to grasp the basic theories of global debts and equities investment, to know the links between world economy fluctuation of international finance investment strategy.

⑥To look into global investment with the prospective of integration of world supply and value system, and making profit through the supply of capital to the development of uneven world economy.

3. Capability goals

①Cultivate the ability to collect and process investment information;

②Cultivate the ability to apply theory to practice;

③Develop the ability of organization and leadership;

④Train students with the basic quality of international investment management;

⑤Develop the ability to adapt to different investment cultures and skills.

4. Quality goals

①Cultivate the professional qualities and job ethics of hard work and seeking truth from facts in actual work;

②Cultivate basic qualities of honesty and integrity, professional confidence, etc.;

③Cultivate the spirit of perseverance, aggressiveness, and self-improvement;

④Cultivate the spirit of teamwork;

⑤Cultivate keen insight, response thinking, and innovation;

⑥Cultivate self-management and self-cultivation.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|-----------------------------|--|-------------------------|
| Graduation Requirements 2.2 | Master the professional knowledge and skills of international trade, international investment and foreign-related enterprise management, engage in international economic and trade exchanges in accordance with WTO and other international rules, agreements and practices, and properly resolve disputes in international trade according to law and regulations; | Course Objectives 2.3 |
| Graduation Requirements 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operation. | Course Objectives 2,3,4 |

| | | |
|----------------------------------|--|-------------------------|
| Graduation Requirements 4.2 | Have management consciousness, innovation consciousness, strategic vision and leadership ability; | Course Objectives 4 |
| Graduation Requirements 5.2; 5.3 | Familiar with the principles, policies and regulations of international organizations and China's foreign economic and trade development, understand the policies, regulations and technical standards of various countries in trade, investment and intellectual property; International vision, focus on international trends and global issues, have basic skills in dealing with foreign affairs; | Course Objectives 2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|---------------------------------------|-------------------|
| 1 | Unit 1: Introduction to International Investment (1) Definition of investment (2) Key parts and scope of investment (3) Investment structure and location (4) Overview of international investment (5) Development reasons and trends of international investment (6) Influence of international investment to the economy | 1. Understand the relationship between investment and economic development, and understand the impact of international investment on economy 2. Understand the historical development and characteristics of international investment. Carry out ideological education in patriotism. 3. To master the research objects and methods of international investment 4. Understand the relationship and difference between international investment and domestic investment, the significance and | 2 | Lecture, group discussion, case study | 1、2 |

| | | | | | |
|---|--|---|---|---------------------------------------|---------|
| | | methods of international investment research, and the relationship between international investment and neighboring disciplines | | | |
| 2 | <p>Unit 2: Theories of International Investment</p> <p>(1) FDI theories: Monopoly advantages theory, product life cycle theory, internal market theory, ect</p> <p>(2) theories of indirect investment: portfolio theory, international asset pricing</p> | <p>1. Understand the basic point of view of international direct investment theory</p> <p>2. Understand the basic viewpoint of international indirect investment theory.</p> <p>3. Set up the spirit of seeking truth from facts, set up the correct "three views" to shape good personality.</p> | 6 | Classroom teaching, group discussion | 1、2 |
| 3 | <p>Unit 3: International Indirect Investment</p> <p>(1) Overview of international credit investment: International bank lending, international financial organizations lending, government loan</p> <p>(2) Overview of international securities investments: International stock investment, International bond investment, ADS, etc</p> | <p>1. Master the concepts and characteristics of international credit investment</p> <p>2. Understand international securities investment and various trading methods of stock and bond investment</p> | 4 | Lecture, group discussion, case study | 1、2、3、4 |

| | | | | | |
|---|--|--|---|--------------------------------------|-------|
| 4 | <p>Unit 4: Multinational Companies and Globalization Strategies</p> <p>(1) Definition and characteristic of international companies and M&G</p> <p>(2) Mother companies and subsidiary companies and tax haven companies</p> <p>(3) Value chain and global division of labor</p> <p>(4) price transfer within the enterprise</p> | <p>1. Understand the basic concepts of multinational corporations</p> <p>2. Understand the basic concepts of cross-border mergers and acquisitions</p> <p>3. To master the organizational form and characteristics of multinational corporations</p> <p>4. Understand the strategy of multinational corporations</p> | 4 | Classroom teaching, group discussion | 1、2、3 |
| 5 | <p>Unit 5: International Bank</p> <p>(1) Definition, characteristic and development of international bank</p> <p>(2) Mother companies and subsidiary companies and tax haven companies</p> <p>(3) Intermediary role of international bank in the international investment</p> | <p>1. Understand the main contents of transnational bank operation</p> <p>2. Understand the organization and operation system of transnational banks</p> <p>3. Understand the important role of transnational banks in international investment</p> <p>4. To master the development process of China's transnational banks and cultivate students' national pride and self-esteem;</p> | 2 | Classroom teaching, group discussion | 1、2、3 |

| | | | | | |
|---|--|--|---|---------------------------------------|---------|
| 6 | <p>Unit 6: International Investment Environment</p> <p>(1) Concept and types of international investment environment</p> <p>(2) The main factors influence the international investment environment</p> <p>(3) Main methods of international investment environment assessment</p> | <p>1. Master the composition and characteristics of the international investment environment;</p> <p>2. Master the assessment methods of international investment environment</p> <p>3. Understand the investment environment of typical areas with remarkable achievements in investment and investment</p> | 4 | Classroom teaching, group discussion | 2、3 |
| 7 | <p>Unit 7: laws of International Investment</p> <p>(1) The definition and characteristic of international investment laws</p> <p>(2) The policies of investment countries and host countries for international investment</p> | <p>Understand the definition and characteristics of international investment law, and the management policies of international investment in various countries</p> | 4 | Classroom teaching, group discussion | 1、2、3 |
| 8 | <p>Unit 8: Global exchanges market and exchange rate</p> <p>1.The Foreign Exchange Market</p> <p>2.The Balance of Payments</p> <p>3.The International Monetary System</p> <p>4.Foreign Exchange Rate Determination and Forecasting</p> <p>5.Foreign Currency Derivatives and Swaps</p> | <p>1. Understand the Basic knowledge of foreign exchange market, balance of payments and international monetary system</p> <p>2. Master the foreign exchange rate determination mechanism</p> | 4 | Lecture, group discussion, case study | 1、2、3、4 |

| | | | | | |
|---|---|--|---|---------------------------------------|------------|
| | | | | | |
| 9 | <p>Unit 9: International financial market</p> <p>(1) Corporate Ownership, Goals, and Governance</p> <p>(2) Raising Equity and Debt Globally</p> <p>(3) Multinational Capital Budgeting and Cross-Border Acquisitions</p> <p>(4) Working Capital Management</p> <p>(5) International Trade Finance</p> | <p>1. Understand the basic contents such as the ownership structure of the company</p> <p>2. Understand how multinational corporations raise money on a global scale</p> <p>3. Mastering how to conduct cross-border M&A</p> | 2 | Lecture, group discussion, case study | 1, 2, 3, 4 |

V Period Distribution and Teaching Modes

1. Period Distribution

| Period | Teaching Mode | Theory Lectures | Exercises Class | Discussion Class | Subtotal |
|---|---------------|-----------------|-----------------|------------------|----------|
| Unit 1: Introduction to International Investment | | 2 | | | 2 |
| Unit 2: Theories of International Investment | | 6 | | | 6 |
| Unit 3: International Indirect Investment | | 3 | | 1 | 4 |
| Unit 4: Multinational Companies and Globalization Strategies | | 4 | | 1 | 4 |
| Unit 5: | | 2 | | | 2 |

| | | | | |
|--|----|--|---|----|
| International Bank | | | | |
| Unit 6: Environment of International Investment | 4 | | 1 | 4 |
| Unit 7: laws of International Investment | 4 | | 1 | 4 |
| Unit 8: Global exchanges market and exchange rate | 4 | | | 4 |
| Unit 9: International financial market | 2 | | | 2 |
| Total | 28 | | 4 | 32 |

2. Teaching Modes

International Investment is a course with strong practicality. It must adhere to the principle of paying equal attention to theory and practice, and pay special attention to case teaching on the basis of explaining the basic knowledge clearly.

Firstly, teachers of this course should integrate these contents into a unified system with the unified, and specified theories in different prospective; look into the all lectures with the mechanism to outline the links in firm-level(micro), industry level(meso) and country level & world level(macro).**Secondly**, To bring an theories perspectives in explaining the development and cases of firm s' international investment activities and countries' FDI and financial investment statistics. It is not easy to find a unified theories system to explain and predict international investment, especially the design and strategies suggestions for firms for the theories are dispersed in international economics, international business, international management, international finance, they have different theory framework and methodology. We have to unify the theories with some keys are be recognized by firm theory, industry theory and economics theory through the method can be easily used in practical world to help students to form the ability of international business. **Thirdly**, to use case study as an entry model to look into the links between theory and practice, and to use statistical analysis to portrait of the framework of theory systematic ecology dynamic and the outlook of world and Chinese international investment. With the guidance of research of case study and statistical analysis, the students could use both methods in the collecting of data and materials, academic article analysis and report preparing to explain the phenomenon and numbers in real world, and find logic and solutions for practice.

(1) Classroom teaching methods: use comprehensive videos, cases, PPT, etc. to show the key and difficult points of the course, use role-playing, group discussions and other methods to make students actively participate in classroom teaching activities; and use positive incentives to mobilize students' enthusiasm and participation rate;

(2) Online learning methods: use WeChat groups, DingTalk groups, etc. to share the content involved in the course for self-study before class, such as 5-minute short videos, cultivate students' self-learning and active learning capabilities, and use questions to gain student learning situation; use positive incentives to mobilize students' enthusiasm;

(3) Practical operation method: after classroom teaching and online learning, students conduct practical operations on the Amazon training platform.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|---|---|----------------------|---------------------------------|
| Perform well in lectures and questions of teaching methods | to study earnestly and answer teacher's questions actively | 10% | 1、2、4 |
| Prepare presentation based on the materials and data collected with a theoretical perspective | have a theory framework and analysis method in preparing the article and use them in analysis | 40% | 1、2、3、4 |
| Organize an exam or evaluation presenting to assess the performance of students | Provide a fair evaluation method to know the level of students study and all the activities students already involved | 50% | 1、2、3、4 |

VII Textbooks and References

1. Textbooks

[1] Yang Dakai, International Investment Science, Shanghai University of Finance and Economics Press, 2015

[2] Solnik B H, Mcleavey D W. Global Investments[M]. Renmin University of China Press, 2011.

[3] Lu Jinyong, Du Qihua, International Investment Science, Peking University Press, 2017

2. Reference Book

[1] Qi Jianhong, International Investment Course, Tsinghua University Press, published in 2016

[2] Kong Shuhong, International Investment Science, University of International Business and Economics Press, 2015

[3] Du Qihua, International Investment Science, University of International Business and Economics Press, 2013

[4] Huixiu Ren, "International Investment Science", China Renmin University Press, 2015

[5] Sang Baichuan, Jin Zhaohui, "Changes and Countermeasures of International Direct Investment Rules", University of International Business and Economics Press, 2015

[6] Luenberger, "Investment Science (International Edition)", Renmin University of China Press, 2012

[7] Bruno. Solnick, International Investment, Renmin University of China Press, 2011

3. Network Resources

[1] <http://www.mofcom.gov.cn> (Ministry of Commerce, People's Republic of China)

[2] <http://www.unctad.org> (UNCTAD)

[3] <http://www.online-ma.com.cn> (Global Merger and Acquisition Research Center)

[4] <http://www.imf.org> (International Monetary Fund)

[5] <https://olc.worldbank.org> (World Bank)

Written by: Meng Fei

Reviewed by: Xu Xiaohui

Date: 2021-5-3

Syllabus of Cross-border E-commerce Practice

Course Name/Title: Cross-border E-commerce Practice **Course code:** 51995

Course Type: (Specialized Course) (Compulsory Course)

Total Teaching Hours: 40 (Laboratory Hours or Tutorial Hours 40)

Course Credit: 2

I Course Introduction

< Cross-border E-commerce Practice > is a specialized course for the major of international trade. It mainly cultivates cross-border e-commerce talents with patriotism, strong professional ability and professionalism, professional knowledge and good quality. The purpose of studying this course is to help students understand the macro environment and development trends of global cross-border e-commerce, recognize the job requirements of cross-border e-commerce positions, and stimulate patriotism; be familiar with the classification, profit model and profit model of local cross-border e-commerce platforms; platform rules; master the settings of cross-border e-commerce payment methods, cross-border logistics, marketing methods, etc.; be able to open cross-border e-commerce stores, reasonably set cross-border e-commerce product prices, independently complete product releases, store decorations, and use data analysis for optimization.

II Course Objective

(1) Ideological and political goals

1. Establish the spirit of seeking truth from facts, establish the correct “three outlooks” and build a good personality;
2. Understand the historical background of Chinese enterprises’ development, inspire students to love the motherland, and conduct patriotic ideological education;
3. Master China's macro-economic development process, cultivate students’ national pride and self-esteem;
4. Master various methods of cross-border e-commerce marketing, fully understand the objective world, and cultivate students’ deep and sacred feelings for the motherland.

(2) Knowledge objectives

1. Understand the development trends and frontiers of cross-border e-commerce, and master the relevant concepts and theoretical knowledge of cross-border e-commerce;
2. Be familiar with the registration rules of 9 typical cross-border e-commerce platforms; understand cross-border e-commerce platforms;
3. Master the process and skills of international logistics template setting;

4. Master the channels and skills of product selection;
5. Master the methods and skills of shop setting, page detail page manufacturing, etc.;
6. Master the method of product price setting, Understand the definition, difference and connection of the three types of prices;
7. Master the basic methods and skills of product release;
8. Familiar with various marketing methods, understand the advantages and disadvantages of different marketing channels

(3) Capability goals

1. Capability of analyzing the business macro and micro environment;
2. Capability of cross-border e-commerce platform registration;
3. Capability of product selection and product release;
4. Capability of international logistics template setting;
5. Capability of product price and payment method setting;
6. Be able to manufacture product details page and store decoration;
7. Be able to analyze, select and determine product marketing plans

(4) Quality goals

1. Cultivate professional qualities and job ethics that are assiduously and realistically in actual work;
2. Cultivate the basic qualities of honesty, integrity, professional confidence, etc.;
3. Cultivate the spirit of perseverance, proactiveness, and self-improvement;
4. Cultivate teamwork spirit;
5. Cultivate keen insight, response thinking, and innovation;
6. Develop self-management and self-cultivation ability.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|----------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong team spirit | Course Objective 1,4 |
| Graduation Requirement 2.2 | Master business knowledge and skills in international trade, | Course Objective 2,3 |

| | | |
|----------------------------|---|------------------------|
| | international investment and foreign-related enterprise management, be able to engage in international economic and trade transactions in accordance with WTO and other international rules, agreements and practices, and properly resolve disputes in international trade in accordance with laws and regulations | |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operations | Course Objective 3,4 |
| Graduation Requirement 4.1 | Have strong international market business development, foreign trade business and international business practice capabilities | Course Objective 2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|--------------------------|
| 1 | Training project 1: Cross-border e-commerce foundation and platform rules, including: cross-border trade e-commerce theoretical basis, cross-border e-commerce platform rules | (1) Grasp the meaning, types and main characteristics of cross-border trade e-commerce; (2) Understand the characteristics, national policies, job positions and quality requirements of the development of cross-border trade e-commerce in my country, and stimulate students' home country feelings, pride and mission Feeling; (3) Familiar with the rules of cross-border e-commerce platform. | 4 | Classroom lectures, online courses, practical operations, etc. | Course Objective 1,2,3 |
| 2 | Training project 2: International logistics template setting, including: cross-border | (1) Understand the main modes of international logistics, establish the correct "three views" and shape a good personality; | 6 | Classroom lectures, online | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|--------------------------|
| | trade e-commerce international logistics template setting and its theoretical basis | (2) Master the similarities and differences of various common logistics models; (3) Master the calculation of international logistics costs; (4) Master the settings of international logistics templates; | | courses, practical operations, etc. | |
| 3 | Training project 3: Cross-border e-commerce product release and selection, including: product release process, product selection skills | (1) To understand the product selection channels; (2) To master the skills and methods of the product; (3) To master the basic methods and skills of product release; | 6 | Classroom lectures, online courses, practical operations, etc. | Course Objective 1,2,3,4 |
| 4 | Training project 4: Keyword selection and keyword production, title production Including: keyword concept, function, keyword selection principle, keyword and title selection skills, etc. | (1) Understand the functions of keywords and titles, and cultivate students' national pride and self-esteem; (2) Master the principles of keyword and title selection; (3) Master keywords and title production methods; | 4 | Classroom lectures, online courses, practical operations, etc. | Course Objective 1,2,3,4 |
| 5 | Training project five: Cross-border e-commerce details production method, including: the function of the detail page, manufacturing principles and techniques, etc. | (1) Understand the function, manufacturing principles and skills of the detail page; (2) Master the manufacturing process of the detail page; (3) Master the manufacturing method of the detail page; | 4 | Classroom lectures, online courses, practical operations, etc. | Course Objective 1,2,3,4 |
| 6 | Training project 6: Quotation methods and price setting of cross-border e-commerce products, | (1) Understand the concept of different prices, the methods and principles of pricing; shape the professionalism and patriotism of students; (2) Master the methods of setting | 4 | Classroom lectures, online courses, | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|--------------------------|
| | including: price types, pricing methods and price setting principles, etc. | cross-border e-commerce prices; | | practical operations, etc. | |
| 7 | Training project 7: Store opening and operation Including: cross-border e-commerce optimization, marketing methods and functions, store promotion, background data analysis, etc. | (1) Master cross-border trade e-commerce store opening and decoration methods and skills; (2) Familiar with cross-border trade e-commerce store promotion and marketing methods and functions; (3) Master cross-border trade e-commerce store promotion and marketing setup methods; (4) Master the meaning and functions of data analysis indicators; (5) Familiar with data analysis methods and optimization directions | 6 | Classroom lectures, online courses, practical operations, etc. | Course Objective 1,2,3,4 |
| 8 | Training project 8: Cross-border payment and customer service Including: Principles of cross-border e-commerce payment and customer communication service principles | (1) Familiar with the main methods and characteristics of cross-border payment; (2) Master the cross-border payment account settings, request, lend, and withdraw operations; (3) Understand the basic principles of customer service; (4) Master the methods of customer service and skills; (5) Master the writing methods and basic content of customer service correspondence | 6 | Classroom lectures, online courses, practical operations, etc. | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

Period Distribution

| Experiment project name | Executive summary | Main equipment or experimental environment used | Experimental hours | Number of people in each group | Experimental attributes (basic/comprehensive /design/research innovation) | Request (Compulsory /optional) |
|-------------------------|-------------------|---|--------------------|--------------------------------|---|--------------------------------|
| | | | | | | |

| | | | | | | |
|---|--|------------------------------------|---|---|---------------|------------|
| Training project 1: Cross-border e-commerce foundation and platform rules, including: cross-border trade e-commerce theoretical basis, cross-border e-commerce platform rules | The theoretical basis of cross-border trade e-commerce, rules of cross-border e-commerce platform | Computer, Amazon training platform | 4 | 1 | Comprehensive | Compulsory |
| Training project 2: International logistics template setting, including: cross-border trade e-commerce international logistics template setup and its theoretical basis | Cross-border trade e-commerce international logistics template setup and its theoretical basis | Computer, Amazon training platform | 6 | 2 | Comprehensive | Compulsory |
| Training project 3: Cross-border e-commerce product release and selection, including: product release process, product selection skills | Product release process, product selection skills | Computer, Amazon training platform | 6 | 1 | Comprehensive | Compulsory |
| Training project 4: Keyword selection and keyword production, title production Including: keyword concept, function, keyword selection principle, keyword and title selection skills, etc. | Keywords concept, function, keyword selection principles, keyword and title selection skills, etc. | Computer, Amazon training platform | 4 | 1 | Comprehensive | Compulsory |
| Training project five: Cross-border e-commerce details production method, including: the function of the detail page, manufacturing principles and techniques, etc. | Details page functions, manufacturing principles and techniques, etc. | Computer, Amazon training platform | 4 | 1 | Comprehensive | Compulsory |

| | | | | | | |
|---|--|------------------------------------|---|---|---------------|------------|
| Training project 6: Quotation methods and price setting of cross-border e-commerce products, including: price types, pricing methods and price setting principles, etc. | Price types, pricing methods and price setting principles, etc. | Computer, Amazon training platform | 4 | 1 | Comprehensive | Compulsory |
| Training project 7: Store opening and operation Including: cross-border e-commerce optimization, marketing methods and functions, store promotion, background data analysis, etc. | Cross-border e-commerce optimization, marketing methods and functions, store promotion, background data analysis, etc. | Computer, Amazon training platform | 6 | 1 | Comprehensive | Compulsory |
| Training project 8: Cross-border payment and customer service Including: Principles of cross-border e-commerce payment and customer communication service principles | Principles of cross-border e-commerce payment and customer communication service principles | Computer, Amazon training platform | 6 | 4 | Comprehensive | Compulsory |

Teaching Modes

(1) Classroom teaching methods: use comprehensive videos, cases, PPT, etc. to show the key and difficult points of the course, use role-playing, group discussions and other methods to make students actively participate in classroom teaching activities; and use positive incentives to mobilize students' enthusiasm and participation rate;

(2) Online learning methods: use WeChat groups, DingTalk groups, etc. to share the content involved in the course for self-study before class, such as 5-minute short videos, cultivate students' self-learning and active learning capabilities, and use questions to gain student learning situation; use positive incentives to mobilize students' enthusiasm;

(3) Practical operation method: after classroom teaching and online learning, students conduct practical operations on the Amazon training platform.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|--|---|----------------------|---------------------------------|
| End of term: Cross-border E-commerce Practice report | Submit an implementation report of more than 3000 words. Focus on examining students' comprehensive mastery of the course and examining whether students have mastered specific operating methods and procedures. | 60 | Course Objective 1,2,3,4 |
| Ordinary grades | Attendance rate: 10 points will be deducted for one absenteeism, 5 points will be deducted for one time off; 5 points will be deducted for one missed assignment; 1 point will be added for one initiative response | 40 | Course Objective 1,2,3 |

VII Textbooks and References

(1) Textbooks:

[1] No customized teaching materials, self-made cross-border e-commerce training manuals.

(2) References:

[1] Ding Hui and other editor-in-chief: "Practical Basics of Cross-border E-commerce Multi-platform Operation", Electronic Industry Press, published in 2015.

[2] Lai Lidong, editor-in-chief: "Cross-border E-commerce", Publishing House of Electronics Industry, published in 2018.

(3) Network resources:

[1] <https://www.icourse163.org/course/XJTU-1461114168>

[2] <https://www.rymooc.com/Course/Show/665>

Written by: Xu Xiaohui

Reviewed by: Zhang Zhengrong

Date: 2021-5-3

Syllabus of Cross-border e-commerce

Course Name/Title: Cross-border e-commerce **Course code:** 51979

Course Type: Specialized Course, Optional Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

Cross-border E-commerce course is a professional elective course for undergraduate education of international economics and trade major, as well as a knowledge elective course for students of other majors in the School of Economics and Management. This course will systematically teach the basic theories and knowledge in the field of cross-border e-commerce, and illustrate the relevant content of cross-border e-commerce through cases. It is an important course to guide students to enter the knowledge and logic system of cross-border e-commerce and carry out cross-border e-commerce practice. This course is of positive significance for students to understand the development of "Internet +" economy in China, understand the leading position of China's "Internet +" business in the world, stimulate students' patriotism and national pride, and also help students to master China's policies and measures in the field of cross-border e-commerce. This course is an important extension of the curriculum system of international economics and trade theory and practice. Students should have basic knowledge of economics, management, computers, Internet and foreign languages before studying this course. At the same time, the study of this course also provides a strong support for the commission teaching of international trade theory and practice, international business, international trade correspondence, international business English and other majors.

Cross-border e-commerce course is a basic course that comprehensively introduces the knowledge, development and mode of cross-border e-commerce. This course helps students to comprehensively sort out and master the basic operation mechanism and methods of cross-border e-commerce. Students will be able to understand the content, theoretical and practical development of cross-border e-commerce activities, as well as systematic knowledge of cross-border e-commerce operations.

II Course Objective

Objective 1: Through the explanation of the development of cross-border e-commerce, students can understand the development of "Internet +" economy in China, cultivate students' love for the motherland and enthusiasm for innovation and entrepreneurship, and experience the scientific spirit and innovative thinking that technological progress promotes the prosperity of commercial economy. This course will focus on the domestic and foreign policies of cross-border e-commerce, as well as the policy initiatives of China to promote the development of our economy globalization in the era of digital economy, and to actively participate in global governance.

Objective 2: by learning this course, learn how to make students system will computer technology, Internet technology and digital technology, applied to the globalization in the modern business system, causes the student to fully grasp "globalization + + Internet business" all sorts of patterns, and cross-border e-commerce can be realized through business activities.

Objective 3: by learning this course, make the student fully understanding of the cross-border e-commerce system related concept and theory, knowledge and logic understanding cross-border e-commerce development of economy and policy environment, technology environment, understand the cross-border electricity analysis of the relevant theory and logic, to master relevant policies to promote the development of cross-border electricity in our country.

Curriculum goal 4: by learning this course, make the student has the ability of theory with practice ", and can be applied to the network economics, business economics, international trade, as well as management theory, enterprise case of cross-border e-commerce development, business

practices, national policy implementation, and local government measures with logical analysis.

Objective 5: Through the study of this course, students will be able to comprehensively understand the quality and ability of economic development, technological progress and the impact of changes in business organizations on international trade. Cultivate students' ability to develop business design, business management and business model innovation based on Internet technology; To cultivate students' sense of social responsibility in business activities, the good habit of learning and applying theoretical and practical knowledge, and the quality of application and innovation on the basis of learning.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--|--|-------------------|
| 1.1 love the motherland, establish a scientific outlook on the world and life; Have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and strong team spirit | scientific outlook/strong sense of social responsibility/legal awareness | 1、3、5 |
| 2.1 have a systematic grasp of the basic theories and professional skills of economics, international trade and management , have a solid theoretical foundation, a broad range of knowledge and a relatively complete knowledge structure. I can solve practical problems with a scientific world outlook and methodology | basic theory and professional skills/theoretical foundation/knowledge structure | 2、3、5 |
| 2.2 Master the business knowledge and skills of international trade, international investment and foreign-related enterprise management, be able to engage in international economic and trade transactions in accordance with the WTO and other international rules, agreements and conventions, and properly resolve disputes in international trade in accordance with laws and regulations | business knowledge/trade transactions/international trade | 1、2、3、4 |
| 2.3 Familiar with international economic agreement system, commitment, as well as economic and trade related international practices and legal knowledge; Have business sense, innovation sense, strategic vision and leadership ability | international economic agreement/international practices/ international investment /strategic vision | 2、3、4、5 |
| 3.3 Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operation | international market business/economic operation | 2、3、4、5 |
| 4.2 Have business sense, innovation | business sense/innovation | 2、3、4、5 |

| | | |
|---|---|-------|
| sense, strategic vision and leadership ability | sense/ strategic vision/ leadership ability | |
| 4.3Have an international perspective, pay attention to international trends and global issues, and have basic skills to deal with foreign affairs | international perspective/ basic skills | 1、4、5 |
| | | |

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|--|
| 1 | 1. The concept of cross-border e-commerce (1) The development of international trade (2) The progress and application of Internet technology (3) The application of Internet technology in the business field (4) The concept and extension of cross-border e-commerce | (1) To understand the development of China's international trade and cultivate open patriotism; (2) Understand the development of Internet technology, and cultivate students' interest and enthusiasm for the development of science and technology; (3) Master the application process of Internet in the business field, as well as the application development from computer to Internet and then to digital technology; (4) Definitely grasp the concept, connotation and extension of cross-border e-commerce | 4 | Classroom lecture and group discussion | Classroom lecture and group discussion |
| 2 | 2. The theory of cross-border e-commerce (1) Theoretical analysis of network economy of cross-border e-commerce (2) Theoretical analysis of international trade of cross-border e-commerce (3) Management theory analysis of cross-border e-commerce (4) Theoretical analysis of marketing of cross-border e-commerce | (1) Understand the basic situation of the current teaching and research development of cross-border e-commerce; (2) Understand the basic viewpoints of network economy theory and its application in the analysis of cross-border e-commerce; (3) Master the application of basic ideas of international trade theory in cross-border e-commerce research; (4) Master the application of management theories in cross-border e-commerce research; | 6 | Classroom lecture and group discussion | Classroom lecture and group discussion |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|--|
| | (5) Empirical research methods of cross-border e-commerce | (5) Understand the application of related theories of marketing in cross-border e-commerce research; (6) Understand the methods of empirical research on cross-border e-commerce | | | |
| 3 | 3. The model of cross-border e-commerce (1) Concept and analysis method of business model (2) B2B model of cross-border e-commerce (3) B2C model of cross-border e-commerce (4) Cross-border e-commerce C2C model (5) New development of cross-border e-commerce model | (1) Understand the logic and classification criteria of business models for analyzing various modes of cross-border e-commerce; (2) Focusing on grasping the characteristics and process of B2B model of cross-border e-commerce, and analyzing it through typical cases; (3) Focusing on the characteristics and process of B2C model of cross-border e-commerce, and analyzing it through typical cases; (4) Focus on the characteristics and process of cross-border e-commerce C2C model, and analyze it through typical cases; (5) Understand and understand the new development of cross-border e-commerce model, and make case analysis of it | 12 | Classroom lecture and group discussion | Classroom lecture and group discussion |
| 4 | 4. Development of cross-border e-commerce (1) The development of cross-border e-commerce in China (2) The development of cross-border e-commerce in the world (3) the development of various industries of cross-border e-commerce (4) Empirical research on cross-border e-commerce | (1) Understand the development of cross-border e-commerce in China; (2) Understand the development of cross-border e-commerce in the world; (3) Understand the development of cross-border e-commerce in various industries; (4) Understand the research based on the development of cross-border e-commerce | 4 | Classroom lecture and group discussion | Classroom lecture and group discussion |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|--|
| | development | | | | |
| 5 | 5. Policies on cross-border e-commerce (1) Comprehensive pilot zone policy for cross-border e-commerce (2) Customs policies for cross-border e-commerce (3) Policies on pilot cities for cross-border e-commerce (4) Digital trade policy (5) Policy research on cross-border e-commerce | (1) Focusing on the policy of comprehensive trial area of cross-border e-commerce; (2) Focus on mastering the customs policies of cross-border e-commerce; (3) Understand the policies of pilot cities of cross-border e-commerce; (4) Understand digital trade policies; (5) Understand the methods of cross-border e-commerce policy research | 4 | Classroom lecture and group discussion | Classroom lecture and group discussion |
| 6 | 6. Empirical research on cross-border e-commerce (1) Guidance for empirical research (2) Students report and discuss | (1) Understand how to conduct empirical research on cross-border e-commerce; (2) Master research and analysis methods | 2 | Classroom lecture and group discussion | Classroom lecture and group discussion |

V Period Distribution and Teaching Modes

(1) Period Distribution

| content | mode | | | | | ubtotal |
|---|----------|----------|---------|------|---------|---------|
| | lectur e | Problems | discuss | note | periods | |
| 1. The concept of cross-border e-commerce | 3 | | 1 | | | 4 |
| 2. The theory of cross-border | 5 | | 1 | | | 6 |
| 3. cross-border e-commerce mode | 9 | | 3 | | | 12 |
| 4. The development of cross-border | 3 | | 1 | | | 4 |
| 5. cross-border e-commerce policies | 3 | | 1 | | | 4 |
| 6. Empirical study on cross-border e-commerce | 1 | | 1 | | | 2 |
| total | 24 | | 8 | | | 32 |

(2) Teaching Modes

A. Teaching methods

Using lecture, discussion and other effective teaching methods, strengthen the communication between teachers and students, guide students to think independently, cultivate students' ability to connect theory with practice.

This course is closely related to students' practice, work and life. In the teaching process, it is necessary to combine theory with practice, so as to enhance students' understanding of theory and cultivate students' ability to apply theory. Teachers can add cases and classroom discussion appropriately according to the actual situation, or assign homework and other ways, so that students can apply what they have learned.

B. Teaching means

In terms of teaching methods, teachers should adopt more classroom discussion, case analysis and multimedia teaching methods to enhance the flexibility and vividity of teaching, and avoid the shortcomings of traditional blackboard writing, such as slow speed and poor clarity, so as to enhance the teaching effect.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| 1. Classroom performance | Attend class seriously, ask questions and answer questions in class, be required to be in class on time, and actively participate in the interactive links of classroom teaching | 20% | 1、2、4、3、5 |
| 2. Homework | Analyze fashion digital trade cases, analyze them in class discussion and after class, and present them | 30% | 1、2、4、3、5 |
| 3. Final paper | Completed empirical paper, no less than 3000 words. Emphasis will be placed on students' comprehensive grasp of the course, whether they can relate to real life and present their own views. | 50% | 1、2、4、3、5 |

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

VII Textbooks and References

Textbook compiled by myself: Cross-Border E-Commerce

Web Resources :(the course website or links to major Web resources)

[1]www.alibaba.com

[2]www.aliexpress.com

[2]www.amazon.com

Written by: 张正荣

Reviewed by: 徐晓慧

Date: 2021年5月8日

Syllabus of World Economy

Course Name/Title: World Economy **Course code:** 51936

Course Type: Basic Course, Optional Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

World Economy is a basic course for the students majored in International Economy and Trade. It covers the main questions and topics of world economic and trade development includes income growth, economic system, globalization and its challenges & problems as well as related cases happened both domestic and abroad.

Through learning the course, students should be familiar with the basic theories and principals of world economic and trade development, gain the ability to analyze and explain current economic, industrial and trade issues both in China and other major countries. What's the most important, to improve students' national pride, honor and confidence after compare China's economic & industrial development with other countries through comprehensive analysis and cultivate an opening mind and global vision.

II Course Objective

1. Ideological and political Objective

(1) Have a better understanding and be confident in the law of the socialist market economy with Chinese characteristics, encourage student to make contribution on building a modern socialist economic power in an all-round way and realizing the great rejuvenation of China in the future.

(2) Establish cross-cultural views and minds, pay attention to international developments and global issues, gain opening up and global perspective;

(3) Master China's economic & national development process and compare with other countries economic & industrial development, cultivates students' national pride, honor and confidence.

2. Knowledge Objectives

(1) Grasp the overall situation of the world economy and its specific laws, know the basic theory and knowledge of world economic development related to income growth & distribution, economic system, changing trend of industrial structure; globalization & anti-globalization, economic integration, trade protectionism, etc.

(2) Understand the prospects of world economic development and challenges.

(3) Have a profound understanding of current economic, industrial and trade issues of China and other major countries in the world.

3. Ability Objective

(1) Acquire the ability of active exploration, critical thinking and independent learning; know how to make comprehensive analysis and partial analysis, analyze and solve practical problems in economy, industry and other aspects of China and other major countries.

(2) Improve the ability of collecting statistics and information from international database and other resources and use them to draw figures and tables to describe economic, industrial and trade situation of China and other major countries.

(3) Cultivate the ability to analyze domestic and international economic problems and use critical thinking to find solutions or suggest practical policies.

4. Quality Objective

(1) Improve cross-cultural communication in English with other international students. Enhance comprehensive ability includes teamwork, English expression, data processing, logical analysis, knowledge application, critical thinking, etc.

(2) Gain a comprehensive understanding of China's economy, understand China's position and role in the world economy, and have some thoughts on the further development of China's economy.

(3) Cultivate a good perspective of economic analysis, a global vision and a keen insight, as well as an independent, diligent in thinking and in-depth research habits.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|---|--------------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong teamwork spirit. | 1, 4 |
| Graduation Requirement 2.1 | Systematically master the basic theories and professional skills of economics, international trade and management | 1, 2 |
| Graduation Requirement 2.4 | Proficient in English, with a high level of foreign language listening, speaking, reading, writing and translation, with the ability and skills to use English as the working language in foreign departments, enterprises and public institutions. | 1,3,4 |
| Graduation Requirement 3.1 | Proficient in computer application skills, with the ability to efficiently use modern information technology to acquire and process information. | 3,4 |

| | | |
|---------------------------------|--|---------|
| Graduation Requirement 4.1,4.3 | Strong interpersonal and team work skills ; Have strong analytical ability, decision-making ability and comprehensive coordination and innovation ability | 1,3,4 |
| Graduation Requirement 5.3, 5.4 | Have an international perspective, pay attention to international trends and global issues; have the basic skills to deal with foreign affairs; ability of cross-cultural communication. | 1,2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---|-------------------|
| 1 | Chapter 1 National Income ➤ World Economy Review ➤ Income by countries ➤ Case study | (1) Know basic indicators to describe world economy. (2) Grasp the world economic development trends as well as the characteristics and country difference. (3) Understand the standard on how to define rich and poor countries and the characteristics of those countries. (4) Analyze and find solutions to achieve sustainable income growth at a national level. (5) Stimulate students to identify with the political and institutional advantages of concentrating on big things by discussing China's contribution in Poverty reduction. | 3 | Classroom lectures; Case study; Group discussion | 1,2,3,4 |
| 2 | Chapter 2 Economic system ➤ Definition ➤ Types of economic system ➤ American experiences ➤ China's Model | (1) Know the differences and similarities of 4 main economic systems. (2) Understand the characteristics of 4 different modes and give country examples. (3) Summarize the U.S experiences in economic development as well as other aspects. (4) Take China's experience as example and compare with U.S; understand the advantages of China's political & economic system and establish national pride. | 6 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |
| 3 | Chapter 3 Globalization ➤ Globalization of the world economy ➤ Economic Freedom | (1) Utilize international statistics to stress the importance of globalization. (2) Know economic freedom index and its 4 main aspects. Learn to use those data to finish empirical research and do comparison | 3 | Classroom lectures; Group discussion; Group | 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---|-------------------|
| | ➤ Current problems & challenges | with major countries. (3) Understand current problems and challenges in China and international environment and find solutions. | | presentation | |
| 4 | Chapter 4 Economic Integration ➤ Regional Economic Integration ➤ Forms of Economic Integration ➤ China's FTA ➤ USMCA | (1) Know the connotation, classification and theory of regional economic integration. (2) Understand the basic differences of 4 kinds of forms of economic integration. (3) Be familiar with Tariff concession schedule and understand Chinese government negotiation strategy and the feeling of multilateralism and international governance ability, train students' overall outlook and foresight. (4) Understand the gain and loss of USMCA to member countries. | 4 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |
| 5 | Chapter 5 Brexit ➤ Reasons ➤ Negotiation ➤ Influences | (1) Have a better understanding about why Britain leaving EU. (2) Know the negotiation process and key issues between EU and UK. (3) Master the influence of Brexit to the world and China by discussing the trends of anti-globalization, enhance national honor and confidence. | 4 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |
| 6 | Chapter 6 Protectionism: trade policy ➤ Whom to protect? ➤ Why protect? ➤ How to protect? ➤ Trump's trade policy | (1) Know the theory of protectionism. (2) Be familiar with policy instruments to protect national trade includes tariffs, non-tariff barriers. (3) Understand Trump's trade policy and its background. (4) Analyze Sino-U.S trade war and its reasons & influences from economic, industrial, political perspective and propose suggestions and solutions, cultivate student's patriotism & the harm of unilateralism. | 6 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |
| 7 | Chapter 7 Three industry ➤ Classification of three industries | (1) Know the characteristics of different industries. (2) Be familiar with the theory of industrial transfer. | 4 | Classroom lectures; Case study; Group | 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|---|-------------------|
| | <ul style="list-style-type: none"> ➤ Theory of industrial transfer ➤ Case study | (3) Understand the importance of manufacture and service industry. (4) Stimulate students' national honor by comparing the development of China's manufacturing and motivate student's spirit of innovation the contributed to the development of our country in the future. | | discussion; Group presentation | |
| 8 | Chapter 8 Population <ul style="list-style-type: none"> ➤ Demographic Transition & Global Trends ➤ Population Problem ➤ Population Policy & Solution | (1) Summarize the characteristics of population growth in different regions. (2) Master the advantages and disadvantages of large population. (3) Understand different population policies and its impacts. (4) Find solutions to deal with population problems in China and have a better understanding of government policy. | 2 | Classroom lectures; Case study; Group discussion; Group presentation | 1,2,3,4 |

V Period Distribution and Teaching Modes

Period Distribution

| Course content | Teaching modes | | | Remarks | Subtotal |
|---------------------------------------|----------------|------------|------------|---------|----------|
| | Theory | Case Study | Discussion | | |
| Chapter 1 National Income | 1 | 1 | 1 | | 3 |
| Chapter 2 Economic system | 3 | 2 | 1 | | 6 |
| Chapter 3 Globalization | 1 | 1 | 1 | | 3 |
| Chapter 4 Economic Integration | 2 | 1 | 1 | | 4 |
| Chapter 5 Brexit | 1 | 1 | 2 | | 4 |
| Chapter 6 Protectionism: trade policy | 2 | 2 | 2 | | 6 |
| Chapter 7 Three industry | 2 | 1 | 1 | | 4 |
| Chapter 8 Population | 0.5 | 0.5 | 1 | | 2 |
| Total | 12.5 | 9.5 | 10 | | 32 |

Teaching Modes

(1) Classroom teaching methods: Introduce basic theory and fundamental principles related

to world economic, industrial and trade development. Besides, utilize international databases and authoritative websites to collect information, material to update data, cases and hot topics which needed for teaching. Continuing track international current events, guide students to discuss, participant in class and stimulate students' learning enthusiasm in class.

(2) Case learning & Discussion: Establish case base and design group discussion topics related to the course knowledge. Search high-quality online courses from well-known foreign universities, videos from websites such as TED, and sets up and continuously updates database of cases and hot current affairs, such as the Trump's trade policy, Brexit and other hot topics, to arouse students' thinking and improve their learning & speaking enthusiasm in class. Besides, encourage international students to engage in those discussions with Chinese students in order to improve cross-culture communication.

(3) Group presentation & report: After learning each chapter students are required to finish a group presentation before class to evaluate their comprehensive ability includes English expression, data processing, logical analysis, knowledge application, critical thinking, etc.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| Class performance | (1) Attendance 5% (2) Take notes or summary 25% (3) Q &A 10% (4) Homework twice 10% | 50% | 1,2,3,4 |
| Group presentation and report | (1) Group presentation: topic related to each chapter. 2-3 a group; 15 min includes Q &A. (2) Submit a report of at least 2000 words about the presentation. Requirements: Framework &Content; Analysis; Data; Conclusion; English speaking; Format; Working hard, etc. | 50% | 1,2,3,4 |

VII Textbooks and References

No textbooks

References and other material:

- [1] 曹永峰编著,《世界经济》,清华大学出版社,2015年.
- [2] 李景治等主编:《当代世界经济与政治》(第六版),中国人民大学出版社,2016年.
- [3] 白远编著:《当代世界经济》,中国人民大学出版社,2010年.
- [4] World Bank: World Economic Outlook.

- [5] WTO: WTO Report.
- [6] WTO: World Trade Statistics Review.
- [7] <https://www.mofcom.gov.cn>
- [8] <https://www.wto.org>
- [9] <https://data.worldbank.org/>

Written by: MA Xin

Reviewed by: WEI Hua

Date: 2021-5-8

Syllabus of Statistics*

Course Name/Title: Statistics*

Course code: 52910

Course Type: Basic Course (Optional Course)

Total Teaching Hours: 32

Course Credit: 2

I Course Introduction

Statistics is a compulsory and important professional basic course for economic management students, and it is also a necessary knowledge for economic management workers and economic researchers. It is to study how to collect, sort out and analyze the actual data of national economic and social development with scientific methods, and reflect the scale, level, speed, proportion and benefit of the social and economic phenomena studied through the unique statistical index and index system, so as to reveal the specific performance of the development law of social and economic phenomena at a certain time, place and condition, This paper describes the quantitative characteristics, quantitative relationship and change law of social and economic phenomena, and it is also the basis for further study of other related disciplines. Through the study of this course, students can master the basic knowledge and skills of statistics, can use the statistical theory to investigate and study social and economic phenomena, and can use statistical methods to analyze and deal with relevant economic problems, so as to provide real and reliable digital data for the management of national economy and improve the level of economic management. Therefore, in teaching, students should be able to master the basic principles and methods of statistics and the calculation and analysis of basic statistical indicators. At the same time, students should have a strong sense of morality, reverence for data but not blindly follow, love data investigation and data analysis, and be able to use the knowledge they have learned to complete the collation and analysis of statistical data, Improve students' ability of quantitative analysis of social and economic problems.

II Course Objective

(1) Ideological and political goals: Through the introduction of the evolution of statistics and the great contributions of the great men of the past dynasties, we can cultivate students' patriotism. Through the introduction of the evolution process of the three sampling distribution and the great contribution of the great statistical men of the past dynasties, we encourage students to study independently and cultivate the spirit of continuous hard study. Combined with various factors affecting the current national economic development, by emphasizing the impact of policies on the economy and finance, the students can understand that the stability and strength of the country can escort the rapid and healthy development of the economy, and enhance the students' sense of national pride.

(2) Knowledge objective: Master the basic theories and methods of statistics, understand the

simple historical process of statistical development, and be familiar with the basic procedures and application fields of statistics; According to the purpose of statistical research, sources of statistical data and different types of data, choose the appropriate mathematical model to fit the socio-economic phenomenon.

(3) Ability goal: To cultivate students' ability of combining theory with practice, analyzing and solving problems comprehensively, and practical ability; To cultivate the ability of computer to realize a large number of statistical calculation and analysis tasks in each chapter, and to improve the ability of using statistical methods to analyze and solve problems.

(4)Quality objectives: Strong ability of autonomous learning; The ability of active exploration and independent thinking; Sensitive insight into the environment of economy, management, finance, etc; Training students to establish a scientific and pragmatic concept of statistics.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------|--|------------------------|
| Graduation Requirement 1 | A comprehensive understanding of economics, management and computer science and other theoretical knowledge, and master the use of their ability to analyze problems. | Course Objective 1,2 |
| Graduation Requirement 2 | Master the basic methods of literature search, data query and obtain the related information using modern information technology, have the market credit collection and processing capabilities, able to skillfully read and understand the foreign language information, with an international perspective. | Course Objective1, 2,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|-----------------|----------------------|
| 1 | Part I : introduction to statistics, descriptive statistics | (1)Through the study of this chapter, students are required to understand what is statistics, master the commonly used terms in statistics, be familiar with the concept, characteristics, types and functions of statistical indicators, and have a preliminary understanding of statistical calculation tools. (2)Through the introduction of the evolution of statistics and the great contributions of the great men of all ages, we can cultivate students' | 4 | Course lectures | Course Objective 1,2 |

| | | | | | |
|---|---|--|----|---|--------------------------|
| | | patriotism. | | | |
| 2 | Part II: probability, discrete probability distributions, normal probability distributions | (1)Understand the types of probability distribution, and learn to distinguish and memorize continuous distribution and discrete distribution; (2)Master the quantitative characteristics of the three distributions, and understand the large number theorem and central limit theorem; (3)Through the introduction of the evolution process of the three sampling distribution and the great contribution of the great statistical men of the past dynasties, we encourage students to study independently and cultivate the spirit of continuous hard study. | 10 | Course lectures, case analysis and group discussion | Course Objective 1,2,3,4 |
| 3 | Part III: confidence intervals, hypothesis testing with one sample, hypothesis testing with two samples | (1)Master the basic principle of parameter estimation, memorize the parameter estimation and calculation of one population and two populations, and explain the relationship between the confidence, accuracy and sample size of parameter estimation, so that students can understand the relationship between theory and practice. Practice is the only standard to test theory; (2)Master the basic principles of hypothesis testing, and by explaining the relationship between the two types of errors, we can understand that the two types of errors can not be reduced at the same time, and how to take a compromise method, so that students can understand the truth of "the two inferior take the light". | 12 | Course lectures, case analysis and group discussion | Course Objective 1,2,3,4 |
| 4 | Part IV: correlation and regression, chi-square tests and the F-distribution, nonparametric tests | (1)Master the basic principles of one variable linear regression and multiple linear regression; (2)Combined with various factors affecting the national economic development, we emphasizes the | 6 | Course lectures, case analysis | Course Objective 1,4 |

| | | | | | |
|--|--|--|--|--|--|
| | | influence of policies on the economy and finance, so that students can understand that the stability and strength of the country can escort the rapid and healthy development of the economy, and enhance students' sense of national pride. | | | |
|--|--|--|--|--|--|

V Period Distribution and Teaching Modes

| Course content | Teaching modes | Theory | Exercises | Discussion | Remarks | Subtotal |
|---|----------------|----------|-----------|------------|----------|----------|
| | | Lectures | Class | Class | Subtotal | |
| Part I : introduction to statistics, descriptive statistics | | 4 | | | | 4 |
| Part II: probability, discrete probability distributions, normal probability distributions | | 8 | 1 | 1 | | 10 |
| Part III: confidence intervals, hypothesis testing with one sample, hypothesis testing with two samples | | 10 | 1 | 1 | | 12 |
| Part IV: correlation and regression, chi-square tests and the F-distribution, nonparametric tests | | 6 | | | | 6 |
| Total | | 28 | 2 | 2 | | 32 |

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|-------------------------|----------------------|---------------------------------|
| classroom performance | attendance and so on | 20% | Course Objective 1,2,3 |
| conventional assignments | 5 | 20% | Course Objective 1,4 |
| final exam | Close-book | 60% | Course Objective 1,4 |

VII Textbooks and References

1. Textbook

[1] Ron Larson, Betsy Farber, Elementary Statistics (Forth Edition), 2010 by China People's Publishing House

2. Reference

[1] Jessica M. Utts, Robert F. Heckard, Mind on Statistic (Fifth Edition), Duxbury Press

[2] David F. Groebner, Patrick W. Shannon, Phillip C. Fry, Kent D. Smith, Business Statistics A Decision Making Approach (Fifth Edition), Pearson Custom Publishing

[3] Bakeman Roger, Robinson Byron, Understanding Statistics in the Behavioral Sciences (Third Edition)

[4] John A. Rice, Mathematical Statistic and Data Analysis (Third Edition)

[5] <http://onlinestatbook.com/>

Written by: Zhan Miaohua

Reviewed by: Xu Zhiyuan

Date: 2021/05/08

Syllabus of Securities Investment Analysis

Course Name/Title: Securities Investment Analysis

Course code: 51992

Course Type: Basic Course; Optional Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

< Securities Investment Analysis> is a required course for international trade and economy major. After learning this course, students should be able to master basic points and skills about Securities and Financial Markets, understand the mechanism and history of international security Market. Knowledge in this course should enable student to interpret research report and financial news.

II Course Objective

(1) Ideological and political goals

1. Establish the spirit of seeking truth from facts, establish the correct “three outlooks” and build a good personality;

2. Understand the historical background of the Chinese enterprises' development, inspire students to love the motherland, and carry out patriotic ideological education;

3. Master China's macro-economic development process, cultivate students' sense of national pride and self-esteem;

4. Master a variety of methods to understand the facts, fully understand the objective world, and cultivate students' deep and sacred feelings for the motherland.

(2) Knowledge objectives

1. Students gradually master the principles and methods of securities investment analysis, including economic fundamental analysis, technical analysis, portfolio investment analysis, etc.

2. Master the definition, characteristics, components and classification of financial derivatives such as financial options, financial futures and convertible securities.

3. To understand the emergence, development, structure and operation of the securities market; Basic knowledge of the legal system and regulatory framework of China's securities market, as well as the ethics of employees and the construction of industry integrity.

(3) Capability goals

1. By participating in the case analysis, class presentation, class discussion and other activities to inspire students to think positively,

2. Have the ability to find, analyze and solve problems in the communication activities.

3. Be able to make the right investment decisions for securities investment.

(4) Quality goals

1. Cultivate the professional qualities and job ethics of hard work and seeking truth from facts in actual work;
2. Cultivate basic qualities of honesty and integrity, professional confidence.;
3. Cultivate the spirit of perseverance, aggressiveness, and self-improvement; Cultivate the spirit of teamwork;
4. Cultivate keen insight, response thinking, and innovation; Cultivate self-management and self-cultivation.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------|---|----------------------|
| Graduation Requirement 1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong team spirit | Course Objective 1,4 |
| Graduation Requirement 2 | Capable of international market business development, foreign trade business and practical operation and execution of international business; Possess the ability of employment or further study in international economy, international trade, multinational companies and related fields; Understand the industry development and market demand | Course Objective 2,3 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|--------------------------|
| 1 | Chapter I the Investment Environment Including: Real Assets Versus Financial Assets; Financial Markets and the Economy; The Investment Process; | Understand definitions of Real Assets Versus Financial Assets; Three types of Financial Assets; Financial Markets and the Economy; The Investment Process; The Players; Cultivate the spirit of assiduous study and seeking truth from facts | 4 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--|---------------------------------|
| | The Players; Universal Bank Activities | | | | |
| 2 | Chapter2 Asset Classes and Financial Instruments Including: The Money Market; Money Market Securities; Yields on Money Market Instruments; Equity Securities; Derivatives Markets | Master the definitions of Money market instruments, Capital market instruments, including Bonds, Equity Securities, Derivative Securities. Form a good professional ethics. | 4 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 3 | Chapter3 Introduction to Risk, Return, and the Historical Record Including: Interest Rate Determinants; Risk and Risk Premiums; Time Series Analysis of Past Rates of Return; Value at Risk (VaR) | Understand the definitions of risk, return and the historical record | 4 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 4 | Chapter4 Behavioral Finance and Technical Analysis Including: the key differences between conventional finance and behavioral finance: the Behavioral Critique, limits to Arbitrage; Technical Analysis and Behavioral Finance: the Search for Momentum; Moving Averages; Breadth; Confidence Index; Put/Call Ratio | Understand the key differences between conventional finance and behavioral finance, the definitions of behavior biases, Prospect Theory; Limits to Arbitrage; Interpret basic concepts of Technical Analysis. | 4 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 5 | Chapter5 Bond Prices and Yields | Understand Bond Characteristics; how to price bond; Bond Prices and Yields; | 4 | Classroom | Course Objecti |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|-----------------------------|
| | Including: Bond Characteristics; Bond Pricing; Bond Prices and Yields; Default Risk and Bond Pricing | interpret the distinctions between YTM and Current Yield; Realized Yield versus YTM; know Default Risk and Bond Pricing; Factors Used by Rating Companies. | | lectures, online courses, case studies | ve1,2,3, 4 |
| 6 | Chapter6 Macroeconomic and Industry Analysis Including: Fundamental Analysis: Global Economy, The Domestic Macroeconomy; The Business Cycle; Industry Analysis; Default Risk and Bond Pricing | Understand the definition of Fundamental Analysis; interpret the concept of the Global Economy, The Domestic Macroeconomy; Business Cycles; Master the key concepts of Industry Analysis; how to Defining an Industry | 6 | Classroom lectures, online courses, case studies | Course Objective ve1,2,3, 4 |
| 7 | Chapter7 Macroeconomic and Industry Analysis Including: Financial Statements; Profitability Measures; Decomposition of ROE; Comparability Problems | Understand the definition of Financial Statements; interpret Profitability Measures, master how to carry out decomposition of ROE; Some Key Financial Ratios; Economic Value Added; Comparability Problems; the Graham Technique. Establish a sense of honesty and trustworthiness, and establish correct values | 6 | Classroom lectures, online courses, case studies | Course Objective ve1,2,3, 4 |

V Period Distribution and Teaching Modes

(1) Period Distribution

| | Theory lectures | Exercises class | Discussion class | Remarks subtotal | subtotal |
|----------|-----------------|-----------------|------------------|------------------|----------|
| Chapter1 | 2 | 1 | 1 | | 4 |
| Chapter2 | 3 | | 1 | | 4 |
| Chapter3 | 4 | | | | 4 |
| Chapter4 | 3 | 1 | | | 4 |

| | | | | | |
|----------|----|---|---|---|----|
| Chapter5 | 3 | | 1 | | 4 |
| Chapter6 | 4 | 1 | | 1 | 6 |
| Chapter7 | 3 | 1 | 1 | 1 | 6 |
| total | 22 | 4 | 4 | 2 | 32 |

(2) Teaching Modes

(1) Classroom teaching methods: use comprehensive videos, cases, PPT, etc. to show the key and difficult points of the course, use role-playing, group discussions and other methods to make students actively participate in classroom teaching activities; and use positive incentives to mobilize students' enthusiasm and participation rate;

(2) Online learning methods: use WeChat groups, DingTalk groups, etc. to share the content involved in the course for self-study before class, such as 5-minute short videos, cultivate students' self-learning and active learning capabilities, and use questions to gain student learning situation; use positive incentives to mobilize students' enthusiasm;

(3) Practical operation method: after classroom teaching and online learning, students conduct practical operations on the Amazon training platform.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| final exam | The test mainly examines the students deeply understand of the knowledge points | 40 | Course objective 1,2,3,4 |
| Classroom performance | Class attendance (10%) Class performance (20%) Group Presentation (30%) | 60 | Course objective1,2,3 |

VII Textbooks and References

(1) Textbooks:

[1] Fundamentals of Investing, by Jordan & Miller, 7th edition, McGraw Hill.

(2) Reference books:

[1] The Economics of Money, Banking, and Financial Markets, by Frederic S. Mishkin, 10th or 12th edition, Pearson.

[2]田文斌主编:《证券投资分析》(第三版),中国人民大学出版社,2020年出版。

[3]杨朝军主编：《证券投资分析》（第四版），格致出版社，2018年出版。

Written by: Mobing Jiang (蒋墨冰)

Reviewed by: Yang Jun

Date: 5/7/2021

Syllabus of International Service Trade

Course Name/Title: International Service Trade **Course Code:** 51965

Course Type: Specialized Course (Optional Course)

Total Teaching Hours: 32 Classroom Hours

Course Credit: 2

I Course Introduction

The course of *International Service Trade* is an optional course designed for the students specialized in international trade. With the upgrading of world industrial structure and the transfer of international industry, the trend of economic service is becoming more and more obvious, the status and role of service industry in the national economy is increasing. Now the scale of international investment in service industry is expanding, the outsourcing of offshore service is rising, the service trad-ability brought by technological progress deepens the structure of trade and service trade activities are becoming more and more frequent. Meanwhile the openness of the service industry has been improved, and the international trade in services has been growing up gradually. Service trade as well as service economy has become an increasingly important part of international trade and investment. So it is crucial for the students to study this course

This course focus on the fundamental aspects international service trade, such as the concept, classifications and features of service trade, the theories of international trade and the policy of service trade. It also includes some other topics related to international service trade, such as the FDI and transnational corporations in service industry and service trade, the international organization and agreements on service trade. Besides that, it discusses the traditional service trade sector as well as the emerging sectors in service trade.

II Course Objective

This course aims to give students a general idea about the importance role service trade plays in international trade and competition. It will equip students with the basic theory, policy and operation mode in international trade in service; inspire them to carry on researches on specific questions and improve their skills by studies on their own.

After studying this course, the students can have a better understanding of the importance of the development of service sector and service trade, therefore they can establish the great faith to dedicate themselves to their mother country. It is helpful to the students' all-round development and forming a healthier outlook on life, values and the world.

The course objectives include following items:

1. To help the students have a better understanding of the importance of the development of service sector and service trade

2. To establish the great faith to dedicate themselves to their mother country;
3. To conduct business negotiation in international trade;
4. To cultivate students' enthusiasm and interest in learning relative economic theories as well as practice;
5. To develop a mind with active exploration and independent thinking and encourage students' sense of innovation;
6. To improve the ability of solving practical problems in international trade in service.
7. To cultivate students a far insight of the globalization as well as a strong sense of international competition.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|----------------------|
| Graduation Requirement 2 | Have a comprehensive understanding of economics, management and computer theory, and master the ability of analyzing problems through using them. | Course Objective2,3 |
| Graduation Requirement 2、3 | Master the methods, framework and tools involved in international market, foreign trade and international business. | Course Objective 1 |
| Graduation Requirement 3、5 | Master the literature search, data query and the use of modern information technology and the basic methods of access to relevant information, possess market information collection and processing ability, able to read and understand the skilled foreign language professional information with international vision. | Course Objective 4、5 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--------------------|-------------------|
| 1 | Introduction to Service Economy 1. The concept, characteristic and analysis of service, service industry and trade in service; 2. The distinction between service industry and the third industry, the relation of service industry and manufacturing; 3. The classification of service industry | 1. Understand some basic concepts like service, service industry and trade in service which are the basis of further studies; 2. Get to know the classification of service industry | 2 | Classroom lectures | Course Objective1 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--------------------|------------------------|
| 2 | <p>Basic categories of international trade in service</p> <p>1. Concept and characteristics of trade in service;</p> <p>2. Classifications of international trade in service</p> <p>3. Statistics of international trade in service</p> | <p>1. Grasp the definition and characteristics of international trade in services;</p> <p>2. Understand the classifications and features of international trade in services;</p> <p>3. Become familiar with the statistical methods of international trade in services.</p> | 2 | Classroom lectures | Course Objective 2、3 |
| 3 | <p>Theory of international trade in service</p> <p>1. Relative theory of service;</p> <p>2. Relative theory in service industry;</p> <p>3. Relative theory on trade in service.</p> | <p>1. Acquire relative theories in service, service industry and trade in service;</p> <p>2. Understand the value sense of service, reasons for service industry's development and the feasibility of theories on trade in service;</p> <p>3. Conduct the analysis of service on the basis of theories.</p> | 4 | Classroom lectures | Course Objective 2、3、4 |
| 4 | <p>Policy of international trade in services</p> <p>1. Evolution of trade policy in services;</p> <p>2. Policy of trade liberalization in services;</p> <p>3. Policy of protecting trade in services.</p> | <p>1. Master the evolution of policy of international trade in service</p> <p>2. Understand the basis of policy of international trade in service and its applications</p> <p>3. Understand the reason of international service trade policy's shift from liberalization to</p> | 2 | Classroom lectures | Course Objective 2、3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|-------------------------------------|----------------------------|
| | | protection | | | |
| 5 | <p>FDI and transnational corporations (TNCs) of service industry</p> <p>1. Overview of FDI and TNCs in service industry;</p> <p>2. Theoretical analysis of reasons development of FDI and TNCs in service industry;</p> <p>3. Organizational forms of TNCs in service industry;</p> <p>4. Effects of FDI and TNCs in service industry.</p> | <p>1. Understand the status in quo of FDI and TNCs in service industry;</p> <p>2. Be familiar with traditional FDI theory and its applicability;</p> <p>3. Focus on Dunning's theory and its application;</p> <p>4. Know business patterns and effects of FDI and TNCs in service industry.</p> | 4 | Classroom lectures, case studies | Course Objective 2、3、5 |
| 6 | <p>Development of world international trade in services</p> <p>1. Development of international trade in services;</p> <p>2. Development of China's service trade.</p> | <p>1. Understand the development of international trade in services and its features;</p> <p>2. Understand the development of China's service trade</p> | 2 | Classroom lectures, case studies | Course Objective 2、3、4 |
| 7 | <p>Agreements on international trade in services</p> <p>1. Introduction to General Agreement on Trade in Services;</p> <p>2. Review on General Agreement on Trade in Services;</p> <p>3. Main limitation and follow-up negotiations of GATS;</p> <p>4. Regional agreements on trade in services.</p> | <p>1. Learn about the brief history, characteristics and main contents of GATS;</p> <p>2. Understand the limitations and follow-up negotiations of GATS;</p> <p>3. Study the regional agreements on trade in services.</p> | 2 | Classroom lectures | Course Objective 2、3 |
| 8 | <p>Traditional trade in services</p> <p>1. Trade in transport service;</p> <p>2. Trade in tourism service;</p> | <p>1. Understand the concept, characteristics and developing trend of</p> | 6 | Classroom lectures, online courses, | Course Objective 1、2、3、4、5 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|----------------------------------|--------------------------|
| | 3. Trade in financial service; 4. Trade in insurance service. | trade in traditional service such as transportation, travel, financial and insurance service; 2. Understand the new challenges that the traditional services trade are facing. | | case studies | |
| 9 | Emerging international trade in services 1. Trade in technical service; 2. Trade in computer and information service; 3. Trade in professional service; 4. Offshore outsourcing of service. | 1. Understand the reasons for the emerging of new service trade; 2. Understand the trend importance of emerging international trade in services; | 4 | Classroom lectures, case studies | Course Objective 2, 3, 4 |

V Period Distribution and Teaching Modes

Period Distribution and Teaching Modes

| Content | Class Hour | Teaching Modes | | | | Subtotal |
|--|------------|----------------------|-----------------|-------------------|------|----------|
| | | Theoretical Teaching | Exercise Lesson | Discussion Lesson | Memo | |
| 1: Introduction to Service Economy | | 2 | | | | 2 |
| 2: Basic categories of international trade in service | | 2 | | | | 2 |
| 3: Theory of international trade in service | | 4 | | | | 4 |
| 4: Policy of international trade in services | | 2 | | | | 2 |
| 5: FDI and transnational corporations (TNCs) of service industry | | 2 | | 2 | | 4 |
| 6: Development of world international trade in services | | 2 | | | | 2 |
| 7: Agreements on international trade in services | | 2 | | 2 | | 4 |
| 8: Traditional trade in services | | 4 | | 4 | | 8 |

| | | | | | |
|--|----|--|----|--|----|
| 9:Emerging international trade in services | 2 | | 2 | | 4 |
| Total | 22 | | 10 | | 32 |

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|------------------------------|----------------------|---------------------------------|
| Classroom performance | 4 roll call | 20% | Course Objective 1、2、3 |
| Conventional assignments | 2 assignments group work | 40% | Course Objective 4、5 |
| Course paper | One course paper personal | 40% | Course Objective 4 |

This course is very practical and requires us to combine the theory with practice. On the basis of theoretical teaching, we will also pay high attention to its case study. Methods like heuristic teaching and discussion are used to promote communications between teachers-students and students-students so as to motivate students' independent thinking.

Multimedia teaching; with an emphasis on classroom instruction, discussion in groups of specific cases are also carried on when it comes to the key units; Proposed questions, references and after-class reading materials lead students to do the self-learning; offer students some guide in finishing their paper.

VII Textbooks and References

1. Textbooks

王西娅、杨立盟、李娜主编：《国际服务贸易》(双语)，科学出版社，2012年出版。

2. References

- [1] 陈宪、殷凤编著：《国际服务贸易》，机械工业出版社，2013年出版。
- [2] 黄建忠、刘莉主编：《国际服务贸易教程》，对外经贸大学出版社，2016年出版。
- [3] 刘东升主编：《国际服务贸易概论》(第二版)，北京大学出版社，2014年出版。

3. Website Resources

- [1]中华人民共和国商务部官网 <http://www.mofcom.gov.cn/>
- [2]中国服务贸易指南网 <http://tradeinservices.mofcom.gov.cn/>
- [3]世界贸易组织官网 <https://www.wto.org/>

Written by: Wei Hua

Reviewed by: Meng Fei

Date: 2021/4/28

Syllabus of International Settlement

Course Name/Title: International Settlement

Course code: 51961

Course Type: Specialized Course (Compulsory Course)

Total Teaching Hours: 32 (Classroom Hours: 32 Laboratory Hours or Tutorial Hours 0)

Course Credit: 2

I Course Introduction

International Settlement is a professional course which pays equal attention to theory and practice in international economy and trade, and also a follow-up course of international trade practice. The main research object of this course is how to collect and pay the currency between countries through certain financial instruments (bills of exchange, promissory notes, checks), adopting certain methods (remittance, collection, letter of credit, etc.), using certain channels (communication network, Internet, etc.), and through certain media institutions (banks or other financial institutions, etc.), Thus, the international debt can be paid off.

Under the background of China's rapid development of foreign trade, the changing world trade pattern and the revision and update of international trade rules and practices, this course aims to guide students to understand the current situation of the rapid development of international trade and international settlement business, master the use of various international settlement instruments, and clarify the concept, characteristics and characteristics of different international settlement methods. The process and business operation can improve the students' practical working ability to analyze, study and solve problems, stimulate students to actively explore the direction and trend of the development of modern international trade and settlement business, and encourage students to establish correct values, overall situation and business outlook.

II Course Objective

Course Objective 1: Ideological and Political Objectives

The course of international settlement (Bilingual) will systematically introduce the basic theories and practices of international settlement, and use a large number of cases to help students understand the practical operation of international settlement business more vividly, and relevant laws, conventions and rules. In the process of theoretical explanation and case interpretation, students should be guided to establish correct open view and national interest view, Strengthen national confidence and interpret the responsibility of the great power; We will cultivate the craftsman spirit of students who love their posts and work hard, be honest and trustworthy, and strive for excellence, and the professional quality of openness, cooperation and tolerance, and train qualified talents for the development of foreign trade and international settlement business in China.

Course Objective 2: Knowledge Objective

Through the study of this course, the students should have a more comprehensive understanding of the basic concept, basic method of the international settlement, as well as some basic business in trade. Through the study of some cases about the international settlement enable the students to have a comprehensive understanding of the UCP600.

Course Objective 3: Ability Objective

The students should have the following qualities through the study of this course: The ability of abstract thinking and logical reasoning; The comprehensive ability of solving problems using the basic knowledge of international trade; the ability of carrying on the international trade by the international practice; The ability of reducing own risks in the international trade combining with the UCP600; The ability of maximizing the interests of the company by using the appropriate method of settlement.

Course Objective 4: Quality Objective

The students should have the following qualities through the study of this course: The quality of taking the initiative to explore the background and essence of the international trade; The quality of simplifying the phenomena and process in the real world reasonably and having the scientific attitude and the spirit of innovation; The quality of reasonably proposing the new ideas, new concepts, new methods and solving the problems combining with the theory and practice.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|--|-------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific world outlook and outlook on life; Have good ideological and moral cultivation, strong sense of social responsibility and legal consciousness, sound personality and strong team spirit. | 1、 4 |
| Graduation Requirement 2.2 | Master the business knowledge and skills of international trade, international investment and foreign enterprise management, be able to engage in international economic and trade exchanges in accordance with WTO and other international rules, agreements and practices, and properly solve disputes in international trade in accordance with laws and regulations. | 1、 4 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operation. | 2、 3 |
| Graduation Requirement 5.1 | Have strong international market business development ability and foreign trade and international business practice ability。 | 1、 3 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|-------------------|
| 1 | <p>Knowledge module 1: Introduction</p> <p>1.basic concepts of international settlement</p> <p>2.historical changes of international settlement</p> <p>3.characteristics of modern international settlement</p> <p>4.the development trend of international settlement: along with the development of information technology, the international settlement has shown some development trends.</p> | <p>1. Master the basic concepts of international settlement</p> <p>2.Understand the historical changes of international settlement</p> <p>3.Understand the characteristics and development trend of modern international settlement;</p> <p>4. Through the collection, discussion, discussion and display of cases, understand the historical process, current situation and trend of the development of China's and international settlement.</p> | 2 | Online learning, classroom teaching, case study | 1, 2, 3, 4 |
| 2 | <p>Knowledge module 2: bills in international settlement</p> <p>Chapter one overview of bills</p> <p>1. Concept, characteristics and functions of bills</p> <p>2. Parties, rights and relations of bills</p> <p>3. Origin of bill and law system of bill</p> <p>4. Bill risk and Prevention</p> <p>Chapter II bills of exchange</p> <p>1. Concept and content of bill of exchange.</p> <p>2. Types of bills of exchange</p> <p>3. Bill of exchange</p> <p>Chapter III promissory notes and cheques</p> <p>1. Promissory note: including the concept of promissory note, the recorded items of promissory note, the types of promissory note, and the bill behavior of promissory note.</p> <p>2. Cheques: including the concept of cheques, the items recorded in cheques, and the classification of cheques.</p> | <p>1. Master the concept, characteristics and functions of bills;</p> <p>2. Understand the legal system of negotiable instruments and the differences between different legal systems;</p> <p>3. Master the definition and necessary items of bills of exchange, promissory notes and cheques;</p> <p>4. Master the rights and obligations of the parties to the bill;</p> <p>5. Master the definition and legal effect of bill act;</p> <p>6. Understand the similarities and differences between bills of exchange, promissory notes and cheques;</p> <p>7. Understand the classification of bills;</p> <p>8. Understand the relevant provisions of China's bill law and the differences between China's bill law and foreign bill law,</p> | 8 | Online learning, classroom teaching, interactive questioning, case study, group presentation | 1, 2, 3 |
| 3 | <p>Knowledge module 3: traditional methods of international settlement</p> | <p>1. Understand and master the methods of remittance and</p> | 6 | Online learning, | 1、2、3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|-------------------|
| | <p>(1) -- remittance and collection Chapter IV remittance</p> <p>1. Preparatory knowledge: the meaning of agent bank, the transfer and flow of funds, and the types of repayment of funds.</p> <p>2. The rules of remittance: the parties of remittance, the method of remittance and the treatment of refund.</p> <p>3. Application of remittance Chapter V collection method</p> <p>1. The concept, parties, types and business procedures of collection.</p> <p>2. Collection rules</p> <p>3. Application of collection method</p> | <p>collection in international settlement;</p> <p>2. Be familiar with the relevant process of handling business, and understand the differences of telegraphic transfer, mail transfer and bill transfer;</p> <p>3. Understand the difference between clean bill and documentary collection;</p> <p>4. Master the use of D / P and D / A and the problems that should be paid attention to;</p> <p>5. Master the application of remittance and collection settlement in China's foreign trade, and how to effectively avoid the risk of remittance and collection settlement.</p> | | classroom teaching, interactive questioning, case study, group presentation | |
| 4 | <p>Knowledge module 4: traditional methods in international settlement (2) -- letter of credit Chapter VI letter of credit</p> <p>1. Definition, nature, form and content of letter of credit.</p> <p>2. Process and parties of L/C</p> <p>3. Types and application of L/ C</p> <p>4. Review and amendment of L / C</p> <p>5. Financing under L/C</p> <p>6. Risk and prevention of letter of credit</p> <p>7. Uniform customs and Practice for documentary credits and standard forms of letters of credit</p> | <p>1. Understand and master the development and main characteristics of L / C;</p> <p>2. Master the business process of letter of credit;</p> <p>3. Master the main responsibilities of each party under the letter of credit;</p> <p>4. Understand the use of various letters of credit and the relevant issues that should be paid attention to;</p> <p>5. Master the use of L / C settlement method in China's foreign trade, and how to avoid the risk of L/C settlement method.</p> | 6 | Online learning, classroom teaching, interactive questioning, case study, group presentation | 1、2、3 |
| 5 | <p>Knowledge Module 5: documents in international settlement Chapter 7 overview of documents</p> <p>1. Concept and basic requirements of documents</p> <p>2. Production and audit of documents</p> | <p>1. master the characteristics and transfer of sea bill of lading; The main contents and classification of the bill of lading;</p> <p>2. master the main contents of insurance documents;</p> <p>3. understand and master the</p> | 4 | | 1、2、3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|---|-------------------|
| | <p>Chapter VIII transport documents</p> <ol style="list-style-type: none"> 1. Basic knowledge of ocean bill of lading, types of bill of lading and main items of bill of lading. 2. Multimodal transport documents 3. Other transport documents 4. Electronic bill of lading <p>Chapter IX insurance documents</p> <ol style="list-style-type: none"> 1. Overview of cargo transportation insurance 2. Price terms and cargo insurance 3. Cargo insurance documents <p>Chapter X commercial invoice and other documents</p> <ol style="list-style-type: none"> 1. Commercial invoice 2. Customs invoice and consular visa 3. Certificate of origin and inspection certificate | <p>functions and main contents of commercial invoices involved in international settlement;</p> <ol style="list-style-type: none"> 4. understand other documents; 5. familiar with relevant provisions and terms of relevant documents in UCP600 of ICC. | | <p>Online learning, classroom teaching, interactive questioning, group presentation</p> | |
| 6 | <p>Knowledge Module 6: financing and guarantee in international settlement</p> <p>Chapter XI bank guarantee</p> <ol style="list-style-type: none"> 1. Overview of bank guarantee 2. Contents and terms of bank guarantee 3. Business processing of bank guarantee <p>Chapter 12 standby certificates</p> <ol style="list-style-type: none"> 1. Overview of standby certificate 2. Overview of international standby practice 3. Characteristics of standby certificate business <p>Chapter 13 Forfaiting</p> <ol style="list-style-type: none"> 1. Overview of Forfaiting 2. Forfaiting Business Operation 3. Application analysis of Forfaiting method <p>Chapter 14 international factoring</p> <ol style="list-style-type: none"> 1. Overview of international factoring 2. Operation mechanism of international factoring | <ol style="list-style-type: none"> 1. Master the definition and main classification of bank guarantee, and understand the generation and development status of bank guarantee; 2. Master the definition of standby letter of credit, and understand the emergence and development status of standby letter of credit; 3. Master the main differences between bank guarantee and standby letter of credit; 4. Master the meaning and business operation of forfaiting, and understand the production and development status of Forfaiting; 5. Be familiar with the uniform rules for demand guarantees and the international practice for stand by letters of credit; 6. Understand the use of standby letter of credit and bank | 6 | <p>Online learning, classroom teaching, interactive questioning, case study, group presentation</p> | 1、2、3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|----------------|-------------------|
| | 3. Comparative advantage and application of international factoring | guarantee in China's foreign trade, as well as the prevention and avoidance of risks. | | | |

V Period Distribution and Teaching Modes

(1) Period Distribution

| Teaching Hours Content | Teaching methods | | | Remark | Subtotal |
|---|----------------------|----------------|------------------|--------|----------|
| | Theoretical teaching | Exercise class | Discussion class | | |
| Knowledge module 1: Introduction | 2 | | | | 2 |
| Knowledge module 2: instruments in international settlement | 6 | 1 | 1 | | 8 |
| Knowledge module 3: traditional methods in international settlement (1) | 4 | 1 | 1 | | 6 |
| Knowledge module 4: traditional methods in international settlement (2) | 4 | 1 | 1 | | 6 |
| Knowledge module 5: documents in international settlement | 3 | 1 | | | 4 |
| Knowledge module 6: financing guarantee in international settlement | 4 | 1 | 1 | | 6 |
| Total | 23 | 5 | 4 | | 32 |

(2) Teaching Modes

(1) Online learning method: the teacher should share the preview content before class through Xuexitong and Wechat group, cultivate students' self-learning and active learning ability, and obtain students' learning situation by asking questions; At the same time, combined with the national excellent courses on the MOOC platform, students can master the basic knowledge.

(2) Classroom teaching methods: using comprehensive video, case, PPT and other display of the key and difficult points of the course, using role play, group discussion, case discussion and other ways to let students actively participate in classroom teaching activities; At the same time, positive incentive method is used to mobilize students' enthusiasm and participation rate.

(3) Case study method: combined with the course content, select suitable cases, randomly divide them into groups by drawing lots, small procedures and other methods, and give students enough time for group internal discussion, so that students can form team spirit.

(3) Group presentation method: in the form of discussion group, students should fully analyze and discuss cases or problems, make PPT, display the results of discussion.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| case study | Taking part in discussion, having good team work ability | 10% | 1、3、4 |
| Group presentation | ppt is good, the point of view is correct and the expression is clear | 10% | 1、3、4 |
| Homework | The student should finish the homework on time, hand in on time and answer correctly | 20% | 1、2、3 |
| final exam | Closed book examination, according to the scoring standard evaluation | 60% | 1、2、3、4 |

VIII Textbooks and References

1. Textbooks

[1] Guoxin Wu. International Settlement, Qinghua University Press,2019

2. References

[1] Zongxiang Su. China Financial Publishing Press, 2020

[2] Qi Liang. International settlement, High Education Press,2019

3.Network resources

[1] <http://www.10588.com/>

[2] <https://bbs.fobshanghai.com/>

[3] <https://www.icourse163.org/>

Written by: Cheng Rong

Reviewed by: Chen Xiaohua

Date: 2021/05/10

Syllabus of the Practice of International Settlement

Course Name/Title: Practice of International Settlement **Course code:** 51982

Course Type: (Specialized Course)(Compulsory Course)

Total Teaching Hours: 2 weeks 40 credit hours (Classroom Hours:16 Laboratory Hours or Tutorial Hours 24)

Course Credit: 2

I Course Introduction

The international settlement simulation course is an important professional practice course in international economy and trade. This course is based on the theoretical course of international trade practice and international settlement. By using computer software, the course simulates the development of various international settlement methods, so that students can understand and use the knowledge and skills of international trade settlement more intuitively in their cognition and practical operation. The courses mainly include international remittance business (telegraphic transfer, letter of exchange and bill transfer), international collection business (documentary collection and optical bill collection), letter of credit business, international guarantee business, etc. Students can master the core business operation of international settlement of all roles through simulating the business handling of different roles, and then lay solid business skills for such roles' posts, and train qualified personnel for the standardized development of international settlement business in China.

In the process of theoretical teaching and practice operation, through case introduction and role simulation, students are guided to understand and consciously practice the professional spirit and professional norms in international settlement business, enhance their sense of professional responsibility, and cultivate professional character and behavior habits of abiding by law, honesty and trustworthiness, doing justice and developing innovation.

II Course Objective

Through the teaching and operation of international settlement simulation, students can have a deeper understanding of bills, settlement methods and international trade practices, and gradually cultivate students' abstract thinking ability, logical reasoning ability, spatial imagination ability and self-learning ability, so as to lay a solid foundation for future international trade practice.

Course objective 1:

Deepen the education of professional ideal and ethics, guide students to deeply understand and consciously practice the professional spirit and professional norms in international settlement

business, enhance their sense of professional responsibility, and cultivate their professional quality and behavior habits of abiding by the law, being honest and trustworthy, doing things fairly and pioneering and innovative.

Course objective 2: to master the use of cheques, promissory notes and bills of exchange in international trade settlement, as well as matters needing attention in international settlement methods such as remittance, letter of credit and collection; Familiar with international trade settlement process and specific operation methods;

Course objective 3: be familiar with international trade settlement related standards, rule making and relevant laws and regulations.

Course objective 4: be able to connect with multi-disciplinary knowledge, apply it comprehensively, be diligent in thinking and in-depth research, and be good at solving practical problems.

Course objective 5: actively track the frontier knowledge of international trade and settlement, realize the overall concept and consciousness of international trade through international trade settlement, and expand the international vision.

Course objective 6: strong self-learning ability, continuous learning, active exploration and independent thinking.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|-------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific outlook on the world and outlook on life; Have good ideological and moral cultivation, strong sense of social responsibility and legal awareness, sound personality and strong team spirit. | 1、 2、 3、 4 |
| Graduation Requirement 2.3 | Familiar with international economic agreement system, commitment, international practice and legal knowledge related to economy and trade; With management consciousness, innovation consciousness, strategic vision and leadership ability. | 1、 2、 3、 4、 5 |
| Graduation Requirement 3.1 | Proficient in computer application skills, with efficient use of modern information technology to obtain and process information. | 1、 2、 3、 4 |
| Graduation Requirement 4.3 | With realistic and innovative consciousness and spirit, strong analytical ability, decision-making ability and comprehensive coordination and innovation ability. | 1、 2、 4、 5、 6 |
| Graduation Requirement 5.1 | Have strong international market business development, foreign trade business and international business | 3、 4、 5 |

| | | |
|--|-------------------|--|
| | practice ability. | |
|--|-------------------|--|

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---|-------------------|
| 1 | Teaching content 1: the use of bills 1. usage of bills of exchange 2. the use method of promissory note 3. usage of check | 1. Understand and master the basic characteristics, rights and classification of negotiable instruments; 2. Skillfully complete the issuance, endorsement, acceptance and payment of bills of exchange; 3. Be familiar with and master the similarities and differences of bills of exchange, promissory notes and cheques. | 4 | Classroom teaching, questioning and interaction | 1、2、3、5 |
| 2 | Teaching content 2: remittance and collection 1. Use of remittance method 2. Use of collection method | 1. Understand and master the remittance method and collection method in international settlement, and be familiar with the relevant process of handling business; 2. Understand the differences of telegraphic transfer, mail transfer and bill transfer, and the differences between clean bill and documentary collection; 3. Master the use of D / P and D / A and the problems that should be paid attention to. | 3 | Classroom teaching, questioning and interaction | 1、2、3、4、5、6 |
| 3 | Teaching content 3: the use of letter of credit 1. Business procedures of letter of credit 2. Main contents of L / C 3. How to use different kinds of letters of credit | 1. Understand and master the development and main characteristics of L / C; 2. Business process of letter of credit; 3. The main responsibilities of the parties under the letter of credit, the use of various letters of credit and the relevant issues that should be paid attention to. | 3 | Classroom teaching, questioning and interaction | 1、2、3、4、5、6 |
| 4 | Teaching content 4: | 1 Understand and master the bank | 3 | Classroom | 1、2、3、4、 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|---|-------------------|
| | bank guarantee and standby letter of credit (supporting target) 1 use of bank guarantee 2 use of standby letter of credit | guarantee and its main classification; 2. The emergence and development of standby letter of credit; 3. The main differences between bank guarantee and standby letter of credit; 4. Be familiar with the uniform rules for demand guarantees and the international standby letter of credit practice. | | teaching, questioning and interaction | 5 |
| 5 | Content 5: use of main documents 1. Commercial invoice 2. sea bill of lading 3. insurance documents 4. other main documents | 1. Understand and master the functions and main contents of commercial invoice involved in international settlement; 2. Characteristics and transfer of ocean bill of lading; 3. Main contents and classification of ocean bill of lading; 4. Main contents of insurance documents; 5. Understand the use of other documents. 6. Be familiar with the relevant provisions and terms of documents in UCP600. | 3 | Classroom teaching, questioning and interaction | 1、2、3、4、5 |
| 6 | Experiment 1: how to use bills The content of the experiment is as follows Simulation of bills of exchange, checks, and promissory notes. | 1. Enable students to skillfully complete the issuance, endorsement, acceptance and payment of bills of exchange. 2. Be familiar with and master the similarities and differences of bills of exchange, promissory notes and cheques. 3. Be able to practice and use bills of exchange. | 5 | Computer operation, questions and answers | 1、2、3、4、5 |
| 7 | Experiment 2: remittance and collection Experiment content: Simulation of remittance and | 1. Be familiar with the relevant process of handling business, and understand the differences of telegraphic transfer, mail transfer and bill transfer; 2. Understand the difference between clean bill and documentary collection; | 5 | Computer operation, questions and answers | 1、2、3、4、5、6 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---|-------------------|
| | collection operation process. | 3. Master the use of D / P and D / A and the problems that should be paid attention to; 4. Be able to practice remittance and collection business | | | |
| 8 | Experiment 3: the use of letter of credit The content of the experiment is as follows Specific operation of letter of credit | 1. master the business process of L / C 2. main responsibilities of each party under the mode of L / C 3. the use of various letters of credit and the relevant problems to be paid attention to. | 6 | Computer operation, questions and answers | 1、2、3、4、5、6 |
| 9 | Experiment 4: bank guarantee and standby letter of credit The content of the experiment is as follows Use of bank guarantee and standby letter of credit | 1. Master the business procedures of bank guarantee and standby letter of credit; 2. Master the rights and obligations of the parties to the bank guarantee and standby letter of credit 3. Master the matters needing attention in the use of bank guarantee and standby letter of credit | 4 | Computer operation, questions and answers | 1、2、3、6 |
| 10 | Experiment 5: use of main documents Experiment content: how to fill in and use commercial invoice, ocean bill of lading, insurance document and other documents | 1. Master the usage of commercial invoice, ocean bill of lading, insurance document and other documents in international settlement. 2. Be familiar with the relevant provisions and terms of documents in UCP600. | 4 | Computer operation, questions and answers | 1、2、3、6 |

V Period Distribution and Teaching Modes

(一) Period Distribution

| Theory teaching part | | Name of experiment project | | | | |
|--|-------------|---|-------------|-------------------------|---------------------------------|--|
| Theoretical teaching content (by knowledge unit) | Class hours | Experimental teaching content (fill in by item) | Class hours | Experimental properties | Experimental place | Experimental equipment (software) |
| Knowledge unit 1: applicable methods of bills | 4 | Item 1: how to use bills | 5 | basic | Scientific Computing Laboratory | International settlement simulation software |

| | | | | | | |
|---|----|---|----|---------------|---------------------------------|--|
| Knowledge module 2: remittance and collection | 3 | Item 2: remittance and collection | 5 | basic | Scientific Computing Laboratory | International settlement simulation software |
| Knowledge module 3: use of letters of credit | 3 | Item 3: use of letters of credit | 6 | basic | Scientific Computing Laboratory | International settlement simulation software |
| Module 4: bank guarantee and standby letter of credit | 3 | Item 4: bank guarantee and standby letter of credit | 4 | basic | Scientific Computing Laboratory | International settlement simulation software |
| Knowledge unit 5: use of main documents | 3 | Item 5: use of main documents | 4 | comprehensive | Scientific Computing Laboratory | International settlement simulation software |
| Subtotal of class hours | 16 | Total class hours | 24 | | | |

(二) Teaching Modes

Use variety of effective teaching methods, heuristic, deliberative etc, to strengthen the communication between teachers and students, and guide students to think independently, so as to intensity the training of scientific thinking.

Use multimedia as a major adjunct to give students a certain amount of review before the actual operation. During the operation of the simulation, the experiments are operated by students themselves supplemented by teacher counseling. By combination of teaching, learning and use while encouraging students to discuss the operation with each other.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| Classroom performance | Students should arrive at the class on time, listen carefully, operate independently and complete the course tasks in time | 10 | 1、6 |
| Simulation operation | Complete independently and on time, and give the score based on the operation results | 90 | 1、2、3、4、5、6 |

VII Textbooks and References

1. Teaching material

[1] Yaoxinchao. International settlement practice and operate. University of International Business and Economics Press

2. Major reference textbooks

[1] International settlement system operating procedures, written by the Ministry of Education of Industrial and Commercial Bank of China and the International Business Department of Industrial and Commercial Bank of China, China Financial Press.

3. Network resources

[1] <http://www.10588.com/> (The Network for International Settlements)

[2] <https://bbs.fobshanghai.com/>

[3] <https://www.icourse163.org/>

Written by: Cheng Rong

Reviewed by: Chen xiaohua

Date: 2021/5/10

Syllabus of International Economics

Course Name/Title: International Economics **Course code:** 51958

Course Type: (Basic Discipline- related Courses)(Compulsory Course)

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

International Economics is a concentration course of the subject of International Economics and Trade. International economics deals with the economic interdependence among nations. It analyzes the flow of goods, services and payments between a nation and the rest of the world, the policies directed at regulating this flow, and their effect on the nation's welfare. This economic interdependence among nations is affected by, and in turn influences, the political, social, cultural and military relations among nations.

II Course Objective

1. Ideological and political goals

(1) Establish the spirit of seeking truth from facts, establish the correct “three outlooks” and build a good personality;

(2) Understand the historical background of the Chinese opening up, inspire students to love the motherland, and carry out patriotic ideological education;

(3) Understand China's international trade policies and great achievements, encourage students to adapt to the trend of economic globalization, actively participate in international economic cooperation and competition, and cultivate students' national pride and self-esteem;

(4) Master a variety of methods to understand the facts, fully understand the objective world, and cultivate students' deep and sacred feelings for the motherland.

2. Knowledge goals

Through the teaching of this course, students should know and seize the major theories and inquisitive method of the international economics. Meanwhile, students should be able to research and analyze some problem and phenomena and understand the substantial properties in the field of international economy according to the theories and methods studied in this course.

After studying this course, students are expected to grasp the following contents of International Economics. Microscopic part of International Economics (the research of International Trade):

(1) Know the development of world trade structure and development.

(2) Know the basics of the Internationale trade theory.

(3) Know the practice of international trade all around the world.

(4) Master the causes and logic of trade appearance and trade pattern.

(5) be able to analysis the polices adopted by different country.

3. Capability goals

(1) Using the theory of international trade comprehensively, we can understand, analyze and explain the basis, mode and benefit division of international trade in practice;

(2) Comprehensive use of international trade policy theory to understand, analyze and explain the causes of international trade frictions or disputes

4. Quality goals

(1) To cultivate the learning ability of studying hard, seeking truth from facts and strengthening self-study;

(2) Cultivate the basic qualities of honesty, professional confidence, etc;

(3) To cultivate the spirit of perseverance, initiative and self-improvement;

(4) Cultivate keen insight, contingency thinking and innovation ability;

II Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|--------------------------|
| Graduation Requirement 1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong team spirit | Course Objective 1,4 |
| Graduation Requirement 2.4 | Familiar with English, reach a high level in foreign language listening, speaking, reading, writing and translation, and have the ability and skills to use English as a working language in foreign-related departments, enterprises and institutions | Course Objective 2,3,4 |
| Graduation Requirement 2/3 | Grasp the methods, framework and tools involved in the development of international market, foreign trade and international business. | Course Objective 1,2,3,4 |
| Graduation Requirement 5 | The basic method of literature retrieval, data query and the use of modern information technology to obtain relevant information, with the market credit collection and processing ability, can read and understand foreign language professional information, has international perspective. | Course Objective1, 2,3,4 |
| Graduation Requirement 4.1 | Possess strong international trade knowledge and communication skills, corporate organization management and execution skills, interpersonal communication and teamwork skills | Course Objective 2,3,4 |

III Course Content

Unit 1: Introduction

Teaching Hours: 2**Requirement:**

As the first chapter of the course, the general aim here is simply to define the field of study of international economics and its importance in today's interdependent world. The intent of this unit is to provide both an overview of the subject matter of international economics and to provide a guide to the organization of the text. Students need to master the framework of international economics. At this unit, students should understand the effects of dislocations due to international competition, and their experience through travel abroad.

Content:

- 1.1 What is International Economics About?
- 1.2 International Trade and The Nation's Standard of Living
- 1.3 International Trade and The Nation's Standard of Living
- 1.4 The Subject Matter of International Economics
- 1.5 Purpose of International Economic Theories and Policies
- 1.6 Current International Economic Problems

Emphasis (or Difficulties):

The Subject Matter of International Economics.

Unit 2: The Law of Comparative Advantage: The Ricardian Model**Teaching Hours: 4****Requirement:**

Students should master concepts such as comparative advantage, absolute advantage, relative wages specialization, the Ricardian model, opportunity cost. At this unit, students should know about the general equilibrium, and the gains from trade, the pattern of trade, trade amount, determining the relative wage with a two-goods model under the Ricardian model.

Content:

- 2.1 Introduction
- 2.2 The Mercantilists' Views on Trade
 - Case Study 2-1: Munn's Mercantilistic Views on Trade
 - Case Study 2-2: Mercantilism Is Alive and Well in the Twenty-first Century
- 2.3 Trade Based on Absolute Advantage: Adam Smith
 - 2.3a Absolute Advantage
 - 2.3b Illustration of Absolute Advantage
- 2.4 Trade Based on Comparative Advantage: David Ricardo
 - 2.4a The Law of Comparative Advantage
 - 2.4b The Gains from Trade
 - 2.4c Exception to the Law of Comparative Advantage
 - 2.4d Comparative Advantage with Money
 - Case Study 2-3: The Petition of the Candlemaker

- 2.5 Comparative Advantage with Opportunity Costs
 - 2.5a Comparative Advantage and the Labor Theory of Value
 - 2.5b The Opportunity Cost Theory
 - 2.5c The Production Possibility Frontier Under Constant Costs
 - 2.5d Opportunity Costs and Relative Commodity Prices
- 2.6 The Basis and the Gains from Trade Under Constant Costs
 - 2.6a Illustration of the Gains from Trade
 - 2.6b Relative Commodity Prices with Trade
- 2.7 Empirical Tests of the Ricardian Model

Case Study 2-4: Relative Unit Labor Costs and Relative Exports – United States and Japan

Emphasis (or Difficulties):

The key content of this unit is the Ricardian model. Students should know why international trade take place, how a nation can gain from trade, what the pattern of trade would be constructed under the model.

Unit 3: The Standard Theory of International trade

Teaching Hours: 2

Requirement:

Students need to master concepts such as production frontier with increasing costs, community indifference curves, the gain from trade with increasing costs. This chapter extends our simple trade model to the more realistic case. That is, we will introduce the case of increasing opportunity costs: production frontier. Tastes or demand preferences are also introduced: community indifference curves; We will then see how these forces of supply and demand determine the equilibrium-relative commodity price in each nation in the absence of trade (i.e., the comparative advantage of each nation.)

Content:

- 3.1 Introduction
- 3.2 The Production Frontier with Increasing Costs
 - 3.2a Illustration of Increasing Costs
 - 3.2b The Marginal Rate of Transformation
 - 3.2c Reason for Increasing Opportunity Costs and Different Production Frontiers
- 3.3 Community Indifference Curves
 - 3.3a Illustration of Community Indifference Curves
 - 3.3b The Marginal Rate of Substitution
 - 3.3c Some Difficulties with Community Indifference Curves
- 3.4 Equilibrium in Isolation
 - 3.4a Illustration of Equilibrium in Isolation
 - 3.4b Equilibrium Relative Commodity Prices and Comparative Advantage

Case 3-1: Revealed Comparative Advantage of the United States, the European Union, and Japan

3.5 The Basis for and the Gains from Trade with Increasing Costs

3.5a Illustration of the Basis for and the Gains from Trade with Increasing Costs

3.5b Equilibrium Relative Commodity Prices with Trade

3.5c Incomplete Specialization

Case Study 3-2: Specialization and Export Concentration in Selected Countries

3.5d Small Country Case with Increasing Costs

3.5e The Gains from Exchange and from Specialization

Case Study 3-3: Job Losses in High U.S. Import-Competing Industries

3.6 Trade Based on Differences in Tastes

Emphasis (or Difficulties):

The key content of this unit are how to use graph to analyze income distribution and the gains from international trade, the pattern of trade, under the standard theory of international trade.

Unit 4: Demand and Supply, Offer Curves and the Terms of Trade

Teaching Hours:4

Requirement:

Students need to master concepts such as partial equilibrium analysis, general equilibrium analysis, offer curves and terms of trade. Chapter 3 showed that a difference in relative commodity prices between two nations in isolation is a reflection of their comparative advantage and with trade, the equilibrium-relative commodity price is determined somewhere between the autarkic relative prices. In this chapter presents a more rigorous theoretical way of determining the equilibrium-relative commodity price with trade.

Content:

4.1 Introduction

4.2 The Equilibrium Relative Commodity Price with Trade - Partial Equilibrium Analysis

Case Study 4-1: Demand, Supply, and the International Price of Petroleum

Case Study 4-2: The Index of Export to Import Prices for the United States

4.3 Offer Curves

4.3a Origin and Definition of Offer Curves

4.3b Derivation and Shape of the Offer Curve of Nation 1

4.3c Derivation and Shape of the Offer Curve of Nation 2

4.4 The Equilibrium Relative Commodity Price with Trade - General Equilibrium Analysis

4.5 Relationship Between General and Partial Equilibrium Analyses

4.6 The Terms of Trade

4.6a Definition and Measurement of the Terms of Trade

4.6b Illustration of the Terms of Trade

4.6c Usefulness of the Model

Case Study 4-3: The Terms of Trade of the G-7 Countries

Case Study 4-4: The Terms of Trade of Developing and Developed Countries

Emphasis (or Difficulties):

The key content of this unit are how use the tool of general equilibrium analysis to to analyze the equilibrium relative commodity price with trade, and know what differences and relationships between general and partial equilibrium analysis.

Unit 5: Factor Endowments and the Heckscher-Ohlin Theory

Teaching Hours:4

Requirement:

Students need to master Factor Intensity, Factor Abundance, Stolper-Samuelson Theorem, Heckscher-Ohlin Theorem, Factor-Price Equalization Theorem, the Leontief paradox. At this unit, students should be familiar with the Heckscher-Ohlin Theorem, and know how to use graph to analyze income distribution and the gains from international trade, the pattern of trade. It is important to understand why empirical results could not support its predictions on the patterns of trade according the resource endowments. A solid understanding of those topics proves useful in other parts of this course when students need to understand the political implications of factor price equalization and the distinction among the Ricardian model, the specific-factors model and the Heckscher-Ohlin Theorem.

Content:

5.1 Introduction

5.2 Assumptions of the Theory

5.2a The Assumptions

5.2b Meaning of the Assumptions

5.3 Factor Intensity, Factor Abundance, and the Shape of the Production Frontier

5.3a Factor Intensity

5.3b Factor Abundance

5.3c Factor Abundance and the Shape of the Production Frontier

Case Study 5-1: Relative Resource Endowments of Various Countries and Regions

Case Study 5-2: Capital-Labor Ratios of Selected Countries

5.4 Factor Endowments and the Heckscher-Ohlin Theory

5.4a The Heckscher-Ohlin Theorem

5.4b General Equilibrium Framework of the Heckscher-Ohlin Theory

5.4c Illustration of the Heckscher-Ohlin Theory

Case Study 5-3: Patterns of Comparative Advantage of Various Countries and Regions

5.5 Factor-Price Equalization and Income Distribution

5.5a The Factor-Price Equalization Theorem

5.5b Relative and Absolute Factor-Price Equalization

5.5c Effect of Trade on the Distribution of Income

5.5d The Specific-Factors Model

Case Study 5-4: Has International Trade Increased U.S. Wage Inequalities?

5.5e Empirical Relevance

Case Study 5-5: Convergence of Real Wages Among Industrial Countries

5.6 Empirical Tests of the Heckscher-Ohlin Model

5.6a Empirical Results - The Leontief Paradox

5.6b Explanations of the Leontief Paradox

5.6c Factor-Intensity Reversal

Case Study 5-6: Capital and Labor Requirements in U.S. Trade

Case Study 5-7: The H-O Model With Skills and Land **Emphasis (or Difficulties):**

Emphasis (or Difficulties):

The key content of this unit are how to use graph to analyze income distribution and the gains from international trade, the pattern of trade, in the Heckscher-Ohlin Theorem.

Unit 6: Economic of Scale, Imperfect Competition, and International Trade

Teaching Hours:4

Requirement:

Students should master concepts such as internal economies of scale, external economies of scale, marginal revenue, intra-industry trade, inter-industry trade, dumping, learning curve, dynamic increasing returns. At this unit, students should know why trade can occur when there are no technological or endowment differences, but when there are economies of scale or increasing returns in production. Students need to be familiar with distributional effects of trade when motivated by comparative advantage with those when trade is motivated by increasing returns to scale in production, main differences between inter-industry and intra-industry trade, main reasons why a cluster of firms may be more efficient than an individual firm in isolation, the patter of trade and welfare with external economies. A solid understanding of those topics proves useful in other parts of this course when students need to understand reciprocal dumping and limitations of the monopolistic competition model.

Content:

6.1 Introduction

6.2 The Heckscher-Ohlin Model and New Trade Theories

6.3 Economies of Scale and International Trade

Case Study 6-1: The New International economies of Scale

6.4 Imperfect Competition and International Trade

6.4a Trade Based on Product Differentiation

Case Study 6-2: U.S. Intra-Industry Trade in Automotive Products

6.4b Measuring Intra-Industry Trade

Case Study 6-3: Growth of Intra-Industry Trade

6.4c Formal Model of Intra-Industry Trade

6.5 Trade Based on Dynamic Technological Differences and Synthesis of Trade Theories

6.5a The Technological Gap and Product Cycle Models

6.5b Illustration of the Product Cycle Model

Case Study 6-4: The United States as the Most Competitive Economy in the World

6.6 Transportation Costs, Environmental Standards, and International Trade

6.6a Transportation Costs and Nontraded Commodities

Case Study 6-5: Transport Costs by Country Groups

6.6b Transportation Costs and the Location of Industry

Case Study 6-6: The Maquiladoras: U.S. Plants Along the U.S.-Mexican Border

6.6c Environmental Standards, Industry Location, and International Trade

Case Study 6-7: Environmental Sustainability Index

Emphasis (or Difficulties):

The key content of this unit is why economies of scale lead to international trade. Main differences between inter-industry and intra-industry trade, main reasons why a cluster of firms may be more efficient than an individual firm in isolation, the pattern of trade and welfare with external economies should be emphasized.

Unit 7: Economic Growth and International Trade

Teaching Hours: 4

Requirement:

Students need to master concepts such as comparative statics, dynamic analysis, balanced growth, Rybczynski theorem, terms-of-trade effect, wealth effect, protrade (or antitrade, neutral) production and consumption, Immiserizing growth. Aside from trade based on technological gaps and product cycles, the trade theory discussed thus is completed static in nature. That is, given the nation's factor endowments, technology, and tastes, we proceeded to determine the nation's comparative advantage and gain from trade. However, factor endowments change over time; technology usually improves; and tastes may also change. Thus, the nation's comparative advantage also changes over time. In this chapter, we extend our trade model to incorporate these changes. We show how a change in factor endowments and/or an improvement in technology affect the nation's production frontier. These changes affect the nation's offer curve, the volume and the terms of trade, and the gain from trade.

Content:

7.1 Introduction

7.2 Growth of Factors of Production

7.2a Labor Growth and Capital Accumulation Over Time

7.2b The Rybczynski Theorem

7.3 Technical Progress

7.3a Neutral, Labor-Saving, and Capital-Saving Technical Progress

7.3b Technical Progress and the Nation's Production Frontier

Case Study 7-1: Changes in Relative Resource Endowments of Various Countries and Regions

Case Study 7-2: Change in Capital-Labor Ratios in Selected Countries

7.4 Growth and Trade: The Small Country Case

7.4a The Effects of Growth on Trade

7.4b Illustration of Factor Growth, Trade, and Welfare

7.4c Technical Progress, Trade, and Welfare

Case Study 7-3: Growth of Output per Worker from Capital Deepening, Technological Change, and Improvements in Efficiency

7.5 Growth and Trade: The Large-Country Case

7.5a Growth and the Nation's Terms of Trade and Welfare

7.5b Immiserizing Growth

7.5c Illustration of Beneficial Growth and Trade

7.6 Growth, Change in Tastes, and Trade in Both Nations

7.6a Growth and Trade in Both Nations

7.6b Change in Tastes and Trade in Both Nations

Case Study 7-4: Change in the Revealed Comparative Advantage of Various Countries or Regions

Case Study 7-5: Growth, Trade, and Welfare in the Leading Industrial Nations

Emphasis (or Difficulties):

Growth and trade: the small country case and large country case.

Unit 8: Trade Restrictions: Tariffs

Teaching Hours: 4

Requirement:

Students need to master concepts such as specific tariffs, ad valorem tariffs, export subsidies, import quotas, voluntary export restraints, the effective rate of protection, Consumer surplus, Producer surplus, consumption distortionary efficiency losses, distortionary efficiency losses, gains from terms of trade improvement. At this unit, students need to be familiar with analyzing the economic effects of trade policies by describing the tools of trade policy and analyzing their effects on consumers and producers in domestic and foreign countries, taking a partial equilibrium view.

Content:

8.1 Introduction

8.2 Partial Equilibrium Analysis of a Tariff

Case Study 8-1: Average Tariff on Industrial Products in Major Developed Countries

Case Study 8-2: Average Tariff on Industrial Products in Some Major Developing Countries

8.2a Partial Equilibrium Effects of a Tariff

8.2b Effects of a Tariff on Producer and Consumer Surplus

8.2c Costs and Benefits of a Tariff

Case Study 8-3: The Welfare Effects of Liberalizing Trade in Some U.S. Products

Case Study 8-4: The Welfare Effects of Liberalizing Trade in Some EU Products

8.3 The Theory of Tariff Structure

8.3a The Rate of Effective Protection

8.3b Generalization and Evaluation of the Theory of Effective Protection

Case Study 8-5: Rising Tariff Rates with Degree of Domestic Processing

Case Study 8-6: Structure of Tariffs on Industrial Products in U.S., EU, Japan and

Canada

8.4 General Equilibrium Analysis of a Tariff in a Small Country

8.4a General Equilibrium Effects of a Tariff in a Small Country

8.4b Illustration of the Effects of a Tariff in a Small Country

8.4c The Stolper-Samuelson Theorem

8.5 General Equilibrium Analysis of a Tariff in a Large Country

8.5a General Equilibrium Effects of a Tariff in a Large Country

8.5b Illustration of the Effects of a Tariff in a Large Country

8.6 The Optimum Tariff

8.6a The Meaning of the Concept and Retaliation

8.6b Illustration of the Optimum Tariff and Retaliation

Emphasis (or Difficulties):

Analyzing the economic effects of trade policies by describing the tools of trade policy and analyzing their effects on consumers and producers in domestic and foreign countries, taking a partial equilibrium view should be emphasized.

Unit 9: Nontariff Trade Barriers and the New Protectionism

Teaching Hours:4

Requirement:

Students need to master concepts such as nontariff barriers, import quotas, voluntary export restraints (VERs), anti-dumping duties, export subsidies, technical, administrative and other regulations, etc. At this unit, students need to be familiar with analyzing the economic effects of trade policies by describing the tools of trade policy and analyzing their effects on consumers and producers in domestic and foreign countries, taking a partial equilibrium view.

Content:

9.1 Introduction

9.2 Import Quotas

9.2a Effects of an Import Quota

9.2b Comparison of an Import Quota to an Import Tariff

9.3 Other Nontariff Barriers and the New Protectionism

9.3a Voluntary Export Restraints

Case Study 9-1: Voluntary Export Restraints on Japanese Autos to the United States

9.3b Technical, Administrative, and Other Regulations

9.3c International Cartels

9.3d Dumping

Case Study 9-2: Antidumping Measures in Force in 2001

9.3e Export Subsidies

Case Study 9-3: Agricultural Subsidies in Developed Nations

Case Study 9-4: Countervailing Measures in Force in 2001

Case Study 9-5: The Pervasiveness of Nontariff Barriers

9.4 The Political Economy of Protectionism

9.4a Fallacious and Questionable Arguments for Protection

9.4b Infant-Industry and Other Qualified Arguments for Protection

9.4c Who Gets Protected?

9.5 Strategic Trade and Industrial Policies

9.5a Strategic Trade Policy

Case Study 9-6: Welfare Effects on the U.S. Economy of Removing All Import

Restraints

9.5b Strategic Trade and Industrial Policies with Game Theory

Emphasis (or Difficulties):

Analyzing the economic effects of trade policies by describing the tools of trade policy and analyzing their effects on consumers and producers in domestic and foreign countries, taking a partial equilibrium view should be emphasized.

Unit 10: Economic Integration: Customs Unions and Free Trade Area

Teaching Hours: 2

Requirement:

In this unit, we examine economic integration in general and customs unions in particular. The theory of economic integration would be the critical theories understood by students. They should keep in mind of some very important concepts such as trade creation and trade diversion. At this unit, students need to be also familiar with the theory of the second best, free trade area, customs unions and common market.

Content:

10.1 Introduction

10.2 Trade-Creating Customs Unions

10.2a Trade Creation

10.2b Illustration of a Trade-Creating Customs Union

10.3 Trade-Diverting Customs Unions

10.3a Trade Diversion

- 10.3b Illustration of a Trade-Diverting Customs Union
- 10.4 The Theory of the Second Best and Other Static Welfare Effects
 - 10.4a The Theory of the Second Best
 - 10.4b Conditions More Likely to Lead to Increased Welfare
 - 10.4c Other Static Welfare Effects of Customs Unions
- 10.5 Dynamic Benefits of Customs Unions
- *10.6 History of Attempts at Economic Integration

Emphasis (or Difficulties):

The key content of this unit is the concepts such as the theory of the customs unions, especially the concept of trade creation and trade diversion.

IV Practice Plan and Requirement

| Unit | Teaching Hours | Teaching Methods | | | Subtotal |
|---|----------------|------------------|-----------|------------|----------|
| | | lecture | exercises | Discussion | |
| Unit 1: Introduction | 2 | | | | 2 |
| Unit 2: The Law of Comparative Advantage: The Ricardian Model | 4 | | | | 4 |
| Unit 3: The Standard Theory of International trade | 2 | | | | 2 |
| Unit 4: Demand and Supply, Offer Curves and the Terms of Trade | 2 | | | | 2 |
| Unit 5: Factor Endowments and the Heckscher-Ohlin Theory | 4 | | | | 4 |
| Unit 6: Economic of Scale, Imperfect Competition, and International Trade | 4 | | | | 4 |
| Unit 7: Economic Growth and International Trade | 4 | | | | 4 |
| Unit 8: Trade Restrictions: Tariffs | 4 | | | | 4 |
| Unit 9: Nontariff Trade Barriers and the New Protectionism | 4 | | | | 4 |
| Unit 10: Economic Integration: Customs Unions and Free Trade Area | 2 | | | | 2 |
| Total | 32 | | | | 32 |

V Requirements have been stated as above in III.

Autonomous Learning

Autonomous learning is a very important capability for this course. Autonomous education helps students develop their self-consciousness, vision, practicality and freedom of discussion. These attributes serve to aid the student in his or her independent learning of international economics. The following methods can be used in Autonomous Learning:

home work from teacher.

group talking of certain subject.

deduce and analysis the theories and thesis with realistic theme.

VI Assessment

The Assessment will include the following:

(1) A final exam with examination paper or offer relevant research paper (optional for international students) ;

(2) Homework;

(3) The assessment of attendance register.

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| attendance register | No prior leave to class Class questions answered accurately | 20% | Course Objective1、2 |
| homework | 2-3 times | 20% | Course Objective1、2、3 |
| Final exam | Close-book Exam | 60% | Course Objective1、2、3 |

VII Textbooks and References

Textbook:

1. Dominick Salvatore. International Economics, eighth edition, 清华大学出版社
2. Paul R. Krugman & Maurice Obstfeld. International trade part (上册) of International Economics: Theory and Policy.中国人民大学出版社,2002

References:

1. 海闻等著:《国际贸易》,上海人民出版社,2003年。

Written by: Zhang Haiyang

Reviewed by: WEN Wu

Date: 2021/5/13

Syllabus of International Business*

Course Name/Title: International Business*

Course code: 51929

Course Type: Basic Course; Optional Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

“International Business” is a practical basic course for students majored in international economy and trade. The basic purpose of this course is to make students understand the global economic integration and its impact on enterprise operation, including the current situation, characteristics and development trend of economic globalization and enterprise international operation, understand the development of international business and its characteristics, the basic theory of international business, Master the basic mode, motivation for international operation, the entry decision-making of international operation, competitive strategy, management and operation of international enterprises, which can lay a solid foundation for future international business management. Its main contents include: background of expansion of international business, theories of international business, international exchange and capital market, international business strategies and methods, global exchanges market and exchange rate, and international business organization.

The course of international business involves a wide range of knowledge, which introduces the main academic viewpoints and regular conclusions in international business research, summarizes the basic principles, general methods and application skills of international business operation and management, and uses the teaching method of combination of theory and case to enlighten students' thinking in this field, so as to cultivate students' practical capacity to carry out international business activities.

II Course Objective

(1) Ideological and political goals

1. Broaden students' view, establish correct ideals and beliefs, and cultivate students' spirit of seeking truth and correct “three outlooks”.

2. Understand the differences of international business culture and build up students' confidence in Chinese culture.

3. Help students understand the history of internationalization development of Chinese national enterprises and inspire students to love motherland.

(2) Knowledge objectives

1. To learn the knowledge of basic concepts and principles of international business, to learn

the knowledge of the theories and practice of international business.

2. To know the motivation of expansion of business internationally, to master the methods of the evaluation of international business environment, and the choice of business activities and the choice of international business organization

3. To know the knowledge of international trade and international investment, to understand the determination of business decision and process.

(3) Capability goals

1. Master the management tool of international business.

2. Grasp the basic theories of international business operation and management, know the links between world economy growth and international business development.

3. Cultivate students' ability to analyze and solve problems, cultivate students' innovation ability and practical ability.

4. Cultivate students' ability to manage various international business activities.

(4) Quality goals

1. Cultivate students to have patriotic sentiment and good professional ethics and professionalism

2. Cultivate students with cultural confidence and international vision, etc.;

3. Cultivate the spirit of perseverance, aggressiveness, and self-improvement;

4. Cultivate students to have good sense of self-management and self-cultivation.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|---|--------------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong team spirit | Course Objective 1,4 |
| Graduation Requirement 2.2 | Master the professional knowledge and skills in international trade, international investment and foreign-related enterprise management, be able to engage in international economic and trade in accordance with WTO and other | Course Objective 2,3,4 |

| | | |
|----------------------------|--|------------------------|
| | international rules, agreements and practices, and properly solve disputes in international trade in accordance with laws and regulations; | |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operations | Course Objective 2,3 |
| Graduation Requirement 4.1 | Possess strong international business negotiation and communication skills, corporate organization management and execution skills, interpersonal communication and teamwork skills | Course Objective 2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--|--------------------------|
| 1 | Knowledge unit 1: Background of expansion of international business Including: Globalization; National Differences in Political Economy; Differences in Culture; Ethics in International Business. | (1) understand such term as globalization, international, intercultural, multicultural; (2) recognize the differences in Political Economy and Culture; (3) understand the risks in cross-cultural business communication and activities, and understand the impact of cultural differences on international business; understand Ethics in International Business; (4) understand ethics in international business and credit and importance of ethics in the conduct of international business. | 4 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 2 | Knowledge unit2: Theories of | (1) grasp the basic theory of international trade and the political | 6 | Classroom | Course Objective |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|--------------------------|
| | international business Including: International Trade Theory, The Political Economy of International Trade, Foreign Direct Investment, Regional Economic Integration | economy of international trade. (2) understand the role that economic and political systems play in international business; (3) understand the types and important characteristics of foreign direct investment (4) understand the impact of regional economic integration among countries on international business. | | lectures, online courses, case studies | e 1,2,3 |
| 3 | Knowledge unit3: International exchange and capital market Including: The Foreign Exchange Market, The International Monetary System, The Global Capital Market | (1) understanding the global financial environment and its impact on international business; (2) understand the capital market and its main components; (3) understand the structure and operation mechanism of foreign exchange market, and the determinants of exchange rate. | 6 | Classroom lectures, online courses, case studies | Course Objective 2,3 |
| 4 | Knowledge unit4: international business strategies and methods Including: The Strategy of International Business, The Organization of International Business, Entry Strategy and Strategic Alliances, Exporting, Importing and Countertrade | (1) knows the main characteristics of the international market entry mode and the important strategic factors that need to be paid attention to when choosing the entry mode; (2) understand the basic types and similarities and differences of international organization; (3) understand the essence, function and risk of countertrade. | 8 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 5 | Knowledge unit5: International Business organization Including: Global Production, Outsourcing and Logistics, Global Marketing and R&D, Global Human | (1) discuss how the company develops and manages international production activities, Analyze the ways for companies to obtain the raw materials and products they need, and analyze how all aspects of business environment affect production strategy (2) Understand the impact of international business environment on | 8 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|----------------|-------------------|
| | Resource Management, Accounting in the International Business, Financial Management in the International Business | product development and global marketing, and learn to use theory to analyze practical problems; (3) explore the strategic role of human resources in international business. master the basic tasks of accounting and financial management in international business. | | | |

V Period Distribution and Teaching Modes

(一) Period Distribution

| Period Course content | Teaching modes | Theory Lectures | Exercises Class | Discussion Class | Remarks Subtotal | Subtotal |
|---|----------------|-----------------|-----------------|------------------|------------------|----------|
| | | | | | | |
| Knowledge unit 1: Background of expansion of international business Including: Globalization; National Differences in Political Economy; Differences in Culture; Ethics in International Business. | | 3 | | 1 | | 4 |
| Knowledge unit2: Theories of international business Including: International Trade Theory, The Political Economy of International Trade, Foreign Direct Investment, Regional Economic Integration | | 4 | 1 | 1 | | 6 |
| Knowledge unit3: International exchange and capital market Including: The Foreign Exchange Market, The International Monetary System, The Global Capital Market | | 4 | 1 | 1 | | 6 |

| | | | | | |
|---|----|---|---|--|----|
| Knowledge unit4: international business strategies and methods Including: The Strategy of International Business, The Organization of International Business, Entry Strategy and Strategic Alliances, Exporting, Importing and Countertrade | 5 | 1 | 2 | | 8 |
| Knowledge unit5: International Business organization Including: Global Production, Outsourcing and Logistics, Global Marketing and R&D, Global Human Resource Management, Accounting in the International Business, Financial Management in the International Business | 5 | 1 | 2 | | 8 |
| Total | 21 | 4 | 7 | | 32 |

(二) Teaching Modes

1. Integrate 3 parts of contents in teaching. Concerning there are 3 parts in this course: (1)international direct investment; (2) international indirect investment; and (3)firm international management and world economy integration through international investment, teachers of this course should integrate these contents into a unified system with the unified, and specified theories in different prospective; look into the all lectures with the mechanism to outline the links in firm-level(micro), industry level(meso) and country level & world level(macro).

2. Bring a theories perspective in explaining the development and cases of firm s' international investment activities and countries' FDI and financial investment statistics. It is not easy to find a unified theories system to explain and predict international investment, especially the design and strategies suggestions for firms for the theories are dispersed in international economics, international business, international management, international finance, they have different theory framework and methodology. We have to unify the theories with some keys are be recognized by firm theory, industry theory and economics theory through the method can be easily used in practical world to help students to form the ability of international business.

3. Use case study as an entry model to look into the links between theory and practice, and to use statistics analysis to portrait of the framework of theory systematic ecology dynamic and the outlook of world and Chinese international investment. With the guidance of research of case

study and statistics analysis, the students could use both methods in the collecting of data and materials, academic article analysis and report preparing to explain the phenomenon and numbers in real world, and find logic and solutions for practice.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| | | | |
|---|--|-----|---|
| 1. to collect materials and data to support a view of a firm's international business | More than 50 materials be collected with the rule of triangularization in one specialized firm and a topic | 20% | bridge the theory and practice in the international investment study |
| 2. to perform well in lectures and questions of teaching methods | to study earnestly and answer teacher's questions actively | 20% | To know and understand the knowledge and skill of the course well |
| 3. to prepare articles based on the materials and data collected with a theoretical perspective | have a theory framework and analysis method in preparing the article and use them in analysis | 30% | To use the knowledge and skill learned in lectures to perform and cultivate the ability |
| 4. to organize an exam or evaluation presenting to assess the performance of students | Provide a fair evaluation method to know the level of students' study and all the activities students already involved | 30% | The knowledge of the course could be used; the skills should be applies in the assessment |
| 5. to collect materials and data to support a view of a firm's international business | More than 50 materials be collected with the rule of triangularization in one specialized firm and a topic | 20% | bridge the theory and practice in the international investment study |

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

VII Textbooks and References

(1) Textbooks:

[1] Michael R. Czinkota 等:《国际商务》英文版,机械工业出版社,1998 年出版。

(2) Reference books:

[1] 梁能编:《国际商务》,上海人民出版社,1996 年出版。

[2] 薛求知编:《无国界经营》,上海译文出版社,1997 年出版。

[3] 巴特利特、高沙尔著:《跨边界管理》,人民邮电出版社,2002 年出版。

[2] <https://www.icourse163.org/course/detail.htm?cid=1205685802>

Written by: Wen Wu

Reviewed by: Zhang ZhengRong

Date: 2021-5-7

Syllabus of Customs Practice

Course Name/Title: Customs Practice **Course code:** 51970

Course Type: Specialized Course, Optional Course

Total Teaching Hours: 32 hours (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

Customs Practice is a professional direction course, timeliness and maneuverability, which is taught in the "international trade practice" teaching content. Based on the specific introduction of China's import and export commodity inspection, customs and the actual operation of the customs clearance process and the state of the relevant processes and commodity regulations and policy provisions, this course, at the same time, also involves the preparation and revision of documents made a detailed description. As the national policy, laws and regulations often change, with uncertainty, in the course of teaching, will be timely integration of new information and business reform content.

This course requires students to master the knowledge, skills and methods about the customs clearance and commodity inspection, cross-border electricity, and to master digital trade principles, policies, laws and regulations, and to learn to strategic thinking, historical thinking, law thinking, creative thinking, dialectical thinking and the bottom line thinking. Through combining theory with practice, this course solves practical problems of China's import and export customs declaration and commodity inspection, and achieves political recognition, stimulates the feelings of home and country, and realizes integrity and innovation.

II Course Objective

Course Objective 1: Ideological and political Objective

Put "clear political flag" throughout the course, Teachers help students to establish firmly the political consciousness, the overall situation consciousness and the responsibility consciousness, and always maintain the political sobriety and firm the belief, to love our country, party and socialism.

Put "people first" throughout the course, Teachers help students to establish firmly confidence in the path, theory, system and culture, and always adhere to the correct "national interests" concept, a strong "social responsibility" sense, and "a community with a shared future for mankind" feelings.

Put "Combining theory with practice" throughout the course, Teachers help students to establish firmly the concepts that are "Knowledge and action are one", integrity and innovation,

and perseverance, always to maintain the “win-win cooperation” attitude, and to cultivate a good humanistic quality and a lifelong-learning habit .

Course Objective 2: Knowledge Objective

Through the study of this course, students can understand and master the nature and tasks of China's customs, import and export commodity national control, import and export commodity inspection, customs and customs clearance of the actual operation process and business documents fill, customs duties, consumption taxes and value added taxes and so on.

Course Objective 3: Ability Objective

Through the study of this course, students can improve their ability to analyze and solve the practical problems of import and export trade, especially the ability of document reading and document filling. In addition, combined with the practice of links, students can use what they learn from the course and gain operational capacity through actual internship within import and export business transactions. Students learn to calculate customs duties, consumption taxes and value added taxes.

Course Objective 4: Quality Objective

This course should pay attention to the cultivation of students the following qualities: familiar with the world cultural and economic background of the humanities quality; foreign trade clerk with the basic business quality; customs officers and inspectors of the basic business quality, to achieve "political recognition, great pattern", "enhance ability, serve the people", and "enlightening the mind and moistening the heart".

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|---------------------------------|---|--------------------------|
| Graduation Requirement 1.1, 1.3 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong teamwork spirit. | 1, 4 |
| Graduation Requirement 2.1, 2.2 | Systematically master the basic theories and professional skills of economics, international trade and management | 2,3 |
| Graduation Requirement 2.4 | Proficient in English, with a high level of foreign language listening, speaking, reading, writing and translation, with the ability and skills to use English as the working language in foreign departments, enterprises and public institutions. | 1,2,3,4 |
| Graduation Requirement 3.2,3.3 | Proficient in computer application skills, with the ability to efficiently use modern information technology to acquire and process information. | 2,3,4 |
| Graduation Requirement 4.1,4.3 | Strong interpersonal and team work skills ; Have strong analytical ability, decision-making ability and | 1,23,4 |

| | | |
|--|--|-------|
| | comprehensive coordination and innovation ability | |
| Graduation Requirement 5.1,5.2, 5.4 | Have an international perspective, pay attention to international trends and global issues; have the basic skills to deal with foreign affairs; ability of cross-cultural communication. | 1,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|------------------------------------|--------------------------|
| 1 | <p>Chapter 1 The nature and tasks of customs</p> <p>Main contents: port,custom,CIQ,the nature of the customs, customs import and export supervision system, tariff system, bonded system, inspection system and statistical system</p> | <p>1.Master the difference between a national port and a local port.</p> <p>2.Master the nature of the customs.</p> <p>3.Master the rights of the customs, including the right of inspection, investigation, inquiry, access, detention, pledge, pursuit, compulsory tax, etc. Help students to cultivate the spirit of teamwork.</p> <p>4.Master the customs import and export supervision system, tariff system, bonded system, inspection system and statistical system and so on.</p> <p>5.To achieve political identity, stimulate the feelings of home and country, and achieve integrity and innovation.</p> | 4 | Heuristic, Discussion, Case review | Course Objective 1,2,3,4 |
| 2 | <p>Chapter 2 Preparation of import and export goods before the declaration</p> <p>Main contents: qualification and registration system , qualification and duties of customs declaration.</p> | <p>1. Master the qualification and registration system of customs declaration unit.</p> <p>2. Master the qualification and duties of customs declaration.</p> <p>3. Master the declaration examination affairs.</p> <p>4. Master the annual review of declaration unit and the declaration</p> <p>5.To love our country, party, and socialism.</p> | 2 | Heuristic, Discussion, Case review | Course Objective 1,2,3,4 |
| 3 | Chapter 3 National | 1.Master the import and export | 8 | Heuristic, | Course |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|---|---------------------------------|
| | <p>control of import and export goods</p> <p>Main contents: the import and export goods license management system,the state's control over other special goods,the state's control over other special goods</p> | <p>goods license management system.</p> <p>2.Master the commodity inspection, quarantine system.</p> <p>3.Master the state's control over other special goods, such as cultural relics, endangered species, medicines, gold and silver products, civilian firearms, printed matter, audio and video products.</p> <p>4.Master the export proceed collection and verification system; Import payment verification system; Export tax rebate system.</p> <p>5.To bear students' commitment spirit, and to establish their four self-confidence.</p> | | <p>Discussion, Case review</p> | <p>Objective 1,2,3,4</p> |
| 4 | <p>Chapter 4 National control of import and export goods</p> <p>Main contents: the import and export declarations and related documents,the specification of customs declaration,all documents</p> | <p>1.Master the import and export declarations and related documents</p> <p>2.Master the specification of customs declaration</p> <p>3.Master the commercial invoice, shipping document, export proceed verification form, packing list</p> <p>4.Master the inspection, port clearance, certificate of origin</p> <p>5.Teachers help students to establish firmly the concepts that are“Knowledge and action are one”, integrity and innovation, and perseverance.</p> | 4 | <p>Heuristic, Discussion, Case review</p> | <p>Course Objective 1,2,3,4</p> |
| 5 | <p>Chapter 5 General declaration procedures of import and export</p> <p>Main contents: the declaration, examination and taxation,the tariff reduction,the release</p> | <p>1.Master the declaration, examination and taxation of import and export goods.</p> <p>2.Master the tariff reduction.</p> <p>3.Master the release of import and export goods.</p> <p>4.Master the customs clearance of the actual operation process and business documents fill and so on</p> <p>5.Adhere to the correct "national</p> | 4 | <p>Heuristic, Discussion, Case review</p> | <p>Course Objective 1,2,3,4</p> |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|------------------------------------|--------------------------|
| | of import and export goods | interests"concept, a strong "social responsibility" sense. | | | |
| 6 | Chapter 6 Tariffs and other taxes and fees Main contents: tax items,duty standard,tax rate,consumption taxes,value added taxes. | 1.Master the customs tax items. 2.Master the customs duty standard. 3.Master the provisions of the tax rate. 4.Learn to calculate customs duties, consumption taxes and value added taxes. 5.Help students to establish firmly the concepts that is“Knowledge and action are one”. | 4 | Heuristic, Discussion, Case review | Course Objective 1,2,3,4 |
| 7 | Chapter 7 Other trade methods and declaration of special import and export goods Main contents: the processing trade and its declaration,the bonded warehouse, factories and area, customs limitation | 1.Master the processing trade and its declaration. 2.Master the bonded warehouse, bonded factories and bonded area. 3.Master the declaration of foreign-invested enterprise. 4.Master the limitation of personnel luggage items and weight in entry and exit and the procedures for customs clearance. 5.Adhere to the correct "national interests"concept, a strong "social responsibility" sense. | 4 | Heuristic, Discussion, Case review | Course Objective 1,2,4 |
| 8 | Chapter 8 Paperless trade and customs automation Main contents: the definition of the paperless trade and e-commerce, operating procedure declaration automation | 1.Master the definition of the paperless trade and e-commerce. 2.Master the basic operating procedure declaration automation 3.Master the custom’s clearance automation system data code table. 4.to achieve "political recognition, great pattern", "enhance ability, serve the people", and "enlightening the mind and moistening the heart". | 2 | Heuristic, Discussion, Case review | Course Objective 1,2,4 |

V Period Distribution and Teaching Modes

5.1 Period Distribution

| Course Content | Lecture | Discussion | Subtotal |
|--|---------|------------|----------|
| Unit 1: The nature and tasks of customs | 3 | 1 | 4 |
| Unit 2: Preparation of import and export goods before the declaration | 1.5 | 0.5 | 2 |
| Unit 3: National control of import and export goods | 7 | 1 | 8 |
| Unit 4: National control of import and export goods | 3 | 1 | 4 |
| Unit 5: General declaration procedures of import and export | 3 | 1 | 4 |
| Unit 6: Tariffs and other taxes and fees | 3 | 1 | 4 |
| Unit 7: Other trade methods and declaration of special import and export goods | 3 | 1 | 4 |
| Unit 8: Paperless trade and customs automation | 1.5 | 0.5 | 2 |
| Total | 25 | 7 | 32 |

5.2 Teaching Modes

1. Teaching methods

This course is mainly taught by teachers. In the course of teaching, he has used a variety of effective teaching methods such as heuristic, discussion and case review to strengthen the communication between teachers and students, and guide students to think and strengthen the training of foreign trade business document filling.

2. Teaching measures

This course mainly uses the multimedia teaching method (CAI), supplemented by the appropriate amount of blackboard and slide show, and the use of classroom questions, collective Q & A and writing notes to consolidate the classroom knowledge.

3. Suggestions for Course Learning

This course needs students to read a large number of international trade policy, import and export commodity policy and customs declaration documents. In addition, the layout of teaching materials for students to practice exercises, check once a week.

To improve students' self-learning ability, acquire knowledge ability is an important part, mainly to let students understand the current foreign trade policy, customs declaration policy and commodity policy announcement, revision and implementation, writing notes.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|------------------------------|----------------------|---------------------------------|
| Attendance | Be present at class, no late | 10% | Course Objective 1,2,3,4 |

| | | | |
|--------------------------------------|-------------------------------|-----|-----------------------------|
| classroom performance and discussion | Ask questions and discussions | 40% | Course Objective 1,2,3,4 |
| Final Exams | Open book test | 50% | Course Objective 1,2,3,4 |

VII Textbooks and References

1. Textbooks:

[1] FU Chunheng: 《Customs Practice》 ,China Commerce and Trade Press, latest version..

2. Reference:

[1] XIE Guo-e: 《Customs Practice》 ,East China university of science and technology press, latest version.

[2] ZHANG Guosheng: 《Customs Clearance Practice》 ,China's foreign trade press, latest version.

3. Network resources

[1] <http://www.mofcom.gov.cn>

[2] <http://www.xinhuanet.com>

[3] <http://www.cenet.org.cn/>

[4] <http://www.customs.gov.cn>

Teaching team: FU Chunheng

Written by: FU Chunheng

Reviewed by: WEN Wu

Examination: School of Economics and Management

Date: 2021/05/09

Syllabus of Econometrics*

Course Name/Title: Econometrics*

Course code: 51977

Course Type: Basic Course & Compulsory Course

Total Teaching Hours: 32 Hours (Classroom Hours 32)

Course Credit: 2

I Course Introduction

Econometrics is a set of research tools used to estimate and test economic relationships. The methods taught in this introductory course can also be employed in the business disciplines of accounting, finance, marketing and management and in many social science disciplines. The aim of this course is to provide you with the skills helpful in filling the gap between being “a student of economics” and being “a practicing economist.” By taking this introduction to econometrics you will gain an overview of what econometrics is about, and develop some “intuition” about how things work. The emphasis of this course will be on understanding the tools of econometrics and applying them in practice. See Software Practice for Econometrics, the relative course to this one, for how to utilize a software in econometric applications.

II Course Objective

After taking this course, students are supposed to:

1. Master the most important principles of econometrics;
2. Be familiar with econometric analytic skills with software STATA/EViews;
3. Understand how econometric principles and skills play important role in the real economies;
4. Develop the ability of thinking like an econometrician;
5. Have the initiative to find econometric issues/phenomena of interest and apply the econometric principles and skills learned to analyze and provide policy suggestions.
6. To enable students to get a set of understand - theoretical assumptions - modeling - test - correction - retest the econometric thinking method, so that students agree with the empirical method of thinking and exploring the unknown way of thinking;

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|----------------------|
| Graduation Requirement 2.1 | Be able to skillfully read and understand foreign professional materials, master the basic methods of literature retrieval, | CourseObjective1,2,3 |

| | | |
|----------------------------|--|------------------------|
| | data query and using modern information technology to obtain relevant information, and have the ability of market credit collection and processing. | |
| Graduation Requirement 3.1 | Master computer application skills, and have the ability to efficiently use modern information technology to obtain and process information. | CourseObjective1,2,3,4 |
| Graduation Requirement 3.1 | Be able to skillfully read and understand foreign professional materials, master the basic methods of literature retrieval, data query and obtaining relevant information by using modern information technology, and have the ability of market credit collection and processing. | CourseObjective4,5,6 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|---------|-------------------|-------------------------|
| 1 | Part I Introduction -Brief introduction to course -Why study econometrics? -What is an econometric model? -Sources of data -The econometric model | To understand the development of econometrics and the research steps of econometrics | 4 hours | Lectures in class | (Course Objective1,3,4) |
| 2 | Part II The Simple Linear Regression analysis -The least squares principle -Estimating the econometric model and interpreting the results | -To master the estimation method, OLS of small sample properties, statistical test; -To understand the statistical implications of the regression results | 6 hours | Lectures in class | (Course Objective1,3,4) |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|---------|-------------------|---------------------------------|
| | <ul style="list-style-type: none"> -The properties of the least squares estimations of an econometric model -Inference and prediction in the Simple Linear Regression Model -Interval estimation and hypothesis testing -Evaluating the Simple Linear Regression Model | | | | |
| 3 | Part III Multiple Regression Analysis <ul style="list-style-type: none"> - The econometric model with more than one independent variable - Estimating and interpreting the results - Inference and prediction - Single and joint hypothesis tests of the parameters of the econometric model - | -To master the main definition of multilinear regression model: population regression model and sample regression model; | 8 hours | | (Course Objective 1,2,3,4, 5,6) |
| 4 | Part IV Multiple Regression Analysis: Further Issues <ul style="list-style-type: none"> - Model specification issues - Collinear variables information -Autocorrelation -Heteroskedasticity | To master the concepts, examples, consequences, tests and approaches of these abnormal situations; | 6 hours | Lectures in class | (Course Objective 1,2,3,4, 5,6) |
| 5 | Part V Non-linear effects in Regression models | -To understand Non-linear effects in Regression models | 4 | Lectures in class | (Course Objective 1,2,3,4, |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|-------------------|---------------------------------|
| | - Binary variables - Interactions between binary variables - Functional form - Binary Dependent Variables | | | | 5,6) |
| 6 | Part VI Panel Data and Instrumental Variable Methods - Estimating regression models with panel data - Instrumental Variable estimation | -Master the definition of IV - Understand the general form and classification of panel data regression model | 4 | Lectures in class | (Course Objective 1,2,3,4, 5,6) |

V Period Distribution and Teaching Modes

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| classroom performance, | It is expected that all students will attend lectures, be up to date with their readings and be prepared to participate fully in class. Please ask questions in class or in office hours if you have any problems or misunderstandings. | 10% | (CourseObjective 1,2, 3,4,5,6) |
| conventional assignments | Data analysis of every parts | 50% | (CourseObjective 1,2, 3,4,5,6) |
| final exam | Paper test | 40% | (CourseObjective 1,2, 3,4,5,6) |

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods

(open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

VII Textbooks and References

Textbooks

[1] Wooldridge, J., Introductory Econometrics: A Modern Approach, 6th Edition, Thomson South-Western, 2016

[2] Chen Qiang: Econometrics and Stata Applications, Higher Education Press, published in 2015.

References

[1] Kennedy, Peter, A Guide to Econometrics, 5th Edition, Cambridge, Mass.: MIT Press, 2003

[2] Watson, P.K. and S.S. Teelucksingh, A Practical Introduction to Econometric Methods: Classical and Modern, University of the West Indies Press 2002

[3] Gujarati, D.N. and Porter, D.C., Basic Econometrics, 5rd Edition, Boston: McGraw-Hill Irwin, 2009

[4] Dougherty, C., Introduction to Econometrics, 3rd Edition, Oxford University Press, 2007

[5] Hill, R.C. Griffiths, W.E. and Lim G.C., Principles of Econometrics, 4th Edition, Hoboken, N.J.: Wiley, 2012

[6] Stock, J.H. and Watson, M.W., Introduction to Economics, 3rd Edition, Boston: Addison-Wesley, 2011

[7] Corbae, D., Stinchcombe, M.B. and Zeman, J., An Introduction to Mathematical Analysis for Economic Theory and Econometrics, Princeton: Princeton University Press, 2009

Written by: Qin Qiongxia

Reviewed by: Lu Ye

Date: 2021年8月5日

Syllabus of Training of Econometric Method

Course Name/Title: Training of Econometric Method **Course code:** 51981

Course Type: Basic Course; Compulsory Course

Total Teaching Hours: 40 (Laboratory Hours or Tutorial Hours: 40)

Course Credit: 2

I Course Introduction

As an application of econometrics in the field of economy and trade, this course is an important aspect of the training of high-quality innovative talents in the new era. By introducing econometric methods into practical economic and trade practice, students can master the normative analysis framework for theoretical interpretation of reality, clarify the practical economic and trade problems faced in the construction of socialism with Chinese characteristics in the new period, and enhance students' sense of historical mission and participation in socialist modernization. This course advocates a comprehensive and open research perspective and the research characteristics of flexible use of econometric methods, and pays attention to training compound innovative talents who can apply traditional basic theories to the reality of China's economic and trade development based on the reality of China's economic development.

II Course Objective

The practical training of econometric methods in economic and trade research is a basic compulsory course for international economics and trade majors. It deepens students' logical thinking ability by expounding the adaptability of econometric methods in practical economic and trade problems, and the innovative application ability of combining theory with practice to inspire students to give full play to their subjective initiative to discover, think and solve problems from a broader perspective.

(1) Ideological and political goals

1. Understand the role of econometric analysis methods in the development of economic disciplines and practical economic work;
2. Clarify the applicability of econometric research methods in explaining China's economic and trade problems under the socialist system;
3. Through problem guidance and comparative discussion, we can enhance students' sense of socialist mission and historical responsibility in knowledge acquisition.

(2) Knowledge objectives

1. Mastering the basic idea and Analytical Framework of Metrological methods to solve Economic and Trade problems.
2. Master the basic principles of econometric modeling.

3. Familiar with the adaptive methods and specific working procedures of econometric analysis in economic and trade research.

(3) Capability goals

1.Enable students to transform realistic economic and trade problems into scientific problems;

2. Explore the law by using econometric methods;

3. Cultivate the wide range and vertical depth of students' thinking;

4. Stimulate the students' subjective initiative in theoretical application and exploration and innovation. improve students' ability to find and solve problems dialectically.

(4) Quality goals

1. Using econometric methods as the medium, to build a linkage bridge between international trade theory and practical economic and trade practice, so that students can master a set of systematic analysis and problem-solving methods, as well as rigorous and in-depth logical thinking ability.

2. Construct the rational world outlook and value orientation of self-dialectical cognition and deconstruction of the world..

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|--|--------------------------|
| Graduation Requirement 3.1 | Master computer application skills. As well as the ability to efficiently use modern information technology to acquire and process information. | Course Objective 1,4 |
| Graduation Requirement 3.2 | Master the ability to read and understand foreign professional materials. Master the methods of literature retrieval and data inquiry. And the basic methods of using modern technology to obtain relevant information. Ability to collect and process external information. | Course Objective 1,2,3 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development and international business. Ability to analyze and judge economic operation. | Course Objective1, 2,3 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|----------------|------------------------|
| 1 | The structure of economic data and the basic methods of data processing. | <p>(1) Learning objectives.</p> <p>1.Master the basic structure and processing methods of economic data.</p> <p>2.Understand the basic principles of using econometric methods to solve practical economic and trade problems and stimulate the sense of historical mission to participate in socialist modernization.</p> <p>(2) study the content of the course.</p> <p>1. The structure of economic data.</p> <p>2. Basic methods of data processing.</p> <p>(3) the key points and difficulties of the course.</p> <p>1.Key points: basic processing methods of economic data.</p> <p>2.Difficulty: the transformation of thinking mode of using metrology to solve practical problems.</p> | 3 | Laboratory | Course Objective 1,2 |
| 2 | Simple regression | <p>(1) Learning objectives.</p> <p>1. Master least Squares Estimator and its Estimator Properties.</p> <p>2. Master the economic significance of goodness-of-fit, hypothesis test and confidence interval.</p> <p>(2) study the content of the course.</p> <p>1. Assumption and estimation of Classical Linear regression Model.</p> <p>2. Goodness-of-fit, hypothesis test and confidence interval.</p> <p>3. Computer example: Keynesian consumption function.</p> <p>(3) the key points and difficulties of the course.</p> <p>1.Key points: the basic principles and assumptions of OLS regression.</p> <p>2.The difficulty is to understand the economic meaning of goodness-of-fit and hypothesis testing.</p> | 3 | Laboratory | Course Objective 1,2,3 |
| 3 | Multiple regression | <p>(1) Learning objectives.</p> | 6 | Laboratory | Course |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|----------------|--------------------------|
| | | <p>1.Master the properties and estimation of multiple regression models.</p> <p>2.Master the hypothesis test and coefficient explanation of multiple regression.</p> <p>3. Master the ability to explore the objective laws of the world by using multiple regression model. And the ability to use this objective law to practice the socialist core values.</p> <p>(2) study the content of the course.</p> <p>1.The Properties of Estimators in Multivariate regression Model.</p> <p>2.General criteria for model selection.</p> <p>3.Multiple regression estimation using stata.</p> <p>4.Hypothesis Test of Multivariate regression Model (t, LM).</p> <p>5.Add or remove explanatory variables.</p> <p>6. Computer examples: Wald, omission and test of redundant variables.</p> <p>(3) the key points and difficulties of the course.</p> <p>1.Key points: estimation and hypothesis testing of multiple regression models.</p> <p>2.Difficulty: model and variable screening of multiple regression model.</p> | | y | Objective 1,2,3,4 |
| 4 | Identification and treatment of problems in econometric regression | <p>(1) Learning objectives.</p> <p>1.Master the causes of multicollinearity, heteroscedasticity and autocorrelation.</p> <p>2.Master the identification and processing methods of multicollinearity, heteroscedasticity and autocorrelation.</p> <p>(2) study the content of the course.</p> <p>1.The cause, identification and treatment of multicollinearity.</p> <p>2.The cause, identification and treatment of heteroscedasticity.</p> | 6 | Laboratory | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|----------------|--------------------------|
| | | <p>3.The cause, identification and treatment of autocorrelation.</p> <p>4. Hypothesis Test of Multivariate regression Model (t, LM).</p> <p>5.Computer example: stata practice.</p> <p>(3) the key points and difficulties of the course.</p> <p>1.Key points: the basic meaning and causes of multicollinearity, heteroscedasticity and autocorrelation.</p> <p>2. Difficulties: the identification and treatment of multi-collinearity, heteroscedasticity and autocorrelation in specific economic and trade problems.</p> | | | |
| 5 | Model missetting; virtual variables. | <p>(1) Learning objectives.</p> <p>1.Master the types and treatment methods of model missetting.</p> <p>2.Master the economic application of virtual variables.</p> <p>(2) study the content of the course.</p> <p>1.Omitting or containing irrelevant variables.</p> <p>2.Different function forms and measurement errors.</p> <p>3.Inspection of erroneous settings.</p> <p>4.The method of selecting the appropriate model.</p> <p>5.Computer example: stata practice.</p> <p>(3) the key points and difficulties of the course.</p> <p>1.Key points: the causes and treatment of the missetting of the model.</p> <p>2.Difficulties: the application and discussion of model missetting and virtual variables in specific economic problems.</p> | 3 | Laboratory | Course Objective 1,2,3,4 |
| 6 | Restricted dependent variable regression model | <p>(1) Learning objectives.</p> <p>1.Master the types of linear probability models.</p> | 4 | Laboratory | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|----------------|--------------------------|
| | | <p>2.To master the practicability of linear regression model and its specific regression methods.</p> <p>(2) study the content of the course.</p> <p>1.logit model. 2.probit model. 3.tobit model. 4. Computer example: stata runs probit model and logit model, and discusses their economic significance.</p> <p>(3) the key points and difficulties of the course.</p> <p>1.Key points: the application range and basic principle of linear probability model. 2.Difficulty: the difference and economic significance of different types of linear probability models.</p> | | | |
| 7 | <p>Vector Autoregressive Model; Nonstationarity and Unit Root Rest; Cointegration and Error Correction Model.</p> | <p>(1) Learning objectives.</p> <p>1.Master the application range and basic principles of vector autoregressive model. 2.Master the basic principles and application scenarios of unit root test and cointegration test. 3.Master the application conditions and basic principles of the error correction model.</p> <p>(2) study the content of the course.</p> <p>1.Vector autoregressive Model and its causality Test. 2.Nonstationarity and unit root test. 3.Cointegration and error correction model. 4. Computer examples: 1) causality and unit root test between financial development and economic growth; 2) unit root test of different macroeconomic variables; 3) stata operation of cointegration test.</p> <p>(3) the key points and difficulties of</p> | 5 | Laboratory | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|-----------------------------------|---|--------|----------------|--------------------------|
| | | <p>the course.</p> <p>1.Key points: identification and test of vector autoregressive model.</p> <p>2.Difficulty: the specific economic application and test of vector autoregressive model.</p> | | | |
| 8 | Traditional panel data model | <p>(1) Learning objectives.</p> <p>1.Master the characteristics and application scope of traditional panel model.</p> <p>2.Master the estimation methods and operation steps of the traditional panel model.</p> <p>(2) study the content of the course.</p> <p>1.The form and principle of Linear Panel Model.</p> <p>2.The estimation method of traditional panel model and the operation procedure of stata.</p> <p>(3) the key points and difficulties of the course.</p> <p>1.Key points: practical application of traditional panel model.</p> <p>2.Difficulty: the estimation of traditional panel model in real application.</p> | 3 | Laboratory | Course Objective 1,2,3,4 |
| 9 | Dynamic heterogeneous panel model | <p>(1) Learning objectives.</p> <p>1.Master the application category of dynamic panel model.</p> <p>2.Master the parameter estimation method of dynamic panel problem.</p> <p>(2) study the content of the course.</p> <p>1.Errors and treatment in dynamic panel.</p> <p>2.Errors and treatment of heterogeneous slope parameters.</p> <p>3.Computer examples: uncertain effects in economic growth and investment.</p> <p>(3) the key points and difficulties of the course.</p> | 4 | Laboratory | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|----------------------------|--|--------|-----------------|--------------------------|
| | | 1.Key points: identification of error problems in dynamic panels. 2.Difficulty: processing and estimation of errors in dynamic panel model | | | |
| 10 | Non-stationary panel model | <p>(1) Learning objectives.</p> <p>1.Master the application range of non-stationary panel. 2.Master the inspection method of non-stationary panel. 3. Grasp the applicability of modern regression method in Marxist political economy.</p> <p>(2) study the content of the course.</p> <p>1.Unit root test of non-stationary panel. 2.Cointegration test of non-stationary panel. 3.Computer example: stata practice of panel cointegration test.</p> <p>(3) the key points and difficulties of the course.</p> <p>1.Key points: inspection and handling of non-stationary panels. 2.Difficulty: the application and heterogeneity discussion of non-stationary panel in specific economic problems.</p> | 3 | C Laboratory | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

(一) Period Distribution

| Period Course content | Teaching modes | | | Remarks Subtotal | Subtotal |
|--------------------------|--------------------|--------------------|---------------------|---------------------|----------|
| | Theory Lectures | Exercises Class | Discussion Class | | |
| Practice 1 | | 3 | | | |
| Practice 2 | | 3 | | | |
| Practice 3 | | 6 | | | |
| Practice 4 | | 6 | | | |

| | | | | | |
|-------------|--|----|--|--|----|
| Practice 5 | | 3 | | | |
| Practice 6 | | 4 | | | |
| Practice 7 | | 5 | | | |
| Practice 8 | | 3 | | | |
| Practice 9 | | 4 | | | |
| Practice 10 | | 5 | | | |
| Total | | 40 | | | 40 |

(二) Teaching Modes

(1) Before the beginning of the experiment, organize the students to read the Experimental instruction carefully, so that the students can make clear the experimental purpose, experimental content and experimental principle of the experimental project.

(2) Instruct the students to carry out the experiment according to the experimental steps required by the Experimental instruction, and the teacher can demonstrate it if necessary.

(3) Students are required to carry out experimental analysis and summary according to the experimental results, carefully fill in the experimental course report of "practical training in Economic and Trade Research and Metrological methods", and review and evaluate the results.

(4) Guide the students to comprehensively master the steps of establishing the econometric model, the estimation principle, the testing content and the application of the model through experimental teaching according to their personal interests and teachers' guidance, and get valuable conclusions.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| Classroom performance. | 1.Can't come to class and ask for leave in advance; 2.Accurate answers to classroom questions. | 10% | Course Objective 1,2,3,4 |
| Daily homework. | 2-3 times. | 10% | Course Objective 1,2,3,4 |
| Classroom practice. | Actively participate in classroom operation practice. | 20% | Course Objective 1,2,3,4 |

| | | | |
|-------------------|---|-----|-----------------------------|
| Final examination | Operate on the computer to complete an examination paper independently. | 60% | Course Objective 1,2,3,4 |
|-------------------|---|-----|-----------------------------|

VII Textbooks and References

(1) Textbooks:

Dimitrios Asteriou, Hall,S.G., Translated by Chen shiyi. "Applied Econometrics", Peking University Press of China, published in 2016.

(2) Reference books:

[1] Chen Qiang: " Econometrics and Stata Application ", Higher Education Press of China, published in 2015.

[2] Christopher F.Baum: " An Introduction to Modern Econometrics Using Stata ", Renmin University Press of China, published in 2012.

Written by: Xu Zhiyuan

Reviewed by: Yang Jun

Date: 2021-5-7

Syllabus of Thesis Writing Training

Course Name/Title: Thesis Writing Training

Course code: 51978

Course Type: Basic Course (Optional Course)

Total Teaching Hours: 32 (Classroom Hours: 32 Laboratory Hours or Tutorial Hours)

Course Credit: 2

I Course Introduction

From the perspectives of philosophy of science, scientometrics, rhetoric of science and sociology of science, the course provides a new perspective and systematic understanding of academic paper writing in economics and related fields, in order to lay a solid foundation for the standardization and development of academic papers, according to the history and reality of economics, combined with the research results of economics, history, sociology, political science and other disciplines. It strives to integrate reading theory, academic critical spirit, academic innovation theory, philosophy of problem study, systematic methods of data collection and literature review, methods of hypothesis verification and falsification, and methods of academic argumentation into the writing process of academic papers. Starting from the intrinsic elements of academic papers, this paper uses inductive, comparative, historical and quantitative research methods to provide necessary methodological basis for students' academic standardization and thesis writing.

II Course Objective

(1) Ideological and political goals

1. Through the effective integration of political education activities and subject knowledge system, students can establish a correct outlook on life and values, form a correct ideological and political cognition, improve students' own political and ideological level, enhance students' comprehensive quality and good English learning effect;

2. Integrate with professional knowledge, create ideological and political class with characteristics of literature retrieval course; Combined with network resources, broaden the ideological and political development space of literature retrieval course, train students to standardize academic ethics and cultivate students' spirit of scientific research.

(2) Knowledge objectives

1. Systematic understanding of the main process and basic methods of economics paper writing;

2. To systematically understand the methods of topic selection and the main methods and approaches of literature retrieval;

3. Master the writing methods of literature review systematically;

4. Master the main methods of notes, references and citations of academic papers in economics;

5. Mastering the language, structure, cutting and developing methods and writing norms of academic papers in economics.

(3) Capability goals

1.The ability to search literature, analyze and summarize information obtained by reading Chinese and English literature;

2. The ability to cultivate students' ability to read and write with economic thinking;

3. The ability to improve the ability of research learning and innovative thinking through the training of writing.

(4) Quality goals

1. Enhance students' understanding and awe of scientific research and help them to accept certain humanistic spirit edification;

2. Through the study of this course, students should have a good perspective of economic analysis, have the spirit of academic criticism and academic innovation, and form the habit of diligent thinking and in-depth research.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|--|--------------------------|
| Graduation Requirement 2.1 | Systematically master the basic theories and professional skills of economics, international trade and management; With a solid theoretical foundation, a broad range of knowledge and a more complete knowledge structure; Using scientific worldview and methodology to solve practical problems. | Course Objective 2,3,4 |
| Graduation Requirement 3.2 | Master the literature search, data query and the use of modern information technology to obtain relevant information the basic method with market credit collection and processing capacity, can be more skilled to read and understand foreign professional information with international perspective. | Course Objective 1,2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|------------------------|---|--------|-------------------------------|-------------------|
| 1 | Chapter 1 introduction | (1) Mastering the writing of simple practical articles such as work plan, work summary or experience; To train students to standardize academic ethics and cultivate the spirit of scientific research; (2) Master the basic ability of economic academic paper writing; (3) Master literature collection; (4) Master the specific reading | 2 | Classroom lecture, case study | 1, 2, 3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|-------------------------------|-------------------|
| | | characteristics of different reading materials. | | | |
| 2 | Chapter 2 Reading Method 1 (Books) : Read books on values, history and culture, practical problems and professional subjects | (1) Understand and discuss the specific problems that may be encountered in reading books; (2) To understand and analyze the course, characteristics and future trend of China's economic development; (3) Master the norms, rules and skills of writing. | 3 | Classroom lecture, case study | 1, 2, 3, 4 |
| 3 | Chapter 3 Reading Periodical Papers: The approach of reading and writing; The main composition of journal paper, the unity of reading and writing | (1) Understand the way of reading and writing, and help students comb their own thoughts with the help of the way; (2) Understand the basic composition of a journal paper; (3) To master the way of reading and writing and the possibility of mutual promotion of the two. | 3 | Classroom lecture, case study | 1, 3, 4 |
| 4 | Chapter 4 Literature Collection and Management: Periodical literature retrieval and access; The use of key words in literature retrieval; Literature management skills | (1) Master the basic approaches and methods of literature retrieval and collection (in Chinese and English); (2) (2) Master how to "manage" and "process" literature through notes and cards. | 4 | Classroom lecture, case study | 2,3,4 |
| 5 | Chapter 5 Document Management Software EndNote: Software function introduction; Document information input; The establishment of literature database and literature management; Application and compilation of references | (1) Master various methods of adding literature information to literature management software; (2) Master the methods of importing Chinese and English literature; (3) Master the method of establishing literature database and classification management of literature; (4) Master the methods of quoting references, editing the format of references and modifying the format of references. | 2 | Classroom lecture, case study | 1,2,3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|-------------------------------|-------------------|
| 6 | Chapter 6 Economic Thinking: The procedure of the scientific method; Theory and its constituent elements; Several analytical methods; Characteristics of economic thinking | (1) Understand and master the general characteristics of scientific thinking; (2) Understand the procedures of the scientific method; (3) Master the methods of hypothesis and analysis in economics; (4) Understand the method of "one analysis, three induction"; (5) Reading and writing with economic thinking. | 4 | Classroom lecture, case study | 2,3,4 |
| 7 | Chapter 7 Data access and analysis methods: Data search; Data analysis methods and techniques; Commonly used Chinese and English database; Common metering software | (1) Understand common English and Chinese databases; (2) Master common data search and analysis methods; (3) Understand the common measurement software and the basic steps of using the software; (4) Skilled in using measurement software to "pre-process" data. | 4 | Classroom lecture, case study | 1, 2,3,4 |
| 8 | Chapter 8 Thesis Writing 1 (Literature Review) : The purpose of the literature review; Criteria for a good literature review; The content of literature review; How to do a review | (1) Master the importance, purpose and general norms of literature review; (2) Master the general norms and key points of literature review writing. | 4 | Classroom lecture, case study | 2,3,4 |
| 9 | Chapter 9 Writing 2 (Abstract) : The importance of abstract; The concrete content of the abstract; The standard of good abstract writing; Reasons for the poor writing of abstract and ways to improve it | (1) Master the importance of the abstract; (2) Master some important principles of abstract writing; Train students to set up patriotic feelings; (3) master the specific content of the abstract. | 2 | Classroom lecture, case study | ,1, 2, 3, 4 |
| 10 | Chapter 10 Writing 3 (Empirical Research) : The structure of the empirical paper; The criteria for good empirical research; The | (1) Master the basic structure of empirical research papers; (2) Proficient in key details of empirical research papers; (3) Master the writing norms of | 4 | Classroom lecture, case study | 2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|----------------------|--------|----------------|-------------------|
| | introduction; Theoretical framework; Econometric model or econometric analysis; Data; Empirical analysis; Conclusion and policy recommendations | empirical papers. | | | |

V Period Distribution and Teaching Modes

(一) Period Distribution

| Course content | Teaching modes | Theory | Exercises Class | Discussion | Remarks | Subtotal |
|--|----------------|--------|-----------------|------------|---------|----------|
| | Period | | | | | |
| Chapter 1 introduction | | 2 | | | | 2 |
| Chapter 2 Reading Method 1 (Books) : Read books on values, history and culture, practical problems and professional subjects | | 3 | | | | 3 |
| Chapter 3 Reading Periodical Papers: The approach of reading and writing; The main composition of journal paper, the unity of reading and writing | | 3 | | | | 3 |
| Chapter 4 Literature Collection and Management: Periodical literature retrieval and access; The use of key words in literature retrieval; Literature management skills | | 4 | | | | 4 |
| Chapter 5 Document Management Software EndNote: Software function introduction; Document information input; The establishment of literature database and literature management; Application and compilation of references | | 2 | | | | 2 |
| Chapter 6 Economic Thinking: The procedure of the scientific method; Theory and its constituent elements; Several analytical methods; Characteristics of economic thinking | | 4 | | | | 4 |
| Chapter 7 Data access and analysis methods: Data search; Data analysis methods and techniques; Commonly used Chinese and | | 4 | | | | 4 |

| | | | | | |
|---|----|--|--|--|----|
| English database; Common metering software | | | | | |
| Chapter 8 Thesis Writing 1 (Literature Review) : The purpose of the literature review; Criteria for a good literature review; The content of literature review; How to do a review | 4 | | | | 4 |
| Chapter 9 Writing 2 (Abstract) : The importance of abstract; The concrete content of the abstract; The standard of good abstract writing; Reasons for the poor writing of abstract and ways to improve it | 2 | | | | 2 |
| Chapter 10 Writing 3 (Empirical Research) : The structure of the empirical paper; The criteria for good empirical research; The introduction; Theoretical framework; Econometric model or econometric analysis; Data; Empirical analysis; Conclusion and policy recommendations | 4 | | | | 4 |
| Total | 32 | | | | 32 |

(二) Teaching Modes

(1) Classroom teaching methods: The use of WORD technology, POWERPOINT technical means to produce courseware, teaching the basic content of the course, difficulties and points to increase the amount of information in classroom teaching, making teaching content more intuitive, colorful, lively and active. Teachers should select the topic, carefully organize the teaching content, arrange the key speech, fully mobilize the enthusiasm of students, and make a summary.

1) Teachers teach mainly, students study on their own as a supplementary means. In the course of teaching, heuristic, discussion and other effective teaching methods are used to strengthen the communication between teachers and students, guide students to think independently, and strengthen the training of thinking and language expression ability.

2) Random question method. Using the method of random questions, arouse students' enthusiasm in preview.

3) The method of combining students' independent learning with teachers' intensive lectures. The method of combining students' independent learning with teachers' intensive lecturing can mobilize students' learning consciousness and save a certain number of classroom teaching hours.

4) Case analysis. Exercise students' ability to analyze and synthesize by asking questions and analyzing questions, so as to open up students' thoughts.

5) Comment on typical assignments. To clear up doubts, to avoid the occurrence of similar

mistakes in the future for students.

In view of the problems in the homework and the questions raised by the students, the representative questions are discussed in the classroom and the students are encouraged to speak actively and understand.

The term of the semester is based on the combination of theory and practice, which requires students to combine the knowledge learned in the textbook with the current relevant situation and fully absorb and absorb the theoretical knowledge.

(2) Online learning method: the auxiliary information related to the course is shared before class through the methods of WeChat group, key group and other forms of learning content, so as to cultivate students' self-learning and active learning ability, and obtain students' learning status by asking questions; Adopt the way of positive incentive to mobilize the enthusiasm of students;

(3) Group discussion method: prepare topics related to the class content before class, randomly group students through drawing lots, small procedures and other methods, and give students enough time for internal group discussion, so that students can form the spirit of teamwork.

(4) Autonomous Learning:

1) Extracurricular homework: One aspect is the students based on the relevant information provided by the teacher to read their own reading practice, and their learning practice and the content of the course to combine to develop a good reading habits; the other is the students need to complete some of the writing aspects of practice, Check your own hands.

2) Autonomous Learning: Improve students' ability of self-learning and access to knowledge and ability is an important part of the appropriate placement of students' self-taught content. Ask students to prepare materials and read relevant case materials to strengthen their academic training.

3) Extracurricular guidance: Extracurricular guidance is to do a good job after the students counseling Q & A and questioning. Students can use the network to exchange learning experience, teachers can answer student questions.

VI Assessment

Assessment is to guide students to learn, check the important part of teaching effectiveness, but also reflect the requirements of the curriculum logo, to actively explore the characteristics of quality education to assess the way.

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| Usual Performance | Attendance, assignments, class performance and midterm exams | 40% | 1, 4 |
| final results | Coursework | 60% | 1, 2, 3 |

VII Textbooks and References

1. textbook

[1]何永江编著,《经济学方法与学术论文写作》,中国经济出版社,2011 出版。

2. Reference

[1] (美)迈克尔·E 等著,《人文与社会科学学术论文写作指南》,北京大学出版,2012 出版。

[2] 张静:《社会学论文写作指南》,上海人民出版社,2008 年出版。

[3] 贾洪伟、耿芳编著,《方法论: 学术论文写作》,中国传媒大学出版社,2016 出版。

[4] 温迪·劳拉·贝尔彻著,《学术期刊论文写作必修课》,教育科学出版社,2014 年出版。

3. Network resources

[1] <http://bbs.pinggu.org/>

[2] <http://bbs.jjxj.org/>

Written by: Dan Wang

Reviewed by: Xiaohua Chen

Date: 2021/5/7

Syllabus of Multinational Corporation Operation and Management

Course Name/Title: Multinational Corporation Operation and Management

Course code: 51968

Course Type: Specialized Courses, Optional

Total Teaching Hours: 32 Classroom Hours

Course Credit: 2

I Course Introduction

This course is designed for the students majored in economic and management. Multinational enterprises(MNEs) are the main body of international business activities such as direct investment , international trade, international finance and international technology transfer. These activities accelerate the pace of economic globalization and integration, deepen the economic ties and interdependence among countries, and promote the development of the world economy. Nowadays, the influence of multinational companies has spread all over the world, and many people have to deal with them every day. There is no doubt that we should seriously study and fully understand this important and dynamic subject in the world economy.The content of this course includes the basic theory of the investment of MNEs, the strategy of MNEs, the global value chain of MNEs, the intra-firm trade and transfer of technology in MNEs. It also discusses some key practical management field in MNEs, such as the R&D ,production and marketing management of MNEs.

II Course Objective

This course aims to cultivate the student's ability to understand the operation and management of MNEs. It also helps the students to master the skills of dealing with some practical issues related to the operation and management of MNEs. The development and prosperity of China's economy calls for China's own MNEs, therefore, it is necessary to train a large number of MNEs management professionals. It helps the students to establish the great faith to dedicate themselves to their mother country. It also helps the students' all-round development and forming a healthier outlook on life,values and the world.

The course objectives include following items:

1. To help the students have a better understanding of the importance of the development of MNEs for the prosperity of China's economy;
2. To establish the great faith to dedicate themselves to their mother country;
3. To learn the knowledge of basic concepts and principles of multinational enterprise operation and management.
4. To know and understand the theories of MNEs, to understand the theoretical framework of

assumptions and the reasonable results from the theories, to understand the evolution of MNEs theory and the management keys with the development of time.

5. To know the motivation of cross-border business of MNEs, to master the methods of the evaluation of MNEs business environment, and the choice of the strategies of global management and organization.

6. To know the knowledge of multinational business finance and global financial market, to understand the budget and accounting of MNEs, to master the risk control tools and strategies of MNEs.

7. To look into MNEs development and industrial structure change of giant MNEs with the prospective of changing of world value system, and the changing of world economic geographical structure and the development of technology.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|-----------------------------|--|--------------------------|
| Graduation Requirement 2 | to cultivate innovative, practical and all-round professionals who have solid economics, management theory | Course Objective 1、 2 |
| Graduation Requirement 3、 4 | basic knowledge and R&D capabilities in international trade, business and marketing | Course Objective 3、 4、 5 |
| Graduation Requirement 5 | have the overall quality and good humanities of proactive, teamwork, management and coordination | Course Objective 4、 5 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--------------------------|-----------------------|
| 1 | Introduction to MNEs 1. Definition of MNEs and its structure; 2. MNEs in service sector. | 1. Have a general understanding of MNEs; 2. Understand the origin and development, the new trends and characteristics, the definition and types, the influence and structure of MNEs. | 2 | Classroom lectures | Course Objective 1 |
| 2 | Theory in investment of MNEs 1. Five major theories of investment of MNEs; 2. The application of investment theory in service industry; 3. New developments in theories of investments. | 1. Understand main sorts and core ideas of the theories in investment of MNEs; 2. Understand the theory of investment and its applications in service industries. | 2 | Classroom lectures | Course Objective 1、 2 |
| 3 | The strategy of MNEs operation and management 1. Importance of strategy for the success of the | 1. Know the importance of strategy for the success of the internationalization of the MNEs; | 4 | Classroom lectures, case | Course Objective 2、 3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--------------------|----------------------|
| | internationalization of the MNEs; 2. Different types of strategy for the MNEs; 3. Case: The cross-border management strategies of Wal-Mart. | 2. Understand different types of strategy for the MNEs; 3. Understand the cross-border management strategies of MNEs. | | studies | |
| 4 | Global value chain of MNEs 1. The formation and development of the international production system; 2. The trends and impetus of globalization; 3. The governance and upgrading model of GVCs. | 1. Have a general understanding of GVCs; 2. Grasp the governance and upgrading model of GVCs; 3. Analysis the GVCs of MNEs. | 4 | Classroom lectures | Course Objective 4、5 |
| 5 | MNEs and its relation to world trade 1. Intra-firm trade and MNEs; 2. Transfer price of trade in MNEs; 3. The influence of intra-firm trade on home and host country. | 1. Understand the new trend of international trade; 2. Tell the difference between inter-industry trade and intra-firm trade; 3. Know the principle of the setting of the price of intra-firm trade. | 2 | Classroom lectures | Course Objective 4、5 |
| 6 | MNEs and international technology transfer 1. Concept of international technology transfer; 2. Theory of international technology transfer; 3. The role and function of MNEs in international technology transfer. | 1. Understand the concept of international technology transfer; 2. Understand the theory of international technology transfer; 3. Understand the role and function of MNEs in international technology transfer. | 2 | Classroom lectures | Course Objective 2、3 |
| 7 | R&D, production and marketing management of MNEs 1. R&D management of MNEs; 2. Production management of | 1. Understand the R&D, production and marketing management of MNEs; 2. Grasp the analysis framework of R&D, production and marketing management of MNEs | 4 | Classroom lectures | Course Objective 3、4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|----------------------|
| | MNEs; 3. Marketing management of MNEs. | | | | |
| 8 | Financial, taxation and human resource management of MNEs 1. Financial management system of MNEs; 2. Double-taxing in the cross-border operation of MNEs; 3. Human resource management of MNEs. | 1. Understand the importance of financial, taxation and human resource management of MNEs; 2. Know the measures to avoid double-taxing problem; 3. Understand the factors influencing human resources management in MNEs. | 4 | Classroom lectures | Course Objective 2、4 |
| 9 | Fortune 500 companies and its distribution around world 1. The success of Fortune 500; 2. The experience of Fortune 500 and its success; 3. The development models and features of Fortune 500. | 1. Understand the secret behind the success of Fortune 500; 2. Describe the development models of Fortune 500. | 2 | Classroom lectures, online courses, case studies | Course Objective 4、5 |
| 10 | MNEs and its investment in China 1. The history of FDI in China; 2. The types of FDI in China; 3. The strategy of investment of MNEs in China. | 1. Understand the evolution of FDI in China; 2. Describe different format of FDI in China; 3. Understand the strategy of FDI in China. | 2 | Classroom lectures | Course Objective 1、2 |
| 11 | China's MNEs and its development 1. The development of China's MNEs; 2. The challenge and opportunities of China's MNEs; 3. The development patterns of China's MNEs. | 1. Get to know the development of China's MNEs; 2. Understand the challenge and opportunities of China's MNEs; 3. Conduct analysis on the development patterns of China's MNEs. | 2 | Classroom lectures, case studies | Course Objective 5 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--------------------|-----------------------|
| 12 | The international regulation of MNEs 1.Regulation on MNEs under the system of UN; 2.Other international organization and its regulation on MNEs; 3.Regulation on MNEs from the perspective of home and host country. | 1.Get to know the regulations on MNEs under the frame of UN; 2.Understand the regulations of other international organization on MNEs; 3.Understand the regulations on MNEs: from the perspective of home and host country. | 2 | Classroom lectures | Course Objective 1, 5 |

V Period Distribution and Teaching Modes

| Content \ Class Hour | Theoretical Teaching | Exercise Lesson | Discussion Lesson | Memo | Subtotal |
|--|----------------------|-----------------|-------------------|------|----------|
| 1:Introduction to MNEs | 2 | | | | 2 |
| 2:Theory in investment of MNEs | 2 | | | | 2 |
| 3:The strategy of MNEs and its management | 2 | | 2 | | 4 |
| 4:Global value chain of MNEs | 2 | | 2 | | 4 |
| 5:MNEs and its relation to world trade | 2 | | | | 2 |
| 6: MNEs and international technology transfer | 2 | | | | 2 |
| 7:R&D, production and marketing management of MNEs | 2 | | 2 | | 4 |
| 8:Financial,taxation and human resource management of MNEs | 2 | | 2 | | 4 |
| 9:Fortune 500 companies and its distribution around world | 2 | | | | 2 |
| 10:MNEs and its investment in China | 2 | | | | |
| 11:China's MNEs and its development | 2 | | | | |
| 12:The international regulation of MNEs | 2 | | | | |
| Total | 24 | | 8 | | 32 |

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|-------------------------|----------------------|---------------------------------|
|----------------------------------|-------------------------|----------------------|---------------------------------|

| | | | |
|-----------------------|--|-----|----------------------------|
| Classroom performance | 4 roll call; 2 assignments group work | 40% | Course Objective 2、3 |
| Course paper | One course paper personal | 60% | Course Objective 1、2、3、4、5 |

VII Textbooks and References

- [1] 卢进勇、邵志雄、刘恩专编著，《跨国公司经营与管理》（第二版），机械工业出版社，2017年出版。
- [2] Hodgetts, Richard M, and F. Luthans. International management: culture, strategy and behavior. 机械工业出版社, 2015 出版.
- [3] 克里斯托弗.A.巴特利特（美）、保罗.W.比米什（加），《跨国管理：教程、案例和阅读材料》（第七版），东北财经大学出版社, 2017年。

Written by: Wei Hua

Reviewed by: Meng Fei

Date: 2021/4/28

Syllabus of Statistical Analysis on Trade

Course Name/Title: Statistical Analysis on Trade **Course code:** 51986

Course Type: Specialized Course (Optional Course)

Total Teaching Hours: 32 (Classroom Hours: 32, Laboratory Hours or Tutorial Hours: 0)

Course Credit: 2

I Course Introduction

Trade statistical analysis is a new subject which is produced by many subjects and statistics. Under the premise of paying attention to the application environment in the era of big data, and from the perspective of beginners, this course introduces Stata software commonly used in econometric analysis with lightweight theory and rich examples, in order to skillfully use Stata software to analyze sea trade data in future trade research. Through the study of this course, the students can master the methods of trade data processing and statistical analysis, and cultivate the students' learning attitude of daring to explore, trying and not afraid of failure.

II Course Objective

(1) Ideological and political objectives: to understand the access channels of trade data and the value and significance of data analysis, carry forward the spirit of patriotism, and stimulate students' national pride and self-esteem; Master the basic principles and methods of trade data mining, processing, modeling and analysis, and cultivate students' rigorous scientific research attitude and learning attitude of daring to explore, try and not afraid of failure.

(2) Knowledge objectives: master the basic principles and methods of trade data mining, processing, modeling and analysis, be familiar with the use of Stata analysis software for trade data processing, and make professional interpretation of statistical analysis results.

(3) Ability goal: to improve their social science quality, improve their ability to analyze trade data and solve practical economic problems.

(4) Quality objectives: strong ability of autonomous learning, active exploration and independent thinking; Strengthen the understanding and judgment of the professional functions of international trade, and improve the quality of professional functions.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|--|--------------------------|
| Graduation Requirement 1 | Have a strong sense of social responsibility and legal awareness, with good ideological quality, moral cultivation, humanistic quality and professional ethics | Course Objective 1,2,3,4 |
| Graduation Requirement 2,5 | Have the ability of employment or further study in international economy, international trade, multinational companies and related fields; Have the consciousness of lifelong learning, have the ability of self-learning and self-management, constantly learn in the career to supplement new knowledge and new skills, and adapt to the sustainable | Course Objective 3,4 |

| | | |
|--------------------------|--|----------------------|
| | development of society and individuals | |
| Graduation Requirement 3 | Have certain experience in international market business development, foreign trade business and international business practice, and have the ability to analyze and judge economic operation | Course Objective 2,4 |
| Graduation Requirement 4 | Have the ability of cross-cultural communication, can adapt to a variety of corporate culture, with good team coordination and leadership skills | Course Objective 1,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--------------------------------|----------------------|
| 1 | Chapter 1 introduction: 1. What is big data analysis; 2. The characteristics and types of economic data; 3. Case study: How Google predicts the spread of influenza through search records. | (1) This chapter introduces the trade data analysis and software application in general, and briefly describes Stata, the data analysis software to be studied this semester. (2) Students are required to understand the concept and application of trade data analysis. | 2 | Course lectures | Course Objective 2 |
| 2 | Chapter 2 introduces Stata analysis software: 1. Why use Stata; 2. Stata's window; 3. Stata operation example; 4. The update of Stata command library; 5. Learn more about Stata's resources. | (1) Master the data import and read; (2) Master drawing, statistical analysis and other operations; (3) Learn about Stata's learning resources. | 2 | Course lectures, case analysis | Course Objective 2,3 |
| 3 | Chapter 3 analyzes the trade flow: 1. The overall openness; 2. Trade structure; 3. Comparative advantage; 4. Regional trade analysis; 5. Other important concepts; 6. Database; 7. Measurement problem; | (1) Classification of goods with commonly used trade terms; (2) Understand the trade database, what are the characteristics and defects of these databases; (3) Before data processing, we should know the key measurement problems; (4) What are the main indicators used to evaluate the nature of foreign trade in terms of foreign trade structure, sector and geographical structure; (5) How to display trade data graph in a clear and attractive way | 6 | Course lectures, case analysis | Course Objective 1,4 |

| | | | | | |
|---|---|--|---|--------------------------------|------------------------|
| | 8. Analysis and Application 9. Practice the operation | (6) Cultivate students' rigorous scientific research attitude | | | |
| 4 | Chapter 4: quantification of trade policy: 1. Tariff; 2. Non tariff measures; 3. Trade policy position; 4. Online tariff analysis and tariff download website of WTO; 5. Integrated solutions for world trade; 6. Market access map; 7. Other data sources; 8. Generate tariff type file;vEvaluation of tariff preference | (1) How to summarize the main characteristics of a country's tariff structure with tariff pattern; (2) How to summarize the tariffs into simple and weighted average values, and know what kind of deviation will occur when summarizing them; (3) How to define and calculate the effective tariff protection rate; (4) How to measure and explain tariff escalation; (5) How to calculate the import coverage of NTMs and what deviation may be generated in their calculation; (6) How to use the price difference method to calculate the ad valorem tax equivalent of quantity restriction (QR); (7) How to evaluate the overall trade restriction degree of a trade policy position; (8) How tariff and non-tariff data are expressed in the main databases available. (9) By analyzing the trade policies of China and other countries, we can promote the spirit of patriotism and stimulate students' national pride and self-esteem. | 6 | Course lectures, case analysis | Course Objective 1,3,4 |
| 5 | Chapter 5 analyzes bilateral trade with gravity model: 1. Gravity equation: theoretical equation; 2. Estimation method; 3. Advanced gravity modeling problem; 4. Data sources; 5. Build database to estimate gravity model; | (1) Understand the main measurement issues that need attention; Understand the main econometric estimation problems that need attention; (2) Master the method of building the database, estimate the standard gravity model by regression, and interpret the results; (3) This chapter introduces the impact of Sino US trade war on bilateral trade flow, which inspires students to look at | 6 | Course lectures, case analysis | Course Objective 1,3,4 |

| | | | | | |
|---|---|---|---|--|-------------------------------|
| | <p>6. Measuring the impact of non-tariff barriers;</p> <p>7. Estimating the impact of regional trade agreements;</p> <p>8. Calculating tariff equivalence</p> | <p>social reality and international situation comprehensively, and enhances students' patriotic consciousness.</p> | | | |
| 6 | <p>Chapter 6: partial equilibrium simulation and general equilibrium simulation of trade policy</p> <p>1. SMART; 2. Gsim: global industry level trade policy simulation analysis; 3. Trist, a simulation tool for the impact of tariff reform;</p> <p>4. Agricultural trade policy simulation model (ATPSM); 5. The basis of computable general equilibrium analysis;</p> | <p>(1) Master the basic idea of partial equilibrium model, the logic of several existing partial equilibrium simulation models, and the most suitable cases of these models;</p> <p>(2) Understand what is the key elasticity and how to use the simulation model to analyze and explore the sensitivity of the results to the assumed elasticity;</p> <p>(4) Master how to use the basic properties of these simulation models, including generating simulation results;</p> <p>(5) Understand the difference and connection between general equilibrium and partial equilibrium analysis;</p> | 6 | <p>Course lectures, case analysis and group discussion</p> | <p>Course Objective 2,3,4</p> |
| 7 | <p>Chapter 7 analyzes the distribution effect of trade policy: 1. The general equilibrium transmission of tariff change; 2. A simple model of the relationship between trade policy and family welfare; 3. Experience analysis;</p> | <p>(1) Master how to use simple methods to measure the impact of trade shocks on individual families</p> <p>(2) The estimation and data demand needed to analyze the distribution effect of trade reform;</p> <p>(3) Understand what statistical methods are needed to process household survey data;</p> <p>(4) Be familiar with how to measure the impact of trade policy on people; How to measure the positive and negative effects of trade tax</p> | 4 | <p>Course lectures, case analysis</p> | <p>Course Objective 2,3,4</p> |

V Period Distribution and Teaching Modes

| Period Course content | Teaching modes | | | Remarks Subtotal | Subtotal |
|--|--------------------|--------------------|---------------------|---------------------|----------|
| | Theory Lectures | Exercises Class | Discussion Class | | |
| Chapter 1 introduction: 1. What is big data analysis; 2. The characteristics and types of economic data; 3. Case study: How Google predicts the spread of influenza through search records. | 2 | | | | 2 |
| Chapter 2 introduces Stata analysis software: 1. Why use Stata; 2. Stata's window; 3. Stata operation example; 4. The update of Stata command library; 5. Learn more about Stata's resources. | 2 | | | | 2 |
| Chapter 3 analyzes the trade flow: 1. The overall openness; 2. Trade structure; 3. Comparative advantage; 4. Regional trade analysis; 5. Other important concepts; 6. Database; 7. Measurement problem; 8. Analysis and Application 9. Practice the operation | 5 | | 1 | | 6 |
| Chapter 4: quantification of trade policy: 1. Tariff; 2. Non tariff measures; 3. Trade policy position; 4. Online tariff analysis and tariff download website of WTO; 5. Integrated solutions for world trade; 6. Market access map; 7. Other data sources; 8. Generate tariff type file; Evaluation of tariff preference | 5 | | 1 | | 6 |
| Chapter 5 analyzes bilateral trade with gravity model: 1. Gravity equation: theoretical equation; | 5 | | 1 | | 6 |

| | | | | | |
|--|----|--|---|--|----|
| 2. Estimation method; 3. Advanced gravity modeling problem; 4. Data sources; 5. Build database to estimate gravity model; 6. Measuring the impact of non-tariff barriers; 7. Estimating the impact of regional trade agreements; 8. Calculating tariff equivalence | | | | | |
| Chapter 6: partial equilibrium simulation and general equilibrium simulation of trade policy 1. SMART; 2. Gsim: global industry level trade policy simulation analysis;3. Trist, a simulation tool for the impact of tariff reform; 4. Agricultural trade policy simulation model (ATPSM);5. The basis of computable general equilibrium analysis; | 5 | | 1 | | 6 |
| Chapter 7 analyzes the distribution effect of trade policy: 1. The general equilibrium transmission of tariff change; 2. A simple model of the relationship between trade policy and family welfare; 3. Experience analysis; | 4 | | | | 4 |
| Total | 28 | | 4 | | 32 |

VI Assessment

| Examination Method | Assessment Requirements | Assessment Weight | Course Objectives |
|--------------------|---------------------------------------|-------------------|-------------------|
| Usual Performance | Glossary, short answer and discussion | 40% | 1/2 |
| Final Examination | Research report | 60% | 1/2 |

VII Textbooks and References

1. Textbook

[1] a practical guide to trade policy analysis, WTO, 2012

2. Reference Books

[1] Econometrics and Stata application, Chen Qiang, higher education press, 2015

[2] Wang Tianfu, Li Bobo. Practical course of Stata. China Renmin University Press, 2008

[3] Yang Juhua. Social statistical analysis and data processing technology. China Renmin University Press, 2008

[4] Yang Juhua. Data management and model analysis. China Renmin University Press, 2012

[5] Lawrence Hamilton, Wu Xiwei, Jiao Kaishan, Li Ding, et al. Statistical analysis with Stata. Chongqing University Press, 2017

[6] F. Baum, Christopher. Econometrics with Stata. China Renmin University Press, 2012

[7] Main journals: economic research, quantitative economic and technological economic research, statistical research, financial research, management world, finance and trade economy, investment research, financial research, tax research, international trade, finance and trade research, etc

Written by: Zhan Miaohua

Reviewed by: Jiang Mobing

Date: 2021/5/7

Syllabus of Practice for Export Documentary Handling

Course Name/Title: Practice for Export Documentary Handling **Course code:** 51971

Course Type: Specialized Course, Optional Course

Total Teaching Hours: 32 (Classroom Hours:32)

Course Credit: 2.0

I Course Introduction

This course is an elective course for the major of International Economics and Trade. "Foreign trade documentary" is a subdivided job position in the foreign trade industry. Among them, "following" refers to follow-up and following, "order" refers to an order under a foreign-related contract or letter of credit in an enterprise; a foreign trade documentary is a business assistant who assists foreign trade salesmen to develop international markets, promote products, coordinate production, and complete delivery; it is a bridge between foreign trade companies and production companies, foreign trade companies and customers, and production companies and customers. The training goal of this course is to enable students to track the flow of products (services) and supervise the implementation of orders based on orders from foreign customers during the operation of the enterprise's foreign trade business process. Merchandisers are one of the basic talents for enterprises to carry out various businesses, especially foreign trade business. A qualified merchandiser needs to master comprehensive knowledge of export sales, logistics management, production management, documentation and customs declaration. At the same time, in the face of changes in the international market, how to guide students of international economics and trade to correctly understand the general trend of China's macroeconomic development and closely link personal growth with the future and destiny of the motherland is particularly important.

II Course Objective

Course goal 1: Ideological and political goals

(1) Cultivate a good humanistic literacy, a craftsman spirit for excellence, a professional ethics of compliance and integrity, and a sense of innovation;

(2) When teaching information on the production of export products, you can watch related lectures or videos, reflecting the great achievements my country has made since the reform and opening up. Achievement, inspire the national pride of students;

(3) Master the detailed process of exporting goods, fully understand the work tasks, cultivate

students' enthusiasm and sense of honor for their own work, and establish the correct three views and good professional ethics.

Course Objective 2: Knowledge Objective

(1) Familiar with foreign trade import and export documentary work process and specific operation requirements;

(2) Familiar with the merchandise knowledge of the documentary and its business laws and regulations;

(3) Familiar with the knowledge structure of foreign trade merchandisers, such as export sales and logistics management. Comprehensive knowledge of production management, documents and customs declaration;

(4) Master the classification methods of foreign trade documentary;

(5) Familiar with the similarities and differences between production enterprise documentary and foreign trade company documentary, and understand the basic quality types of foreign trade documentary practitioners.

Course objective 3: Ability objective

(1) Improve the awareness of contract and order tracking, quality management, business law and business ethics;

(2) Improve the ability to learn and apply comprehensive analysis and regional analysis methods;

(3) Improve students to collect, read, and use materials;

(4) Improve the practical ability of students to engage in foreign trade documentary business;

(5) Improve the performance ability of foreign trade merchandisers' communicative etiquette.

Curriculum Objective 4: Quality Objective

(1) Cultivate the professional qualities and job ethics of hard work and seeking truth from facts in actual work; basic qualities of honesty and integrity, professional confidence;

(2) Cultivate the spirit of unity and cooperation, and clarify foreign trade merchandisers and other foreign trade jobs;

(3) Cultivate the quality of comprehensive analysis of problems, the quality of independent

thinking and the spirit of patriotism;

(4) Cultivate responsible and careful work habits;

(5) Cultivate the basic professional qualities of foreign trade documentary business.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------|---|------------------------|
| Graduation Requirement 1 | Establish a scientific outlook on the world and life; have a good ideological and ethical awareness, a strong sense of social responsibility and legal awareness, professional ethics and innovative awareness of compliance and integrity. | Course Objective 1,4 |
| Graduation Requirement 2 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business. | Course Objective 2,3 |
| Graduation Requirement 3 | Master the basic methods of document retrieval, data query, and use of modern information technology to obtain relevant information, have the ability to collect and process market credit, be able to read and understand foreign language professional materials proficiently, and have an international perspective. | Course Objective 2,3,4 |
| Graduation Requirement 4 | Have certain experience in international market business development, foreign trade business and international business practice, and have the ability to analyze and judge economic operations. | Course Objective 3,4 |
| Graduation Requirement 5 | Have a certain degree of international business negotiation and communication skills, corporate organization management and execution capabilities, interpersonal communication and teamwork, etc, and understand relevant legal knowledge. | Course Objective 3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---------------------------------------|-------------------|
| 1 | Work and professional quality of foreign trade merchandisers | (1) Master the classification of foreign trade documentary and the working process and steps of foreign trade documentary, in order to establish students' professional cognition, love their jobs, work hard, and meet the basic requirements of socialist professional ethics; (2) Master the professional quality of foreign trade merchandisers and cultivate good professional ethics and awareness. | 4 | Classroom lectures, online courses | 1,2,3 |
| 2 | Select a production company and sign a processing contract | (1) Master the basic methods and steps for understanding and selecting production enterprises; (2) Master the basic methods and steps for signing processing contracts, improve theoretical knowledge reserve capacity through group discussion, and cultivate students' knowledge application ability. | 4 | Classroom lectures, group discussions | 1,2 |
| 3 | Sample and raw material documentary | (1) Master the classification of samples, the basic business process of sample documentary; (2) Master the business process of raw material documentary, and the management method of raw material purchase documentary. | 4 | Classroom lectures, online courses | 2,3 |
| 4 | Production schedule and quality documentary | (1) Master the basic procedures of export product production progress documentary; (2) Master the basic procedures and methods of export product quality documentary, cultivate the craftsman spirit of excellence, establish a strong sense of responsibility, and establish product quality awareness. | 4 | Classroom lectures, online courses | 1,2,3 |
| 5 | Product packaging documentary | (1) Master the basic knowledge of export packaging and transportation packaging; cultivate the awareness of independent | 4 | Classroom lectures, online | 1,2,3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|---------------------------------------|-------------------|
| | | innovation; (2) Master the basic process of product packaging and documentary. | | courses | |
| 6 | Outsourcing business documentary | (1) Master the forms and options of outsourcing business; (2) Services and work business procedures provided by outsourcing procurement companies; (3) Order the main content of outsourcing contracts, be familiar with laws and regulations, and enhance business capabilities. | 4 | Classroom lectures, online courses | 1,2,3 |
| 7 | Goods export and settlement tax rebate documentary | Master the basic documentary business process of export cargo transportation, inspection declaration, customs declaration, insurance, document presentation, foreign exchange settlement, and export tax rebate. | 4 | Classroom lectures, online courses | 2,3,4 |
| 8 | Customer Management and Service | (1) Master customer information collection, customer service, tracking and management skills, improve students' information collection ability, and cultivate students' service spirit; (2) Master customer complaint handling skills, improve students' ability to handle various affairs, and cultivate keen insights Strength and contingency thinking. | 4 | Classroom lectures, group discussions | 1,3,4 |

V Course hours allocation and teaching methods

(1) Course hours allocation

Time allocation table for theoretical courses or theoretical teaching content:

| Hours | Modes | Lecture | Exam | Discussion | Subtotal |
|-------|--|---------|------|------------|----------|
| | | | | | |
| | Teaching content 1: Work and professional quality of foreign trade merchandisers | 4 | 0 | 0 | 4 |
| | Knowledge Unit 2: Select the production company | 4 | 0 | 0 | 4 |

| | | | | |
|---|----|---|---|----|
| and sign the processing contract | | | | |
| Knowledge Unit 3: Samples and Raw Material Documentary | 4 | 0 | 0 | 4 |
| Knowledge unit 4: Production schedule and quality documentary | 4 | 0 | 0 | 4 |
| Knowledge Unit 5: Product Packaging Documentary | 4 | 0 | 0 | 4 |
| Knowledge Unit 6: Outsourcing Business Documentary | 4 | 0 | 0 | 4 |
| Knowledge Unit 7: Goods Export and Tax Rebate Documentary for Settlement | 4 | 0 | 0 | 4 |
| Knowledge Unit 8: Customer Management and Service | 4 | 0 | 0 | 4 |
| Total | 32 | 0 | 0 | 32 |

(2) Teaching methods

Classroom lectures: use heuristics, discussion and other effective teaching methods in the lectures to strengthen communication between teachers and students and between students, guide students to think independently and practically, and strengthen the preparation of foreign trade business documents training.

Online learning: Share course content and related videos and other teaching-related content before class on social platforms to stimulate students' autonomous learning awareness and learning ability, allow students to freely share their learning achievements, and enhance students' desire to learn.

Group discussion: Before the beginning of the course, groups are grouped according to the number of chapters. Before the end of each chapter, each group will summarize the content and expand knowledge according to its corresponding chapter, so that students can form a team spirit.

VI Course assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| Classroom performance | Can't ask for leave in advance, answer the questions accurately in class | 20% | 1, 4 |
| Usual homework | 2-3 times | 20% | 2,3 |
| Study notes | 2-3 times | 20% | 2,3, 4 |
| Class discussion | Actively participate in | 10% | 1, 2,3,4 |

| | | | |
|------------|-------------------|-----|----------|
| | class discussions | | |
| Final exam | Unbook | 30% | 1, 2,3,4 |

VII Textbooks and References

(1) Teaching materials:

[1] Luo Yan, editor-in-chief: "Foreign Trade Documentary Practice", China Customs Press, published in 2013.

(2) Reference book:

[1] Liu Zhijuan, editor-in-chief: "Practical Guide to Foreign Trade Documentary Operations", Shanghai University of Finance and Economics Press, 2012 edition.

[2] China International Trade Association Business Professional Training and Examination Office: "Foreign Trade Documentary Theory and Practice", China Business Press, published in 2011.

[3] Edited by Dragon Blog Studio: "Operational Practice of Export Tax Rebate Declaration System for Foreign Trade Enterprises", Dongbei University of Finance and Economics Press, published in 2016.

(3) Network resources:

[1] Website for understanding the latest trade policy: www.mofcom.gov.cn

[2] Website for understanding the latest world economic development: www.xinhuanet.com

[3] China Economics Education and Research Network: <http://www.cenet.org.cn/>

[4] General Administration of Customs of the People's Republic of China:
<http://www.customs.gov.cn>

Course teaching team: Yang Jun, Fu Chunheng, Ma Xin

Written by: Yang Jun

Reviewed by: Fu Chunheng

Date: May 10, 2021

Syllabus of Foreign Trade Transportation and Insurance

Course Name/Title: Foreign Trade Transportation and Insurance **Course code:** 51987

Course Type: Specialized Course (Optional Course)

Total Teaching Hours: 32 (Classroom Hours: 32, Laboratory Hours or Tutorial Hours: 0)

Course Credit: 2

I Course Introduction

Foreign Trade Transportation and Insurance is a basic elective course for undergraduates majoring in international economy and trade. Transportation and insurance is an important part and link of international trade, which provides risk protection for international trade to develop a broader international market. This course has strong practicability and operability, which can consolidate and supplement the course of international trade practice for international economy and trade majors. Through the study of this course, students can understand, be familiar with and be proficient in the basic knowledge and specific links of international trade cargo transportation and insurance, and learn to use relevant theoretical knowledge for case analysis, so as to improve students' ability to think, judge and solve problems. At the same time, the socialist core values are rooted in the whole process of teaching, which guide students to establish correct value orientation, cultivate good professional ethics and sound personality.

II Course Objective

Transportation is an important means to achieve the goal of international trade, is engaged in international trade and international logistics personnel must master the knowledge, for international trade and international transportation logistics compulsory course. This paper introduces the current situation and development trend of international trade transportation and cargo transportation insurance, studies the forms and characteristics of modern international transportation and its relationship with international logistics, and studies the theory, practice and regulations of cargo insurance in international trade transportation.

(1) Ideological and political goals: understand the development process of international trade, transportation and insurance, carry forward the spirit of patriotism, and stimulate students' national pride and self-esteem; To integrate theory with practice, to help students accumulate, precipitate faith and persistence; Understand the rules and regulations related to international trade and transportation, and cultivate students' professional ethics of law-abiding, honest and trustworthy; Master the examination, preparation and modification of international trade documents, and cultivate students' craftsmanship spirit.

(2) Knowledge objective: to build a complete knowledge framework of foreign trade transportation and insurance, and cultivate the ability of economic operation and analysis; Improve the ability to analyze and solve the practical problems of import and export trade by using the practical knowledge of foreign trade storage, transportation and insurance, and be able to carry out simple practical operation of foreign trade transportation and insurance.

(3) Ability goal: to improve their social science quality, improve the practical operation ability of international trade, and have the basic professional quality of the storage and transportation personnel and the insurer.

(4) Quality objectives: strong ability of autonomous learning, active exploration and independent thinking; Strengthen the understanding and judgment of the professional functions of international trade, and improve the quality of professional functions.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|--------------------------|
| Graduation Requirement 1 | Have a strong sense of social responsibility and legal awareness, with good ideological quality, moral cultivation, humanistic quality and professional ethics | Course Objective 1,2,3,4 |
| Graduation Requirement 2,5 | Have the ability of employment or further study in international economy, international trade, multinational companies and related fields; Have the consciousness of lifelong learning, have the ability of self-learning and self-management, constantly learn in the career to supplement new knowledge and new skills, and adapt to the sustainable development of society and individuals | Course Objective 3,4 |
| Graduation Requirement 3 | Have certain experience in international market business development, foreign trade business and international business practice, and have the ability to analyze and judge economic operation | Course Objective 2,4 |
| Graduation Requirement 4 | Have the ability of cross-cultural communication, can adapt to a variety of corporate culture, with good team coordination and leadership skills | Course Objective 1,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|-----------------|--------------------|
| 1 | Chapter 1 overview of international freight transport: including the nature of international freight, the organization of international freight, the mode of international freight, the agent of international freight and the connotation of reasonable transport | (1) Be able to distinguish between international freight transport organization and object; (2) Distinguish the types, characteristics and functions of international freight forwarders; | 4 | Course lectures | Course Objective 2 |

| | | | | | |
|---|--|---|---|---|--------------------------|
| 2 | Chapter 2 maritime cargo transportation: overview of basic knowledge of maritime transportation; The characteristics, operation mode and transportation procedure of liner and charter transportation; Calculation of liner freight and rental; Main freight documents and their processes; The nature, types, contents and circulation procedures of ocean bills of lading; International conventions on maritime transport | (1) Be familiar with the procedures of chartering and booking business, and cultivate students' good professional ethics; (2) Master the calculation method of liner freight and rent, and cultivate students' thinking ability; (3) Learn to use the deformation of trade terms to specify the party who bears the handling charges, and clarify the demurrage and dispatch charges; (4) Master the preparation of all kinds of shipping documents, skillfully handle maritime export and import procedures, cultivate students' quality of law-abiding, honest and trustworthy, and carry forward the spirit of craftsman. | 6 | Course lectures, case analysis and group discussion | Course Objective 1,2,3,4 |
| 3 | Chapter 3 international railway freight transport: characteristics and functions of international railway transport; Basic knowledge of international railway combined transport and import and export transport practice; The nature and function of international railway combined transport waybill; Calculation and collection of combined transport expenses; Railway freight transport to Hong Kong and Macao | (1) Be familiar with the handling procedures of international railway freight transport and international railway intermodal transport business, and cultivate students' accumulation, precipitation belief and persistent professionalism; (2) Master the production of international railway freight transport documents; (3) Master the calculation method of transportation cost. | 4 | Course lectures, case analysis | Course Objective 1,4 |
| 4 | Chapter 4 international | (1) Master international air cargo | 4 | Course | Course |

| | | | | | |
|---|--|---|----|---|--------------------------|
| | air cargo transport: general situation, organization, parties concerned and mode of transport of international air cargo transport; International air cargo transportation procedure and transportation cost calculation; Air waybill, nature, content, type and purpose | transportation procedures, and cultivate students' practical operation ability in international trade; (2) Master the calculation method of air transportation cost, and improve students' professional quality. | | lectures, case analysis | Objective 3,4 |
| 5 | Chapter 5 Road, postal, pipeline transportation: the characteristics, categories and transportation expenses of highway transportation; The characteristics and practice of postal transportation; Characteristics of pipeline transportation | Understand the characteristics of highway, post and pipeline transportation, and select the transportation mode according to the characteristics of goods. | 4 | Course lectures, case analysis | Course Objective 3,4 |
| 6 | Chapter 6 international cargo transportation insurance: the meaning and types of risks; The definition, origin, types and contract of insurance; The basic principle of insurance; The coverage of marine cargo insurance; The risk of insurance protection; The loss of insurance protection; The cost of insurance protection; Risks and terms of marine cargo | (1) Master the other options of insurance, and be familiar with filling in the insurance form and handling the insurance procedures, so as to cultivate students' good professional ethics; (2) Master the calculation method of insurance amount and premium; (3) Understand the scope of insurance coverage, and learn to handle claims procedures. | 10 | Course lectures, case analysis and group discussion | Course Objective 1,2,3,4 |

| | | | | |
|---|--|--|--|--|
| insurance; Land, air and parcel cargo insurance; Insurance, underwriting, claim and settlement, insurance practice, underwriting practice, claim and settlement of international cargo transportation insurance | | | | |
|---|--|--|--|--|

V Period Distribution and Teaching Modes

| Period Course content | Teaching modes | | | Remarks Subtotal | Subtotal |
|--|--------------------|--------------------|---------------------|---------------------|----------|
| | Theory Lectures | Exercises Class | Discussion Class | | |
| Chapter 1 overview of international freight transport: including the nature of international freight, the organization of international freight, the mode of international freight, the agent of international freight and the connotation of reasonable transport | 4 | | | | 4 |
| Chapter 2 maritime cargo transportation: overview of basic knowledge of maritime transportation; The characteristics, operation mode and transportation procedure of liner and charter transportation; Calculation of liner freight and rental; Main freight documents and their processes; The nature, types, contents and circulation procedures of ocean bills of lading; International conventions on maritime transport | 4 | 1 | 1 | | 6 |
| Chapter 3 international railway freight transport: characteristics and functions of international railway transport; Basic knowledge of international railway combined transport and import and export transport practice; The nature and function | 3 | | 1 | | 4 |

| | | | | | |
|--|----|---|---|--|----|
| of international railway combined transport waybill; Calculation and collection of combined transport expenses; Railway freight transport to Hong Kong and Macao | | | | | |
| Chapter 4 international air cargo transport: general situation, organization, parties concerned and mode of transport of international air cargo transport; International air cargo transportation procedure and transportation cost calculation; Air waybill, nature, content, type and purpose | 3 | | 1 | | 4 |
| Chapter 5 Road, postal ,pipeline transportation: the characteristics, categories and transportation expenses of highway transportation; The characteristics and practice of postal transportation; Characteristics of pipeline transportation | 3 | | 1 | | 4 |
| Chapter 6 international cargo transportation insurance: the meaning and types of risks; The definition, origin, types and contract of insurance; The basic principle of insurance; The coverage of marine cargo insurance; The risk of insurance protection; The loss of insurance protection; The cost of insurance protection; Risks and terms of marine cargo insurance; Land, air and parcel cargo insurance; Insurance, underwriting, claim and settlement, insurance practice, underwriting practice, claim and settlement of international cargo transportation insurance | 8 | 1 | 1 | | 10 |
| Total | 25 | 2 | 5 | | 32 |

VI Assessment

| Examination Method | Assessment Requirements | Assessment Weight | Course Objectives |
|--------------------|---------------------------------------|-------------------|-------------------|
| Usual Performance | Glossary, short answer and discussion | 40% | 1/2 |

| | | | |
|-------------------|-------------------|-----|-----|
| Final Examination | Final Examination | 60% | 1/2 |
|-------------------|-------------------|-----|-----|

VII Textbooks and References

1. Textbook

[1] Zhang MIAO, Bai Yu, Foreign trade transportation and insurance, Tsinghua University Publishing House, 2010.

2. Reference Books

[1] LI Xiao Xian, International Trade Practice, University of International Business and Economics Publishing House, 3rd edition, 2000.

[2] ZHU Wei, Export Trade: Stimulant Operation Tutorial, Shanghai People's Publishing House, 2005.

[3] ZHANG Su Fang, International Trade Theory and Practice (English), University of International Business and Economics Publishing House, 2006.

[4] HUANG Xi Guang, International Trade Practice (Bilingual), Fu Dan University Publishing House, 2007.

3. Network resources

[1] <http://www.mofcom.gov.cn>

[2] <http://www.wto.org>

[3] <http://www.crup.com.cn/Item/98702.aspx>

Written by: Zhan Miaohua

Reviewed by: Jiang Mobing

Date: 2021/5/7

Syllabus of Literature Review

Course Name/Title: Literature Review **Course code:** 51994

Course Type: Basic Course (Compulsory Course)

Total Teaching Hours: 40 (Practice Hours: 40)

Course Credit: 2

I Course Introduction

Literature Review is a practical course to cultivate students' literature of reading, comprehension understanding and summarizing ability. Its purpose is to broaden students' academic horizons, understand the frontiers and characteristics of current academic research related to our major, cultivate students' ability to read and summarize professional papers, and learn the framework, methods, and logical thinking of professional paper writing by reading high-quality documents and articles, lay a solid foundation for future graduation thesis writing.

II Course Objective

1. Ideological and political goals

(1) Based on the Marxist view of practice, guide students to connect the topic selection of the paper with the current needs of the country and society and the problems urgently needed to be solved in the current development of the professional industry, and use the professional theoretical knowledge of international economics and trade to solve the practical problems in the current development of China;

(2) Apply materialist dialectics to the writing process of graduation thesis, enhance students' dialectical thinking ability, historical thinking ability, strategic thinking ability, bottom-line thinking ability and innovative thinking ability, and cultivate high-quality economic and trade talents with macro vision, strong professional ability, good at thinking, and the ability to serve the national and social development;

(3) Build a system of academic integrity, cultivate students' awareness of academic norms and academic integrity, and improve academic ethics.

2. Knowledge objectives

(1) Know the websites of important academic journals in economics and management, and master the methods of downloading academic documents at home and abroad; know the high-quality academic journals and academic journals of this major;

(2) Master the method of searching and collecting papers;

(3) Master the thinking process and methods of papers classification, document summary, induction and sorting;

(4) Master the framework, basic methods, language expression and other writing habits of

professional essay writing;

(5) Grasp the classic issues, frontier issues, and hot issues of the major, and learn how to sort out the history of academic development.

3. Capability goals

(1) Possess the ability of investigation and research, literature search and data collection;

(2) Have the ability to discover the frontiers of disciplines and innovative issues;

(3) The ability to proficiently use basic skills such as document retrieval, writing, translation, and computer applications;

(4) Master the ability to summarize and comprehensively refine the research content, research methods, and research results of others;

(5) Have the ability to independently construct research work.

4. Quality goals

(1) Grasp the development history of the overall discipline and academic field by reading classic papers;

(2) Through literature reading, summary and reviewing, comprehensively use professional knowledge in an all-round way to enhance professional intelligence;

(3) Through a rigorous research process, explore the frontiers and innovations related to the major research fields, cultivate the spirit of humility, study, business, and innovation;

(4) Encourage students to establish a correct outlook on life and values, and establish the concept of lifelong learning, reading and work.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|-------------------------|
| Graduation Requirement 1.2 | Have enough self-control, concentration, endurance and strong logical thinking ability, have a positive, win-win psychological state of cooperation. | Course Objective 1,4 |
| Graduation Requirement 1.3 | Have good humanistic quality, develop the basic consciousness of lifelong learning. | Course Objective 1,2,4 |
| Graduation Requirement 3.1 | Proficient in computer application skills, with the ability to efficiently use modern information technology to acquire and process information. | Course Objective 2, 3,4 |
| Graduation Requirement 3.2 | Proficient in reading and understanding professional materials in foreign languages, master the basic methods of literature retrieval, data inquiry and obtaining relevant information by using modern information technology, and have the ability to collect and process market credit. | Course Objective 2,3,4 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operation. | Course Objective 2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---|-------------------|
| 1 | Topic selection and determine the basic requirements for literature review writing | (1) The students contact with the instructor; (2) Clearly put forward the basic requirements of students in the literature review writing process; (3) The instructor and the students discuss together to determine the writing theme, and the topic selection should reflect the professional characteristics, or combine the key, difficult and hot spots of my country's economic and trade development. | 2 | Classroom teaching, Individual instruction, self-learning | 1, 3, 4 |
| 2 | Literature (including English) review and summary | (1) Know the websites of important academic journals and master the methods of downloading domestic and foreign academic documents; (2) Master the basic skills of document retrieval; (3) Familiar with the ability to summarize and comprehensively refine the research content, research methods, research results, etc. of predecessors; (4) Learn how to sort out the history of academic development. Select the writing topic of the graduation project. | 12 | Individual instruction, self-learning | 1, 2, 3,4 |
| 3 | Writing Literature Review report | (1) Master the thinking process and methods of papers classification, document summary, induction and sorting; (2) Master the framework, basic methods, language expression and other writing habits of professional essay writing; (3) Sort out the history, hot topics and frontier issues of academic development and summarize innovations from them. | 16 | Individual instruction, self-learning | 1, 2, 3,4 |
| 4 | Report revision and submission | (1) Master the general norms of literature review writing; (2) The teacher proposes specific amendments to the student report, and the student submits it again after rectification; (3) Cultivate students' academic standards and awareness of academic integrity and improve academic ethics. | 10 | Individual instruction, self-learning | 1,2,3,4 |

V Period Distribution and Teaching Modes

(一) Period Distribution

| Course content | Teaching modes Theory | Exercises Class | Discussion | Remarks: Writing practice | Subtotal |
|--|--------------------------|--------------------|------------|---------------------------------|----------|
| Topic selection and determine the basic requirements for literature review writing | 2 | | | | 2 |
| Literature (including English) review and summary | 2 | | | 10 | 12 |
| Writing Literature Review report | 4 | | | 12 | 16 |
| Report revision and submission | 2 | | | 8 | 10 |
| Total/weeks | 10 | | | 30 | 40 |

(二) Teaching Modes

(1) Classroom teaching: Teachers use 2 class hours to guide students to teach the basic process, course arrangement, topic selection requirements, writing requirements and other precautions of literature review writing; in addition, the emphasis is on guiding topic selection, literature review and collection methods, and literature review writing and other theories and techniques.

(2) Individual instruction: During the whole process of writing, using one-to-one face-to-face instruction, discussion, e-mail, network communication, telephone teaching to keep contact with students. The teaching methods are flexible and diverse and can provide targeted guidance to each student throughout the writing process according to the time and location of students and teachers.

(3) Student self-learning: practical courses such as literature review writing, essay writing, etc., heavily rely on students' self-learning ability, imitating ability, summarizing ability, and innovation ability. Students are required to learn and master writing skills and methods independently through the learning channels provided by the teacher or through their own search, including reading a large number of classic documents, journal articles, etc., to expand the breadth and depth, and improve their writing and learning ability.

VI Assessment

This course score adopts a five-level scoring system. The instructor mainly bases the comprehensive evaluation of students' performance during the writing of thesis and the writing quality of the literature review report. Under the guidance of the instructor, the students must write a literature review report no less than 2000 words with a standard format, summarizing and sorting out the literature by themselves.

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| Class Performance | Contact with the supervisor during the writing of the literature review report | 10% | Course Objective 1,2,3,4 |
| Final exam: essay | No less than 2000 words. Investigate students' ability to summarize and sort out related academic issues, as well as writing ability, standardization, academic integrity, and innovation ability. | 90% | Course Objective 1,2,3,4 |

VII Textbooks and References

1 Reference books

[1] Economics, management, psychology, law, sociology, and international trade class books, journal articles, dissertations, compilation of data, conference papers, newspapers, news and the network literature.

2 websites

- [1] <http://cnki.net>(中国期刊网)
- [2] <http://www.cqvip.com/>(维普资讯网)
- [3] <http://www.periodicals.net.cn/>(万方数据资源系统)
- [4] <http://www.cei.gov.cn/>(中国经济信息网)
- [5] <http://ideas.repec.org/search.html>
- [6] <http://www.nber.org/>
- [7] <http://www.mofcom.gov.cn/>(中国商务部)
- [8] <https://comtrade.un.org/>(联合国商品贸易统计数据库)
- [9] <http://www.imf.org/external/index.htm>(IMF 网站)
- [10] <http://www.nber.org/>(美国国家经济研究局)

Written by: MA Xin

Reviewed by: CHENG Rong

Date: 2021/5/8

Syllabus of Financial Management*

Course name: Financial Management*

Course code: 52909

Type of the course: Basic Compulsory Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Credits: 2

I Course Introduction

Financial management is one of the most important aspects in business. It refers to the strategic planning, organizing, directing, and controlling of financial undertakings in an organization or an institute. It also includes applying management principles to the financial assets of an organization, while also playing an important part in fiscal management.

II Course Objectives

After finishing learning this course, the students are required to understand the fundamental financial management concepts and methods and they should be able to answer but not limited to the following questions:

1. Is the company financially sound? Or will it be?
2. How much sales do we need to make in order to break even? How risky is our business?
3. How much our money is worth ten years from now?
4. How much debt should a firm borrow? What are the pros and cons of debt financing?
5. Should a proposed long-term investment be made? What should be its return?
6. How should the company pay for it; with equity or with debt or the company's own earnings, or the combination of any of the three? How much each of them would cost us?
7. Should shareholders be offered dividends on their investment in the company?
8. After finishing learning this course, the students should speak, read and write better in English in financial management.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirement | Graduation Requirement Index Point | Course Objectives |
|---------------------------|---|-----------------------|
| Graduation Requirement 2① | Through in-depth and thorough explanation of the development of contemporary international trade theory and policy, help students understand and think about the causes of international trade and the distribution of interests. | Course Objectives 1、6 |
| Graduation | Using the theory of international trade to analyze the current | Course |

| | | |
|--------------------|--|-------------------|
| Requirement 2 ② | situation and main problems of contemporary world economy and international trade; | Objectives 1、6 |
|--------------------|--|-------------------|

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---------------------|-------------------|
| 1 | Chapter 1: The Goals and Activities of Financial Management. | <p>LO1. The field of finance integrates concepts from economics, accounting, and a number of other areas.</p> <p>LO2. A firm can have many different forms of organization.</p> <p>LO3. The relationship of risk to return is a central focus of finance.</p> <p>LO4. The primary goal of financial managers is to maximize the wealth of the owners.</p> <p>LO5. Financial managers attempt to achieve wealth maximization through daily activities such as credit and inventory management and through longer-term decisions related to raising funds.</p> <p>LO6. The financial turmoil that roiled the markets between 2001 and 2012 resulted in more regulatory oversight of the financial markets.</p> | 6 | Lecture, Discussion | 1, 8 |
| 2 | Chapter 2: Review of Accounting | <p>LO1. The income statement measures profitability.</p> <p>LO2. The price-earnings ratio indicates the relative valuation of earnings.</p> <p>LO3. The balance sheet shows assets and the financing of those assets with debt and equity.</p> <p>LO4. The statement of cash flows indicates the change in the cash position of the firm.</p> | 3 | Lecture | 1, 8 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|-------------------------|--|--------|----------------------|-------------------|
| | | LO5. Depreciation provides a tax reduction benefit that increases cash flow. | | | |
| 3 | Financial Analysis | <p>LO1. Ratio analysis provides a meaningful comparison of a company to its industry.</p> <p>LO2. Ratios can be used to measure profitability, asset utilization, liquidity and debt utilization.</p> <p>LO3. The Du Pont system of analysis identifies the true sources of return on assets and return to stockholders.</p> <p>LO4. Trend analysis shows company performance over time.</p> <p>LO5. Reported income must be further evaluated to identify sources of distortion.</p> | 6 | Lecture, Discussions | 1,2,8 |
| 4 | Financial Forecasting | <p>LO1. Financial forecasting is essential to the strategic growth of the firm.</p> <p>LO2. The three financial statements for forecasting are the pro forma income statement, the cash budget and the pro forma balance sheet.</p> <p>LO3. The percent-of-sales method may also be used for forecasting on a less precise basis.</p> <p>LO4. The various methods of forecasting enable the firm to determine the amount of new funds required in advance.</p> <p>LO5. The process of forecasting forces the firm to consider seasonal and other effects on cash flow.</p> | 6 | Lecture, Exercises | 1,8 |
| 5 | Operating and Financial | LO1. Leverage represents the use of | 6 | Lecture, | 1,4,8 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|----------------|-------------------|
| | Leverage | <p>fixed cost items to magnify the firm's results.</p> <p>LO2. Breakeven analysis allows the firm to determine the magnitude of operations necessary to avoid loss.</p> <p>LO3. Operating leverage indicates the extent fixed assets (plant & equipment) are utilized by the firm.</p> <p>LO4. Financial leverage shows how much debt the firm employs in its capital structure.</p> <p>LO5. Combined leverage takes into account both the use of fixed assets and debt.</p> <p>LO6. By increasing leverage, the firm increases its profit potential, but also its risk of failure.</p> | | Exercises | |
| 6 | Working Capital and the Financing Decision | <p>LO1. Working capital management involves financing and controlling the current assets of the firm.</p> <p>LO2. Management must distinguish between those current assets that are easily converted to cash and those that are more permanent.</p> <p>LO3. The financing of an asset should be tied to how long the asset is likely to be on the balance sheet.</p> <p>LO4. Long-term financing is usually more expensive than short-term financing based on the theory of the term structure of interest rates.</p> <p>LO5. Risk, as well as profitability, determines the financing plan for current assets.</p> <p>LO6. Expected value analysis may</p> | 3 | Lecture | 6,8 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|-------------------------------|---|--------|--------------------|-------------------|
| | | sometimes be employed in working capital management. | | | |
| 7 | The Time Value of Money | <p>LO1. Money has a time value associated with it and therefore a dollar received today is worth more than a dollar received in the future.</p> <p>LO2. The future value is based on the number of periods over which the funds are to be compounded at a given interest rate.</p> <p>LO3. The present value is based on the current value of funds to be received.</p> <p>LO4. Not only can future value and present value be computed, but other factors such as yield (rate of return) can be determined as well.</p> <p>LO5. Compounding or discounting may take place on a less than annual basis such as semiannually or monthly.</p> | 3 | Lecture | 3,8 |
| 8 | Valuation and Rates of Return | <p>LO1. The valuation of a financial asset is based on the present value of future cash flows.</p> <p>LO2. The required rate of return in valuing an asset is based on the risk involved.</p> <p>LO3. Bond valuation is based on the process of determining the present value of interest payments plus the present value of the principal payment at maturity</p> <p>LO4. Preferred stock valuation is</p> | 6 | Lecture, Exercises | 5,8 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---------------------------------------|---|--------|---------------------|-------------------|
| | | <p>based on the dividend paid and the market required return</p> <p>LO5. Stock valuation is based on determining the present value of the future benefits of equity ownership.</p> | | | |
| 9 | Cost of Capital | <p>LO1. The cost of capital represents the weighted average cost of all of the sources of financing to the firm.</p> <p>LO2. The cost of capital is normally the discount rate to use in analyzing an investment.</p> <p>LO3. The cost of capital is based on the valuation techniques from the previous chapter and is applied to bonds, preferred stock and common stock.</p> <p>LO4. A firm attempts to find a minimum cost of capital through varying the mix of its sources of financing.</p> <p>LO5. The cost of capital may eventually increase as larger amounts of financing are utilized.</p> | 3 | Lecture | 6,8 |
| 10 | Dividend Policy and Retained Earnings | <p>LO1. The board of directors and corporate management must decide what to do with the firm's annual earnings: pay them out as dividends or retain them for reinvestment in future projects.</p> <p>LO2. Dividends may have positive or negative information content for shareholders. Dividend policy can also provide information about where the firm is on its life cycle curve.</p> | 6 | Lecture, Discussion | 7,8 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|----------------|---|--------|----------------|-------------------|
| | | <p>LO3. Many other factors also influence dividend policy such as legal rules, the cash position of the firm, and the tax position of shareholders.</p> <p>LO4. Stock dividends and stock splits provide common stockholders with new shares, but their value must be carefully assessed.</p> <p>LO5. Some firms make a decision to repurchase their shares in the market rather than increase dividends.</p> | | | |

V Period Distribution and Teaching Modes

| Period Distribution Course content | Teaching Modes | | | Subtotal |
|--|----------------|-----------|------------|----------|
| | Lecture | Exercises | Discussion | |
| 1. The Goal and Activities of Financial Management | 2 | | 2 | 4 |
| 2. Review of Accounting | 2 | | | 2 |
| 3. Financial Analysis | 2 | | 2 | 4 |
| 4. Financial Forecasting | 2 | 2 | | 4 |
| 5. Operating and financial leverage | 2 | 2 | | 4 |
| 6. Working Capital and the financing decision | 2 | | | 2 |
| 7. The time value of money | 2 | | | 2 |
| 8. Valuation and rates of return | 2 | 2 | | 4 |
| 9. Cost of Capital | 2 | | | 2 |
| 10. Dividend Policy and Retained Earnings | 2 | | 2 | 4 |
| Total | 20 | 6 | 6 | 32 |

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| Classroom performance | Absence requires notice Active participation in class discussion | 10% | 1-8 |
| Conventional assignments | 6-8 times | 30% | 1,4,5,8 |
| Big assignments | 2 times | 20% | 2,3,6,7,8 |
| Final exam | Close book | 40% | 1-8 |

VII Textbooks and References

✧ Textbook

[1] 《财务管理基础》(英文版•第 16 版),中国人民大学出版社,2017 年 9 月,作者:斯坦利•B•布洛克 (Stanley B. Block),杰弗里•A•赫特 (Geoffrey A. Hirt),巴特利•R•丹尼尔森 (Bartley R. Danielsen).

✧ References

[1] 《公司理财精要版》(英文版•第 12 版),机械工业出版社,2020 年 5 月,作者:[美]斯蒂芬 A. 罗斯 (Stephen A. Ross),伦道夫 W. 威斯特菲尔.

[2] 《财务管理学》,中国人民大学出版社,2018 年 5 月,作者:荆新,王化成,刘俊彦.

[3]中级会计职称教材:财务管理,经济科学出版社,2020 年 2 月,编者:财政部会计资格评价中心.

✧ Online resources

[1] <http://www.casc.gov.cn/>

[2] <http://www.canet.com.cn>

[3] <http://www.fasb.org/>

[4] Financial Times, Wall Street Journal

Written by: 覃 予

Reviewed by: 吴旷润

Date: 2021/4/25

Chapter 1: The Goals and Activities of Financial Management (Matching course objectives 1, 8)

Period: 6

Chapter Concepts and Objectives:

LO1. The field of finance integrates concepts from economics, accounting, and a number of other areas.

LO2. A firm can have many different forms of organization.

LO3. The relationship of risk to return is a central focus of finance.

LO4. The primary goal of financial managers is to maximize the wealth of the owners.

LO5. Financial managers attempt to achieve wealth maximization through daily activities such as credit and inventory management and through longer-term decisions related to raising funds.

LO6. The financial turmoil that roiled the markets between 2001 and 2012 resulted in more regulatory oversight of the financial markets.

Chapter Overview:

The major thrust of this chapter is to establish the objectives of financial management and the importance of the financial manager to the organization. The introduction focuses on the financial decisions that a company like 3M makes and allows the instructor to bring the real world into the classroom immediately. Although the financial crisis might not be at the forefront of the student's mind, it provides a good example of the risk that management and investors face. The Dodd-Frank Act can be used to discuss legislative reaction to the behavior of financial institutions and to talk about the unintended consequences that often come out of such regulations.

The various forms of organizations should be developed, and the Finance in Action Box "The Endangered Public Company" points out the problems of public companies and discusses state owned enterprises (SOEs) found in many foreign countries. This provides a good place to start the discussion of the various forms of organization. The instructor should highlight the importance of owner wealth maximization as a goal and briefly relate it to valuation concepts associated with risk and return.

In addition, the role and functions of the financial markets in allocating capital should be emphasized as well as the pressures of institutional investors on financial managers. The student should also be directed to the shortfalls of profit maximization as the ultimate goal of the firm.

A short discussion of social responsibility and its relationship to the financial objectives of the firm can engage students in a discussion of how wealth maximization and social responsibility can co-exist. The Finance in Action box on The 3M Company is a good example. We end the chapter with a short discussion of the Internet and its impact on the capital markets.

Key focuses: understand the risk of business operation

Chapter 2: Review of Accounting (Matching course objectives 1, 8)

Period: 3

Chapter Concepts and Objectives:

LO1. The income statement measures profitability.

LO2. The price-earnings ratio indicates the relative valuation of earnings.

LO3. The balance sheet shows assets and the financing of those assets with debt and equity.

LO4. The statement of cash flows indicates the change in the cash position of the firm.

LO5. Depreciation provides a tax reduction benefit that increases cash flow.

Chapter Overview:

As already discussed, finance is a blend of accounting, economics, and other disciplines. This chapter will prove invaluable in establishing the relationship between accounting and finance, whether the student has already taken accounting or not. Though it is assumed that every student taking the introductory course in managerial finance has had course work in accounting, many students are in need of a review. By explicitly covering this review material early in the course, the student is able to grasp later material more easily and the instructor does not have to continually close the "accounting gaps" during the course. In order to cover the financial analysis material in the next chapter, understanding Chapter 2 is a necessity.

Key focuses: income statement, balance sheet, cash flow statement

Chapter 3: Financial Analysis (Matching course objectives 1, 2, 8)

Period: 6

Chapter Concepts and Objectives:

LO1. Ratio analysis provides a meaningful comparison of a company to its industry.

LO2. Ratios can be used to measure profitability, asset utilization, liquidity and debt utilization.

LO3. The Du Pont system of analysis identifies the true sources of return on assets and return to stockholders.

LO4. Trend analysis shows company performance over time.

LO5. Reported income must be further evaluated to identify sources of distortion.

Chapter Overview:

The student should be directed to view the thirteen ratios as an overall package that can be used to evaluate any firm. The use of the Saxton Company analysis provides continuity to the discussion. The authors like to stress that ratios are easier to remember than students think. For example, emphasize that net income is the numerator for the profitability ratios, sales is the numerator for most asset utilization ratios, and that the debt ratios essentially define themselves. Though the student must be familiar with the calculation and meaning of each individual ratio, the primary emphasis is on the inter-relationship between the ratios (such as that stressed by the Du Pont system of analysis). The discussion of inflation/disinflation and distortions in financial reporting represents an important lesson for the student: do not automatically accept the bottom line.

Key focuses: carry out financial ration analysis to assess the health of firms; Du Pont system

Chapter 4: Financial Forecasting (Matching course objectives 1, 8)

Period: 6

Chapter Concepts and Objectives:

LO1. Financial forecasting is essential to the strategic growth of the firm.

LO2. The three financial statements for forecasting are the pro forma income statement, the cash budget and the pro forma balance sheet.

LO3. The percent-of-sales method may also be used for forecasting on a less precise basis.

LO4. The various methods of forecasting enable the firm to determine the amount of new funds required in advance.

LO5. The process of forecasting forces the firm to consider seasonal and other effects on cash flow.

Chapter Overview:

Developing pro forma statements is a fairly involved process. However, the rewards to students are high in terms of understanding the interaction of accounting data and financial forecasting. The development of pro forma financial statements is an integrative exercise, so there is little reward for a halfway approach. The use of an integrated Excel spreadsheet makes this process a little more manageable. It should be emphasized that any student intending to start up a small business will be required to prepare this type of statement for a bank loan or business plan. Often management students see no reason to master this painstaking exercise, but then they think they will be entrepreneurs.

The percent-of-sales method, presented at the back of the chapter, is a second approach to financial forecasting. It is easily understood and quickly mastered, but it has many weaknesses and does not have the full validity of developing pro forma statements.

Key focuses: Cash Budget (cash collection and disbursement, treatment of depreciation and other non-cash items)

Chapter 5: Operating and Financial Leverage (Matching course objectives 1, 4, 8)

Period: 6

Chapter Concepts and Objectives:

LO1. Leverage represents the use of fixed cost items to magnify the firm's results.

LO2. Breakeven analysis allows the firm to determine the magnitude of operations necessary to avoid loss.

LO3. Operating leverage indicates the extent fixed assets (plant & equipment) are utilized by the firm.

LO4. Financial leverage shows how much debt the firm employs in its capital structure.

LO5. Combined leverage takes into account both the use of fixed assets and debt.

LO6. By increasing leverage, the firm increases its profit potential, but also its risk of failure.

Chapter Overview:

Though the student has probably covered break-even analysis in other courses, the material in Chapter 5 offers an opportunity to more fully explore the financial effects of all forms of leverage

on the firm. The contrast between aggressive and conservative approaches should be emphasized particularly through the useful technique of computing degrees of leverage. This chapter also serves as a good basis for much of the later discussion in the text on the cost of capital. The student begins to appreciate the positive benefits of debt, but also realizes that unlimited use of debt increases the financial risk of the firm and perhaps the cost of various other sources of financing.

Key focuses: Operating leverage and financial leverage

Chapter 6: Working Capital and the Financing Decision (Matching course objectives 6, 8)

Period: 3

Chapter Concepts and Objectives:

LO1. Working capital management involves financing and controlling the current assets of the firm.

LO2. Management must distinguish between those current assets that are easily converted to cash and those that are more permanent.

LO3. The financing of an asset should be tied to how long the asset is likely to be on the balance sheet.

LO4. Long-term financing is usually more expensive than short-term financing based on the theory of the term structure of interest rates.

LO5. Risk, as well as profitability, determines the financing plan for current assets.

LO6. Expected value analysis may sometimes be employed in working capital management.

Chapter Overview:

The chapter introduces the student to the topic of working capital management. The emphasis is on the build-up of current assets and how they can best be financed. Examples of McGraw-Hill, Target, and Limited Brands are used to show that seasonal earning and sales go hand in hand. Companies in cyclical or seasonal industries have a more challenging job of managing their current assets. Such key topics as the impact of production on financing needs and the differences between temporary and permanent assets are considered. Also, the relative costs and volatility of short and long-term financing are evaluated with an emphasis on the term structure of interest rates. The chapter provides the framework from which to move into the next two chapters, which cover the management of specific short-term assets and sources of short-term financing.

Key focuses: identify financing options and weight in the costs

Chapter 7: The Time Value of Money (Matching course objectives 3, 8)

Period: 3

Chapter Concepts and Objectives:

LO1. Money has a time value associated with it and therefore a dollar received today is worth more than a dollar received in the future.

LO2. The future value is based on the number of periods over which the funds are to be compounded at a given interest rate.

LO3. The present value is based on the current value of funds to be received.

LO4. Not only can future value and present value be computed, but other factors such as yield (rate of return) can be determined as well.

LO5. Compounding or discounting may take place on a less than annual basis such as semiannually or monthly.

Chapter Overview:

This is one of the most important chapters in the book as far as student comprehension is concerned. The instructor should first determine how much prior knowledge of time value of money the students have acquired from accounting or lower mathematics. While most students are generally familiar with the concepts of future value and present value, they often lack the ability to identify and categorize the nature of the problem before them.

The material in this chapter will serve as a springboard to the remaining chapters in this section on valuation, cost of capital and capital budgeting related topics. A good background in time value of money will ease the transition. The authors suggest a liberal use of homework problems and a quiz to reinforce the importance of this material.

This chapter has in-text acetate overlays that should be particularly helpful to more visually-oriented students. We feel these overlays are very good at relating future value to present value, present value to the present value of annuities, and future value to future value of annuities.

For faculty who want to emphasize Excel spreadsheets and calculator keystrokes, this chapter provides an excellent opportunity to develop both skills. Using spreadsheets with time-value exercises can be especially instructive in understanding the concept of how higher discount rates generate lower cash flows and visa versa.

Key focuses: understand the concept of time value and carry out present value calculation

Chapter 8: Valuation and Rates of Return (Matching course objectives 5, 8)

Period: 6

Chapter Concepts and Objectives:

LO1. The valuation of a financial asset is based on the present value of future cash flows.

LO2. The required rate of return in valuing an asset is based on the risk involved.

LO3. Bond valuation is based on the process of determining the present value of interest payments plus the present value of the principal payment at maturity

LO4. Preferred stock valuation is based on the dividend paid and the market required return

LO5. Stock valuation is based on determining the present value of the future benefits of equity ownership.

Chapter Overview:

The student can clearly see that the material covered in the previous chapter on time value of money is now being applied. The recurring theme throughout the chapter is that valuation is based on the present value of benefits to be received in the future. The instructor should establish this point at the outset and then repeatedly demonstrate it in the evaluation of bonds, preferred stock, and common stock. The instructor should also emphasize the relationship of the discount rate in present value analysis to the required rate of return demanded by security holders. The authors suggest that the instructor go through the process of defining the investor's required return in terms of a real rate of return, an inflation premium, and a risk premium. The instructor can then vary one of these components and show the impact on overall required return and valuation.

Not all professors wish to use an example of supernormal growth, so we have included Appendix 10A to cover this topic. This model is good at demonstrating that K_e (the required rate of return on equity) has to be greater than g (the expected growth rate) in order to use the constant divided growth model. When growth is greater than the required rate of return, the supernormal growth model is appropriate. This appendix will help solidify the concepts of uneven cash flow before getting into the capital budgeting section.

Key focuses: Bond valuation and stock valuation

Chapter 9: Cost of Capital (Matching course objectives 6, 8)

Period: 3

Chapter Concepts and Objectives:

LO1. The cost of capital represents the weighted average cost of all of the sources of financing to the firm.

LO2. The cost of capital is normally the discount rate to use in analyzing an investment.

LO3. The cost of capital is based on the valuation techniques from the previous chapter and is applied to bonds, preferred stock and common stock.

LO4. A firm attempts to find a minimum cost of capital through varying the mix of its sources of financing.

LO5. The cost of capital may eventually increase as larger amounts of financing are utilized.

Chapter Overview:

Chapter 11 on "Cost of Capital" naturally follows Chapter 10 on "Valuation and Rates of Return." The instructor should emphasize, at the outset, that the investors' required rate of return translates into the cost of financing for the firm. There should be a dual emphasis on properly determining the aftertax cost for each type of financing and on determining the appropriate weights to be assigned to the various sources of financing.

The cost of debt and the cost of preferred stock are reasonably straightforward, but additional guidance is required in determining the cost of common equity. The instructor should indicate the firm's ability to acquire equity capital through retained earnings or through new common stock and the associated cost of each. The cost of retained earnings should be explained as an opportunity cost for the use of the stockholders' funds. For that reason, it is assumed the stockholders can earn as much on these funds, if distributed, as they are currently earning in the firm. Thus, the cost of retained earnings is also equal to K_e (the firm's return on common equity).

After the various costs are computed, the instructor can direct more attention to the weighting scheme given to the components in the capital structure. The instructor may wish to refer to the authors' example in which the increased use of debt initially decreases the cost of capital, but then ultimately increases it. The interdependent nature (of costs and weights) should be stressed in discussing the optimal capital structure.

Key focuses: cost of capital

Chapter 10: Dividend Policy and Retained Earnings (Matching course objectives 7, 8)

Period: 6

Chapter Concepts and Objectives:

LO1. The board of directors and corporate management must decide what to do with the firm's annual earnings: pay them out as dividends or retain them for reinvestment in future projects.

LO2. Dividends may have positive or negative information content for shareholders. Dividend policy can also provide information about where the firm is on its life cycle curve.

LO3. Many other factors also influence dividend policy such as legal rules, the cash position of the firm, and the tax position of shareholders.

LO4. Stock dividends and stock splits provide common stockholders with new shares, but their value must be carefully assessed.

LO5. Some firms make a decision to repurchase their shares in the market rather than increase dividends.

Chapter Overview:

The key initial question to be asked is: How does a corporation determine the amount of dividends to be paid? The discussion should move to the marginal principle of retained earnings with the associated emphasis on dividends as a passive variable in the decision-making process. The corporate life-cycle curve is included to relate growth to dividend policy. Because few students would accept the theory that a corporation sets its dividend payment entirely on the basis of whether the corporation or stockholder can make a higher return on the funds, the passive approach to dividends is seen as a good but incomplete theory that must be supplemented with further considerations. The instructor can then cover other relevant functions of dividends such as resolution of uncertainty and information content, and integrate the marginal principle of retained

earnings with considerations of investor preferences. Other influences on dividend policy such as legal requirements, cash position of the firm, access to capital markets, and the like are presented.

Additional material is also provided on dividend payment procedures and dividend reinvestment plans. Cash dividends are now a more attractive alternative than they once were. The 2003 tax act reduced the dividend tax rate to 15 percent and the tax act of 2013 kept this rate for taxpayers with taxable income of less than \$450,000.

Stock repurchase as an alternative to the cash dividend has received increasing attention in the literature and in the popular press and makes a good ending discussion point.

Key focuses: what are the reasoning behind firm’s decision to retain or give out earnings

IV Practice Plan and Requirement

| Teaching hours Course content | Methods | | | | |
|--|---------|---------|-----------|------------|----------|
| | | Lecture | Exercises | Discussion | Subtotal |
| 1. The Goal and Activities of Financial Management | | 2 | | 2 | 4 |
| 2. Review of Accounting | | 2 | | | 2 |
| 3. Financial Analysis | | 2 | | 2 | 4 |
| 4. Financial Forecasting | | 2 | 2 | | 4 |
| 5. Operating and financial leverage | | 2 | 2 | | 4 |
| 6. Working Capital and the financing decision | | 2 | | | 2 |
| 7. The time value of money | | 2 | | | 2 |
| 8. Valuation and rates of return | | 2 | 2 | | 4 |
| 9. Cost of Capital | | 2 | | | 2 |
| 10. Dividend Policy and Retained Earnings | | 2 | | 2 | 4 |
| Total | | 20 | 6 | 6 | 32 |

V. Suggestions for Teaching

Financial accounting* course is an introductory financial accounting course for business major students and the course is based on students’ existing knowledge on accounting, finance and economic courses. Instructors should remind students fundamentals in those disciplines while introducing new content.

This course is also highly practical in nature and thus instructors should always be aware to combine theoretical lecturing with real life cases and examples. Evaluations such as group case studies and presentations, individual homework are recommended to test students understanding in different subjects.

VI. Suggestions for Course Learning

1. Students should be instructed to pre-read as well as review all the course content
2. Students should be advised to read beyond textbook to collect more up to date and practical information regarding the existing theories and tools in financial management
3. Students should finish their homework, team projects and prepare presentations as instructed
4. Students should actively participate in class discussion and group assignments

VII. Assessment

After finishing the course, it will be tested in English. The evaluation will include homework test, case study and final examination if the instructor see fit

| Evaluation Method | Requirements | % | Course objectives |
|-------------------|---|-----|-------------------|
| Class attendance | Absence requires notice Active participation in class discussion | 10% | 1-8 |
| Homework | 2 times | 20% | 1,4,5,8 |
| Case study | 2 times | 20% | 2,3,6,7,8 |
| Final exam | Close book | 50% | 1-8 |

VIII. Textbooks and References

1. Textbook

[1] 《财务管理基础》(英文版·第 14 版),中国人民大学出版社, 2013 年 1 月,作者:斯坦利·B·布洛克 (Stanley B. Block), 杰弗里·A·赫特 (Geoffrey A. Hirt), 巴特利·R·丹尼尔森 (Bartley R. Danielsen)

[2] Casebook to accompany Foundations of Financial Management 15TH EDITION By Stanley Block

2. Other reading materials

[1] 中级会计资格:财务管理第 1 版, 中国财政经济出版社, 2016 年 4 月, 财政部会计资格评价中心。

[2] 财务管理学(第七版), 中国人民大学出版社, 2015 年 6, 作者荆新, 王化成, 刘俊彦。

[3] 清华金融学系列英文版教材·财务管理基础(第 13 版), 清华大学出版社; 2009 年 7 月, 作者范霍恩 (Horne.J.G.), 瓦霍维奇(Wachowicz.J.M.)。

[4] 公司理财(英文版原书第 9 版), 机械工业出版社, 2011 年 7 月, 斯蒂芬 A.罗斯(Stephen A.Ross), 伦道夫 W.威斯特菲尔德(Randolph W.Westerfield), 杰弗利 F.杰富(Jeffrey F.Jaffe), 吴世农, 王志强(译)。

[5] 财务管理基础(英文版)(第 8 版) 中国人民大学出版社, 2015 年 9 月, 理查德·A·布雷利 (Richard A.Brealey), 斯图尔特·C·迈尔斯 (Stewart C.Myers), 艾伦·J·马库斯 (Alan J.Marcus), 胡玉明 (改编)。

[6] 公司财务原理(英文版·原书第 10 版), 机械工业出版社, 2012 年 1 月, 理查德 A. 布雷利 (Richard A.Brealey), 斯图尔特 C.迈尔斯 (Stewart C.Myers), 弗兰克林·艾伦 (Franklin Allen), 赵英军(注译)。

3. Online resources

[1] <http://www.casc.gov.cn/>

[2] <http://www.canet.com.cn>

[3] <http://www.fasb.org/>

[4] Financial Times, Wall Street Journal

Written by: 吴旷润

Reviewed by: 覃予

Date: 2017/2/25

Syllabus of Industrial Economics

Course Name/Title: Industrial Economics **Course code:** 59921

Course Type: (Specialized Course)(Optional Course)

Total Teaching Hours: 32 hours (Tutorial Hours)

Course Credit: 2 points

Course requirement: Microeconomic

I Course Introduction

The theory of industrial Economics mainly focuses on the imperfectly competitive market including market structure, corporate behavior and market performance. At present, the industrial organization has become one of the critical theoretical foundations in the field of economics, corporate finance, organizational strategy, law, etc. Meanwhile, the industrial organization is currently one of the fastest-growing and most discussed in the field of international economics.

II Course Objectives

By the end of the course, students will be able to:

1. Understand the structure of markets and the nature of strategic competition.
2. Use microeconomic methods to analyze corporate decision-making and industry development status.
3. Acquiring managing and governance skills, enrich their understanding of the institutional framework of business, and improve analytical ability in negotiations.
4. Strengthen technical, professional, and personal skills through communication and collaboration with classmates.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|------------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong team spirit | Course Objective 1,4 |
| Graduation Requirement 2.2 | Master the professional knowledge and skills in international trade, | Course Objective 2,3,4 |

| | | |
|----------------------------|---|------------------------|
| | international investment and foreign-related enterprise management, be able to engage in international economic and trade in accordance with WTO and other international rules, agreements and practices, and properly solve disputes in international trade in accordance with laws and regulations; | |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operations | Course Objective 2,3 |
| Graduation Requirement 4.1 | Possess strong international business negotiation and communication skills, corporate organization management and execution skills, interpersonal communication and teamwork skills | Course Objective 2,3,4 |

(Note: Basic courses and specialized courses must correlate with the graduation requirements as specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|-------------------------------------|---|--------|----------------|-------------------|
| 1 | Overview of the field | (1)Review the foundations of the field; (2)Review related concepts in microeconomics: cost, consumer surplus, producer surplus, market structure. | 1 | Lecturing | 1 |
| 2 | What is a firm and why firm exists? | (1)Understand what a firm actually is and why business is organized based on the notion of the firm. (2) Understand why firm exists from the view of technology, economies of scale, concentration, informational asymmetries and hold-up. | 3 | Lecturing | 1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--------------------------|---|--------|-------------------------|-------------------|
| 3 | Game theory foundations | (1) Understand equilibrium in dominant strategies, which is a non-strategic equilibrium, the Nash equilibrium and the prisoner's dilemma (2) Get acquainted with static, repeated and dynamic games. | 2 | Lecturing | 1,2,3 |
| 4 | Oligopoly model | (1) Get acquainted with Cournot model, Bertrand model and Starkelberg model (2) Compare the welfare of different models | 4 | Lecturing | 1,2,3 |
| 5 | Collusion | (1) Be able to explain why firms would like to collude and how they allocate output. (2) Understand why cartel is unstable and conditions for successful collusion | 4 | Lecturing Discussing | 2,3 |
| 6 | Price discrimination | (1) Analyze the three degrees of price discrimination, tying, bundling and several other methods of advanced pricing (2) Present a brilliant pricing case study | 4 | Lecturing Discussing | 2,4 |
| 7 | Product differentiation | (1) Get acquainted with two models for horizontal differentiation: the linear and the circular city (2) Talk about brand proliferation and examine how it can be effective as a deterrence mechanism | 4 | Lecturing Discussing | 2,4 |
| 8 | Research and development | Basic models for research and development | 2 | Lecturing | 2,3 |
| 9 | Networks and platforms | (1) Talk about cutting edge economic notions: stability of equilibrium, critical mass, path dependence and platform instruments. (2) Present fascinating case studies | 2 | Lecturing Discussing | 2,3,4 |

V Period Distribution and Teaching Modes

| Teaching hours Course contents | Teaching modes | Lecturing | Exercises | Discussion | Notes | period |
|------------------------------------|--------------------|-----------|-----------|------------|-------|--------|
| | Chapter 1 Overview | | 1 | 0 | 0 | |
| Chapter 2 Firm | | 3 | 0 | 0 | | 3 |
| Chapter 3 Game theory foundations | | 2 | 0 | 0 | | 2 |
| Chapter 4 Oligopoly model | | 4 | 0 | 0 | | 4 |
| Chapter 5 Collusion | | 4 | 0 | 0 | | 4 |
| Exercises | | 0 | 2 | | | 2 |
| Chapter 6 Price discrimination | | 4 | 0 | 0 | | 4 |
| Chapter 7 Product differentiation | | 4 | 0 | 0 | | 4 |
| Chapter 8 Research and development | | 2 | 0 | 0 | | 2 |
| Chapter 9 Networks and platforms | | 2 | 0 | 0 | | 2 |
| Chapter 10 Case study | | 0 | 0 | 2 | | 2 |
| Course Test | | 0 | 2 | 0 | | 2 |
| Total | | 26 | 4 | 2 | | 32 |

This course is mainly lecture-based but also using active learning in each class. Attentions should be paid to make student's thinking visible through case studies and empirical exercises in problem sets should be provided to promoting collaborative learning. Therefore, classroom presentation is required by the end of the course.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|---|---|----------------------|---------------------------------|
| Class participation and classroom performance | Regular attendance is required, and roll should be taken on random days. When in class, please refrain from talking on cell phones, texting, or using laptops, tablets, etc. | 10% | Course Objectives 1,4 |

| | | | |
|--------------------------|---|-----|---------------------------|
| Conventional assignments | Students should turn in their assignment to class leader on its due date. | 20% | Course Objectives 1,2,3 |
| Short project | Students should finish a short empirical project. | 10% | Course Objectives 2,3,4 |
| Course test | Students should take the course test by the end of the course | 60% | Course Objectives 1,2,3,4 |

VII Textbooks and References

Dennis Carlton and Jeffrey Perloff. *Modern Industrial Organization. forth ed.* Addison Wesley Longman. ISBN: 9780321180230.

Jeffrey Church , Roger Ware. *Industrial Organization A Strategic Approach (2000)*. .bepress. https://works.bepress.com/je_rey_church/23/.

Written by: Yawen Han

Reviewed by: Chongyang Liu

Date: May 8, 2021

Syllabus of Electronic Commerce B

Course Name: Electronic Commerce B

Course code: 54913

Course Type: Basic Course, Compulsory Course

Total Teaching Hours: Classroom Hours: 28 Hours, Laboratory Hours: 4 Hours

Course Credit: 2

I Course Introduction

Electronic Commerce, usually known as e-commerce or EC, is the process of buying, selling and transferring, or exchanging products, services, and/or information via computer networks, including the Internet--is essential for modern businesses. This course first gives students an introduction to e-commerce and discusses the environmental challenges and strategic challenges that organization face. Next, it discusses important e-commerce applications which include internet consumer retailing, B2B e-commerce, e-government, C2C commerce, mobile commerce and social commerce. Finally, e-commerce support services are introduced. This professional course set up to cultivate e-commerce talents, so that students can adapt to the needs of the e-commerce era, and it will be easier for students to find their own suitable careers and serve the society after graduation. Most importantly, by introducing up-to-date technologies in EC, students can understand profoundly the idea of developing the country through science and education, and then make their contributions in achieving the Chinese nation's bright prospect on the road to revival.

II Course Objective

Course objective 1: By learning this course, students should understand the importance of developing the country through science and education. Grasp the concept of e-commerce, framework mechanisms, online consumer behavior, e-commerce application models, and know about the support system and e-commerce strategy development.

Course objective 2: Familiar with the digital certificate management; familiar with the background of Internet banking background and the use of electronic wallet. Familiar with the functions of the front and back of B2B e-commerce and the main business processes.

Course objective 3: Have a strong sense of e-commerce application; good at Internet applications in business management and operation, government management and independent entrepreneurship; can design a simple e-commerce solution.

Course objective 4: Grasp academic English vocabularies related with e-commerce, have certain ability of English literature reading related with e-commerce.

Course objective 5: Have strong self-learning ability, speculative ability, writing ability, expression ability and team spirit.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------|---|--------------------------|
| Graduation Requirement 2 | ① Systematically master the basic theories and professional skills of economics, international trade and management, have a solid theoretical foundation, a broad range of knowledge and a relatively complete knowledge structure, and can solve practical problems with a scientific world outlook and methodology. ④ Be proficient in English, with a high level of foreign language listening, speaking, reading, writing and translation ability, with the ability and skills to use English as the working language in foreign departments, enterprises and public institutions. | Course Objective 1, 2, 3 |
| Graduation Requirement 3 | ② Be able to read and understand professional materials in foreign languages skillfully, master the basic methods of literature retrieval, data inquiry and obtaining relevant information by using modern information technology, and have the ability to collect and process market credit. | Course Objective 4, 5 |
| Graduation Requirement 4 | ② Have the sense of operation, innovation, strategic vision and leadership. ③ Have a realistic and innovative consciousness and spirit, have strong analytical ability, decision-making ability and comprehensive coordination and innovation ability. | Course Objective 1, 2, 3 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching Modes | Course Objectives |
|------|---|---|--------|------------------------|--------------------------|
| 1 | Introduction to E-commerce and e-marketplaces | <ul style="list-style-type: none"> • Grasp the definition of EC and its various categories. • Grasp the content and framework of EC. • Grasp the EC business models. • Know about the major types of EC transactions. • Know about the digital revolution as a driver of EC, the business environment as a driver for EC, then help students establish the consciousness of advocating science and developing the country through science and education. • Grasp e-marketplaces and their components. • Grasp the various types of EC intermediaries and their roles. • Know about competition in the | 4 | Lecture, Group Seminar | Course Objective 1, 4, 5 |

| | | | | | |
|---|-----------------------------|---|---|------------------------------------|--------------------------------|
| | | <p>digital economy.</p> <ul style="list-style-type: none"> Grasp the impact of e-marketplaces on organizations and industries. | | | |
| 2 | Internet consumer retailing | <ul style="list-style-type: none"> Grasp the primary e-tailing business models. Identify the critical success factors and failure avoidance for direct online marketing and e-tailing. Grasp reintermediation, channel conflict, and personalization in e-tailing. Know about the application of B2C in various industries. Grasp the factors that influence consumer behavior online. Know about the decision-making process of consumer purchasing online. Grasp how companies are building one-to-one relationships with customers. Grasp the issues of e-loyalty and e-trust in EC. Understand how personalization is accomplished online. | 8 | Lecture, Laboratory | Course Objective 1, 2, 3, 5 |
| 3 | B2B e-commerce | <ul style="list-style-type: none"> Know about the B2B field and the major types of B2B models. Grasp the characteristics of the sell-side marketplace (including auctions) and the buy-side marketplace and e-procurement. Grasp partner relationship management (PRM). Know about how reverse auctions work in B2B. Grasp e-supply chain and describe its characteristics and components. Grasp collaborative planning and Collaboration, Planning, Forecasting and Replenishing | 8 | Lecture, Laboratory, Group Seminar | Course Objective 1, 2, 3, 4, 5 |

| | | | | | |
|---|----------------------------------|---|---|------------------------------|--------------------------------------|
| | | <p>(CPFR), and list the benefits of each.</p> <ul style="list-style-type: none"> • Grasp integration along the supply chain. • Understand supply chain problems and their causes. • Know about RFID supply chain applications. | | | |
| 4 | Other EC models and applications | <ul style="list-style-type: none"> • Grasp various e-government initiatives, social commerce, and mobile commerce. • Grasp knowledge management and dissemination as an e-business. • Understand e-government implementation issues. • Know about e-learning, virtual universities, e-training, and e-books. • Understand the concept, structure, types, and issues of virtual communities. • Grasp mobile commerce and understand its relationship to e-commerce. • Understand the value-added attributes, benefits, and fundamental drivers of m-commerce. | 8 | Lecture, Group Seminar | Course Objective 1, 3, 4, 5 |
| 5 | EC support services | <ul style="list-style-type: none"> • Understand an EC security strategy and why a life cycle approach is needed. • Grasp the information assurance security principles. • Identify the major EC security threats, vulnerabilities, and risk. • Understand the shifts that are occurring with regard to noncash and online payments. • Understand the players and processes involved in using credit cards online. • Grasp the definition of EC order fulfillment and its process. • Know about the major problems of EC order fulfillment. • Know about various solutions | 4 | Lecture | Course Objective 1, 2, 3, 4, 5 |

| | | | | | |
|--|--|-----------------------------------|--|--|--|
| | | to EC order fulfillment problems. | | | |
|--|--|-----------------------------------|--|--|--|

V Period Distribution and Teaching Modes

1. Theoretical course or theoretical teaching content class allocation table:

| Content | Hours | Method | Teaching Lesson | Exercise lesson | Discussion Class | Remarks | Total |
|---|-------|--------|-----------------|-----------------|------------------|---------|-------|
| | | | | | | | |
| Chapter 1 Overview of Electronic Commerce | | | 3 | | 1 | | 4 |
| Chapter 2 E-Marketplaces | | | 2 | | | | 2 |
| Chapter 3 Consumer Behavior, Market Research, and Advertisement | | | 4 | | | | 4 |
| Chapter 4 Retailing in Electronic Commerce: Products and Services | | | 2 | | | | 2 |
| Chapter 5 B2B E-Commerce | | | 1 | | 1 | | 2 |
| Chapter 6 E-Supply Chains, Collaborative Commerce, and Corporate Portal | | | 2 | | | | 2 |
| Chapter 7 Innovative EC Systems | | | 3 | | 1 | | 4 |
| Chapter 8 The Web 2.0 Environment and Social Networks | | | 2 | | | | 2 |
| Chapter 9 Mobile Commerce and Commerce and Pervasive Computing | | | 2 | | | | 2 |
| Chapter 10 E-Commerce Security | | | 1 | | | | 1 |
| Chapter 11 Electronic Payment Systems | | | 1 | | | | 1 |
| Chapter 12 Order Fulfillment, e-CRM, and Other Support Services | | | 1 | | | | 1 |
| Chapter 13 E-Commerce Strategy and Global EC | | | 1 | | | | 1 |
| Total | | | 25 | | 3 | | 28 |

2. Laboratory course allocation table:

| Name of Experiment | Content | Experimental Environment | Period | Number of Team Members | Experimental Attributes | Remarks |
|--------------------|--|--|--------|------------------------|-------------------------|------------|
| B2C e-commerce | <ul style="list-style-type: none"> Electronic payment practices B2C practice | Allpassb e-commerce application software | 2 | 1 | Comprehensive | Compulsory |
| B2B e-commerce | <ul style="list-style-type: none"> Electronic payment practices B2B practice | Allpassb e-commerce application software | 2 | 1 | Comprehensive | Compulsory |

3. Teaching Modes

It is a very practical course, we must adhere to the principle of both theory and practice, in the

teaching of heuristic, discussion, case teaching and other effective teaching methods, you can use team learning, to strengthen teachers and students Between the exchange of students, to guide students to think independently.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|-------------------------|----------------------|---------------------------------|
| Classroom Performance | Attendance | 10% | Course objective 5 |
| Group Analyses | PPT & Presentation | 15% | Course objective 1, 3, 5 |
| Integrated operations | PPT & Presentation | 25% | Course objective 1, 3, 4, 5 |
| Experiment | Allpassb EC practice | 10% | Course objective 2 |
| Final Exam | Closed book | 40% | Course objective 1, 3, 4 |

VI Textbooks and References

1. Textbooks:

[1] Efraim Turban, et al., Electronic Commerce: A Managerial and Social Networks Perspective (5th edition). People 's University Press.

2. References:

[1] Efraim Turban (Efraim Turban), David King (David King and Judy Lang (Judy Lang), Wang Jian and other translations. Introduction to e-commerce [M]. Beijing: Chinese people University Press, latest edition

[2] Schneider, translated by Chen Dong. E-commerce (7th edition of the original book). Machinery Industry Press, 2008

[3] Chen Qingguang. E-commerce foundation and application [M]. Tsinghua University Press, 2010

3. Network Sources:

[1] <http://www.cnnic.cn/>

[2] <http://www.ec.org.cn/>

[3] <http://b2b.toocle.com/>

Teaching team: Guo Aifang, Su Xiangyu, Bian Xu, Zhou Jia, Dong Yufeng

Write by: Dong Yufeng

Reviews by: Zhou Jia

Date: 2021/05/20

Syllabus of International Business Law*

Course Name/Title: International Business Law* **Course Code:** 51928

Course Type: Specialized Course, Compulsory Course

Total Teaching Hours: 32 hours (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

International Business Law is a core professional course of International Business, which is established for the economic developing trend: "Nationalization of International Economy and Internationalization of Domestic Economy". The guideline of this course is giving students enough theoretical knowledge, strong practical ability and outstanding vocational skills. And the task is to make students master the basic knowledge of international business law, understand the legal concept and have a solid foundation for doing international trade, awarding contracts involving foreign interests and dealing with disputes of international business.

The course introduces the concept and origin of international business law, and then focuses on contents of specific laws such as intellectual property law, carriage of goods by sea and marine cargo insurance, partnership law, the law of corporation, the law of foreign investment enterprises of china, the law of agency, international commercial dispute settlement. Through this course, students will have a comprehensive and deep understanding of international business law.

II Course Objectives

1. Ideological and Political Goals

① Establish the spirit of seeking truth from facts, establish the correct "three outlooks" and build a good personality;

② Understand the historical background of the Chinese enterprises' development, inspire students to love the motherland, and carry out patriotic ideological education;

③ Master China's macro-economic development process, cultivate students' sense of national pride and self-esteem;

④ Master a variety of methods to understand the facts, fully understand the objective world, and cultivate students' deep and sacred feelings for the motherland.

2. Knowledge and Capability Objectives

① Master the basic theoretical knowledge of international commercial law, such as intellectual property law, company law, international sale of goods law, agency law, etc.

② Master the standards of state responsibility and the defenses states have against allegations of mistreatment, the theoretical knowledge of the main methods, places and procedures for the settlement of international disputes.

③ Master the procedures of concluding the contract, the performance of the contract or the liability for breach of contract; The conditions for the establishment of a business organization and the legal responsibilities of the operators; The agency rules of commercial affairs and the proper settlement of commercial disputes;

④Formulate a complete commercial contract, correctly deal with contract disputes, choose appropriate ways to solve international commercial disputes; Proper and skilled use of United Nations conventions on contracts for the international sale of goods.

3. Capability goals

International commercial law is a course of comparative law. Only by comparison can we draw lessons from, and only by reference can we make choices.

①By learning and drawing lessons from foreign laws, we can supplement and improve our laws, so as to make them in line with the laws and regulations of our nationality, so as to promote the continuous development of China's international economy and trade.

②Pay attention to the combination of theory and practice, improve the students' use of international business law, analysis and solving problems of practical ability.

③Capable to analyze where and how to solve transnational civil and criminal cases, trade and investment disputes according to the theoretical knowledge.

4. Quality Goals

①Cultivate the professional qualities and job ethics of hard work and seeking truth from facts in actual work;

②Cultivate basic qualities of honesty and integrity, professional confidence, etc.;

③Cultivate the spirit of perseverance, aggressiveness, and self-improvement;

④Cultivate keen insight, response thinking, and innovation.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|-------------------------|--|-------------------|
| 2.2; 2.3; 2.4 | <p>(2) Master the professional knowledge and skills of international trade, international investment and foreign-related enterprise management, engage in international economic and trade exchanges in accordance with WTO and other international rules, agreements and practices, and properly resolve disputes in international trade according to law and regulations;</p> <p>(3) Familiar with international economic agreement system, commitments, and knowledge of international conventions and laws related to economy and trade; Have management consciousness, innovation consciousness, strategic vision and leadership ability;</p> <p>(4) Good command of English, at a higher level in foreign language listening, speaking, reading, writing and translation, with the ability and skills to use English as a working language in foreign departments, enterprises and institutions.</p> | 2、3、4 |

| | | |
|-----|---|-----|
| 5.2 | ② Be familiar with the principles, policies and regulations of international organizations and China's foreign economic and trade development, and understand the policies, regulations and technical standards of various countries in trade, investment and intellectual property rights; | 2、3 |
|-----|---|-----|

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|-------------------|
| 1 | <p><i>CHAPTER 1: INTRODUCTION TO INTERNATIONAL AND COMPARATIVE LAW</i></p> <p>Defining International Law Making International Law Sources of International law Scope of International Law in Practice International Persons Individual Rights Under International Law Comparison of Municipal Legal Systems</p> | <p>1. Understand the concept and content of international commercial law;</p> <p>2. Master the origin of international commercial law and the areas of application of each major legal system and their respective characteristics;</p> <p>3. Enhance students' humanistic quality and develop the basic consciousness of lifelong learning through international legal knowledge learning.</p> | 2 | Classroom lectures, case studies, discussion | 1、2、4 |
| 2 | <p><i>CHAPTER 2: STATE RESPONSIBILITY AND ENVIRONMENTAL REGULATION.</i></p> <p>State Responsibility Standard of Care Objections Relief Insurance Environmental Protection</p> | <p>1. Understand the basic concepts of state responsibility and the standards of state responsibility.</p> <p>2. Master what defenses states have against allegations of mistreatment?</p> <p>3. Master what steps aliens could take to minimize the potential losses?</p> <p>4. Understanding what is the international legal obligations of states to protect the environment?</p> <p>5. Cultivate good ideological and moral cultivation, a strong</p> | 2 | Classroom lectures, case studies, discussion | 1、2、3、4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|-------------------|
| | | sense of social responsibility and legal awareness, and a sound personality. | | | |
| 3 | <p><i>CHAPTER 3: DISPUTE RESOLUTION</i></p> <p>Settlement of Disputes Through Diplomacy</p> <p>Settlement of Disputes in Int. Tribunals</p> <p>Settlement of Disputes in Municipal Courts</p> <p>Immunities of States from the Jurisdiction of Municipal Courts</p> <p>Choosing the Governing Law</p> <p>Refusal to Exercise Jurisdiction</p> <p>Opposition to the Exercise of Jurisdiction</p> <p>Proving Foreign Law</p> <p>Recognition of Foreign Judgments</p> | <p>1. Master the main methods of international dispute resolution (diplomacy, arbitration, litigation). What are their characteristics, strengths and weaknesses?</p> <p>2. Understand the main venues and procedures for the settlement of international disputes in the International Tribunal/Municipal courts</p> <p>3 Master the principles and procedures for choosing governing law to solve international dispute settlement</p> | 2 | Classroom lectures, case studies, discussion | 1、2、3、4 |
| 4 | <p><i>CHAPTER 4: THE MULTINATIONAL ENTERPRISE</i></p> <p>Strategies for Doing Business Globally</p> <p>The Business Form</p> <p>The Multinational Organization</p> <p>International Regulation of Multinational Enterprises</p> <p>Home State Regulation of Multinational Enterprises</p> <p>Host State Regulation of Multinational Enterprises</p> | <p>1. Understand the basic concepts, characteristics, forms and organizational types of the partnership law and the company law, as well as the legal forms of the three basic commercial organizations;</p> <p>2. Master the liability types of partnership law and corporate law, pros and cons of each, etc.</p> <p>3. Understand and master the regulatory legal knowledge of multinational corporations in various countries;</p> <p>4. Be able to explain the characteristics and advantages of commercial organizations in practice with the knowledge learned;</p> | 2 | Classroom lectures, case studies, discussion | 1、2、4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|-------------------|
| | | 5. Be able to analyze the regulation of multinational enterprises with different organizational types in reality. | | | |
| 5 | <i>CHAPTER 5: FOREIGN INVESTMENT</i> Foreign Investment Laws and Codes Supervision of Foreign Investment Securities Regulations Enforcement of Securities Regulation Internationally | 1. Understand the main regulatory methods for transnational investment in various countries; 2. Establish a scientific outlook on the world and life | 2 | Classroom lectures, online courses, case studies, discussion | 1、2、3 |
| 6 | <i>CHAPTER 6: INTELLECTUAL PROPERTY</i> The Creation of Intellectual Property Rights International Intellectual Property Organizations Intellectual Property Treaties International Transfer of Intellectual Property Licensing Regulations Compulsory Licenses | 1. Understand the concept and characteristics of intellectual property; 2. Relevant contents of international treaties on intellectual property rights, to clarify the importance of intellectual property rights; 3. Understand the legal system of patent law | 2 | Classroom lectures, case studies, discussion | 1、2、3 |

V Period Distribution and Teaching Modes

1. Period Distribution

| Course Content | Teaching Mode | Theory Lectures | Exercises Class | Discussion Class | Subtotal |
|--|---------------|-----------------|-----------------|------------------|----------|
| | | | | | |
| CHAPTER 1 INTRODUCTION TO INTERNATIONAL AND COMPARATIVE LAW | | 2 | | | 2 |
| CHAPTER 2 STATE RESPONSIBILITY AND | | 4 | | 1 | 5 |

| | | | | |
|---|------|---|-----|----|
| ENVIRONMENTAL REGULATIONI. | | | | |
| CHAPTER 3 DISPUTE RESOLUTION | 4 | 1 | 1 | 6 |
| CHAPTER 4 THE MULTINATIONAL ENTERPRISE | 4 | | | 4 |
| CHAPTER5 FOREIGN INVESTMENT | 4 | | 1 | 5 |
| CHAPTER 6 INTELLECTUAL PROPERTY | 4 | 1 | 1 | 6 |
| CHAPTER 7 SALES | 2.5 | | 1.5 | 4 |
| Total | 24.5 | 4 | 6.5 | 32 |

2. Teaching Modes

(1) Teaching Measures

- ① To provide a general and brief survey of history and sources of international business law.
- ② To give a general introduction to the more important international organizations.
- ③ To make a comparison of municipal legal systems.
- ④ To use the laws in business procedures.

(2) Teaching Methods

① Classroom teaching methods: use comprehensive videos, cases, PPT, etc. to show the key and difficult points of the course, use role-playing, group discussions and other methods to make students actively participate in classroom teaching activities; and use positive incentives to mobilize students' enthusiasm and participation rate;

② Online learning methods: use WeChat groups, DingTalk groups, etc. to share the content involved in the course for self-study before class, such as 5-minute short videos, cultivate students' self-learning and active learning capabilities, and use questions to gain student learning situation; use positive incentives to mobilize students' enthusiasm;

③ Practical operation method: after classroom teaching and online learning, students conduct practical operations on the Amazon training platform.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|-------------------------------|----------------------|---------------------------------|
| Attendance | Be present at class, no late | 10% | Course Objective 2.1;3 |
| Classroom Performance | Ask questions and discussions | 30% | Course Objective 2.3-2.5;3 |
| Final Exams | Clos-book Test in English | 60% | Course Objective 2.1-2.5;3 |

VII Textbooks and References

1. Textbooks

[1] Ray August, Don Mayer, Michael Bix: "International Business Law", China Machine Press, 2018.

2. Reference Books

[1] Zhang Xuesen: "International Business Law", Fudan University Press, 2008.

[2] Jiang Zuoli: "International Business Law (3rd Edition)", Law Press, 2013.

3. Network resources

[1] <http://tfs.mofcom.gov.cn/>

[2] <http://www.wto.org>

Written by: Meng Fei

Examination: School of Economics and Management

Reviewed by: Ma Xin

Date: 2021/5/1

Syllabus of International Business Etiquette*

Course Name/Title: International Business Etiquette* **Course code:** 51969

Course Type: (Specialized Course)(Optional Course)

Total Teaching Hours: 32 (Classroom Hours)

Course Credit: 2

I Course Introduction

Business etiquette is the behavior and manners considered appropriate in the business and professional world. Business etiquette involves rules of conduct that allow us to communicate with people in business and to interact with them in a civilized manner. Most people who are successful in the business and professional world conform to these guidelines of expected behavior. The growth in international trade, as well as fast-developing globalization has led to more interactions with people from other cultures. Thus, knowledge of the rules of etiquette must be expanded to include manners of other countries.

Global business relationships are not easy to establish or maintain. Although we communicate using faster media (thanks to facsimiles, e-mail, and wireless phones), we do not necessarily communicate more intelligently. We are simply using faster tools and old habits. This course can help students think about some of those old habits, stir them to take the time to change a few of them. While globalization is here to stay, students who majored in international business will all be working with people from other cultures around the globe during our working life. Hence, communicating verbally and nonverbally in intercultural encounters is equally important.

II Course Objective

Through the study of this course, students should achieve the following goals:

1. Ideological and political objectives:

① to cultivate students' feelings of home and country. Through various economic and trade cases in classroom teaching, students are guided to establish a correct view of opening up and national interests, enhance national confidence, and interpret the responsibility of a big country.

② to cultivate students' moral sentiment. In the teaching process, with the help of cases, the students are trained to love their jobs, be honest and trustworthy, keep improving the craftsman spirit and open, cooperative and inclusive professional qualities.

③ To improve the cultural quality of students. Mixed class teaching for Chinese and foreign students is carried out according to the learning situation. Teamwork is

promoted through group tasks to guide students to appreciate each other, cultivate students' international vision, and improve students' ability and accomplishment in cross-cultural communication.

2. Knowledge objective:

- ① Prepare students to act appropriately and adapt to any international business encounters.
- ② Build professionalism and personal brand for students' future career.
- ③ Build the strategic and tactical skills to communicate more effectively in cross-cultural context

3. Ability objectives:

① Develop students' ability to find out about the person in the other culture, an increased sensitivity to other ways of thinking and being, an expansion of your communication skills, and a better understanding of global business relationships

② Enhance the ability to conduct all kinds of external operational contacts and communications activities.

4. Emotional goal:

① Have good job awareness and professional ethics in international business activities.

② Have the ability of cross-cultural communication to adapt to China's foreign business development.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|--|--------------------------|
| Graduation Requirement 2.4 | Have a good command of English, and have a high level of English listening, speaking, reading, writing and translation, and have the ability and skills to use English as the working language in foreign-related departments, enterprises and institutions. | 1,2,3 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operation | 1,2 |
| Graduation Requirement 5.1 | Have strong international market business development ability and foreign trade and international business practice ability | 2,3 |
| Graduation Requirement 5.4 | Cultivate the good qualities of respecting the cultures and customs of different countries and regions, and have the ability of cross-cultural communication | 4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---|--------------------------|
| 1 | Chapter 0 Brief Introduction of International Business Etiquette | Part1: Understand what international business etiquette is and why does it matter in today's business world Part2: Understand the frame of business etiquette and the customary manners. Students should identify which genres of business activities would involve in business etiquette and what kind of knowledge/awareness they should cultivate | 2 | Lectures & Group discussion | Course Objective 1,2,3,4 |
| 2 | Chapter 1 Conversational Customs And Manners | Part1: Importance of conversation Forms of verbal interaction How to form a small-talks Conversational taboos in different cultures Part2: Non-verbal conversational actions Eye contacts and facial expressions Gestures and body language Space and touch Part 3: Informal and personal communications How to build conversational humor How to prevent from "lost in translation" | 2 | Lectures & Group discussion | Course Objective 1,2,3,4 |
| 3 | Chapter 2 Oral and Written Communication Customs And Etiquette | Part1: Language knowledge Choosing the right words and expressions Choosing the appropriate writing style and tone Part2: How to communicate effectively with e-mails and e-mail etiquette | 4 | Lectures Group Presentation & Group discussion | Course Objective 1,2,3,4 |
| 4 | Chapter 3 Dining and Tipping Customs | Part1: Styles of eating and place settings 1) Mealtime customs 2) Table manner 3) Food customs and consumption taboos 4) Drinking and toasting customs Part 2: Business entertaining and seating arrangement & Tipping in different countries | 2 | Lectures Group Presentation & Group discussion | Course Objective 1,2,3,4 |
| 5 | Chapter 4 Dress and Appearance | Part 1: Dress for credibility Part 2: Business professional attire for different occasions | 2 | Lectures Group Presentation | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|--------------------------|
| | | Part 3: Business casual attire in different occasions 1) Dressing for travel 2) Dressing for social events 3) Cultural customs in dressing: dressing for your age, gender and social status | | & Group discussion | |
| 6 | Chapter 5 Cultural Attitudes And Behaviors | Part 1: Attitudes in different cultures 1) Attitudes towards family 2) Attitudes towards religions 3) Attitudes towards education 4) Attitudes towards equality, status and social class Part 2: Cultural attitude in public behavior | 6 | Lectures & Group discussion | Course Objective 1,2,3,4 |
| 7 | Unit 6 Best Behaviors at Work: Interacting with Bosses and Peers | Part 1: Relieving Interview Stress 1) Job interviews 2) Getting Started on the Right Foot with the new job Part 2: Make Working Together More Enjoyable and Productive 3) A Team Approach To A Harmonious Workplace 4) Spotting and Solving Personality Problems 5) How to Speak So Your Boss Will Listen 6) Using Your Phone Most Productively | 4 | Lectures & Group discussion | Course Objective 1,2,3,4 |
| 8 | Unit 7 Language, Greetings, Introductions, and Business Cards | Part 1 Establishing Rapport 1) Greeting behavior 2) Making introduction 3) Handshake customs 4) Exchange business card Part 2 Socializing for business 1) How to build friendship in business world 2) Time management 3) Gift giving 4) Relationship and trust building 5) Gender, Race and Religion and work | 6 | Lectures Case Study Group Presentation & Group discussion | Course Objective 1,2,3,4 |
| 9 | Chapter 8: Final review: Personal | A final review of how to use all the learned knowledge to build your personal brand to | 2 | Lectures & | Course Objective |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--------------------|---|--------|--------------------|--------------------------|
| | Branding | leave a good impression and credibility | | Group discussion | e 1,2,3,4 |
| 10 | Final presentation | Final team presentation | 2 | Group Presentation | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

| modes Period Course content | Teaching | Exercises Class | Discussion Class | Group presentation | Subtotal |
|---|-----------------|-----------------|------------------|--------------------|----------|
| | Theory Lectures | | | | |
| Chapter 0 Brief Introduction of International Business Etiquette | 2 | | | | 2 |
| Chapter 1 Conversational Customs And Manners | 2 | | | | 2 |
| Chapter 2 Oral and Written Communication Customs And Etiquette | 2 | 1 | 1 | | 4 |
| Chapter 3 Dining and Tipping Customs | 2 | | | | 2 |
| Chapter 4 Dress and Appearance | 2 | | | | 2 |
| Chapter 5 Cultural Attitudes And Behaviors | 4 | 1 | 1 | | 6 |
| Unit 6 Best Behaviors at Work: Interacting with Bosses and Peers | 4 | | | | 4 |
| Unit 7 Language, Greetings, Introductions, and Business Cards | 4 | 1 | 1 | | 6 |
| Final review: Personal Branding | 2 | | | | 2 |
| Final presentation | | | | 2 | 2 |
| Total | 24 | 3 | 3 | 2 | 32 |

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|-------------------------------------|--|----------------------|---------------------------------|
| Attendance | Students must attend more than 60% of the lectures | 10 | Course Objective 1,2,3,4 |
| Group contribution | Students must actively participate in the group work (this grade will be given by every group leader) | 10 | Course Objective 1,2,3,4 |
| Group case studies and presentation | Students must analyze 4 different business scenarios regarding business etiquette | 40 | Course Objective 1,2,3,4 |
| Final report | Students must demonstrate their ability of using the theoretical and practical knowledge to practice etiquette in real-world business. | 40 | Course Objective 1,2,3,4 |

VII Textbooks and References

1. Textbook

[1]:<Global business etiquette : a guide to international communication and customs> by Jeanette S. Martin and Lillian H. Chaney, 2006

2. Reference

[1]:< The essential guide to business etiquette> by Lillian Hunt Chaney and Jeanette St. Clair Martin,2007

Written by: ZHANG Yinbai

Reviewed

by:Meng Fei

Date: 5/7/2021

Syllabus of International Business Negotiation*

Course Name/Title: International Business Negotiation* **Course code:** 51957

Course Type: (Specialized Course)(Compulsory Course)

Total Teaching Hours: 32 (Classroom Hours)

Course Credit: 2

I Course Introduction

The dramatic growth of international trade over the last half century has been not only in terms of volume but in complexity as well: service offerings are now mixed with products, and technology often plays a central role as an object of the exchange. Deals are not only made through discussions of a bundle of physical attributes and a price; they are also drafted between merchants and businesspeople from different countries having different objectives and cultural backgrounds. Establishing, maintaining, and fostering relationships are therefore of prime importance for the market transaction to take place. It is more and more recognised that international trade is not only a matter of price and product but also of people who manage a complex relational process. Business negotiations occupy a prominent place in international trade because any transaction is in some way negotiated even though on a limited range of issues.

Given the considerable growth in alliances, partnerships and technology deals across borders, finding the right partner(s) and developing an adequate framework for conducting the relationship with them are now considered key success factors. Complexity is probably one of the main features of this kind of negotiation exercise: partners come from quite diverse national and cultural backgrounds, do not share the same native language, yet still have a major interest in dealing with each other.

II Course Objective

Through the study of this course, students should achieve the following goals:

1. Ideological and political objectives:

① to cultivate students' feelings of home and country. Through various economic and trade cases in classroom teaching, students are guided to establish a correct view of opening up and national interests, enhance national confidence, and interpret the responsibility of a big country.

② cultivate students' moral sentiment. In the teaching process, with the help of cases, the students are trained to love their jobs, be honest and trustworthy, keep

improving the craftsman spirit and open, cooperative and inclusive professional qualities.

③ To improve the cultural quality of students. Mixed class teaching for Chinese and foreign students is carried out according to the learning situation. Teamwork is promoted through group tasks to guide students to appreciate each other, cultivate students' international vision, and improve students' ability and accomplishment in cross-cultural communication.

2. Knowledge objective:

- ① Provide a framework to help students understand and analyze a wide range of negotiations in cross-cultural context.
- ② Build the strategic and tactical skills to negotiate more effectively in cross-cultural context.
- ③ Develop the rational and emotional intelligence competencies to enlarge a skillful negotiator's toolbox

3. Ability objectives:

- ① Improve the ability to use good strategies and tactics in international business activities.
- ② Enhance the ability to conduct all kinds of cross-cultural business and communications activities.
- ③ Build the understanding system of different negotiation styles while being able to analyze the background, context and construct a long-term orientation mentality.

4. Emotional goal:

- ① Have good job awareness and professional ethics in international business activities.
- ② Have the ability of cross-cultural communication to adapt to China's foreign business development.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|-----------------------------|--|-------------------|
| Graduation Requirement 2. 4 | Have a good command of English, and have a high level of English listening, speaking, reading, writing and translation, and have the ability and skills to use English as the working language in foreign-related departments, enterprises and institutions. | 1,2,3 |

| | | |
|----------------------------|---|-----|
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operation | 1,2 |
| Graduation Requirement 5.1 | Have strong international market business development ability and foreign trade and international business practice ability | 2,3 |
| Graduation Requirement 5.4 | Cultivate the good qualities of respecting the cultures and customs of different countries and regions, and have the ability of cross-cultural communication | 4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|-----------------------------|--------------------------|
| 1 | Chapter 0 Brief introduction of international business negotiation | <p>Part1: Relate students to negotiation and demonstrate negotiation is an all-around human interaction.</p> <p>Part2: Understand the nature of business negotiation and the application of negotiation in international business. Understand 5 different types of negotiation method and the suitable circumstances for each of them.</p> <p>Differentiate Distributive negotiation and integrative negotiation.</p> | 2 | Lectures & Group discussion | Course Objective 1,2,3,4 |
| 2 | Chapter 1 Framework for International Business Negotiation | <p>Part1: An overall framework for business negotiation has three groups of variables: background factors, the process and the atmosphere. Since the negotiation process is inherently dynamic, a certain perception of the parties or a particular development in the process may influence a change in the background factors.</p> <p><i>Part2: Understand how the elements such as objectives, environment, third parties, negotiators, conflict, cooperation, power/dependence relation and expectations influence the result of negotiation.</i></p> | 2 | Lectures & Group discussion | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---|--------------------------------|
| 3 | Chapter 2 Strategies and Tactics for Distributive Bargaining | <p>Part1:Use “Condo sale” case study to understand 3 main points for every negotiator: Starting point, Reservation point, Target point. Understand the definition of ZOPA and how to find out and influence the counter-party’s resistance point.</p> <p>Part2: Understand BATNA and Bargain mix’s function in a distributive negotiation. Use the “Second-hand car sale” case study to understand how to use a BATNA as a leverage point of setting the target point, resistance point, and starting point.</p> <p>Part3: Group discussion on the 8 hardball tactics of bargaining. Students must prepare ahead and present each tactics in-class with examples and solutions.</p> | 6 | Lectures Group Presentation & Group discussion | Course Objective 1,2,3,4 |
| 4 | Chapter 3 Strategies and Tactics for Integrative Negotiation | <p>Part1: Understand the characteristics of a “cooperative negotiator: superior listening skill, honesty, systematic thinking, maturity, bundle handling skills</p> <p>Part2: Understand the importance of exchanging information and how to create an free flow of information</p> <p>Part3: Understand how to separate “POSITION (you can what you want)” and “INTEREST (why you want what you want)”</p> <p>Part 4 steps of an integrative negotiation STEP1: Define the problems in the negotiation STEP2: Detect the interests underlying and bring them to the surface STEP3: Generating alternative solutions (Key point: Five different ways to create the value and think out of the box “Emma and Samantha office” case study) STEP4: Making decision</p> <p>Part5: case discussion: Key questions_What is at Stake/ Common Interests/ Relationship Quality/ Adapting Strategy</p> | 6 | Lectures Group Presentation & Group discussion | Course Objective 1,2,3,4 |
| 5 | Chapter 4 Strategies and | Part1: A mid-term review of all the strategies and planning patterns of negotiation | 4 | Lectures Group | Course Objective |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|---------------------------------|--------------------------|
| | Planning | <p>Finding goals, and planning the steps in negotiation</p> <p>Part2: Understand the Negotiation Process - The process of international business negotiation presented here is divided into three different stages.</p> <p>Stage I: Pre-Negotiation Stage II: Face-to-Face Negotiation Stage III: Post-Negotiation</p> <p>Key knowledge: A stage of the process refers to a specific part of the process and includes all actions and communications by any party pertaining to negotiations made during that part. Parties communicate with each other to exchange information within each stage. A particular stage ends where parties decide to proceed further on to the next stage or decide to abandon the communication if they see no point in further negotiations. In the pre-negotiation stage, parties attempt to understand each other's needs and demands, which is done through information gathering and informal meetings. The negotiation stage refers to face-to-face negotiations and the post-negotiation stage refers to the stage when parties have agreed to most of the issues and are to agree on contract language and format and signing the contract.</p> | | Presentation & Group discussion | e 1,2,3,4 |
| 6 | Chapter 5 Psychology and Emotion in Business Negotiation | <p>Part 1: Understand the psychological bias during negotiation: Stereotype, Halo effect, Selective perception, Projection</p> <p>Part 2: Understand the different frames of negotiation and personal differences in perceiving negotiation and conflicts.</p> <p>Part3: Emotions in negotiation: Positive emotion, Negative emotion.</p> <p>Key: Framing- How to shape and presents the useful information to get what you want in a</p> | 2 | Lectures & Group discussion | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|---|--------------------------|
| | | negotiation. | | | |
| 7 | Unit 6 Communications in Negotiation | Part 1: Basic models of communication Step1: What is communication during negotiation? Step2: How do people communicate in negotiation? Step3: How to improve communication quality in negotiation? Step4: Special communication considerations and skills. Part 2: Ethics in negotiation Discussion of boundries, immortality, and lying in negotiation | 2 | | Course Objective 1,2,3,4 |
| 8 | Unit 7 Inter-Cultural Negotiation | Part 1 Cultural Aspects of International Business Negotiations 1) Hofstede's Dimensions of Culture and their Influence on International Business Negotiations 2) International Multilateral Negotiations and Social Networks Part 2 The Role of Time in International Business Negotiations and The Role of Atmosphere in Negotiations | 4 | Lectures Case Study Group Presentation & Group discussion | Course Objective 1,2,3,4 |
| 9 | Final review | A final review | 2 | Lectures & Group discussion | Course Objective 1,2,3,4 |
| 10 | Final presentation | Final team presentation | 2 | Group Presentation | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

| Teaching modes Period | Theory Lectures | Exercises Class | Discussion Class | Group presentation | Subtotal |
|--------------------------|-----------------|-----------------|------------------|--------------------|----------|
| | | | | | |
| | | | | | |

| | | | | | |
|--|------|---|-----|---|----|
| Chapter 0 Brief introduction of international business negotiation | 2 | | | | 2 |
| Chapter 1 A Framework for International Business Negotiation | 2 | | | | 2 |
| Chapter 2 Strategies and Tactics for Distributive Bargaining | 4 | 1 | 1 | | 6 |
| Chapter 3 Strategies and Tactics for Integrative Negotiation | 4 | 1 | 1 | | 6 |
| Chapter 4 Strategies and Planning | 2 | 1 | 1 | | 4 |
| Chapter 5 Psychology and Emotion in Business Negotiation | 2 | | | | 2 |
| Unit 6 Communications in Negotiation | 1.5 | | 0.5 | | 2 |
| Unit 7 Inter-Cultural Negotiation | 2 | 1 | 1 | | 4 |
| Final review | 2 | | | | 2 |
| Final presentation | 2 | | | 2 | 2 |
| Total | 21.5 | 4 | 4.5 | 2 | 32 |

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| Attendance | Students must attend more than 60% of the lectures | 10 | Course Objective 1,2,3,4 |
| Group contribution | Students must actively participate in the group work (this grade will be given by every group leader) | 10 | Course Objective 1,2,3,4 |

| | | | |
|-------------------------------------|--|----|--------------------------|
| Group case studies and presentation | Students must analyze 4 negotiation cases using the theoretical and practical methods | 40 | Course Objective 1,2,3,4 |
| Final report | Students must demonstrate their ability of understanding the concepts and using the theoretical and practical knowledge to negotiate in real-world business. | 40 | Course Objective 1,2,3,4 |

VII Textbooks and References

1. Textbook

[1] <International Business Negotiation 国际商务谈判>, Sixth Edition, Writer: Roy J. Lewicki; Bruce Barry; David M. Saunders 中国人民大学出版社, 2014

2. Reference

[1]:<College English For International Business>, First Edition, editor:陈庆柏,对外经贸大学出版社, 2011

[2]:<Practical Solutions to Global Business Negotiations 国际商务经典教材·教育部经济管理类双语教学课程教材:国际商务谈判(英文版)> Writer: 克劳德·塞利奇(Claude Cellich) 苏比哈什·C·贾殷(Subhash C.Jain)中国人民大学出版社,2013

3. Website Reference:

[1]:<https://inp.harvard.edu/>

[2]:<https://www.negotiate.org/>

[2]:<https://www.coursera.org/learn/negotiation-skills>

Written by: ZHANG Yinbai

Reviewed by:Huang

Hairong

Date: 5/7/2021

Syllabus of International Marketing

Course Name/Title: International Marketing

Course code: 51941

Course Type: Specialized Course, Optional Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

International marketing is the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.

International Marketing is a professional elective course for students majoring in International Economics and Trade, as well as for other students in the School of Economics and Management. This course systematically describes how to market goods and services in the international market. This course narrates the characteristics of international market, business system, financial and legal issues of international marketing, and focuses on the structural contents of commodities, prices, channels and promotions in marketing, so as to provide assistance for students to acquire the ability of commodity trading and promotion and service development in international market.

The teaching of this course, combined with the development of China's foreign trade and open economy, is helpful to cultivate students' patriotism and open spirit, as well as their innovative spirit.

II Course Objective

Develop the skills and insights necessary to be able to apply marketing concepts to international situations, understanding how international market share alike and different from domestic markets. Gradually form the experience of researching countries and regions from an international perspective.

Course objectives include:

1. Cultivate a good ideological and moral sense, a strong sense of social responsibility and legal awareness, a sound personality and strong team spirit.
2. Summarize most globally used marketing techniques;
3. Adapt international strategies to manage business operations, enhance the students problem solving and decision making abilities;
4. Distinguish between different cultures as well as how to conduct cross boarder business;
5. Improve the Capacity of utilizing management and marketing theory into practice.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--|---|-------------------|
| 1.1 Love the motherland, establish a scientific outlook on the world and life; Have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and strong team spirit | scientific outlook/moral cultivation/personality and strong team spirit | 1、3、5 |
| 2.1 have a systematic grasp of the basic theories and professional skills of economics, international trade and management, have a solid theoretical foundation, a broad range of knowledge and a relatively complete knowledge structure. I can solve practical problems with a scientific world outlook and methodology | basic theory and professional skills/theoretical foundation/knowledge structure | 2、4、5 |
| 2.2 Master the business knowledge and skills of international trade, international investment and foreign-related enterprise management, be able to engage in international economic and trade transactions in accordance with the WTO and other international rules, agreements and conventions, and properly resolve disputes in international trade in accordance with laws and regulations | business knowledge/trade transactions/international rules /disputes | 1、2、4、5 |
| 2.3 Familiar with international economic agreement system, commitment, as well as economic and trade related international practices and legal knowledge; Have business sense, innovation sense, strategic vision and leadership ability | international economic agreement/international practices/international investment /strategic vision | 1、2、3、5 |
| 3.1 Proficient in computer application skills, with the ability to efficiently use modern information technology to acquire and process information | computer application skills/information technology | 3、4、5 |
| 4.3 With a realistic and innovative consciousness and spirit, with strong analytical ability, decision-making ability and comprehensive coordination and innovation ability | innovative consciousness/decision-making ability | 2、4、5 |
| 5.3 Have an international perspective, pay attention to international trends and global issues, and have basic skills to deal with foreign affairs | international perspective/basic skills | 1、4、5 |
| | | |

(Note: Basic courses and specialized courses must correlate with the graduation requirements as

specified in the Program outline. The correlated graduation requirement index point must be put before the descriptive phrases or sentences. General courses are exempted from this rule.)

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--|-------------------|
| 1 | 1. International Marketing Scope and Challenge | 1. Understand The Scope and Challenge of International Marketing 2. Learn The Dynamic Environment of International Trade | 4 | Classroom lecture and group discussion | 1, 5 |
| 2 | 2. International Marketing Assessing and Preparation | 1. Learn Cultural Dynamics in Assessing Global Markets 2. Master Culture, Management Style, and Business Systems 3. Master the Financing the International Operation 4. Learn The Political and Legal Environment 5. Master Developing A Global Vision Through Marketing Research | 10 | Classroom lecture and group discussion | 1, 2, 3, 5 |
| 3 | 3. International Marketing Market | 1. Learn the Emerging Markets 2. Learn the Multinational Market Regions and Market Groups | 4 | Classroom lecture and group discussion | 4, 5 |
| 4 | 4. International Marketing Management | 1. Master Global Marketing Management Planning and Organisation 2. Learn Small and Medium Size Enterprise Internationalisation | 4 | Classroom lecture and group discussion | 2, 3, 4 |
| 5 | 5. International Marketing mix | 1. Learn Products for Consumers 2. Learn Products and Services for Businesses 3. Learn International Marketing Channels 4. Learn Exporting, Managing and | 12 | Classroom lecture and group discussion | 1, 2, 3, 4, 5 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|----------------|--|--------|----------------|-------------------|
| | | Logistics 5.Learn Integrated Marketing Communications and International Advertising 6.Learn Personal Selling and Sales Management 7.Learn Pricing for International Markets | | | |

V Period Distribution and Teaching Modes

(1)Period Distribution

| content | mode | periods | | | | ubtotal |
|--|------|---------|----------|---------|------|---------|
| | | lecture | Problems | discuss | note | |
| 1.International Marketing Scope and Challenge | | 3 | | 1 | | 4 |
| 2. International Marketing Assessing and Preparation | | 8 | | 2 | | 10 |
| 3. International Marketing Market | | 3 | | 1 | | 4 |
| 4. International Marketing Management trade | | 3 | | 1 | | 4 |
| 5. International Marketing mix | | 9 | | 3 | | 12 |
| total | | 24 | | 8 | | 32 |

(2)Teaching Modes

A. Teaching methods

Using lecture, discussion and other effective teaching methods, strengthen the communication between teachers and students, guide students to think independently, cultivate students' ability to connect theory with practice.

This course is closely related to students' practice, work and life. In the teaching process, it is necessary to combine theory with practice, so as to enhance students' understanding of theory and cultivate students' ability to apply theory. Teachers can add cases and classroom discussion appropriately according to the actual situation, or assign homework and other ways, so that students can apply what they have learned.

B. Teaching means

In terms of teaching methods, teachers should adopt more classroom discussion, case analysis and multimedia teaching methods to enhance the flexibility and vividity of teaching, and avoid the shortcomings of traditional blackboard writing, such as slow speed and poor clarity, so as to enhance the teaching effect.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| 1. Classroom performance | Attend class seriously, ask questions and answer questions in class, be required to be in class on time, and actively participate in the interactive links of classroom teaching | 20% | 1、2、5 |
| 2. Homework | Analyze fashion digital trade cases, analyze them in class discussion and after class, and present them | 30% | 1、4、3、5 |
| 3. Final paper | Completed empirical paper, no less than 3000 words. Emphasis will be placed on students' comprehensive grasp of the course, whether they can relate to real life and present their own views. | 50% | 1、2、4、3、5 |

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

VII Textbooks and References

Philip Cateora, International Marketing, 中国人民大学出版社, 2015年

Written by: 张正荣

Reviewed by: 张吟白

Date: 2021年5月8日

Syllabus of Finance

Course Name/Title: Finance **Course code:** 57901

Course Type: Basic Course (Optional Course)

Total Teaching Hours: 32

Course Credit: 2

I Course Introduction

This course is one of the basic professional courses of business administration major, and is also one of the core courses of finance and economics colleges. The study of monetary banking takes the financial system as the research object and studies the financial system and its role in the economy. This course aims to analyze the role of the financial system and its components in the economy to help students understand the financial system itself and how it affects all aspects of people's lives. By studying this course, it will be helpful to cultivate students' scientific thinking mode, especially the thinking mode of economics. For the non-finance major students, it will help them to understand complex economic phenomena; for finance major students, it will help them to recognize the nature of finance, enhance their professional awareness and lay a foundation for the study of subsequent courses.

II Course Objective

Objective 1: To master the relationship between the financial system and its components, and understand the basic functions of the financial system. To learn to use the economic paradigm to analyze the role of the financial system and its components.

Objective 2: To understand the market mechanisms which are formed by interest rates, financial instrument, financial markets, and how these mechanisms function.

Objective 3: To understand the reasons for the existence of financial institutions, grasp the composition and management of financial institutions in order to understand the role of financial institutions in the economy. To recognize the importance of financial regulation to ensure that the financial system plays its role. To guide the students to analyze these problems with the paradigms of economics.

Objective 4: To understand how the actions of the central bank (monetary policy) affect the economic and financial environment, and be able to analyze the impact of a specific monetary policy of the central bank on the economy and how various actors react.

Objective 5: To grasp the basic content of monetary economics and understand the causes of inflation, monetary factors, economic fluctuations.

Objective 6: To cultivate students' strong ability of independent learning and to explore and

think independently.

Objective7: To excavate the nationalistic elements in the financial theories

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|--|-------------------|
| Graduation Requirement 2.1 | Systematic grasp of the basic theories and professional skills of economics, international trade and management, with a solid theoretical foundation, a wide range of knowledge and a relatively complete knowledge structure, able to solve practical problems with a scientific world outlook and methodology. | 1,2,3,4,5,6,7 |
| Graduation Requirement 2.3 | Familiar with international economic agreement system, commitments, international conventions and laws related to economy and trade; Have management consciousness, innovation consciousness, strategic vision and leadership ability. | 1,2,3,4,5,6,7 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, international business, and have the ability to analyze and judge economic operation. | 1,2,3,4,5,6,7 |
| Graduation Requirement 5.2 | Familiar with the principles, policies and regulations of international organizations and China's foreign economic and trade development, understand the policies, regulations and technical standards of various countries in trade, investment and intellectual property. | 1,2,3,4,5,6,7 |

IV Correlations between Course Content and Course Objectives

Teaching Content One: Monetary and financial systems

Periods: 6 periods

Learning outcomes:

- 1.To let the students know why they need to study the money banking and financial markets
- 2.To let the students understand the structure and basic functions of the financial system
- 3.To let the students know currency and payment systems

Course content:

1. Why study money banks and financial markets?

Why we need to study the financial market, bank and other financial institution, money and monetary policy, international finance? And then we will study the methods to learn this course.

2. An overview of the financial system

In this part there will be two important concepts: direct financing and indirect financing. In the direct financing part, it will include the structure and functions of financial markets, debt markets and equity markets, money markets and capital markets. In the indirect financing part, it will include the types and functions of financial intermediaries and the regulation of the financial system.

3. Money and payment systems

In this part it will include the collocation and three basic functions of money, the involvement of payment system, the measurement of money and levels of money.

Teaching Content Two: Financial Market

Periods: 10 periods

Learning outcomes:

1. To understand interest rates
2. To understand interest rate decisions
3. To be familiar with term structure theory of interest rate
4. To understand stocks, stock markets, and the efficient market hypothesis
5. To understand how the foreign exchange market works

Course content:

1. To understand interest rates

In this part, the students will learn the collocation of rate interest, the measurement of interest rates, the difference between interest rates and rates of return and the difference between real and nominal interest rates.

2. Behavior of interest rates

The main knowledge of this part includes determinants of asset demand, supply and demand in the bond market, the equilibrium interest rate, supply and demand in money markets, liquidity preference theory and equilibrium interest rate changes in liquidity preference theory.

3. Risk structure and term structure of interest rates

This part mainly includes two concepts: the risk structure of interest rates and the term structure of interest rates. The term structure mainly includes three theories: expectation theory, market segmentation theory and liquidity premium theory.

Teaching Content Three: Financial Institution

Periods: 8 periods

Learning outcomes:

1. To master the economic analysis of financial structure
2. To master the management of banking and financial institutions
3. To understand the management of non-bank financial institutions
4. To master the economic analysis of financial regulation

Course content:

1. An Economic analysis of Financial Structure

This part includes the contents as follows: basic facts about financial structure throughout the world, transaction costs, asymmetric information: adverse selection and moral hazard, how adverse selection influence financial structure, how moral hazard affects the choice between debt and equity contracts, how moral hazard influence financial structure in debt markets.

2. Banking and the Management of Financial Institutions

The main contents of this part include: the bank balance sheet, basic banking, general principles of bank management, managing credit risk, managing interest-rate risk, off-balance-sheet activities.

3. Non-bank financial institutions

This part includes the following contents: insurance, insurance management, pension funds, financial companies, securities market operations, mutual funds, hedge funds, private equity and venture capital funds, government financial intermediation

4. Economic Analysis of Financial Regulation

This part includes asymmetric information as a rationale for financial regulation, types of financial regulation

Teaching Content Four: Central Banking and the Conduct of Monetary Policy

Periods: 8 periods

Learning outcomes:

1. To understand how central banks are organized and understand their role in the economy
2. To master the money supply process in the economy
3. To grasp the central bank's monetary policy tools that affect the economy

Course content:

1. Central Bank

The contents are as follows: origins of the federal reserve system, structure of the federal reserve system, how independent is the FED?

2. The Money Supply Process

This part includes: three players in the money supply process, the FED's balance sheet,

control of the monetary base, multiple deposit creation: a simple model, factors that determine the money supply, the money multiplier,

3.Tools of Monetary Policy

This part mainly includes: the market for reserves and the federal funds rate, conventional monetary policy tools, nonconventional monetary policy tools and quantitative easing

4.Money demand

Budget deficit, currency inflation, Keynesian theory of money demand, Money Demand Portfolio Theory

V Period Distribution and Teaching Modes

| Teaching hours Course contend | Methods | Lecture | Exercises | Discussion | Subtotal |
|---|---------|-----------------------------------|-----------|------------|----------|
| | | 1. Monetary and financial systems | 6 | | |
| 2. Financial Market | 10 | | | 10 | |
| 3. Financial Institution | 8 | | | 8 | |
| 4. Central Banking and the Conduct of Monetary Policy | 8 | | | 8 | |
| Total | 32 | | | 32 | |

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| Class performance | Absence Accurate to answer questions | 15% | Objective 1,2,5 |
| regular assignment | Two to three times | 20% | Objective 1,2,3,4,5 |
| Class discussion | Be active in class | 5% | Objective 4,5,6 |
| Final exam | Open or close test | 60% | Objective 1,2,3,4,5,6 |

VII Textbooks and References

[1]Frederic S. Mishkin. The Economics of Money, Banking, and Financial Markets, Business School Edition,(4th Edition), China Machine Press, 2018,9.

[2]蒋先玲. 货币金融学[M]. 机械工业出版社, 2021,1.

[3]米什金. 货币金融学:第五版. 中国人民大学出版社, 2020.

Written by: Mei Xia

Reviewed by: Peng Yi

Date: 2021-05-04

Syllabus of Listening and Speaking of Business English*

Course Name/Title: Listening and Speaking of Business English* **Course code:** 51990

Course Type: (Specialized Course)(Optional Course)

Total Teaching Hours: 32 (Classroom Hours)

Course Credit: 2

I Course Introduction

Communication is the key to success in any business. Whether you are trying to sell a product, answer a query or complaint or convince your colleagues to adopt a certain course of action, good communication often means the difference between success and failure. Miscommunication happens in many forms such as whether in speaking or listening, and it will give a poor impression of you or your business; at worst, what you are trying to say will be misunderstood or ignored. In contrast, clear, precise English will be enjoyable to read or listen to, and is likely to evoke the response you want. Because of the globalization of trade and the use of the Internet, the position of English as the international language of business is stronger than ever. This course is designed to prepare students with the skill of good communication in the international business workplace.

II Course Objective

The aim is to give the students a good grounding in listening and speaking style, which the students can then apply to any situation. It shows what is good and bad style, what communicators should avoid and why. Different from the traditional teaching method, this course does not provide a set of model documents for certain situations. The students are encouraged to think about what they want to say, not just copy someone else's models. So although this course will demonstrate a great many examples of documents throughout the lectures, they are just examples to illustrate particular points and techniques, not models to be copied. As the students improve their communication skills, they will find it satisfying to be able to express themselves clearly and succinctly, and to get their precise meaning across to the audience.

Through the study of this course, students should achieve the following goals:

1. Ideological and political objectives:

① to cultivate students' feelings of home and country. Through various economic and trade cases in classroom teaching, students are guided to establish a correct view of opening up and national interests, enhance national confidence, and interpret the responsibility of a big country.

② cultivate students' moral sentiment. In the teaching process, with the help of cases, the students are trained to love their jobs, be honest and trustworthy, keep improving the craftsman spirit and open, cooperative and inclusive professional qualities.

③ To improve the cultural quality of students. Mixed class teaching for Chinese and foreign students is carried out according to the learning situation. Teamwork is promoted through group tasks to guide students to appreciate each other, cultivate students' international vision, and improve students' ability and accomplishment in cross-cultural communication.

2. Knowledge objective:

① Master the basic knowledge of business socializing activities

② Through the systematic study of the examples of conversation of business exchanges, master the oral communication and telephoning practice, as well as the common office and business negotiation exchanges

③ Have the ability to practice asking, requesting, and providing information with colleagues, customers, and clients

3. Ability objectives:

① Improve the ability to use English correctly in international business activities.

② Enhance the ability to communicate with foreign clients more effectively and deliver/receive business information more accurately.

4. Emotional goal:

① Have good job awareness and professional ethics in international business activities.

② Have the ability of cross-cultural communication to adapt to China's foreign business development.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|-----------------------------|---|-------------------|
| Graduation Requirement 2. 4 | Have a good command of English, and have a high level of English listening, speaking, reading, writing and translation, and have the ability and skills to use English as the working language in foreign-related departments, enterprises and institutions | 1,2,3 |

| | | |
|----------------------------|---|-----|
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operation | 1,2 |
| Graduation Requirement 5.1 | Have strong international market business development ability and foreign trade and international business practice ability | 2,3 |
| Graduation Requirement 5.4 | Cultivate the good qualities of respecting the cultures and customs of different countries and regions, and have the ability of cross-cultural communication | 4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|--------------------------|
| 1 | Section 1 – Business English in Net working | Unit 1 Starting a conversation Unit 2 Talking about jobs Unit 3 Showing interest in other people Unit 4 Exchanging information | 6 | Lectures & Group discussion | Course Objective 1,2,3,4 |
| 2 | Section 2 - Business English in Telephoning | Unit 5 Cold calling Unit 6 Confirming or rearranging appointments Unit 7 Making a complaint on the telephone Unit 8 Dealing with a complaint on the telephone | 6 | Lectures & Group discussion | Course Objective 1,2,3,4 |
| 3 | Section 3 - Business English in Meetings | Unit 9 Running a face-to-face meeting Unit 10 Negotiating agreement Unit 11 Assigning action points Unit 12 Running a teleconference | 6 | Lectures Group Presentation & Group discussion | Course Objective 1,2,3,4 |
| 4 | Section 4 - Business English in Presentations and conferences | Unit 13 Presenting a product or service Unit 14 Working on a stand Unit 15 Closing a sale Unit 16 Saying 'no' politely | 6 | Lectures Group Presentation & Group discussion | Course Objective 1,2,3,4 |
| 5 | Section 5 - Business | Unit 17 The successful job interviewer Unit 18 The successful interview | 4 | Lectures Group | Course Objective |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|-----------------------|--|--------|---------------------------------|--------------------------|
| | English in Interviews | candidate Unit 19 Carrying out performance reviews Unit 20 Persuading your manager | | Presentation & Group discussion | e 1,2,3,4 |
| 6 | Final review | A final review | 2 | Lectures & Group discussion | Course Objective 1,2,3,4 |
| 7 | Final presentation | Final team presentation | 2 | Group Presentation | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

| Course content | Teaching modes | | | | Subtotal |
|---|-----------------|-----------------|------------------|--------------------|----------|
| | Theory Lectures | Exercises Class | Discussion Class | Group presentation | |
| Section 1 – Business English in Net working | 3 | 1 | 2 | | 6 |
| Section 2 - Business English in Telephoning | 3 | 1 | 2 | | 6 |
| Section 3 - Business English in Meetings | 3 | 1 | 1 | 1 | 6 |
| Section 4 - Business English in Presentations and conferences | 3 | | 1 | 2 | 6 |
| Section 5 - Business English in Interviews | 2 | 1 | 1 | | 4 |
| Final review | 2 | | | | 2 |
| Final presentation | | | | 2 | 2 |
| Total | 16 | 4 | 7 | 5 | 32 |

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|-------------------------------------|--|----------------------|---------------------------------|
| Attendance | Students must attend more than 60% of the lectures | 10 | Course Objective 1,2,3,4 |
| Group contribution | Students must actively participate in the group work (this grade will be given by every group leader) | 10 | Course Objective 1,2,3,4 |
| Group case studies and presentation | Students must prepare 3 presentation showing english communication in different business scenarios | 40 | Course Objective 1,2,3,4 |
| Final report | Students must demonstrate their ability of understanding the concepts and using the theoretical and practical knowledge to negotiate in real-world business. | 40 | Course Objective 1,2,3,4 |

VII Textbooks and References

1. Textbook

[1] :< Communicating in Business: A Short Course for Business English Students> Second Edition, Writer:Simon Sweeney, Cambridge University Press, 2004

2. Reference

[1]:<A Guide to Good Business Communication——How to write and speak English well in every business situation >, Fifth Edition, Writer: Michael Bennie, 2009

[2]:<Collins English for Business. Speaking> by Schofield James, Osborn Anna, 2011

Written by: ZHANG Yinbai

Reviewed by: Huang Hairong

Date: 5/7/2021

Syllabus of Fashion Digital Trade

Course Name/Title: Fashion Digital Trade

Course code: 51988

Course Type: Specialized Course, Optional Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

Fashion Digital Trade is a course that introduces and helps students understand how to carry out digital business activities of fashion commodities and services. It is also a course that systematically elaborates and analyzes the mode, policy and logic of digital development of fashion industry in the era of digital economy. Fashion digital trade course is a professional elective course for undergraduate education of international economics and trade major, as well as a knowledge elective course for students of other majors in the School of Economics and Management. This course will systematic teaching of digital technology and the economic go deep into the fashion industry and operation logic, analysis the basic theory and knowledge of digital trade market, through the case to interpret market digital trade related content, is to guide students to enter the realm of fashion business knowledge and logic system, develop fashionable digital trade important curriculum practice. This course is to understand the "Internet +" to include entertainment industries such as textile and clothing, film and television culture, design of the fashion industry, the influence of commercial activity, to understand the development of the digital economy in China, understand China's "Internet +" lead in the global trade development, stimulates the student patriotic spirit and national pride, have positive significance, It is also helpful for students to master China's policy initiatives in the field of fashion digital trade. This course is an important extension of the curriculum system of international economics and trade theory and practice. Students should have basic knowledge of economics, management, computers, Internet and foreign languages before studying this course.

Fashion digital trade course could not only impart relevant knowledge and cultivate digital trade ability, but also help students to cultivate scientific spirit and patriotism of serving the country in the process of fashion business, and form innovative thinking and craftsman spirit of devoting to industrial development. It will help students understand the basic mode and mechanism of business operation, and make students understand the logic of business operation.

II Course Objective

Course Objective 1 : Through the interpretation of the development of fashion industry and digital application, students can understand the development of digital economy and its industrialization (with emphasis on the combination of fashion industry) in China, cultivate students' love for the motherland and enthusiasm for innovation and entrepreneurship, and experience the scientific spirit and innovative thinking that technological progress promotes the prosperity of market and commercial economy. This course will focus on the development of market digital trade at home and abroad and related policies, as well as China's industrial development and globalization initiatives in the digital economy era.

Course Objective 2: Through learning this course, students learn in the fashion industry, how to get the computer technology, Internet technology and digital technology, applied to the globalization of modern trade and economic activities, make the student a comprehensive grasp "+ + Internet fashion industry globalization trade activities" of all sorts of patterns, and through the Internet and digital, can realize the fashion business.

Course Objective 3 : Through learning this course, make students understanding of the fashion industry comprehensive system of digital trade each related concepts, theories, knowledge and logic, understand the trade development of digital economy and policy environment, technology environment, understand relevant theories of digital trade analysis and logic, to master the relevant policies to promote the development of industrialization of industrial digital and the

digital.

Course Objective 4 : Through learning this course, make students have the ability of theory with practice ", can be applied to the network economics, business economics, international trade, as well as management theory, the fashion industry of digital trade development of the industry and enterprise case, business practices, national policy, as well as the typical case of business analysis with theoretical logic.

Course Objective 5 : Through the study of this course, students will be able to comprehensively understand the quality and ability of economic development, technological progress, as well as the influence of business organization changes on the organization and operation of the fashion industry. Cultivate students' ability to develop business design, business management and business model innovation based on Internet technology; To cultivate students' sense of social responsibility when participating in commercial activities in the fashion field, good habits of learning and applying theoretical and practical knowledge, and to cultivate students' quality of application and innovation on the basis of learning.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|-----------------------------|--|-------------------|
| Graduation Requirements 1.1 | Love the motherland, establish a scientific outlook on the world and life; Have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and strong team spirit | 1、3、5 |
| Graduation Requirements 2.1 | have a systematic grasp of the basic theories and professional skills of economics, international trade and management , have a solid theoretical foundation, a broad range of knowledge and a relatively complete knowledge structure. I can solve practical problems with a scientific world outlook and methodology | 2、3、5 |
| Graduation Requirements 2.2 | Master the business knowledge and skills of international trade, international investment and foreign-related enterprise management, be able to engage in international economic and trade transactions in accordance with the WTO and other international rules, agreements and conventions, and properly resolve disputes in international trade in accordance with laws and regulations | 2、3、4、5 |
| Graduation Requirements 2.3 | Familiar with international economic agreement system, commitment, as well as economic and trade related international practices and legal knowledge; Have business sense, innovation sense, strategic vision and leadership ability | 1、2、3、4 |
| Graduation Requirements 3.1 | Proficient in computer application skills, with the ability to efficiently use modern information technology to acquire and process information | 2、3、4、5 |
| Graduation | With a realistic and innovative consciousness and spirit, | 2、3、4、5 |

| | | |
|-----------------------------------|---|-------|
| Requirements 4.3 | with strong analytical ability, decision-making ability and comprehensive coordination and innovation ability | |
| Graduation Requirements 5.1 | Have strong international market business development, foreign trade business and international business practice ability | 1、4、5 |
| | | |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|-------------------|
| 1 | 1. The concept of digital trade and fashion digital trade (1) Development of fashion industry trade (2) Industrial digital development (3) Application of Internet technology in the field of fashion trade (4) Concept and extension of fashion digital trade | (1) Understand the development of China's international trade and fashion industry, and cultivate patriotism and pride (2) Understand the development and industrial application of the Internet, and cultivate students' interest and enthusiasm for the development of science and technology (3) Master the development trend of industrial digitalization, and the application development of digital technology in fashion industry from computer to Internet (4) Defining the concept, connotation and extension of fashion digital trade | 4 | Classroom lecture and group discussion | 1、5 |
| 2 | 2. The theory of fashion digital trade (1) Network economic theory analysis of fashion digital trade (2) International trade theory analysis of fashion digital trade (3) Management theory analysis of fashion digital trade (4) Marketing theory analysis of fashion digital trade (5) Industrial economics theory analysis of fashion digital trade (6) Empirical research methods of fashion digital trade | (1) To understand the basic situation of the current teaching and research development in the digital field of fashion industry (2) Understand the basic viewpoint of network economy theory and its application in fashion digital trade analysis (3) Master the application of the basic ideas of international trade theory in the research of fashionable digital trade (4) Master the application of management theories in fashion digital trade research (5) Understand the application of marketing theories in fashion digital trade research (6) Understand the application of industrial economics theory in fashion digital trade research (7) Understand the methods of | 6 | Classroom lecture and group discussion | 3、4、5 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--|-------------------|
| | | conducting empirical research on fashion digital trade; | | | |
| 3 | 3. Fashion digital trade mode (1) Concept and analysis method of digital trade model (2) Digital trade mode B2B mode (3) Digital trade mode B2C mode (4) Digital trade mode C2C mode (5) The new development of digital trade mode | (1) Understand the logic and classification criteria of business models for analyzing various modes of digital trade in the fashion industry (2) Master the characteristics and processes of B2B digital trade model, and analyze them through typical cases (3) Focus on mastering the characteristics and processes of B2C digital trade model, and analyze them through typical cases (4) Focusing on the characteristics and processes of the digital trade model C2C, and analyzing it through typical cases (5) Understand and understand the new development of digital trade model and make case analysis | 12 | Classroom lecture and group discussion | 2、3、4 |
| 4 | 4. The development of fashion digital trade (1) The development of fashion trade in China (2) the development of fashion trade in the world (3) the development of digital trade industry (4) Empirical research on fashion industry figures | (1) Understand the development of fashion digital trade in China (2) Understanding the development of fashion digital trade in the world (3) Understanding the development of fashion digital trade industry (4) Understand the research based on fashion industry figures | 4 | Classroom lecture and group discussion | 1、2、3、4 |
| 5 | 5. Digital policies for the fashion industry (1) Fashion industry development policies (2) Digital trade development policies (3) Policies to promote consumption (4) foreign trade policy (5) Policy research | (1) Focus on grasping the development policies of the fashion industry (2) Focus on mastering digital trade development policies (3) Understand policies to promote consumption (4) Understand foreign trade policies (5) Understand the methods of conducting policy research | 4 | Classroom lecture and group discussion | 1、4、5 |
| 6 | 6. Digital empirical research on fashion industry (1) Guidance for empirical | (1) Understand how to carry out digital empirical research on fashion industry | 2 | Classroom lecture and | 2、3、4、5 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|------------------|-------------------|
| | research (2) Students report and discuss | (2) Master research and analysis methods | | group discussion | |

V Period Distribution and Teaching Modes

(1) Period Distribution

| content | mode | | | | | ubtotal |
|---|---------|----------|---------|------|---------|---------|
| | lecture | Problems | discuss | note | periods | |
| 1. The concept of fashion digital trade | 3 | | 1 | | | 4 |
| 2. The theory of fashion digital trade | 5 | | 1 | | | 6 |
| 3. Fashion digital trade mode | 9 | | 3 | | | 12 |
| 4. The development of fashion digital | 3 | | 1 | | | 4 |
| 5. Fashion digital trade policies | 3 | | 1 | | | 4 |
| 6. Empirical study on fashion digital trade | 1 | | 1 | | | 2 |
| total | 24 | | 8 | | | 32 |

(2) Teaching Modes

A. Teaching methods

Using lecture, discussion and other effective teaching methods, strengthen the communication between teachers and students, guide students to think independently, cultivate students' ability to connect theory with practice.

This course is closely related to students' practice, work and life. In the teaching process, it is necessary to combine theory with practice, so as to enhance students' understanding of theory and cultivate students' ability to apply theory. Teachers can add cases and classroom discussion appropriately according to the actual situation, or assign homework and other ways, so that students can apply what they have learned.

B. Teaching means

In terms of teaching methods, teachers should adopt more classroom discussion, case analysis and multimedia teaching methods to enhance the flexibility and vividity of teaching, and avoid the shortcomings of traditional blackboard writing, such as slow speed and poor clarity, so as to enhance the teaching effect.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| 1. Classroom performance | Attend class seriously, ask questions and answer questions in class, be | 20% | 1、2、4、3、5 |

| | | | |
|----------------|---|-----|-----------|
| | required to be in class on time, and actively participate in the interactive links of classroom teaching | | |
| 2. Homework | Analyze fashion digital trade cases, analyze them in class discussion and after class, and present them | 30% | 1、2、4、3、5 |
| 3. Final paper | Completed empirical paper, no less than 3000 words. Emphasis will be placed on students' comprehensive grasp of the course, whether they can relate to real life and present their own views. | 50% | 1、2、4、3、5 |

VII Textbooks and References

Textbook compiled by self: Fashion Digital Trade

Web Resources :(the course website or links to major Web resources)

[1]www.alibaba.com

[2]www.aliexpress.com

[2]www.amazon.com

Written by: 张正荣

Reviewed by: 邬关荣

Date: 2021年5月8日

Syllabus of Marketing

Course Name/Title: Marketing (市场营销*)

Course code: 53951

Course Type: Basic Course, Optional Course

Total Teaching Hours: 32

Course Credit: 2.0

I Course Introduction

This course gives the students a comprehensive, innovative, managerial and practical introduction to marketing, aiming at helping students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.

II Course Objective

1. Use the different concepts in developing marketing strategies and performing marketing analysis, customer analysis, company analysis and competitor analysis;
2. Have an insight of basic market principles, targeting strategy and the concept of marketing mix (product, price, promotion, and distribution strategies);
3. Build up problem solving and decision making abilities by learning how to leverage strategic marketing analysis to inform tactical marketing mix decisions;
4. Understand the comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives;
5. Adapt marketing strategies to manage business operations, enhance the students problem solving and decision making abilities.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|---------------------------|---|------------------------------|
| Graduation Requirement 2② | Master business knowledge and skills in international trade, international investment and foreign-related enterprise management, be able to engage in international economic and trade transactions in accordance with WTO and other international rules, agreements and practices, and properly resolve disputes in international trade in accordance with laws and regulations; | Course objectives 1, 3, 5 |
| Graduation Requirement 3② | Be able to read and understand foreign | Course |

| | | |
|---------------------------|---|------------------------------|
| | language professional materials proficiently, master the basic methods of document retrieval, data query, and use modern information technology to obtain relevant information, and have the ability to collect and process market credit | objectives 1, 5 |
| Graduation Requirement 3③ | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operations. | Course objectives 1, 2, 3, 4 |
| Graduation Requirement 4① | Possess strong international business negotiation and communication skills, corporate organization management and execution skills, interpersonal communication and teamwork skills | Course objectives 3, 4, 5 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|----------------------------------|--|--------|---|-------------------------|
| 1 | The nature of marketing | Understand: What is marketing? The ways of creating and delivering customer value; The marketing mix; Marketing and business performance ; The scope of marketing. Getting to know: How to plan marketing activity. | 2 | Lecturing, Group discussion, Case study | Course objectives 1,2 |
| 2 | The global marketing environment | Understand: The macro environment: Economic forces, Social forces, Political and legal forces, Physical forces, Technological forces The microenvironment; Grasp how to do the environmental scanning. Important notice: Emphasis the importance of environmental production. | 2 | Lecturing, Case study | Course objectives 1,2,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|-------------|---|--|---------------|---|---------------------------|
| 3 | Understanding customer behavior | Understand: The dimensions of customer behavior; Who buys? How they buy? What are the choice criteria? Influences on consumer behavior. Getting to know: Influences on organizational buying behavior; Important notice: Help students form up the positive consuming attitude. | 2 | Lecturing, Group discussion, Case study | Course objectives 1,2,3 |
| 4 | Marketing research and information systems | Understand: The importance of marketing research; Types of marketing research. Master: Ad hoc research and Continuous research; Approaches to conducting marketing research, Stages in the marketing research process. Getting to know: Marketing information systems. | 4 | Lecturing, Case study, Group discussion | Course objectives 1,2,3,5 |
| 5 | Marketing segmentation, targeting and positioning | Master: Segmenting consumer markets, Consumer segmentation criteria; Criteria for successful segmentation; Target marketing, Positioning and Re-positioning. Getting to know: Segmenting organizational markets. | 4 | Lecturing, Group discussion, Case study | Course objectives 1,2,3,4 |
| 6 | Brand and product management | Understand: Product and brand concepts; Branding, Building brands, Brand management issues, Managing brand and product portfolios; Managing brands and product lines over time: the product life cycle. | 4 | Lecturing, Group discussion, Case study | Course objectives 1,2,3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|---------------------------|
| | | Getting to know: New product development, Managing the new product development process. | | | |
| 7 | Pricing strategy | Master: Basic methods of setting prices; Key factors influencing price-setting decisions, Managing price changes. Getting to know: Estimating competitor reaction, Reacting to competitors' price changes. | 2 | Lecturing, Group discussion | Course objectives 1,2,3 |
| 8 | Integrated marketing communications part I: Mass communications techniques | Understand: Integrated marketing communication; Stages in developing an integrated communications campaign. Comparison and utilization of: Advertising, Sales promotion, Public relations and publicity, Sponsorship. | 4 | Lecturing, Group project, Project presentation and discussion | Course objectives 1,2,3,5 |
| 9 | Integrated marketing communications part II: Direct communications techniques | Understand: Database marketing, Customer relationship management; Direct marketing, Internet marketing, Buzz marketing, Personal selling Getting to know: Sales management | 2 | Lecturing, Group discussion, Case study | Course objectives 1,2,3,5 |
| 10 | Distribution management | Master: Types of distribution channel; Channel strategy and management, Channel integration; Retailing, Key retail marketing decisions Physical distribution. | 2 | Lecturing, Group discussion | Course objectives 1,2,3 |
| 11 | Marketing Strategy | Master how to make a marketing strategy | 4 | Lecturing, Group discussion, Online learning | Course objective 4,5 |

V Period Distribution and Teaching Modes

| Course Content | Modes | | | |
|--|------------------|------------------|-------------------|--------------|
| | Lecturing | Exercises | Discussion | Notes |
| Lead-in: Concept of Marketing; The nature of marketing; Scope of Marketing; Course structure | 2 | | | |
| 2. The global marketing environment: Factors included in macro- and micro- environment | 2 | | | |
| 3-1. Understanding customer behaviour: The nature of customer behaviour; The frameworks and concepts used to understand customers; Grasp the nuances of customer behaviour and the influences upon it | 2 | | | |
| 3-2. Understanding customer behaviour (Continued): Social influences; Personal influences; Information framing; Behavioural Learning Theories; Influences on Organizational Purchasing Behaviour | 2 | | 2 | |
| 4. Marketing research and customer insights: Types of Marketing Research; The Marketing Research Process; A Comparison of Different Contact Methods; Stages in the Development of a Questionnaire | 4 | | | |
| 5. Market segmentation, targeting and positioning: Market segmentation, Segmenting Consumer Markets, Market segmentation variables; Segmenting Organisational Markets. Market segmentation, targeting and positioning (Continued): Target marketing, Target Marketing Strategies, Positioning, Keys to Successful Positioning. | 2 | | | |
| Mid-term Project Presentation: Guerrilla marketing (Promotion) | 2 | | | |

| | | | | |
|--|----|--|---|--|
| 6-1. Value through products and brands: The Levels of Product; Product Life Cycle; New product development. | 2 | | | |
| 6-2. Value through products and brands (Continued): Brand, Difference Between a Product and a Brand; Building Brands; Brand Name Strategies and Choices | 2 | | | |
| 7. Value through pricing: Case study-Haagen-Dazs; Pricing Methods; Positioning on Price; Managing price changes. | 2 | | | |
| 8. Integrated marketing communications: mass communications techniques; direct communications techniques and digital marketing; Key Promotional Mix Tools; Integrated Marketing Communications; Ethical Issues in Advertising; | 4 | | | |
| 9. Distribution: delivering customer value: Supply Chain; Types of Distribution Channels for Consumer Goods | 2 | | | |
| 10. Marketing planning and strategy: Process of making a marketing plan. | 2 | | | |
| Total | 30 | | 2 | |

A variety of teaching methods and a flexible range of activities are suggested, for example Team Marketing Project, Role play, etc., in order to provide students with various learning experiences and encourage their initiatives. Students will be encouraged to use various approaches to present the team work, different ways of classroom interaction activities are also adopted to trigger students' learning interest and further improve the learning efficiency and effectiveness.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|------------------------------|----------------------|--|
| Classroom Performance | Attendance and Participation | 30% | Course Objectives 1,2,4 Get the insight of marketing |

| | | | |
|--------------------------|--|-----|---|
| Conventional assignments | Individual and group assignments | 6% | Course Objectives 1,2,3 Increase problem solving abilities |
| Mid-term exam | Group project, slides and presentation | 14% | Course Objectives 3,5 Enhances the students problem solving and decision making abilities |
| Final exam | Close-book written exam | 50% | Course Objectives 1,2,3,4,5 |

VII Textbooks and References

1. Textbook:

John Fahy and David Jobber. *Foundations of Marketing(4th Edition)*, 2015. Dalian: Dongbei University Of Finance And Economics Press.

2. References:

Gary Armstrong and Philip Kotler. *Marketing an Introduction (11th Edition)*, 2013. Beijing: China Machine Press.

3. Online Learning Resource:

http://highered.mheducation.com/sites/0077167953/information_center_view0/index

Written by: XU Chenke (许辰可)

Reviewed by: Chen LiQing(陈丽清)

Date: 6rd, April, 2021

Syllabus of Academic Year Thesis

Course Name/Title: Academic Year Thesis

Course code: 51921

Course Type: Basic Course, Compulsory Course

Total Teaching Hours: 40 (Practice Hours: 40)

Course Credit: 2

I Course Introduction

This course is one of the required courses for international economics and trade major. < Academic Year Thesis > is a comprehensive practical course for cultivating and improving students' standard academic paper writing ability and testing students' understanding, organization and application of the theories they have learned. It is an important way to train students in colleges and universities to combine theory with practice and comprehensively use the knowledge they have learned. It is also an important means to comprehensively examine students' ability to analyze problems, solve problems and operate with the knowledge they have learned.

II Course Objective

(1) Ideological and political goals

1. Establish the spirit of seeking truth from facts, establish the correct “three outlooks” and build a good personality;

2. Understand the historical background of the Chinese enterprises' development, inspire students to love the motherland, and carry out patriotic ideological education;

3. Master China's macro-economic development process, cultivate students' sense of national pride and self-esteem;

4. Master a variety of methods to understand the facts, fully understand the objective world, and cultivate students' deep and sacred feelings for the motherland.

(2) Knowledge objectives

1. In the writing process of the academic year paper, students apply the theoretical knowledge they have learned to analyze practical problems, and form a standardized paper, in order to prepare for the writing of the graduation thesis or graduation project.

2. Students should master methods of writing normative academic papers, including data collection, literature review and organization of materials;

3. Learn how to establish logical connections between knowledge structures;

4. Learn how to integrate the theoretical knowledge into the analysis and research of practical problems, in this process to establish a deeper understanding of professional knowledge, and further improve the computer operation and writing level of students.

(3) Capability goals

1. By writing an academic paper, students are expected to acquire the following abilities: the ability to search and collect literature;

2. Ability to collect and process information and acquire new knowledge; Proficient in using basic skills (such as literature search, writing, translation, computer application, etc.);

3. The ability to comprehensively apply the basic knowledge and principles of international trade;

4. Ability to correctly use national standards and professional terms to write papers and foreign abstracts; Ability to think about practical problems in foreign trade field.

(4) Quality goals

1. Through the writing of the academic year thesis, attention should be paid to the cultivation of the following qualities of students: through the rigorous research process, cultivate the spirit of modesty, studiousness, study business, and innovation;

2. Through resource sharing and social investigation, cultivate cooperative team spirit;

3. students are encouraged to establish a correct outlook on life and values, establish the concept of lifelong learning, research and work, and further improve their ideological and political quality.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|--|--------------------------|
| Graduation Requirement 1 | Love the motherland, establish a scientific outlook on the world and life; Have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and strong team spirit | Course Objective 1,4 |
| Graduation Requirement 2 | Master the basic methods of literature retrieval, data inquiry and obtaining relevant information by using modern information technology, have the ability of collecting and processing market credit, be able to read and understand professional materials in foreign languages proficiently, and have an international perspective. | Course Objective 2,3 |
| Graduation Requirement 3 | Have certain international | Course Objective 2,3,4 |

| | | |
|--|---|--|
| | market business development, foreign trade business and international business practice experience, have the ability of economic operation analysis and judgment. | |
|--|---|--|

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---|--------------------------|
| 1 | Topic selection, collaborative method of paper specification, literature (including English) review, data collection, organization, application explanation. | Master literature retrieval methods; Familiar with data collection | 8 | Lectures, online courses, group seminars, practice. | Course Objective 2,3,4 |
| 2 | Material analysis, literature collation and induction, and literature review writing. | Collect and process all kinds of information to acquire new knowledge; Establish the spirit of seeking truth from facts. | 8 | Lectures, online courses, group seminars, practice. | Course Objective 1,2,3,4 |
| 3 | Establish the structure of the paper and Complete the first draft of the paper | Proficient in basic skills (such as literature search, writing, translation, computer application, etc.); Learn a variety of ways to learn facts | 12 | Lectures, online courses, group seminars, practice. | Course Objective 1,2,3,4 |
| 4 | Revise the paper and complete the paper | Correctly use national standards and professional terms to write papers and foreign abstracts; Strengthen the sense of integrity | 12 | Lectures, online courses, group seminars, practice. | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

(1) Period distribution

| | | | | | | |
|----------------------|----------------------|-----------------------|--------------|-----------------------|-------------------------|----------------------|
| Name of experimental | informative abstract | The main equipment or | Experimental | Each group of Numbers | Experimental attributes | Request (Compulsory/ |
|----------------------|----------------------|-----------------------|--------------|-----------------------|-------------------------|----------------------|

| | | | | | | |
|----------------|---|-------------------------------|---------|--|--|------------|
| project | | experimental environment used | classes | | (basic/comprehensive/design/research innovation) | Optional) |
| Basic work | Topic selection, literature collection and arrangement, outline | / | 8 | | comprehensive | compulsory |
| Thesis writing | The first draft and the final revision | / | 32 | | comprehensive | compulsory |

(2) Teaching Modes

Due to the large number of thesis students and the large number of tasks in the academic year, in order to improve the quality of the thesis, a tutorial system is adopted. The instructor of the curriculum design must be a teacher with a specific lecturer or higher title or a master's degree or higher. Young teachers must conduct pre-job training before undertaking this course. The instructor and the students carry out the plan demonstration together to help the students determine the final essay outline; the teacher should keep abreast of the student's design progress, answer questions in time, and supervise the inspection; two or more students are not allowed to do the same subject.

VI Assessment

This course adopts a five-level scoring system, which is mainly based on the comprehensive evaluation of students' performance in the writing of thesis. Under the guidance of the instructor, students will write a survey report or essay of no less than 5,000 words that integrates theory with practice through investigation and research. The format of academic year papers must conform to the norms.

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|---|--|----------------------|---------------------------------|
| Regular grades: including class performance and regular assignments | Ask for leave in absence Answers to questions in class are accurate | 10% | Course Objective 1,2,3,4 |
| Final exam: essay | No less than 5000 words. Emphasis will be placed on students' | 90% | Course Objective 1,2,4 |

| | | | |
|--|--|--|--|
| | comprehensive grasp of the course, whether they can relate to real life and present their own views. | | |
|--|--|--|--|

VII Textbooks and References

International trade-related textbooks and related materials.

Written by: Mobing Jiang (蒋墨冰)

Reviewed by: Ma Xin

Date: 5/7/2021

Syllabus of Political Economics

Course Name/Title: Political Economics **Course code:** 59612

Course Type: Basic Course, Optional Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

The course of principles of Marxist political economics is a professional basic theory course for students majoring in economics. It is not only an important part of Marxist theory, but also an important theory for Chinese college students to comprehensively understand and analyze modern economic phenomena and development laws. The course helps students establish their belief in Marxist economic theory, use Marxist economic theory to understand the essence and development law of human social economy, establish correct outlook on life and values, and correctly understand the achievements and problems of China's reform and opening-up economic development. In teaching, combined with a large number of practical cases and factual data of China's reform and opening up, cultivate students' feelings of loving the country, loving the people and striving for the great rejuvenation of the country.

II Course Objective

Course Objective 1: establish the belief in Marxist economic theory through theoretical teaching, establish the theoretical self-confidence and road self-confidence of socialism with Chinese characteristics through the analysis of practical cases of China's socialist market economy reform, and cultivate students' patriotism.

Course Objective 2: This course is one of the main core courses of Marxist Theoretical Engineering to enable students to deeply understand the principles and methods of Marxist basic economic theory.

Course Objective 3: This course is one of the basic theoretical courses of economics. It aims to strengthen the foundation of economics and expand students' international and theoretical horizons of economics.

Course Objective 4: master the basic theoretical system and framework of the basic principles of Marx's political economy. Learn to apply the basic principles of Marx to analyze contemporary social and economic problems, and improve students' basic Marxist theory cultivation.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|--|-------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong teamwork spirit. | 1 |
| Graduation Requirement 2.1 | Systematically master the basic theories and professional skills of economics, international trade and management. | 1,2,3,4 |
| Graduation Requirement 5.3 | Have an international perspective and pay attention to international developments and global issues. | 1,2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---------------------------------------|--|--------|--------------------|------------------------|
| 1 | Course introduction | (1) Master the research object, basic framework, main tasks, methods, research contents and contemporary significance of Marxist political economy theory. (2) Understand the relationship between modern western economics and Marxist political economics. | 2 | Classroom lectures | Course Objective 1,2,3 |
| 2 | Basic principles of commodity economy | (1) Master the logic of commodity and its internal contradiction, the two factors of commodity, value and use value, and the basic content of labor axiology (2) The significance and application of labor value theory. Through analysis and discussion, establish the core value concept of "socialist labor glory". | 3 | Classroom lectures | Course Objective 1,2 |
| 3 | Marx's monetary theory | (1)) master the logic of money and its internal contradictions, the logic of money evolution, the essence and function of money. (2) Grasp the connotation of Marxist money circulation law. The concept and emergence of international currency. (3) Deeply understand the content and function of value law and the function mechanism of market mechanism. | 2 | Classroom lectures | Course Objective 2,3 |
| 4 | Capital and surplus value | (1) Master the essence of capital and the conditions for the transformation of money | 3 | Classroom lectures | Course Objective 2,3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|-------------|-------------------------------------|--|---------------|-----------------------|--------------------------|
| | theory | into capital. Master the contradiction of capital general formula and the significance of labor commodity. (2) The connotation of surplus value and how to produce problems. (3) Understand the essence of capitalist wages. | | | |
| 5 | General law of capital accumulation | (1) Grasp the meaning, essence and theoretical logic of capitalist accumulation. (2) The law and essence of capitalist accumulation. Through discussion and understanding of socialist accumulation and investment, combined with the case of state-owned enterprise reform, this paper analyzes the advantages of the socialist system and stimulates students' road self-confidence and system self-confidence. | 2 | Classroom lectures | Course Objective 1,2,3 |
| 6 | Circulation and turnover of capital | (1) Master the logic of capital movement, understand the way of capital appreciation, capital cycle and turnover process, (2) Master the calculation of capital circulation and turnover. | 3 | Classroom lectures | Course Objective 2,3 |
| 7 | Social capital reproduction theory | (1) Grasp the law and conditions of social capital recycling movement, and deeply understand the periodicity of capitalist reproduction and the root causes of economic crisis. (2) Master the simple reproduction and expanded reproduction model of capitalism. | 3 | Classroom lectures | Course Objective 2,3 |
| 8 | Function capital function | (1) Master the role of various functions of capitalism in the surplus value of capital reproduction and the law of its movement. (2) Understand the operation characteristics of industrial capital, commercial capital, financial capital and loan capital. | 3 | Classroom lectures | Course Objective 2,3 |
| 9 | Profit and its law | (1) Grasp the essence and source of profits in capitalist production. (2) Master the law, reason, trend and influence of average profit margin. | 2 | Classroom lectures | Course Objective 2,3 |
| 10 | Land rent theory | (1) Basic concepts and categories of capitalist | 2 | Classroom | Course Objective |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--------------------|------------------------|
| | | land rent in Marxist Theory (2) The theory and causes of absolute land rent and differential land rent. | | lectures | 1,2,3 |
| 11 | Basic socialist economic system | (1) Master the establishment and development of the socialist economic system and the ownership and distribution system in the primary stage of socialism. (2) Through the analysis of China's "history of reform and opening up", let students understand China's great economic achievements and enhance their sense of institutional pride. | 2 | Classroom lectures | Course Objective 1,2,3 |
| 12 | Socialist political and economic theory with Chinese characteristics | (1) Master the modern socialist enterprise system and enterprise reform. (2) The logic of socialist macro-control and China's scientific development. Through the study of Xi Jinping's practice in governing the country, the students are encouraged to love the party and the country. | 3 | Classroom lectures | Course Objective 1,2,3 |
| 13 | Contemporary capitalism and economic globalization | (1) Contemporary capitalist globalization and its trend (2) Economic relations of various countries and China's foreign economic relations under globalization. | 2 | Classroom lectures | Course Objective 1,2,3 |

V Period Distribution and Teaching Modes

5.1 Period Distribution

| Course content | Teaching | | | | Remarks | Subtotal |
|---------------------------------------|----------|--------|--------|------------|---------|----------|
| | modes | period | Theory | Case Study | | |
| Course introduction | | | 2 | | | 2 |
| Basic principles of commodity economy | | | 3 | | | 3 |
| Marx's monetary theory | | | 2 | | | 2 |
| Capital and surplus value theory | | | 3 | | | 3 |
| General law of capital accumulation | | | 2 | | | 2 |
| Circulation and turnover of capital | | | 3 | | | 3 |

| | | | | | |
|--|----|--|--|--|----|
| Social capital reproduction theory | 3 | | | | 3 |
| Function capital function | 3 | | | | 3 |
| Profit and its law | 2 | | | | 2 |
| Land rent theory | 2 | | | | 2 |
| Basic socialist economic system | 2 | | | | 2 |
| Socialist political and economic theory with Chinese characteristics | 3 | | | | 3 |
| Contemporary capitalism and economic globalization | 2 | | | | 2 |
| 总 计 | 32 | | | | 32 |

5.2 Teaching modes

Classroom theory teaching is the main content. Students' extracurricular reading and group discussion courses should learn to use the method of Marx's economic theory analysis in combination with the current social and economic situation.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---|----------------------|---------------------------------|
| Usual operation | Classroom exercises and homework. | 30% | Course Objectives 1,2 |
| Final assessment | Close the book and score according to the scoring standard. | 70% | Course Objectives 1,2,3 |

VII Textbooks and References

7.1 Textbooks

[1] 《马克思主义政治经济学概论》编写组，《马克思主义政治经济学概论》（第二版），人民出版社、高等教育出版社，2021年出版。

7.2 References

- [1] 程恩富等主编：《新编政治经济学概论》，上海财经大学出版社，2018年出版。
 [2] 刘志国主编：《新编政治经济学教程》，中国人民大学出版社，2015年出版。

Written by: Ma Xin

Reviewed by: Xu Zhiyuan

Examination: School of Economics and Management

Date: 2021/05/12

Syllabus of Professional Internship

Course Name/Title: Professional Internship

Course code: 51951

Course Type: Basic Course / Compulsory Course

Total Teaching Hours: 1 week

Course Credit: 1

I Course Introduction

Professional Internship is a comprehensive practice course in the international economic and trade major, is to cultivate the students' comprehensive ability to use the professional knowledge and skills. In the practice, the students will be skillfully mastering all kinds of business skills, understand customers, suppliers, Banks and government agencies with the internship program in the accordance, and will be understanding the operation way about the flow of international trade, logistics, information flow, and cash flow and business flow, etc.

II Course Objective

Course Objective 1: Ideological and political Objective

Put "clear political flag" throughout the course, Teachers help students to establish firmly the political consciousness, the overall situation consciousness and the responsibility consciousness, and always maintain the political sobriety and firm the belief, to love our country, party and socialism.

Put "people first" throughout the course, Teachers help students to establish firmly the confidence in the path, theory, system and culture, and always adhere to the correct "national interests" concept, a strong "social responsibility" sense, and "a community with a shared future for mankind" feelings.

Put "Combining theory with practice" throughout the course, Teachers help students to establish firmly the concepts that are "Knowledge and action are one", integrity and innovation, and perseverance, always to maintain the "win-win cooperation" attitude, and to cultivate a good humanistic quality and a basic "lifelong learning" habit.

Course Objective 2: Knowledge Objective

This course is the important part of the major teaching system, is to cultivate the students with solid knowledge of economics and the ability to do international business work, is to give the students the opportunity to know the society and help them to better understand their major's courses.

Course Objective 3: Ability Objective

Through the study of this course, students can obtain the following capabilities: to do business communication, to verbal and written communication skills, and to coordinate with other sectors, and to master foreign trade business operations.

Course Objective 4: Quality Objective

Through the study of this course, students can have a better understanding the importance of international trade. Let students to find out the problems in their practice position and solve the problem, to achieve "political recognition, great pattern", "enhance ability, serve the people", and "enlightening the mind and moistening the heart".

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--|---|--------------------------|
| Graduation Requirement 1 humanistic quality | Be able to successfully complete the study and research tasks of the subject and major in the corresponding foreign language, and have the ability to use the corresponding foreign language to engage in the relevant work of the major; At the time of graduation, students should have attained at least level 4 of the International Chinese Language Proficiency Standard. Have a good physical quality, develop a good habit of exercise. | Course Objective 1,2,3,4 |
| Graduation Requirement 2 Professional quality | Master the development of market business, the method, framework and instrument of international trade and business. | Course Objective 1,2 |
| Graduation Requirement 3 Practice ability | Have a strong international market business development, foreign trade business and international business practice experience with economic analysis and ability to determine the operation. | Course Objective 1,2,3 |
| Graduation Requirement 4 Innovation spirit | Have strong international business negotiation, communication skills, enterprise organization, management, implementation ability, teamwork and other aspects of the ability to understand the relevant legal knowledge. | Course Objective 1,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|--------------------------|
| 1 | Section 1 The steps of international business Main internship contents: market quotation, supply of goods, negotiation, contract signing, sample, storage and | (1) Complete the entire internship. (2) Master the typical business processes of international trade. (3) Master the basic information of the internship unit, such as the main business content, organizational structure and management system, etc. (4) Learn to communicate with | 2 | dispersed practice, classified guidance, case review | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|--------------------------|
| | transportation, documents, exchange settlement | factories, banks, commodity inspection, transportation, insurance, customs and other relevant departments, and cultivate students' humanistic quality and coordination ability. (5) Abide by the articles of association of the company, strictly observe the post discipline, never be late, leave early or absent from work, and cultivate the spirit of teamwork. (6) To achieve political identity, stimulate the feelings of home and country, and achieve integrity and innovation. | | | |
| 2 | <p>Section 2: Office Equipment</p> <p>Main internship content: telephone, computer, printer, copier, multimedia equipment, office software</p> | (1) Learn to skillfully use all kinds of office equipment, do energy saving, saving, environmental protection use of office resources, cultivate students. (2) Learn to skillfully use various office software, so as to be able to use it at any time. (3)To understand the power of China as the No. 1 manufacturing country and new infrastructure, and to inspire their national pride and patriotism. | 1 | dispersed practice, classified guidance, case review | Course Objective 1,2,3,4 |
| 3 | <p>Section 3: Writing foreign trade letter</p> <p>Main internship content: inquiry, offer, counter offer, acceptance, email processing</p> | (1) Correctly write all kinds of foreign trade letters to lay a foundation for future foreign trade work. (2) Be familiar with the impact of humanistic factors and economic and technological factors on import and export business, and cultivate students' humanistic quality and national feelings. (3) Learn to be neither humble nor overbearing, neither arrogant nor impetuous, do not harm the interests of the country, to stimulate their patriotism, to bear their | 1 | dispersed practice, classified guidance, case review | Course Objective 1,2,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|------------------------|
| | | commitment spirit, and to establish their four self-confidence. | | | |
| 4 | Section 4 Filling Documents Main internship content: contract, packing list, customs declaration, inspection declaration, customs clearance, bill of exchange, letter of credit, certificate of origin, etc | (1) Correctly fill and modify all kinds of documents to lay a foundation for future foreign trade work. (2) To develop a serious, responsible and meticulous working attitude.(3) To cultivate the trust attitude, firmly establish to the concept of unity of knowledge and action, adhering to the integrity and innovation, and make sincerity progress. | 1 | dispersed practice, classified guidance, case review | Course Objective 1,2,4 |

V Period Distribution and Teaching Modes

1.Dispersed Practice: Not unified arrangement, students through their own efforts to find a suitable internship enterprise. Students complete the internship and take the initiative to communicate with the school tutors; Pay attention to traffic safety and personal safety in the workplace to prevent and avoid accidents; Observe the position arrangement of the internship unit and the attendance system, maintain their own image and reputation of the school.

2.Classification Guidance: Students will be guided according to various business practice links by the school and enterprise supervisor. During the internship, students should report the internship situation to the supervisor at each stage in time. they should take the initiative to consult with the supervisor or obtain the supervisor's help to solve them timely and properly when they encounter problems.

3.Case Review: The supervisor collects the business cases according to the students' practice, and makes in-depth analysis and comments on the cases, so as to provide students with effective solutions and accumulate industry experience for future professional teaching.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|--|----------------------|---------------------------------|
| Internship attitude | 1. Keep communication with teachers; 2. Get along well with colleagues in the | 20% | Course Objective 1,2,3,4 |

| | | | |
|--|--|-----|--------------------------|
| | internship unit; 3. Not violate the institutional arrangement of the internship unit. | | |
| All internship sessions | 1.The steps of international business; 2.Office Equipment; 3.Writing Letters 4.Filling Documents | 20% | Course Objective 2,3 |
| Professional Internship Examination Form | 1. the evaluation level of the internship unit; 2. the signature of enterprise supervisor; 3. the official seal of the internship unit; 4. the signature of the school supervisor, and grade score. | 60% | Course Objective 1,2,3,4 |

VII Textbooks and References

No textbooks or references, the material needed during the practice time are provided by the practice unit.

Written by: FU Chunheng

Reviewed by: CHENG Rong

Date: 2021/05/10

Syllabus of Graduation Practice

Course Name/Title: Graduation Practice **Course code:** 51922

Course Type: Specialized Course, Compulsory Course

Total Teaching Hours: 4 weeks (extracurricular practice)

Course Credit: 2

I Course Introduction

Through three and a half years of theoretical study and some individual practice, students have mastered the theoretical knowledge and have some understanding to the actual situation of foreign trade. Graduation practice is an important link to cultivate students' comprehensive skills, comprehensive quality and social adaptability. It is also the important part of all the undergraduate course teaching plan. At the same time, it is an efficient way and important guarantee to achieve the goals of cultivating international economic and trade professional talents. Through graduation practice, leading students further consolidate the professional knowledge, putting the course content into the actual post, realizing the scene teaching, studying professional work in basic skills, laying the foundation for the work after graduation.

II Course Objective

(1) Ideological and political goals

1. Cultivate students' spirit of seeking truth and being practical, establish correct "Three Outlooks" and shape good personality;
2. Understand the historical background and process of the development of foreign trade enterprises and foreign trade industry, stimulate students' love for the motherland and national enterprises, and carry out patriotic ideological education;
3. Fully understand China's position in the international trade market and cultivate students' deep love for the motherland.

(2) Knowledge objectives

1. Understand and grasp the basic professional knowledge, verify, consolidate and rich the professional knowledge which has learned, be familiar with international trade related guidelines, policies and regulations;
2. Understand the meaning of foreign trade work, understanding the current business enterprise management, decision-making and skills of practical work, improving the ability of applying knowledge and analyzing and solving problems, setting up the good professional ethics and organizational discipline concept, preparing for work after graduation.
3. Achieve the purpose of linking theory with practice and lay the foundation of further learning and writing graduation thesis.

(3) Capability goals

1. Learning communication skills with others, improving the ability of expressing, writing and interpersonal communication.

2. Mastering the ability of foreign trade practical operation; Improving the professional theory knowledge to observe, analyze and even solve problem ability.

3. Pay attention to gain the ability of coordinating the various departments within the enterprise and using social resources to service to enterprise.

(4) Quality goals

1. broaden students' horizons, enhance their understanding of society, national conditions and special knowledge, be familiar with and master relevant policies and laws and regulations.

2. Pay attention to stimulate the students to love their major, cultivate the students' team spirit and professional quality. At the same time, they should set up the good professional ethics and organizational discipline concept, improving the world outlook, the outlook on life and values.

3. combining of theory and practice to improve the overall quality, being ready for the work smoothly after graduation.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|--|--------------------------|
| Graduation Requirement 1.2 | Have enough self-control, concentration, endurance and strong logical thinking ability, with a positive, win-win cooperation state of mind | Course Objective 1,4 |
| Graduation Requirement 2.2 | Master the professional knowledge and skills in international trade, international investment and foreign-related enterprise management, be able to engage in international economic and trade in accordance with WTO and other international rules, agreements and practices, and properly solve disputes in international trade in accordance with laws and regulations; | Course Objective 2,3 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade | Course Objective 2,3,4 |

| | | |
|----------------------------|---|--------------------------|
| | business and international business, and have the ability to analyze and judge economic operations | |
| Graduation Requirement 4.1 | Possess strong international business negotiation and communication skills, corporate organization management and execution skills, interpersonal communication and teamwork skills | Course Objective1, 2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--------------------|------------------------|
| 1 | Unit One: the preparation for graduation practice Clear the basic requirements of students and the responsibility of guidance teachers in the process of graduation practice | The basic requirements of students (1) Abide the school and internship unit's rules and regulations strictly; (2) During the internship, the student should respect instructors and report to the instructors about the work once a week, accepting inspection and guidance of instructors; (3) Writing practice diary about real experience and comprehension carefully, at least 4 weeks (20 days) internship diary; (4) Enforce attendance appraisal system, punishing students who break the rule depending on the circumstances according to the disciplinary process; (5) After the internship, students should write practice summary about their experience and harvest, at the same time, students should show the identification from the internship. The responsibility and role of teachers (1) Teachers should guide students to search for internship units and internship post, clearing students on requirements and attention in the | 2 | Classroom lectures | Course Objective 1,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|------------|--|--------------------------|
| | | <p>process of graduation practice;</p> <p>(2) Master the process of graduation practice and urge students to implement the practice according to the requirement;</p> <p>(3) Find problems and deviations of the students in the process of graduation practice timely; In principle, check once a week; solve and deal with the issues related to students timely;</p> <p>(4) After the internship, collect the internship diary, practice summary and identification;</p> <p>(5) Read the practice material that students hand in ; according to the practice process and the working attitude, ability, the quality of graduation practice, give comments, opinions and suggestions;</p> <p>(6) Hand in graduate students' paper materials to academy;</p> | | | |
| 2 | <p>Unit Two: The implementation of the graduation practice</p> <p>Including: Understand and analyze the whole process of foreign trade business of the internship unit; Using knowledge to analysis and solve the problems of the internship unit actively; Improving the foreign trade operation skills; Accumulate data and material for writing graduation thesis.</p> | <p>(1) The international trade theory and practice of learning. Through the graduation practice, students should learn the relevant state policies, major rules and regulations, recognizing the contents and features of the practices in enterprises of foreign trade.</p> <p>(2) The understanding and deepening of the foreign trade work. Through the graduation practice in enterprises or institutions, taste and study foreign trade work experience, at the same time, master basic skills.</p> <p>(3) Operating the foreign trade function module. In the process of practice, according to the arrangement of the enterprises and institutions of the specific internship, have specific professional skills training for this job involved the fields</p> | 4 Weeks | Practice operation ; Online guidance; Group discussion | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---------------------------------------|------------------------|
| | | <p>(4) According to the actual circumstances of the internship units as well as the topic of the thesis, preparing for writing thesis. According to the selected graduation thesis topic, collect relevant data in the internship units, when necessary, do some questionnaires or interviews to get the corresponding data for preparing to write thesis; or make in-depth analysis and practical verification on the graduation thesis topic.</p> <p>5) Writing the internship diary. Students must write a diary every day, including practice content. Record and analysis their job contents, problems, achievements and experiences and thoughts, focusing on the applying and broadening knowledge.</p> | | | |
| 3 | <p>Unit 3: practice summary Including: Summary of the harvest from practice; Summarize the application of knowledge in the practice process; Analysis of problems existing in the internship; Summary inspiration for future actual work from graduation practice.</p> | <p>(1) The content of practice summary. Through practice, it is required to write practice report and focus on a certain aspect of foreign trade and analyze it. The purpose is to combine the theoretical knowledge we have learned with practice to analyze and solve problems, to master all kinds of operating procedures and skills. Its contents are: the content, result, experience, insight, advice, and remaining problems of the practice, and write self-appraisal and evaluation.</p> <p>(2) The requirement of practice summary report. The report corresponds with the fact of enterprises; the content is complete, analysis and argument accurate; Report should be logic, coherent and distinct; not less than 2000 words; finish the internship report with quality, quantity and punctuality: punctuality, think</p> | 4 | Practice operation ; Group discussion | Course Objective 1,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---------------------------------------|----------------------|
| | | carefully, initiatively and independently, study hard and have independent opinions, should not simply copy materials. (3) The internship identification. After graduation practice, guidance teachers in enterprises make written appraisal and evaluation according to students' performance during the internship, and build official seal of internship units. | | | |
| 4 | Unit 4: internship performance evaluation and data archiving Including: Check integrity and standardization of the students' graduation practice app: add word: practice data; Review and evaluate the quality of students' graduation practice; Archive practice data. | (1) The performance evaluation of graduation practice. Graduation practice achievement is comprehensively examined by teachers according to students' practice diary, reporting, identification and performance during internship, and finally to grade 5 (excellent, good, medium, pass, fail) score to register into the copies. Graduation practice evaluation must be strict and can't exempt and slow, but redo. (2) Practice data archiving. Related information of students' graduation practice including internship diary, practice summary, practice identification and evaluation, etc. are required to be catalogued as a teaching file and as an important basis for assessment. | 4 | Practice operation ; Group discussion | Course Objective 3,4 |

V Period Distribution and Teaching Modes

(一) Period Distribution

| Name of course unit | Basic content | Unit classes | Classes assignment per Unit | | Remark |
|------------------------------------|--|--------------|-----------------------------|----------------------|--------|
| | | | Teaching | Experiment /Practice | |
| Unit 1: preparation for graduation | Specifically give basic requirements for students' graduation practice and guiding teachers' role in the process of graduation | 2 hours | 2 hours | | |

| | | | | | |
|---|--|---------|--|---------|--|
| practice | practice. | | | | |
| Unit 2: implementation of the graduation practice | Understand and analyze the whole process of foreign trade of the internship units; actively use knowledge to analyze and solve the problems in the internship units; improve foreign trade operation skills; accumulate material and data for graduation thesis writing. | 4 weeks | | 4 weeks | |
| Unit 3: practice summary | Summarize results from the practice; summarize knowledge application in the process of practice; analyze problems existing in the internship; summary enlightenment from graduation practice for future practical work. | 4 hours | | 4 hours | |
| Unit 4: Internship performance evaluation and data archiving | Check the integrity and standardization of students' graduation fieldwork data; examine and assess students' graduation practice quality; archive internship data. | 4 hours | | 4 hours | |

(二) Teaching Modes

Graduation practice is a comprehensive test for the students about knowledge learned in university based on classroom teaching in school and social practice out of school. Therefore the graduation practice teaching must combine theory with practice, focus on training by the enterprises and institutions leading the student to consolidate the professional knowledge and professional skills having learned in classroom, combining theory with practice, meeting the need of actual work after graduation as soon as possible. So, teaching methods need to revolve around the foreign trade practices of enterprises and institutions, paying great attention to live learning.

The teaching measures: In the guiding of students' graduation practice, teachers can use communication tools such as phone calls and emails to understand students' internship process, solve puzzles and problems in practice of students', supplementing by interview, field investigation and so on to get to know students' situation of graduation practice at the same time. Teaching measures are flexible and varied, and choose according to the characteristics of targeted students and teachers.

VI Assessment

1. This course adopts an integration examination method of process and practice;
2. It is required that practice diaries and practice summary real and effective, format specifications, content integrity, quantity meet the demands;
3. The final data to be submitted include: internship diary, internship summary, internship identification, internship scores and comments.

| Assessment | Assessment Requirements | Assessment | Evaluation of |
|------------|-------------------------|------------|---------------|
|------------|-------------------------|------------|---------------|

| Methods or Approaches | | Weighting | Course Objectives |
|-----------------------|--|-----------|------------------------|
| big assignments | Internship diary, internship summary, internship identification, internship scores and comments. | 100% | Course Objective 1,2,3 |

VII Textbooks and References

1. Reference

[1] books, journal articles, dissertations, compilation of data, conference papers, newspapers news and the network literature of economics and international trade.

2. Network resources

- [1] <http://www.cnexpnet.com/> (China's export trade network)
- [2] <http://exporter.alibaba.com/> (Alibaba website)
- [3] <http://www.cnexp.net/> (Elite network foreign trade)
- [4] <http://www.86exp.com/> (Start foreign trade net)
- [5] <http://www.cnwto.com.cn/> (network of China's foreign trade)
- [6] <http://e.cantonfair.org.cn/cn/> (online Canton fair)

Written by: Wen Wu

Reviewed by: Ma Xin

Date: 2021-5-8

Syllabus of Public Finance

Course Name/Title: Public Finance **Course Code: 59919**

Course Type: Basic Course (Optional Course)

Total Teaching Hours: 32 Hours (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

Public Finance is the study of the activities of the state using mainly microeconomics and macroeconomics method. Government intervenes in the economy to set a legal framework, to employ resources, to raise taxes and to give subsidies to various individuals and activities. Therefore, Public Finance is the study of why and how government uses taxation and expenditure to influence the allocation of resources. It is a basic course of the international economic and trade major.

II Course Objective

After studying the course, students will have a better understanding of both the potential and the limits of economic policy and have the ability of critical thinking.

1. Know the differences between the Western Public Finance and China Public Finance.
2. Master the knowledge of economic basis for government economy and government expenditures.
3. Master the knowledge of financing government expenditures, taxation theory and structure.
4. Learn to use economic analysis and comprehensive analysis to understand the practical problems in modern world, and adapt to analyze government activity.
5. Obtain the ability about initiative exploration, independent thinking and autonomous learning.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|--|----------------------------|
| Graduation Requirement 1.1 | The student should love the motherland and establish a scientific values and outlook towards life; Have good ideological and moral cultivation, strong sense of social responsibility and legal awareness. | Course Objective 1,2,3,4,5 |
| Graduation Requirement 2.1 | The student should systematically master the basic theories and professional skills of economics, international trade and management, have solid theoretical foundation, broad knowledge and perfect knowledge structure, and be able to | Course Objective 1,2,3,4,5 |

| | | |
|--|--|--|
| | solve practical problems with scientific world outlook and methodology | |
|--|--|--|

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|-------------------------|----------------------------|
| 1 | Part I Introduction (Chapter1- Chapter3) | 1.Understanding the Pubic finance and Ideology 2. Know the difference between Pubic finance and Private finance 3.Discussion: Size of the government | 4 | Teaching and Discussion | Course Objective 1,2 |
| 2 | Part II Public Expenditure: Goods and Externalities (Chapter 5 – Chapter 8) | 1. Grasp the definition of public goods and Externalities 2.Know the efficient provision of public goods 3. Public and Private response to the public goods and Externalities 4. Discussion: How to realize the positive Externalities? | 10 | Teaching and Discussion | Course Objective 1,2,3,5 |
| 3 | Part III Public Expenditure: Insurance and Income (Chapter 9 – Chapter 13) | 1. Know the special about health care 2. Know the private health insurance and government provision of health insurance 3. Grasp the income redistribution 4.Understanding the expenditure program for the poor 5.Discussion: What do we want efficient provision of Health care? | 12 | Teaching and Discussion | Course Objective 1,3,4,5 |
| 4 | Part IV Framework for Tax Analysis (Chapter14 – Chapter 16) | 1. Grasp the definition of tax 2. Know the tax and efficiency 3. Discussion: What are the differences of tax between U.S.A and China? | 6 | Teaching and Discussion | Course Objective 1,2,3,4,5 |

V Period Distribution and Teaching Modes

Introduce models with concrete and simple examples that students can easily relate to. Break down classes

into smaller sections that usually end with exercises or discussion questions. Encourage the students to work in groups and learn from each other. Encourage the students to ask questions in class. Direct students to particular sections in the textbook for further study. Provide additional learning materials (case studies, videos etc.) and design questions to be discussed in class.

VI Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---------------------------|----------------------|---------------------------------|
| Class attendance | Class attendance on time | 10% | Course Objective1,2,3,4,5 |
| Class participates | Actions in the class | 20% | Course Objective1,2,3 |
| Homework | At least 3 times homework | 30% | Course Objective1,2,3,4,5 |
| Course paper | Small paper of the course | 40% | Course Objective1,2,3,4,5 |

VII Textbooks and References

Textbook:

Harvey S. Rosen, Ted Gayer: *Public Finance*, McGraw-Hill Higher Education Press, 2010

References:

David N. Hyman: *Public Finance: Theory, Policy, and Practice*, Peking University Press, 2014

Network resources:

- 【1】 <http://www.mof.gov.cn/>
- 【2】 <http://www.treasury.gov/>
- 【3】 <http://www.cenet.org.cn/>

Written by: Li Baoyang

Reviewed by: Jin Hui



Date: 2021/05/08

Syllabus of International economic cooperation

Course Name/Title: International economic cooperation **Course code:** 51972

Course Type: Specialized Course (Optional Course)

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

This course is an optional course for the students majored in international economy and trade. This course focuses on the basic theory, types, methods, basic principles and operation rules in the international movement of production factors, recombination and configuration. This course is closely related to many other courses in international economics and trade, international business and other related majors. Such as "political economy", "economic theory", "international trade", "international finance", "international business" and so on.

II Course Objective

(1) Ideological and political goals

1. Establish the spirit of seeking truth from facts, establish correct "Three Outlooks" and shape good personality.
2. Understand the history of internationalization development of Chinese enterprises, stimulate students' love for the motherland, and carry out patriotic ideological education.
3. Master the development process of China's international economic cooperation, and cultivate students' national pride and self-esteem.

(2) Knowledge objectives

1. Master the basic principle of international economic cooperation.
2. Grasp the basic content and basic methods of operation, to understand the current status and development of international economic cooperation.
3. Establish more complete and clear understanding to international economic cooperation, in order to set good theoretical basis for international trade.

(3) Capability goals

1. Cultivate students' ability of logical analysis of international economic cooperation.
2. To have a preliminary understanding and analysis ability for specific problems in global economic integration. Including the international cooperation activities based on the transnational flow and combination of factors and production. The main contents of the cooperation are including two different levels: transnational cooperation in business activities and policy coordination between different governments. The main areas of research are capital, technology, labor, land, information and other elements of the international movement and re-combination of

configuration.

(4) Quality goals

1. Lay foundation for students to carry out international economic cooperation activities.
2. Lay solid quality foundation for the future employment, e.g. work for the government, enterprises and relevant units in the field of international economic cooperation.
3. Cultivate the professional quality and ethics of studying hard and seeking truth from facts in work.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|--|--------------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong team spirit | Course Objective 1,4 |
| Graduation Requirement 2.2 | Master the professional knowledge and skills in international trade, international investment and foreign-related enterprise management, be able to engage in international economic and trade in accordance with WTO and other international rules, agreements and practices, and properly solve disputes in international trade in accordance with laws and regulations; | Course Objective 2,3,4 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operations | Course Objective 2,3 |
| Graduation Requirement 4.1 | Possess strong international business negotiation and communication skills, corporate | Course Objective 2,3,4 |

| | | |
|--|---|--|
| | organization management and execution skills, interpersonal communication and teamwork skills | |
|--|---|--|

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|--------------------------|
| 1 | Module 1: Overview of International Economic Cooperation Including: The concept of international economic cooperation and its implications; The distinction and link between international economic cooperation and international trade; Types and methods of international economic cooperation; The emergence and development of international economic cooperation. | (1) Master the basic concepts, types and methods of international economic cooperation. (2) understand the emergence and development of international economic cooperation. (3) understand the differences and links between international economic cooperation and international trade. Know about international economic cooperation and international trade methods and rules, cultivate students' patriotism and professionalism. | 4 | Classroom lectures; case studies | Course Objective 1,2,4 |
| 2 | Module 2: International movement of production factors and their laws Including: The definition and type of production factors; The internal relations between international movement of production factors and international economic cooperation; Cause of the international movement of production factors; Economic factors of international production | (1) Understand the concept and types of production factors, reasons for international movement of production factors and economic effects of its movement; Understand the internal relations between international movement of production factors and international economic cooperation. (2) Understand the basic concepts and essential theory of international economic cooperation, and gradually learn to use the basic theory of international economic cooperation to analyze and solve practical problems. | 4 | Classroom lectures; Group discussion, case studies | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|------------------------|
| | factors. The basic definition of international economic cooperation, the case of international movement and reorganization of production factors. | | | | |
| 3 | Module 3: Foreign direct investment Including: Overview of international direct investment; Motivation and theory of international direct investment; International Direct Investment Environment and Environmental Assessment Methodology; A Survey of China 's Utilization of Foreign Direct Investment, the main form of China 's use of foreign direct investment; Overview of International Securities Investment; International bond investment; International Stock Investment. | (1) Master the definition and the basic form of international direct investment, master several important international direct investment environmental assessment methods. (2) Understand the historical development of China's use of foreign capital, the status quo, master the main way of China's use of foreign capital. (3) Understand the status and future development trend of international securities investment, master the type of international bonds, investment procedures, the relevant institutions, the calculation of bond yields. Master the type of international stock, the value and income of stocks, understand the way of stock trading | 4 | Classroom lectures; Practice operation | Course Objective 1,3,4 |
| 4 | Module 4: International Technology Transfer Cooperation Including: Overview of | (1) Master the content of international technology trade. (3) Master the way of international technology trade, understand the price and payment of international | 4 | Classroom lectures, case studies | Course Objective 2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|--|------------------------|
| | International Technology Trade; The content of international technology trade; The way of international technology trade; Price and payment of international technology trade; International Technology Trade Transactions; China 's technology import and export trade and the protection of intellectual property rights. | technology trade. (3) Understand the international protection of intellectual property rights and the Agreement on Trade-Related Aspects of Intellectual Property Rights. (4) Understand China's technology import and export trade and the protection of intellectual property rights, strengthen students' patriotism. | | | |
| 5 | Module 5: International engineering contracting Including: Summary of International Engineering Contracting; Bidding and Tendering; International Project Contracting Contract and Construction Management; Construction Contract for International Project Claim and Bank Guarantee; International labor cooperation; China 's foreign contract engineering and labor cooperation. | (1) Understand the need for international engineering contracting, master the basic methods and procedures for bidding and tendering in international engineering contracting. (2) understand the standard format of international engineering contract, master the way of international labor cooperation, the type of labor, construction claims. (3) understand the international project contract involved in the bank guarantee and insurance business ,understand the general situation of international labor cooperation in China | 4 | Classroom lectures; case studies; Practice operation | Course Objective 1,2,3 |
| 6 | Module 6: International Leasing cooperation Including: Overview of international Leasing; | (1) To understand the role of modern leasing activities in international economic cooperation. Grasp way and characteristics of international leasing. | 4 | Classroom lectures, case | Course Objective 2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|----------------------------------|--------------------------|
| | Mode in International leasing; International Lease Contract; International leasing agencies and implementation procedures; China's leasing industry. | (2) Understand the main clauses of international leasing contract and its operation procedure. (3) grasp the method for calculating the rent, know about international regulations on lease, to understand the status of Chinese leasing industry and the mode in international leasing business. | | studies | |
| 7 | Module 7: International economic Assistance Including: Overview of international economic assistance; International aid from the United Nations Development System; World Bank Loan; Government loans; International aid from major developed countries; China and its international economic assistance. | (1) Understand the definition of international economic assistance and its main form: financial assistance, technical assistance, bilateral aid, multilateral assistance, project assistance, aid program, the world bank aid loan procedures. (2) Understand the conditions for aid from international organizations and foreign governments, know about the related knowledge of World Bank, (3) Knows about background and conditions for obtaining international preferential loans. (4) Grasp the main content of the United Nations Technical Assistance Program, specific procedures for application and grant, cultivate the ability to independently undertake the specific job in obtaining foreign aid and offering economic aid. | 4 | Classroom lectures, case studies | Course Objective 1,2,3,4 |
| 8 | Module 8: Feasibility and credit investigation for international economic cooperation project Including: Overview of feasibility study; | (1) Learn to carry out the feasibility investigation, grasp the content, method and procedure of credit investigation, and learn to carry out credit rating. (2) Through case analysis, grasp the basic definition, features, operation | 4 | Classroom lectures, case studies | Course Objective 1,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|----------------|-------------------|
| | implementation of the feasibility study; credit survey; case training | method and procedure of international economic cooperation; cultivate students' ability to analyze and solve specific problems in practical work by using the basic theory. (3) Further understand and grasp the significance and methods of feasibility study and credit investigation, learn to conduct simple feasibility study or credit investigation. | | | |

V Period Distribution and Teaching Modes

(一) Period Distribution

| Teaching hour (Content of Courses) | teaching style | | | Remarks | sub total |
|---|--------------------|------------------|------------------|---------|-----------|
| | Theory Instruction | Exercise classes | Discussion Class | | |
| Module 1: Overview of International Economic Cooperation | 4 | | | | 4 |
| Module 2: International movement of production factors and their laws | 4 | | | | 4 |
| Module 3: Foreign direct investment | 4 | | | | 4 |
| Module 4: International Technology Transfer Cooperation | 4 | | | | 4 |
| Module 5: International engineering contracting | 4 | | | | 4 |
| Module 6: International Leasing cooperation | 4 | | | | 4 |
| Module 7: International economic Assistance | 4 | | | | 4 |
| Module 8: Feasibility and credit investigation for international economic cooperation project | 4 | | | | 4 |
| Total | 32 | | | | 32 |

(二) Teaching Modes

"International economic cooperation" is a very practical course, so after the teacher explained basic principle, special attention should be paid on the theory and the case analysis in international

economic cooperation, to teach students how to use knowledge in this course to analyze and solve the problem in practice, explore the methods and skills to improve the business of international economic cooperation. Therefore, it is necessary to combine the classroom teaching with case analysis, the homework assignment and the comprehensive work, which should be done in the end of the semester. After the detailed explanation of basic content, key point and the difficulty of each element of this course, the teacher should guide students to do case analysis, and try to grasp professional skills in international economic cooperation and train them to solve the practical problems in reality.

The teaching method of International economic cooperation can be multimedia teaching combined with case analysis, and increasing student participation specific unit, increase related information through homework and training, help students enhance their cognition and understanding through case study by the help of internet, database, literature and other means.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|---------------------------------|----------------------|---------------------------------|
| Performance in Class | Attendance, answer question | 10% | Teaching objective1,2 |
| Course thesis | Quality of the paper | 20% | Teaching objective 1,2,3 |
| Discussion during class | Performance in group discussion | 20% | Teaching objective3,4 |
| Final test | test | 50% | Teaching objective 1,2,3,4 |

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

VII Textbooks and References

1. Textbooks

None, courseware and lecture notes are available for students.

2. Reference

[1] Michael F. Martin: Asia Pacific Economic Cooperation (APEC), Free Trade, and the 2001 Summit in Shanghai, BiblioGov, 2013

[2] Allen, Thomas J: Technology Transfer to Developing Countries: The International

Technological Gatekeeper, Forgotten Books, 2015

[3] Krugman, Obstfeld and Melitz: International economics: Theory and Policy, 清华大学出版社, 2016

Written by: Wen Wu

Reviewed by: Xu ZhiYuan

Date: 2021-5-8

Syllabus of International Political Economy

Course Name/Title: International Political Economy

Course code: 51966

Course Type: Specialized Course; Optional Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2.0

Through the study of the course, students can apply the theory of political economy to explain real economic problems, introduce contrastive teaching, and enhance students' autonomous learning interest and learning ability by the way of problem guidance and interactive discussion. and through the gradual development of a variety of online teaching methods to enhance the social education function of political economy.

I Course Introduction

International political economy is a new discipline that first appeared in Europe and the United States in the 1970s, and it is a marginal discipline and cross-discipline across the fields of political science, economics and international relations. It mainly studies the influence of the transnational flow of economic elements in the world system (including capital, technology, labor and information) on the international system, the relationship between countries, as well as the political structure and process within countries.

This course crosses the edge and cross-methods in the field of political science, economics and international relations, and pays attention to the combination of politics and economy. the purpose of this course is to introduce the formation and evolution of the international political and economic system, enable students to master the basic theory and analytical framework of international political economy, and clarify the relationship between politics and economy, state and market, power and wealth in today's increasingly integrated global economy.

This course advocates the research characteristics of comprehensive perspective and the use of multiple methods, paying attention to the combination of analysis and description; at the same time, it pays attention to starting from the practical problems in international relations, paying attention to the combination of basic theory and practical problems, and cultivating compound talents who understand both politics and economy.

II Course Objective

This course is a professional optional course of international economics and trade, the training goal of this course is to enlighten the students to discover, think and solve problems from the perspective of politics and economy, the state and the market interaction.

1. Ideological and political goal

2. Knowledge aim

This course requires students to master the basic theories of international political economy, and analyze the international economic issues of the international trade, international monetary and financial and foreign direct investment from the perspective of political science.

3. Ability aim

Master the international political and economic theory, and use the theory and methods of international political economics to understand and analyze the political and economic problems in reality.

4. Quality aim

Analyze the political and economic problems in reality by using the theory and methods of international political economics.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|----------------------------|---|------------------------|
| Graduation Requirement 2.1 | Master the basic theories and professional skills of economics, international trade and management systematically. Have a solid theoretical foundation, broad knowledge and perfect knowledge structure. Can solve practical problems with scientific world outlook and methodology. | Course Objective 1,2 |
| Graduation Requirement 2.2 | Master business knowledge and skills in international trade, international investment and foreign-related enterprise management. Be able to engage in international economic and trade exchanges in accordance with WTO and other international rules. To properly resolve disputes in international trade according to laws and regulations. | Course Objective 1,2,3 |
| Graduation Requirement 2.3 | Familiar with international economic agreements and commitments, as well as international practices and legal knowledge related to economy and trade. Have a sense of management, innovation, strategic vision and leadership. | Course Objective 1,2,3 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|----------------|-----------------------|
| 1 | Introduction: What Is International Political Economy? | <p>(1) Learning objectives.</p> <p>1. Master the definition and concept of international political economy.</p> <p>2. Master the research contents of international political economy.</p> <p>(2) Study the content of the course.</p> | 2 | Classes room | Course Objectives 1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|----------------|-------------------------|
| | | <p>1. The definition and concept, origin and evolution of international political economy.</p> <p>2. International political economics research content and its related disciplines.</p> <p>3. The development of international political economics in China and the world.</p> <p>(3) The key points and difficulties of the course.</p> <p>1. Key points: Definition and concept of international political economy, research scope, main representative tasks and representative academic achievements.</p> <p>2. Difficulties: The origin and evolution of international political economy and its development in China and the world.</p> | | | |
| 2 | The Origin and Evolution of International Economic System | <p>(1) Learning objectives.</p> <p>1. Understand the historical background of international political economy.</p> <p>2. Grasp the three important historical development stages of the international economic system.</p> <p>(2) Study the content of the course.</p> <p>1. The great geographical discovery and the rise of early trading nation.</p> <p>2. The British hegemony and 19th century European liberalization.</p> <p>3. The international economic order between the two world wars.</p> <p>4. The post-war international economic order under the leadership of American hegemony.</p> <p>(3) The key points and difficulties of the course.</p> <p>1. Key points: the historical background of the evolution of international political economy.</p> | 3 | Classes room | Course Objectives 1,2,3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|----------------|----------------------|
| | | 2. Difficulties: the evolution of the international economic system and its three important historical development stages. | | | |
| 3 | The Competing Schools and Theories in International Political Economy | <p>(1) Learning objectives.</p> <p>1. master the two major schools of international political economy.</p> <p>2. Master various theoretical models under various schools.</p> <p>3. Grasp the theoretical advantages of international political economy of socialism with Chinese characteristics.</p> <p>(2) Study the content of the course.</p> <p>1. Liberalism of international political economics.</p> <p>2. The realism of international political economics.</p> <p>3. The radicalism of international political economics.</p> <p>4. The English school of international political economy.</p> <p>(3) The key points and difficulties of the course.</p> <p>1. Key points: interdependence theory. Institutionalism; Nationalism theory. Hegemonic stability theory.</p> <p>2. Difficulties: similarities and differences of theories of major schools of international political economy.</p> | 4 | Classes room | Course Objectives1,2 |
| 4 | The Political Economy of International Trade System | <p>(1) Learning objectives.</p> <p>1. Understand the evolution and development of the international trade system since World War II.</p> <p>2. Grasp the eight rounds of trade negotiations and trade frictions under GATT.</p> <p>3. Grasp the contemporary international trade system.</p> <p>(2) Study the content of the course.</p> | 3 | Classes room | Course Objectives1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|----------------|----------------------|
| | | <p>1. The trade negotiations and trade friction under the general agreement on tariffs and trade.</p> <p>2. The setting-up of WTO and the new changes in international trading system;</p> <p>3. The Duoha round negotiations and the contemporary international trade system.</p> <p>(3) The key points and difficulties of the course.</p> <p>1. Key points: trade negotiation and trade friction. The establishment of WTO and the new changes of international trade system. Doha round negotiations and the formation of contemporary international trade system.</p> <p>2. Difficulties: the establishment of WTO. The formation of contemporary international trade system.</p> | | | |
| 5 | The Political Economy of International Financial System | <p>(1) Learning objectives.</p> <p>1. Understand the development of the international financial and monetary system and the political motivation behind it.</p> <p>2. Grasp the establishment and disintegration of Bretton Woods institutions.</p> <p>3. Grasp the monetary relations of big countries under the floating exchange rate.</p> <p>(2) Study the content of the course.</p> <p>1. The establishment and collapse of the bretton woods system.</p> <p>2. Big monetary relations under the floating exchange rate.</p> <p>3. The Washington consensus and regional financial crisis.</p> <p>(3) The key points and difficulties of the course.</p> | 3 | Classes room | Course Objectives1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|----------------|----------------------|
| | | <p>1. Key points: Plaza Agreement. International financial crisis. Debt crisis. The birth of the euro. RMB exchange rate appreciation and other major international financial events.</p> <p>2. Difficulties: the establishment and disintegration of Leighton Forest; The birth of the euro; RMB exchange rate appreciation and other major international financial events.</p> | | | |
| 6 | The Political Economy of International Production System | <p>(1) Learning objectives.</p> <p>1. Grasp the reasons for the rise of transnational investment.</p> <p>2. Grasp the relationship between transnational corporations and national sovereignty.</p> <p>3. Grasp the political risks of overseas investment.</p> <p>(2) Study the content of the course.</p> <p>1. The rise of transnational investment;</p> <p>2. Multinational corporations and national sovereignty.</p> <p>3. The transnational investment policy and political risks.</p> <p>(3) The key points and difficulties of the course.</p> <p>1. Key points: the formation and development of multinational corporations; The relationship between transnational corporations and national sovereignty.</p> <p>2. Difficulties: the new problems of environmental protection and labor brought by transnational production and the political risks of overseas investment.</p> | 3 | Classes room | Course Objectives1,2 |
| 7 | The Political Economy of Global Governance | <p>(1) Learning objectives.</p> <p>1. Understand the rise of globalization and the causes of low tide.</p> | 3 | Classes room | Course Objectives1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--------------------------------------|---|--------|----------------|----------------------|
| | | <p>2. Grasp the various political and economic influences brought about by globalization.</p> <p>3. Grasp the global governance concept of socialist international political economy with Chinese characteristics.</p> <p>(2) Study the content of the course.</p> <p>1. Globalization and global problems.</p> <p>2. The governance dilemma of sovereign state.</p> <p>3. Global governance and national sovereignty.</p> <p>(3) The key points and difficulties of the course.</p> <p>1. Key points: Globalization and global issues; Governance dilemma of sovereign state.</p> <p>2. Difficulties: global governance model; Global governance and national sovereignty.</p> | | | |
| 8 | The Political Economy of Regionalism | <p>(1) Learning objectives.</p> <p>1. Understand regionalism.</p> <p>2. Grasp the relationship between regionalism and globalism.</p> <p>3. Grasp the similarities and differences between different economic regionalism models.</p> <p>(2) Study the content of the course.</p> <p>1. European regionalism.</p> <p>2. North American regionalism.</p> <p>3. The east Asian regionalism.</p> <p>(3) The key points and difficulties of the course.</p> <p>1. Key points: Regionalism, its causes, characteristics and problems. As well as regionalism in Latin America, the Middle East and southern Africa.</p> <p>2. Difficulties: the causes, characteristics</p> | 3 | Classes room | Course Objectives1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|----------------|----------------------|
| | | and problems of regionalism in Europe, North America and East Asia. | | | |
| 9 | The Political Economy of Developed Countries | <p>(1) Learning objectives.</p> <p>1. Grasp the relationship between the government and the market of the country.</p> <p>2. Grasp how developed countries represented by the United States, Europe and Japan successfully realize industrialization.</p> <p>3. Grasp the market economy models of different developed countries.</p> <p>4. Grasp the similarities and differences between the socialist market economy model represented by China and developed countries.</p> <p>(2) Study the content of the course.</p> <p>1. The free market economy: the United States and Britain.</p> <p>2. Social market economy mode: Germany and Scandinavia.</p> <p>3. The national market economy mode: Japan and France;</p> <p>4. The US financial crisis and Europe's debt crisis.</p> <p>(3) The key points and difficulties of the course.</p> <p>1. Key points: Anglo-Saxon model; Market economy model.</p> <p>2. Difficulties: How to deal with the challenges of the international economic system and the causes of the European debt crisis and the American financial crisis.</p> | 3 | Classes room | Course Objectives1,2 |
| 10 | The Political Economy of Developing Countries | <p>(1) Learning objectives.</p> <p>Grasp how developing countries can successfully use the world market to</p> | 2 | Classes room | Course Objectives1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|----------------|----------------------|
| | | <p>realize their national economic development strategy.</p> <p>(2) Study the content of the course.</p> <p>1. The new liberalism reform and the Latin American debt crisis.</p> <p>2. State capitalism and the rise of the east Asian tigers.</p> <p>3. The brics countries and the brics.</p> <p>(3) The key points and difficulties of the course.</p> <p>1. Key points: neoliberal reform and Latin American debt crisis, and the economic development strategies of the "Four Little Dragons" and "BRIC" countries in East Asia.</p> <p>2. Difficulties: How do developing countries handle the relationship between the state and the market?</p> | | | |
| 11 | The Political Economy of China's Reform and Openness | <p>(1) Learning objectives.</p> <p>1. Grasp the reasons and motivation of China's reform and opening up;</p> <p>2. Grasp the transformation of China's national system model.</p> <p>(2) Study the content of the course.</p> <p>1. The cause and the power of China's reform and opening up;</p> <p>2. Globalization and China's national system transformation;</p> <p>3. The China model: myth or reality?</p> <p>(3) The key points and difficulties of the course.</p> <p>1. Key points: the reasons and motive force of China's reform and opening up; Globalization and the transformation of China's national system and the sustainability of China's development model.</p> <p>2. Difficulties: China and the</p> | 3 | Classes room | Course Objectives1,2 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|----------------|--------------------------------|--------|----------------|-------------------|
| | | international economic system. | | | |

V Period Distribution and Teaching Modes

1. Period Distribution

| Hours | Modes | Lecture | Exam | Discussion | Subtotal |
|-------|-------|---------|------|------------|----------|
| | | | | | |
| | | 2 | 0 | 0 | 2 |
| | | 3 | 0 | 0 | 3 |
| | | 4 | 0 | 0 | 4 |
| | | 3 | 0 | 0 | 3 |
| | | 3 | 0 | 0 | 3 |
| | | 2 | 0 | 1 | 3 |
| | | 3 | 0 | 0 | 3 |
| | | 3 | 0 | 0 | 3 |
| | | 2 | 0 | 1 | 3 |
| | | 2 | 0 | 0 | 2 |
| | | 3 | 0 | 0 | 3 |
| | Total | 30 | 0 | 2 | 32 |

2. Teaching Modes

This course is given priority to teacher, and students' self-study is complementary. Heuristic, discussion-based and various effective teaching methods can be adopted in the class lectures. Strengthen the communication between teacher-student and student-student. Cultivate the students independent thinking and hands-on ability. The multimedia teaching means (CAI) are mainly used in this course, supplemented by a moderate amount of blackboard writing and slide show.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|----------------------------------|-----------------------------|----------------------|---------------------------------|
| Classroom performance | Attendance, answer question | 30% | Course objective1 |
| Coursework | Quality of the coursework | 20% | Course objective1,2 |
| Final exam | Test | 50% | Course objective1,2,3 |

VII Textbooks and References

1. Textbooks

[1] Thomas Oatley: 《International Political Economy》,New York: Pearson Longman,2011.

[2] Theodore H. Cohn: 《Global Political Economy: theory and practice》 (6th Edition),
Addison Wesley Longman, Inc., 2011.

2. References

[1] David Zweig, 《Internationalizing China: Domestic Interest and Global Linkage》,Cornell
University Press, 2002.

Courses teaching team: Xu Zhiyuan, Wu Guanrong

Written by: Zhiyuan Xu

Reviewed by: Guanrong Wu

Date: 2021/4/23

Syllabus of Internet Fashion Business Model

Course Name/Title: Internet Fashion Business Model

Course code: 51991

Course Type: Major-related Courses, Optional

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

Department: Department of International Trade

I Course Introduction

This course is a professional optional course for international trade, which integrates the knowledge of clothing design, marketing, enterprise strategy and other disciplines. It aims to help students understand the impact of the Internet and related technology development on the fashion industry, cultivate the ability of using Internet thinking to reconstruct the traditional fashion business model, and enhance students' confidence, awareness and willingness to carry out entrepreneurial activities in the Internet fashion industry. In the training program, this course is not only the comprehensive application and improvement of pre-courses such as introduction to fashion industry and clothing consumption behavior, but also an important guide for students to determine their future career direction. This course is comprehensive, practical, inspiring and interesting, requiring students to actively participate in teaching activities, summarize rules in case analysis, find paths in brainstorming, and clarify directions in practice simulation. This course will help students develop a correct outlook on life, values and consumption, and enhance cultural confidence and national identity by revealing the essence and laws of fashion.

II Course Objective

1. Ideological and political goals

① To help students correctly understand the essence and rules of fashion products and luxury brands, and develop correct outlook on life, values and consumption. Have enough self-control, concentration, endurance and strong logical thinking ability, positive and win-win psychological state.

② Show the advantages and opportunities of Chinese fashion in the Internet era, and enhance students' cultural confidence and national identity of Chinese fashion. Love the motherland, establish a scientific world outlook and outlook on life; With good ideological and moral cultivation, strong sense of social responsibility and legal awareness, sound personality and strong team spirit.

2. Knowledge objectives

③ Understand the characteristics of political, economic, social and technological environment in the Internet era and be familiar with Internet thinking.

④ Understand the impact of the Internet on the fashion industry, know the Internet + trend brand, designer brand, brand co-name, shared wardrobe, second-hand clothing, personalized customization, virtual clothing, encryption art, fashion podcast, wearable fashion and other business models of the operation model.

3. Capability goals

⑤ Can use relevant theories to explain the reasons for the success or failure of Internet fashion enterprises.

⑥ Be able to use relevant theories to analyze the defects of various Internet fashion business models and put forward improvement directions.

4. Quality goals

⑦ Be able to find entrepreneurship opportunities in the Internet fashion industry.

⑧ Strong willingness and confidence to work or start a business in the Internet fashion industry.

III. Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|-------------------------|---|-------------------|
| 3.3 | Learns the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and has the ability to analyze and judge economic operation. | 3、7、8 |
| 4.1、4.2、4.3 | Having strong skills in international business negotiation and communication, enterprise organization management and execution, interpersonal communication and team cooperation; Buy a way to promote business consciousness, innovation consciousness, strategic vision and leadership; Unconsciously, people have the consciousness and spirit of seeking truth and innovation, and have strong analytical ability, decision-making ability and comprehensive coordination and innovation ability. | 3、4、5、6 |
| 5.1、5.4 | Participates in international market development, foreign trade business and international business practice; Learning to pay attention to the culture and customs of different countries and regions, and learn to communicate across cultures. | 3、5、6 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|-------------------------------------|----------------------|--------|----------------|-------------------|
| 1 | 1. Introduction to the Internet era | (1) Understand the | 8 | Classroom | 1、2、3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|---|-------------------|
| | <p>(1) Internet characteristics</p> <p>(2) Internet culture</p> <p>(3) Internet spirit</p> <p>(4) Internet thinking</p> <p>2. Customer value creation in the Internet era</p> <p>(1) Changes in consumers' lifestyle</p> <p>(2) Internet gene customer experience and decision-making</p> <p>(3) How to create value for customers under big data</p> | <p>characteristics and influence of the Internet era</p> <p>(2) Enhance confidence in China's economy overtaking in the Internet era</p> <p>(3) Cultivate patriotic spirit of love for the motherland, and establish a scientific world outlook and outlook on life.</p> | | teaching, online teaching | |
| 2 | <p>3. The influence of Internet on fashion industry</p> <p>(1) The impact of the Internet on traditional business models</p> <p>(2) The outlet of clothing brands in the Internet era</p> <p>(3) Internet thinking clothing brand operation</p> <p>4. Reconstruction and innovation of clothing brand business model</p> <p>(1) Internet thinking business model</p> <p>(2) O2O business model reconstruction of clothing brands</p> <p>(3) O2O business model innovation of clothing brands</p> | <p>(1) Understand the impact of the Internet on the traditional fashion business model</p> <p>(2) Understand the development trend of fashion industry in the Internet era</p> <p>(3) Understand the development rules of fashion and eliminate blind worship of foreign luxury brands</p> <p>(4) Cultivate better humanistic quality, develop the basic consciousness of lifelong learning;</p> | 8 | Classroom teaching, online teaching, group discussion | 1、3、5 |
| 3 | <p>5. Customized and original brand business model</p> <p>(1) Craftsman spirit of traditional clothing</p> | <p>(1) Understand the craftsman spirit of fashion design and enhance cultural</p> | 8 | Classroom teaching, online teaching, | 2、4、5、6、7、8 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|-------------------|
| | <p>(2) Internet + customization</p> <p>(3) Original network designer brand</p> <p>6. Brand co-branding and cross-border cooperation</p> <p>(1) Fashion brands</p> <p>(2) Joint brand name</p> <p>(3) Brand crossover</p> | <p>confidence</p> <p>(2) Understand the operation modes of Internet fashion business models such as personalized customization, designer brand, fashion brand and brand co-naming</p> <p>(3) Enhance the awareness and ability of entrepreneurship in the Internet fashion industry</p> | | <p>group discussion</p> | |
| 4 | <p>7. Fashion and sustainability</p> <p>(1) Shared closet</p> <p>(2) Second-hand clothing</p> <p>(3) Sustainable fashion</p> <p>8. Internet plus new fashion</p> <p>(1) Virtual clothing</p> <p>(2) Cryptographic art</p> <p>(3) Fashion podcasts</p> <p>(4) Wearable fashion</p> | <p>(1) Understand the relationship between fashion and sustainable development, and establish a sustainable consumption concept</p> <p>(2) Understand the operation modes of Internet fashion business models such as shared wardrobe, second-hand clothing and virtual clothing</p> <p>(3) Enhance the awareness and ability of entrepreneurship in the Internet fashion industry</p> <p>(4) Cultivate a positive and positive psychological state of win-win cooperation</p> | 8 | <p>Classroom teaching, online teaching, group discussion</p> | <p>1、4、6、7、8</p> |

V Period Distribution and Teaching Modes

1.Period Distribution

| Course Content | Teaching Mode | Theory Lectures | Exercises Class | Discussion Class | Subtotal |
|--|---------------|-----------------|-----------------|------------------|----------|
| 1. Introduction to the Internet era;2. Customer value creation in the Internet era | | 8 | | 1 | 9 |
| 3. The influence of Internet on fashion industry;4. Reconstruction and innovation of clothing brand business model | | 6 | | 1 | 7 |
| 5. Customized and original brand business model 6. Brand co-branding and cross-border | | 8 | | 1 | 9 |
| 7. Fashion and sustainability 8. Internet plus new fashion | | 6 | | 1 | 7 |
| Total | | 28 | | 4 | 32 |

2.Teaching Modes

(1) Classroom teaching

Teachers carefully prepare teaching PPT before class and explain the theory in class. In the teaching content, to ensure the scientific and systematic theory; In the teaching materials, to ensure the timeliness and interest of cases; In the teaching media, the integrated use of video, audio, comics and other multimedia; In the teaching atmosphere, to be good at teaching, relaxation degree.

(2) Online learning

Students are required to complete video viewing, homework assignments, and online discussions on the MOOC platform as an aid to classroom teaching.

(3) Group discussion

A group of no more than 5 people will select the latest and hottest fashion topics on the Internet and report the process, reasons, views and inspiration of hot events from the perspective of business model.

VI Assessment

| Assessment methods or approaches | Assessment requirements | Assessment weight | corresponding to course objectives |
|----------------------------------|-------------------------|-------------------|------------------------------------|
| | | | |

| | | | |
|--------------------------|---|-----|-------------|
| Perform in the Classroom | Attendance, class discussion and learning attitude. Focus on whether students have a positive attitude towards learning, whether to establish a correct outlook on life and cultural confidence, whether to think independently and put forward insightful views. | 20% | 1、2、5、6 |
| Prepare presentation | Teams of five, report back in 15 minutes. Focus on the students' ability to use curriculum theory to analyze cases, and their ability to express. | 20% | 3、4、5、6 |
| paper | Analyze the defects of Internet fashion business model and entrepreneurial direction in no less than 5000 words. It focuses on students' ability to master and use course knowledge, whether they can relate to real life and put forward insightful opinions. | 60% | 3、4、5、6、7、8 |

VII Textbooks and References

1. Textbooks

[1] Zhu Weiming, "Internet +" O2O Business Model of Clothing Brand ", Zhejiang University Press, 2019.

[2] Zhu Weiming (eds.), Clothing Brand Operation, China Textile Publishing House, 2016.

2. Network Resources

[1] <https://www.icourse163.org/course/ZSTU-1003629002>

Written by: Meng Fei

Reviewed by: Zhang Zhengrong

Date: 2021-5-3

Syllabus of Interculture Business Communication

Course Name/Title: Interculture Business Communication **Course code:** 51980

Course Type: Specialized Course; Optional Course

Total Teaching Hours: 32 (Classroom Hours: 32)

Course Credit: 2

I Course Introduction

<InterCultural Business Communication> is a practical business communication course, which aims to improve students' ability to conduct common business communication under different cultural backgrounds, that is, the practical use of English language, and stimulate students' patriotism. This course mainly analyzes various common business operations in different cultural backgrounds and the application of English language, such as how to establish business relationships, business reception, time concepts, decision makers, business negotiations, business contracts, marketing, the relationship between managers and employees, and case analysis and discussion of international businessmen in different cultural backgrounds. Under the guidance of cross-cultural communication theory, English is used in different business operations to improve students' language Practical application ability.

II Course Objective

(1) Ideological and political goals

1. Establish the spirit of seeking truth from facts, establish the correct “three outlooks” and build a good personality;
2. Understand the historical background of the Chinese enterprises' development, inspire students to love the motherland, and carry out patriotic ideological education;
3. Master China's macro-economic development process, cultivate students' sense of national pride and self-esteem;
4. Master a variety of methods to understand the facts, fully understand the objective world, and cultivate students' deep and sacred feelings for the motherland.

(2) Knowledge objectives

1. Master the values, cultural patterns, overall cultural profiles and the strains of corresponding cultural patterns under different cultural backgrounds;
2. Understand and master how to establish business contacts under different cultural backgrounds;
3. Master how to be different from those from different cultures, interacting with colleagues with cultural backgrounds and how to entertain customers;
4. Master the time concept of different cultures and societies and the coordination

relationship between company time and personal time in business arrangements;

5. Understand and master the talents and persuasive ability of negotiators under different cultural backgrounds, understand the different forms of negotiation and master your own negotiation style;

6. Master the explicit and implicit agreement forms in different cultural backgrounds, and how to comply with the contract;

7. Master the difference between formal language and informal language under different cultural backgrounds

8. Grasp the legal differences between international business and travel under different cultural backgrounds

(3) Capability goals

1. The ability to establish business contacts under different cultural backgrounds;
2. The ability to entertain customers under different cultural backgrounds;
3. The ability to coordinate business activities under different cultural backgrounds;
4. The ability to negotiate under different cultural backgrounds.

(4) Quality goals

1. Cultivate the professional qualities and job ethics of hard work and seeking truth from facts in actual work;
2. Cultivate basic qualities of honesty and integrity, professional confidence, etc.;
3. Cultivate the spirit of perseverance, aggressiveness, and self-improvement;
4. Cultivate the spirit of teamwork;
5. Cultivate keen insight, response thinking, and innovation;
6. Cultivate self-management and self-cultivation.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|---|--------------------------|
| Graduation Requirement 1.1 | Love the motherland, establish a scientific outlook on the world and life; have a good ideological and moral cultivation, a strong sense of social responsibility and legal awareness, a sound personality and a strong team spirit | Course Objective 1,4 |
| Graduation Requirement 2.4 | Familiar with English, reach a high level in foreign language listening, speaking, reading, | Course Objective 2,3,4 |

| | | |
|----------------------------|--|------------------------|
| | writing and translation, and have the ability and skills to use English as a working language in foreign-related departments, enterprises and institutions | |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operations | Course Objective 2,3 |
| Graduation Requirement 4.1 | Possess strong international business negotiation and communication skills, corporate organization management and execution skills, interpersonal communication and teamwork skills | Course Objective 2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|---|--------|--|--------------------------|
| 1 | Chapter 1 The nature of intercultural communication Including: globalization, and Glocalization; culture; enculturation; norms; rules, roles; and networks; intercultural constructs etc. | (1) understand such term as intercultural, international, intracultural, multicultural, and ethnocentric; (2) recognize how communication barriers affect intercultural communication; (3) understand the differences between norms, rules, roles, and networks, distinguish between subcultures and subgroups; (4) understand the concepts of business globalization, glocalization, and grobalization; (5) differentiate between ethnocentric, polycentric, Regio centric, and geocentric management orientations | 2 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |
| 2 | Chapter 2 Universal | (1) increase your understanding of | 4 | Classroom | Course |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|---|--------------------------|
| | systems Including: Economic systems; Political systems; World economics; educational systems; marriage and family systems etc. | systems that are universal to all cultural groups and their relationship to communicating and negotiation in a global setting; (2) understand the role that economic and political systems play in communicating interculturally in business settings; (3) see the relationship between educational systems and global communication; (4) gain insight into social systems and hierarchies that affect effective intercultural business communication. | | m lectures, online courses, case studies | Objective 1,2,3 |
| 3 | Chapter 3 contrasting cultural values Including: values; Semantic differences; attribution and perception; Attitudes toward women; Work attitudes; Attitudes toward ethics etc. | (1) appreciate the role that values play in communicating effectively with persons from other cultures; (2) understand differences in word meanings among cultures; (3) learn how attribution and perception play a role in culture values; (4) appreciate attitude differences toward men and women in various cultures; understand how attitudes toward work and ethics vary with the culture; (5) understand how individualism and collectivism play a role in cultural values | 4 | Classroom m lectures, online courses, case studies, role playing | Course Objective 2,3,4 |
| 4 | Chapter 4 culture shock Including: stages of culture shock; alleviating culture shock; aspects of culture shock; relationships and family considerations etc. | (1) understand the nature of cultural shock and its relationship to success in overseas; (2) be able to identify the typical stages of cultural shock; (3) learn ways to alleviate cultural shock, including careful selection of persons for overseas assignments and predeparture training; (4) understand the role of culture stress, social alienation, social class and | 2 | Classroom m lectures, online courses, case studies, role playing | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|--------------------------|
| | | poverty-wealth extremes, financial matters, and relationships in dealing with cultural shock; (5) understand how the extent to which persons in the host culture reveal their private selves may contribute to cultural shock | | | |
| 5 | Chapter 5 Language Including: High- and Low-context language; Language diversity; the language of numbers; informal and alternative language; forms of verbal interaction; vocabulary equivalence parables and proverbs etc. | (1) understand how language affects intercultural business communication; (2) be aware of problems associated with language diversity, understand number usage differences that may have an impact on intercultural written communication; (3) understand how language construction, thought, perception, and culture are linked; understand the limits of using a second language; (4) be aware that language differences exist even when people speak the same language; understand the importance of accurate translation and interpretation to intercultural communication; (5) understand how to use parables and proverbs as insight into the culture, understand the concepts of the Sapir-Whorf and Bernstein hypotheses | 3 | Classroom lectures, online courses, case studies, role playing | Course Objective 1,2,3,4 |
| 6 | Chapter 6 oral and nonverbal communication patterns Including: thought patterns; paralanguage; chronemics; proxemics; oculesics; kinesics; chromatics etc. | (1) be able to evaluate thought patterns and their relationship to intercultural business communication; (2) understand how paralanguage affects successful intercultural communication; (3) appreciate how attitudes toward time and use of space convey nonverbal messages in intercultural encounters; (4) understand the role that eye contact, smell, color, touch, and body language play in communicating nonverbally in culture situation, learn how silence is | 4 | Classroom lectures, online courses, case studies, role playing | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|--------------------------|
| | | used to send nonverbal messages in various cultures; (5) recognize that nonverbal leakage often occurs in intercultural nonverbal communication | | | |
| 7 | Chapter 7 written communication patterns Including: international English; writing tone and style; letter formats; facsimiles; electronic mail; resume and job search information etc. | (1) know the guidelines for writing international messages in English; (2) be familiar with letter formats commonly used by U.S. business firms and how they differ from formats used in other countries; (3) understand how facsimiles are commonly used for communicating between U.S. firms and those in other countries; (4) understand how writing tone and style vary from culture to culture; (5) understand cultural differences in other types of written communication such as the resume and related job-search documents. | 2 | Classroom lectures, online courses, case studies, role playing | Course Objective 1,2,3,4 |
| 8 | Chapter 8 global etiquette Including: introductions, greetings and handshakes; business card exchange; position and status; electronic communication etiquette etc. | (1) understand cultural differences in making introductions, greetings, and handshakes as well as customs related to business card exchange; (2) understand how position and status affect culture interaction, be familiar with rules of etiquette that apply to communicating by telephone and electronically with persons of other cultures; (3) understand how cultural differences in dining practices may affect intercultural communication; be familiar with the culture nuances of tipping; (4) understand how practices of giving gifts vary from culture to culture and the role of gift giving in establishing favorable intercultural relations; | 4 | Classroom lectures, online courses, case studies, role playing | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|---|--|--------|--|--------------------------|
| | | (5) learn the importance of travel etiquette in conveying a positive image of a person's firm and country | | | |
| 9 | Chapter 9 business and social customs Including: verbal expressions; male/female relationships and workplace equality; humor in business; superstitions and taboos; dress and appearance; office customs and practices etc. | (1) learn customary verbal expressions of persons of various countries; understand the importance of a knowledge of male/female relationships and workplace equality to successful intercultural communication; (2) learn the roles that humors, superstition, and taboos play in understanding persons of other cultures; understand the role that dress and appearance play in interacting with persons from other countries; (3) learn the importance of knowing about the customs associated with holidays and holy days of the country in which you are traveling or conducting business; understand that office customs vary culture and culture; (4) understand the importance of appropriate demeanor/behavior in intercultural encounters; (5) recognize special food and meal customs considered typical of various cultures and how to show respect for consumption taboos of other countries | 2 | Classroom lectures, online courses, case studies, role playing | Course Objective 1,2,3,4 |
| 10 | Chapter 10 intercultural negotiation process Including: steps in the negotiation process; mistakes commonly made during negotiations; intercultural negotiation models; cross-cultural negotiation components; stereotypes that affect | (1) be able to define the intercultural negotiation process; understand the steps in the negotiation process; (2) know how to avoid mistakes commonly made in intercultural negotiations; be knowledgeable about intercultural negotiation models; (3) understand negotiation strategies, including conflict resolution, in intercultural negotiations; (4) understand the elements of cross-culture negotiation; consider | 3 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|--|--------|--|--------------------------|
| | intercultural negotiations; face-to-face strategies etc. | stereotypes that affect intercultural negotiations; (5) understand how group and individual orientation, face-to-face strategies, and the media affect negotiations | | | |
| 11 | Chapter 11 laws affecting international business and travel Including: home-country and host-country laws; international law; contracts; global patents; nonwritten law; international travel and law etc. | (1) understand the difference between home country laws and host country laws; (2) understand why a contract has a different meaning in different countries; (3) understand how ethics and laws relate, know why international laws are being promulgated; (4) understand the importance of the nonwritten laws (5) know how international travel is affected by the law | 2 | Classroom lectures, online courses, case studies | Course Objective 1,2,3,4 |

V Period Distribution and Teaching Modes

(一) Period Distribution

| Period | Teaching modes | Theory Lectures | Exercises Class | Discussion Class | Remarks Subtotal | Subtotal |
|--------|--|-----------------|-----------------|------------------|------------------|----------|
| | | | | | | |
| | Chapter 1 The nature of intercultural communication Including: globalization, and Glocalization; culture; enculturation; norms; rules, roles; and networks; intercultural constructs etc. | 2 | | | | 2 |
| | Chapter 2 Universal systems Including: Economic systems; Political systems; World economics; educational systems; marriage and family systems etc. | 2 | 1 | 1 | | 4 |

| | | | | | |
|--|-----|---|-----|--|---|
| Chapter 3 contrasting cultural values Including: values; Semantic differences; attribution and perception; Attitudes toward women; Work attitudes; Attitudes toward ethics etc. | 2 | 1 | 1 | | 4 |
| Chapter 4 culture shock Including: stages of culture shock; alleviating culture shock; aspects of culture shock; relationships and family considerations etc. | 2 | | | | 2 |
| Chapter 5 Language Including : High- and Low-context language; Language diversity; the language of numbers; informal and alternative language; forms of verbal interaction; vocabulary equivalence parables and proverbs etc. | 2 | | 1 | | 3 |
| Chapter 6 oral and nonverbal communication patterns Including: thought patterns; paralanguage; chronemics; proxemics; oculesics; kinesics; chromatics etc. | 2 | 1 | 1 | | 4 |
| Chapter 7 written communication patterns Including: international English; writing tone and style; letter formats; facsimiles; electronic mail; resume and job search information etc. | 1.5 | | 0.5 | | 2 |
| Chapter 8 global etiquette Including: introductions, greetings and handshakes; business card exchange; position and status; electronic communication etiquette | 2 | 1 | 1 | | 4 |

| | | | | | |
|---|------|---|-----|--|----|
| Chapter 9 business and social customs Including: verbal expressions; male/female relationships and workplace equality; humor in business; superstitions and taboos; dress and appearance; office customs and practices etc. | 2 | | | | 2 |
| Chapter 10 intercultural negotiation process Including: steps in the negotiation process; mistakes commonly made during negotiations; intercultural negotiation models; cross-cultural negotiation components; stereotypes that affect intercultural negotiations; face-to face strategies etc. | 2 | | 1 | | 3 |
| Chapter 11 laws affecting international business and travel Including: home-country and host-country laws; international law; contracts; global patents; nonwritten law; international travel and law etc. | 2 | | | | 2 |
| Total | 21.5 | 4 | 6.5 | | 32 |

(二) Teaching Modes

(1) Classroom teaching methods: use comprehensive videos, cases, PPT, etc. to show the key and difficult points of the course, use role-playing, group discussions and other methods to make students actively participate in classroom teaching activities; and use positive incentives to mobilize students' enthusiasm and participation rate;

(2) Online learning methods: use WeChat groups, DingTalk groups, etc. to share the content involved in the course for self-study before class, such as 5-minute short videos, cultivate students' self-learning and active learning capabilities, and use questions to gain student learning situation; use positive incentives to mobilize students' enthusiasm;

(3) Practical operation method: after classroom teaching and online learning, students conduct practical operations on the Amazon training platform.

VI Assessment

(Assessment content and methods must correlate with course objectives.)

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|--------------------------------------|--|----------------------|---------------------------------|
| End of term: General training report | Submit an implementation report of more than 3000 words. Focus on examining students' comprehensive mastery of the course and examining whether students have mastered specific operating methods and procedures. | 60 | Course Objective 1,2,3,4 |
| Ordinary grades | Attendance rate: 10 points will be deducted for one absenteeism, 5 points will be deducted for one time off; 5 points will be deducted for one missed assignment; 1 point will be added for one initiative response | 40 | Course Objective 1,2,3 |

Note: 1. Assessment methods or approaches mainly include classroom performance, conventional assignments, unit tests, mid-term exam, final exam, big assignments, course paper, project design and works, etc.

2. Assessment requirements include frequencies of assignments, assessment methods (open-book, close-book), and project design requirements, etc.

3. Assessment Weighting refers to the percentage that assessment methods or approaches take up in the total score.

VII Textbooks and References

(1) Textbooks:

[1] Lillian Chaney, Janet Martin, Zhang Li Translated by Wang Yiqin. "Intercultural Business Communication", Renmin University Press of China, published in 2014.

(2) Reference books:

[1] Bob Dignen: "Intercultural Business Communication", The Commercial Press, published in 2019.

[2] Zhuang Enping: "Intercultural Business Communication", Capital University of Economics and Business Press, published in 2011.

(3) Network resources:

[1] <https://www.icourse163.org/course/preview/DUFE-1205685802?tid=1205964207>

[2] <https://www.icourse163.org/course/detail.htm?cid=1205685802>

Written by: Xu Xiaohui

Reviewed by: Huang Hairong

Date: 2021-5-3

Syllabus of Logistics Management

Course Name/Title: Logistics Management

Course code: 54903

Course Type: Specialized Course, Optional Course

Total Teaching Hours: Classroom Hours: 32

Course Credit: 2

Applicable Major: International Trade (Full English Classes)

I Course Introduction

Logistics management is a professional discipline based on system theory, information theory and cybernetics. It is one of specialized courses for the majors of international trade and business administration, and it has strong practicality and applicability.

This course applies basic principles of management and scientific methods to plan, organize, command, coordinate, control and supervise logistics activities in the process of social reproduction, to make them achieve the best coordination and cooperation, and then reduces logistics costs, improves logistics efficiency and economic benefits.

Through the study of this course, students are required to grasp the basic knowledge and principles of logistics management, and to use theoretical knowledge to analyze and solve optimization problems in practice. Firstly, students could appropriately apply approaches to logistics customer service strategy to maintain excellent customers relationship. Secondly, students should be familiar with the process of logistics activities, including purchasing and procurement, transportation, warehousing, inventory management, operations and materials management. Besides, students should identify the key role of information technology (IT) plays at every stages of the logistics decision-making process and enables managers to make better decisions on the basis of accurate data and information.

By introducing the significant role of IT plays in logistics activities, make students establish the outlook on life, values and social responsibility of advocating science and developing the country through science and technology. By introducing the necessity of global logistics, make students know about of the complexity of international environment, and stimulate students to set up the spirit of striving hard, patriotism, concerning be responsible for the society.

II Course Objective

Course Objective 1: Understand the significant role of logistics plays in the modern society, as a result have a profound understanding of Chinese Government's *the Belt and Road Initiative --Building the Silk Road Economic Belt and the 21st Century Maritime Silk Road*.

Course Objective 2: Grasp the basic conception, principles and theory of logistics and supply chain management, especially grasp the managerial and optimization methods in warehouse

management, inventory management, distribution management, facility location, the enterprise internal logistics management and supply chain management.

Course Objective 3: Grasp the procedure and operational approach in logistics management, operation, evaluation and optimization, can give proper design and improvement for a certain enterprise's logistics and supply chain system.

Course Objective 4: Have strong ability of managing and designing a whole logistics system; Have strong ability of using logistics and supply chain management theory and methods, combined with knowledge of other subjects, into enterprises' management.

Course Objective 5: Train students' whole part consciousness and innovative consciousness through logistics system programming and designing.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|---------------------------|--|-----------------------------------|
| Graduation Requirement 2② | Systematically master the basic theories and professional skills of economics, international trade and management, have a solid theoretical foundation, a broad range of knowledge and a relatively complete knowledge structure, and can solve practical problems with a scientific world outlook and methodology | Course Objective 1、 2、 3、 4、 5、 6 |
| Graduation Requirement 3③ | Have a realistic and innovative consciousness and spirit, have strong analytical ability, decision-making ability and comprehensive coordination and innovation ability. | Course Objective 2、 3、 4、 5、 6 |
| Graduation Requirement 4④ | Have the sense of operation, innovation, strategic vision and leadership. | Course Objective 2、 3、 4、 5、 6 |
| Graduation Requirement 5⑤ | Have an international perspective, pay attention to international trends and global issues, and have the basic skills to deal with foreign affairs. Have a strong practical ability to develop international market business, foreign trade business and other international business | Course Objective 2、 3、 4、 5、 6 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching Modes | Course Objectives |
|------|--|---|--------|----------------|-----------------------|
| 1 | Chapter 1 Introduction to Logistics and Supply Chain Management 1.1 Definitions of logistics and supply chain management 1.2 The evolution of | <ul style="list-style-type: none"> • Grasp concepts of logistics and supply chain management and the 'Stop' and 'Go' nature of logistics. • Know about the evolution of logistics. • Understand the importance of logistics to the economy. • Know about the functional | 2 | Lecture | Course Objective 1, 5 |

| | | | | | |
|---|--|--|---|------------------------|--------------------------|
| | <p>logistics</p> <p>1.3 The importance of logistics to the economy</p> <p>1.4 Logistics activities</p> <p>1.5 An integrated and systems approach in the firm</p> <p>1.6 Trends in logistics</p> | <p>activities of logistics and systems approach between logistics and the firm.</p> <ul style="list-style-type: none"> • Know about important trends in logistics. • Know the importance of logistics in enterprise management, stimulate students' awareness of advocating science and developing the country through science and technology. | | | |
| 2 | <p>Chapter 2 Logistics Customer Service</p> <p>2.1 The concept of customer service</p> <p>2.2 Elements of logistics customer service</p> <p>2.3 The relationship between logistics and marketing</p> <p>2.4 Logistics activities as services</p> <p>2.5 Logistics satisfaction and service quality</p> <p>2.6 Logistics relationships</p> <p>2.7 Approaches to logistics customer service strategy</p> | <ul style="list-style-type: none"> • Grasp concepts of logistics customer service. • Grasp elements of logistics customer service. • Know about the relationship between logistics and marketing. • Understand satisfaction and service equality as outputs of logistics customer service. • Grasp approaches to logistics customer service strategy. | 4 | Lecture, Group Discuss | Course Objective 2, 3 |
| 3 | <p>Chapter 3 Purchasing and Procurement</p> <p>3.1 The nature of purchasing and the development of procurement</p> <p>3.2 The purchasing process</p> <p>3.3 Purchasing costs and total cost of ownership (TCO)</p> <p>3.4 Supplier appraisal, development and relationships</p> <p>3.5 Global and ethical sourcing</p> <p>3.6 Vendor-managed inventory and supplier-managed inventory</p> <p>3.7 E-procurement</p> | <ul style="list-style-type: none"> • Grasp the nature of both purchasing and procurement. • Understand the strategic role of purchasing for in-bound logistics and the wider supply chain. • Know about the purchasing process and the total cost of ownership of products. • Know about supplier appraisal, development and relationships. • Know about trends of global and ethical sourcing and e-procurement. | 2 | Lecture | Course Objective 2, 3, 4 |
| 4 | <p>Chapter 4 Transportation</p> | <ul style="list-style-type: none"> • Know about the nature of the freight transport sector. | 2 | Lecture | Course Objective |

| | | | | | |
|---|---|---|---|---------|-----------------------------|
| | <p>4.1 The nature of the freight transport sector</p> <p>4.2 Modes of freight transport</p> <p>4.3 Carrier and mode choices</p> <p>4.4 Third-party transportation</p> <p>4.5 Outsourcing and third-party logistics service providers</p> | <ul style="list-style-type: none"> • Grasp the various modes of freight transportation. • Grasp choices regarding mode and carrier selection. • Grasp the concept of outsourcing. • Know about the role of third-party logistics in freight transport. | | | 2, 3, 4, 5 |
| 5 | <p>Chapter 5 Warehousing</p> <p>5.1 The nature of warehousing</p> <p>5.2 Inside the warehouse</p> <p>5.3 Technology and warehouse management systems</p> <p>5.4 Warehouse location</p> | <ul style="list-style-type: none"> • Know about where warehousing fits in the logistics process. • Understand the functions of warehousing and the concept of stock keeping units and pallets. • Grasp warehouse layout, design and flow. • Know about warehouse storage and materials handling systems. • Know about technology and warehouse management systems. | 2 | Lecture | Course Objective 2, 3, 4, 5 |
| 6 | <p>Chapter 6 Inventory management</p> <p>6.1 The nature of inventory</p> <p>6.2 The inventory cycle and replenishment</p> <p>6.3 The cost of inventory</p> <p>6.4 Inventory management</p> <p>6.5 Informal inventory management methods</p> <p>6.6 Statistical methods</p> <p>6.7 Forecasting</p> | <ul style="list-style-type: none"> • Understand the importance and benefits of inventory in logistics. • Understand the inventory cycle and replenishment. • Grasp the cost of inventory and how inventory investment influences corporate profit. • By introducing the significant role of IT plays in logistics activities, make students establish the outlook on life, values and social responsibility of advocating science and developing the country through science and technology. • Know about informal and statistical inventory management methods. • Grasp how forecasting can help improve inventory management. | 2 | Lecture | Course Objective 2, 3, 4, 5 |
| 7 | <p>Chapter 7 Operations and materials management</p> <p>7.1 The background of Harley-Davison</p> <p>7.2 What is a manufacturing facility or factory?</p> | <ul style="list-style-type: none"> • Grasp the concepts of manufacturing and manufacturing factories and facilities. • Grasp materials handling approaches from materials requirements planning to enterprise resource planning. • Know about just-in-time and | 2 | Lecture | Course Objective 2, 3, 4, 5 |

| | | | | | |
|----|--|---|---|------------------------|--------------------------|
| | <p>7.3 Operations and materials handling planning approaches</p> <p>7.4 Just-in-time (JIT) and total quality management</p> <p>7.5 Lean, agile and 'leagile'</p> <p>7.6 The outlook for Harley</p> | <p>total quality management techniques.</p> <ul style="list-style-type: none"> • Grasp the lean, agile and leagile paradigms. • Know about the foregoing objectives in a comprehensive case study of Harley-Davidson, Inc. | | | |
| 8 | <p>Chapter 8 Logistics information technology</p> <p>8.1 Logistics information technology systems</p> <p>8.2 Electronic data interchange</p> <p>8.3 Quick response (QR) codes</p> <p>8.4 Cloud computing</p> <p>8.5 IT and retail replenishment</p> | <ul style="list-style-type: none"> • Understand the role of information technology in logistics. • Know about warehouse and transportation management systems. • Know about electronic data interchange and scanning technology. • Understand the concept of cloud computing for logistics applications. • Grasp technology's use in retail replenishment. | 4 | Lecture, Group Discuss | Course Objective 2, 3, 4 |
| 9 | <p>Chapter 9 Logistics Financial Performance</p> <p>9.1 Logistics and supply chain management versus firm performance</p> <p>9.2 Logistics, supply chain management and economics</p> <p>9.3 Models of logistics performance</p> <p>9.4 Logistics and supply chain financial performance</p> | <ul style="list-style-type: none"> • Understand the role of a firm's performance in logistics. • Understand the relationship of logistics and supply chain management to economics. • Know about several models of logistics performance. • Know about logistics and supply chain financial performance. • Grasp several techniques for measuring logistics financial performance. | 2 | Lecture | Course Objective 2, 3, 4 |
| 10 | <p>Chapter 10 Human resources and logistics</p> <p>10.1 Organization of the supply chain</p> <p>10.2 Organization of the firm</p> <p>10.3 Human resources in logistics</p> <p>10.4 Logistics skills</p> <p>10.5 A shift in roles to knowledge work</p> <p>10.6 Human</p> | <ul style="list-style-type: none"> • Understand organization in logistics and supply chains. • To consider different types of organizational structures. • Grasp the importance of human resources in logistics. • Know about the role of knowledge workers in today's work environments. • Grasp human resources and technology and gender issue in logistics. | 2 | Lecture | Course Objective 2, 3, 4 |

| | | | | | |
|----|--|--|---|------------------------|-----------------------------|
| | resources and technology 10.7 Retail replenishment: an example 10.8 Gender issues in logistics | | | | |
| 11 | Chapter 11 Global logistics 11.1 The nature of international and global trade 11.2 The why and how of going global 11.3 Features of international and global logistics activities 11.4 Logistics characteristics in international markets | <ul style="list-style-type: none"> • Understand the nature of international and global trade. • Understand how and why to go global. • By introducing the necessity of global logistics, make students know about of the complexity of international environment, and stimulate students to set up the spirit of striving hard, patriotism, concerning be responsible for the society. • Know about features of international and global logistics. • Grasp international logistics documentation and terms of trade. • Know about logistics characteristics in various international markets. | 2 | Lecture, Group Discuss | Course Objective 1, 2, 3, 4 |
| 12 | Chapter 12 Reverse and sustainable logistics 12.1 Reverse logistics and product recovery management 12.2 The science behind a sustainable environment 12.3 Green or sustainable logistics and supply chains 12.4 Transportation and storage in a wider environmental context 12.5 Suggestions for greening logistics and the supply chain | <ul style="list-style-type: none"> • Understand the relationship of logistics and sustainability. • Grasp reverse logistics and product recovery management. • Grasp the science behind environmental sustainability. • Understand the concept of a product lifecycle assessment. • Grasp sustainable logistics in transportation and storage. • By introducing the definition of environmental logistics, foster students' awareness of sustainable development, and make them deep understand President Xi Jinping's proposition of Lucid waters and lush mountains are invaluable assets. | 4 | Lecture, Group Discuss | Course Objective 2, 3, 4 |

| | | | | | |
|----|---|---|---|------------------------------|--------------------------------|
| 13 | Chapter 13 Logistics strategy 13.1 What is business strategy? 13.2 The language of strategy 13.3 Strategic planning 13.4 Logistics and corporate strategy 13.5 Logistics and supply chain risk and resilience | <ul style="list-style-type: none"> • Understand the nature and language of corporate strategy. • Grasp the strategic planning process. • Grasp the development of logistics strategy. • Know about logistics and corporate strategy. • Know about logistics and supply chain risk and resilience as it affects strategy. | 2 | Lecture, Group Discuss | Course Objective 3, 4, 5 |
|----|---|---|---|------------------------------|--------------------------------|

V Period Distribution and Teaching Mode

1. Theoretical course or theoretical teaching content class allocation table:

| Content | Hours | Method | | | Remarks | Total |
|---|-------|-----------------|-----------------|------------------|---------|-------|
| | | Teaching Lesson | Exercise lesson | Discussion Class | | |
| Chapter 1 Introduction to Logistics and Supply Chain Management | | 2 | | | | 2 |
| Chapter 2 Logistics Customer Service | | 3 | | 1 | | 4 |
| Chapter 3 Purchasing and Procurement | | 2 | | | | 2 |
| Chapter 4 Transportation | | 2 | | | | 2 |
| Chapter 5 Warehousing | | 2 | | | | 2 |
| Chapter 6 Inventory management | | 2 | | | | 2 |
| Chapter 7 Operations and materials management | | 2 | | | | 2 |
| Chapter 8 Logistics information technology | | 3 | | 1 | | 4 |
| Chapter 9 Logistics Financial Performance | | 2 | | | | 2 |
| Chapter 10 Human resources and logistics | | 2 | | | | 2 |
| Chapter 11 Global logistics | | 1 | | 1 | | 2 |
| Chapter 12 Reverse and sustainable logistics | | 4 | | | | 4 |
| Chapter 13 Logistics strategy | | 1 | | 1 | | 2 |
| Total | | 28 | | 4 | | 32 |

1. Teaching Modes

1) Lecture

Logistics management is a course in which theory correlates with practice closely. Therefore,

when lecturing, teachers should not only explain the theories of logistics management, but also emphasize on teaching the application of logistics and supply chain theories and methods to analyze and solve logistics problems in practice.

2) Case Study

Case study during the teaching process is very important, and teachers should search materials based on realistic cases, divide students into different groups, and ask them to discuss and analyze the cases, by which develop their ability of think deeply and enhance their abilities of logistics problems analyzing and solving. Teachers are recommended to use multimedia teaching methods to increase the amount of information.

3) Group Discuss

Logistics Management is a course related to the reality closely. By applying the teaching mode of group discuss, students can present multiple points of view, respond to the ideas of others, and reflect on their own ideas in an effort to build their knowledge, understanding, or interpretation of the matter at hand.

VII Assessment

| Assessment Methods or Approaches | Assessment Requirements | Assessment Weighting | Evaluation of Course Objectives |
|---|--------------------------------|-----------------------------|--|
| Classroom performance | Attendance | 10% | Course Objective 1, 2, 3, 4, 5 |
| Discussion on class | Active participation | 10% | Course Objective 2, 3, 4, 5 |
| Assignments | Presentation | 30% | Course Objective 2, 3, 4, 5 |
| Final exam | Close-book exam | 50% | Course Objective 1, 2, 3, 4, 5 |

VIII Textbooks and References

1. Textbooks:

[1] David B. Grant. Logistics management[M]. Beijing: China Renmin University Press, 2014.

2. References:

[1] David Simchi-Levi. Designing and Managing the Supply Chain[M]. Beijing: China Renmin University Press, 2009.

[2] Ronald H. Ballou, Edited by Song Hua. Business logistics and supply chain management[M]. Beijing: China Renmin University Press, 2008.

3. Blogs:

[1] Logistics viewpoints, <https://logisticsviewpoints.com/>

- [2] Logistics Management, <https://www.logisticsmgmt.com/topic/category/blogs>
- [3] Longitudes UPS blog, <https://longitudes.ups.com/>
- [4] Capterra Blog, <https://blog.capterra.com/articles/logistics-technology/>

4. Organizations:

- [1] Council of supply chain management professionals, <https://cscmp.org/>
- [2] APICS Long Island Chapter, <https://apicsnyc-li.org/>

5. Magazines:

- [1] Logistics Management, <https://www.logisticsmgmt.com/>
- [2] DC Velocity, <https://www.dcvelocity.com/>
- [3] The Commercial Carrier Journal, <https://www.ccjdigital.com/>

6. Other:

- [1] Logistics List, <https://www.logisticslist.com/>
- [2] Capterra – Logistics software directory, <https://www.capterra.com/logistics-software/>

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Syllabus of Graduation Thesis

Course Name/Title: Graduation Thesis **Course code:** 51962

Course Type: Specialized Course (Compulsory Course)

Total Teaching Hours: 16 extracurricular practice weeks

Course Credit: 8

I Course Introduction

Graduation Project which is the last important comprehensive teaching link among the whole teaching process is the inspection for the knowledge we learn four years in the university. Writing graduation project includes selecting topic, reviewing literature, collecting material, writing literature review report, translating foreign language; writing opening report, opening defense, market or business research, writing paper, replying for the graduation project, modifying and binding. Through the complete process, Students control the system of learning and researching methods, training students' comprehensive using knowledge for independent analysis and the ability to solve actual problem, developing the innovative consciousness and rigorous scientific work style. Graduation Project is an exercise that students come upon the stage to solve the problem of international trade independently. They obtain valuable practical experience and ability in the graduation project, so as to lay a solid social foundation work.

II Course Objective

(1) Ideological and political goals

1. Based on the Marxist view of practice, guide students to connect the topic selection of the paper with the current needs of the country and society and the problems urgently needed to be solved in the current development of the professional industry, and use the professional theoretical knowledge of international economics and trade to solve the practical problems in the current development of China;

2. Apply materialist dialectics to the writing process of graduation thesis, enhance students' dialectical thinking ability, historical thinking ability, strategic thinking ability, bottom-line thinking ability and innovative thinking ability, and cultivate high-quality economic and trade talents with macro vision, strong professional ability, good at thinking, and the ability to serve the national and social development;

3. Build a system of academic integrity, cultivate students' awareness of academic norms and academic integrity, and improve academic ethics.

(2) Knowledge objectives

1. Selecting topic link makes students learn to set up the researching perspective;
2. Through writing literature review, students obtain the methods to collect the literature material, and how to sort of literature and knowledge, and master the ability to summarize others research results;
3. Through writing the opening report writing, students enable to establish the overall framework about

the research topic, learning how to construct the research ideas and make choice about the research methods, designing the research outline and making plan, etc.;

4. Through the market and social investigation, students study the selection of research method ,the design of the questionnaire and data statistics analysis method, finding problems from the data analysis question, learning how to write research report;

5. Through the writing of graduation project, they should learn how to build logical relation among knowledge, learning how to practice theoretical knowledge into the actual problem analysis. In this process, students can build a more profound understanding of professional knowledge, at the same time, improving their computer operation and writing skill.

(3) Capability goals

1. Through writing the graduation project, student should obtain the following ability: surveying and researching, searching literature and the ability to collect material;

2. Collecting and processing all kinds of information, the ability to acquire new knowledge;

3. Using basic skills proficiently (such as searching literature, writing, translating, using computer, etc.);

4. The ability to use the basic principle of international trade knowledge;

5.The ability to use national standards and terminology to write papers and foreign language abstract correctly;

6. The ability to solve the foreign trade problem in actual field .

(4) Quality goals

1. Through building the overall framework of the foreign trade ,they should develop global conception and consciousness;

2. By applying the knowledge of international trade to analysis the enterprises and institutions practice, they should strengthen the judgment to the function of international trade professional knowledge, improving psychological quality;

3. By using the professional knowledge in all aspects, improving professional intelligent quality;

4. Through the rigorous research process, students should modesty and eagerness to learn and have spirit of innovation;

5. Through resource sharing and social investigation, cultivate their team spirit; Finally, let them set up the correct outlook on life, values, and establish the concept of lifelong learning, researching and working, improving the ideological and political quality.

III Correlations between Course Objectives and Graduation Requirements

| Graduation Requirements | Graduation Requirements Index Point | Course Objectives |
|--------------------------------|--|--------------------------|
| Graduation Requirement 1.2 | Have enough self-control, concentration, endurance and strong logical thinking ability, have a positive, win-win psychological state of cooperation. | Course Objective 1,4 |
| Graduation Requirement 1.3 | Have good humanistic quality, develop the basic consciousness of lifelong learning. | Course Objective 1,2,4 |
| Graduation | Proficient in computer application skills, with the ability to | Course |

| | | |
|----------------------------|---|------------------------|
| Requirement 3.1 | efficiently use modern information technology to acquire and process information. | Objective 2, 3 |
| Graduation Requirement 3.2 | Proficient in reading and understanding professional materials in foreign languages, master the basic methods of literature retrieval, data inquiry and obtaining relevant information by using modern information technology, and have the ability to collect and process market credit. | Course Objective 2,3,4 |
| Graduation Requirement 3.3 | Master the methods, frameworks and tools involved in international market business development, foreign trade business and international business, and have the ability to analyze and judge economic operation. | Course Objective 2,3,4 |

IV Correlations between Course Content and Course Objectives

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|-------------------------------|-------------------|
| 1 | Chapter 1 Clarify the responsibilities of students and teachers: The basic requirements of students; The guidance teachers' conditions; The responsibility and role of teachers; The duties of the reply committee | (1) Put forward basic requirements clearly for students writing graduation project process; (2) Put forward the responsibilities of the teachers who guide students in the writing graduation project process; (3) Establish the rejoining committee and rejoining team and clarify their responsibilities. | 1 | Classroom lecture, case study | 1, 3, 4 |
| 2 | Chapter 2 Selecting topic and opening: Topic selection of graduation project; Assignment book Issue of graduation project; Literature review of report writing; Foreign language translation; Opening report writing | (1) Select the writing topic of the graduation project; (2) Give the assignment of the graduation project; (3) Collect materials and write literature review; (4) Find foreign materials and make the translation; (5) Write the opening report. | 4 | Classroom lecture, case study | 1, 2, 3 |
| 3 | Chapter 3 Capstone presentation: Check whether the student is opening and completes the task on schedule Check the status of the student's consulting literature is within the requirements work points; Check whether | (1) Check whether the student is opening and completes the task on schedule; (2) Check whether student's selected topic meets the requirements; (3) Give amendment opinions to student about literature review, foreign language translation and opening report; | 1 | Classroom lecture, case study | 1, 2, 3 |

| Num. | Course Content | Teaching Requirement | Period | Teaching modes | Course Objectives |
|------|--|---|--------|-------------------------------|-------------------|
| | the student's foreign language translation is in line with the requirements and the conditions of quality Check whether the student's literature review is in line with the requirements and the quality Check the opening report is in accordance to the requirements and the quality | (4) Give advice to student about research methods, research ideas and research framework. | | | |
| 4 | Chapter 4 graduation project writing: Add data the thesis writing need; Research; The body writing of the paper; Auxiliary of the thesis; Form in full | (1) Supply materials that essay writing needs; (2) Investigate and survey; (3) Complete the body of the paper; (4) Arrange the auxiliary content of the thesis; (5) Form in full. | 9 | Classroom lecture, case study | 1,2,3,4 |
| 5 | Chapter 5 defense and finalization of the graduation project: Graduation thesis defense at a time; The thesis revision; Secondary defense; Graduation thesis published results and data archiving | (1) Check whether the student finish the writing of graduation thesis on schedule; (2) Check whether the student's graduation project conforms to the requirements of the specification; (3) Assess the quality of graduation project; (4) Make suggestions for revision for graduation project; (5) Further improvement and modification; (6) Secondary defense for first not qualified and excellent; (7) Finalization, print and bind. | 1 | Classroom lecture, case study | 1,3,4 |

V Period Distribution and Teaching Modes

(一) Period Distribution

| Course content | Teaching modes | | | | Remarks | Subtotal |
|---|----------------|--------------------|------------|--|---------|----------|
| | Theory | Exercises Class | Discussion | | | |
| Chapter 1 Clarify the responsibilities of students and teachers: The basic requirements of students; The guidance teachers' conditions; The responsibility and role of teachers; The duties of the reply committee | 1 | | | | | 1 |
| Chapter 2 Selecting topic and opening: Topic selection of graduation project; Assignment book Issue of graduation project; Literature review of report writing; Foreign language translation; Opening report writing | 4 | | | | | 4 |
| Chapter 3 Capstone presentation: Check whether the student is opening and completes the task on schedule Check the status of the student's consulting literature is within the requirements work points; Check whether the student's foreign language translation is in line with the requirements and the conditions of quality Check whether the student's literature review is in line with the requirements and the quality Check the opening report is in accordance to the requirements and the quality | 1 | | | | | 1 |
| Chapter 4 graduation project writing: Add data the thesis writing need; Research; The body writing of the paper; Auxiliary of the thesis; Form in full | 9 | | | | | 9 |
| Chapter 5 defense and finalization of the graduation project: Graduation thesis defense at a time; The thesis revision; Secondary defense; Graduation thesis published results and data archiving | 1 | | | | | 1 |
| Total/weeks | 16 | | | | | 16 |

(二) Teaching Modes

(1) Graduation thesis is the student make full use of professional knowledge, familiar with the professional content of work, access to professional information, solve the technical problems, which the students master the ability to solve practical problems of international trade process. Graduation thesis teaching must combining theory with practice, fully combined with social practice to carry on the selected topic and thesis writing, when it's necessary, social investigation and practice of the enterprises and institutions to obtain the corresponding data.

(2) In guiding students to write the graduation thesis, teachers can adopt the way of classroom learning to teach the subject, the method of literature data collection, writing the literature review, writing the opening report, such as essay writing theory and skills; When specific analysis and discussion, can discuss by adopting face-to-face, E-mail, network communications, telephone teaching way and so on. According to the characteristics of targeted students and teachers, choose in the flexible and varied teaching methods.

(3) Course of autonomous learning

1) This course can provide channels for learning and writing teachers;

2) This course can download it through related websites of various supplementary materials, expand the breadth and depth of learning;

3) This course deepens the understanding of theoretical knowledge and accelerates the improvement of operation skills by analyzing the practice of the enterprise.

VI Assessment

1 Essay Writing

2 Graduation thesis format required specification, meets the requirements of topics, and the content is complete;

3 Eventually need to submit the data including: honesty, abstract and key words in Chinese, English abstract and key words, the paper catalog, the body of the paper, references, thanks, appendix 1 (all kinds of questionnaires, forms and data information), and appendix 2 (instruction card and all kinds of chart review).

Requirements of specific evaluation of this course refer to the 《 zhejiang university of science and technology economic management college handbook of job of undergraduate course graduation thesis》 .

VII Textbooks and References

1 Reference books

[1] Economics, management, psychology, law, sociology, and international trade class books, journal articles, dissertations, compilation of data, conference papers, newspapers, news and the network literature.

2 websites

[1] <http://cnki.net>(中国期刊网)

[2] <http://www.cqvip.com/>(维普资讯网)

- [3] <http://www.periodicals.net.cn/>(万方数据资源系统)
- [4] <http://datas.ncl.edu.tw/theabs/>(台湾博硕论文库)
- [5] <http://www.drcnet.com.cn/DRCNET.Channel.Web/>(国研网)
- [6] <http://www.cei.gov.cn/>(中国经济信息网)
- [7] <http://ideas.repec.org/search.html>
- [8] <http://www.nber.org/>
- [9] <http://www.mofcom.gov.cn/>(中国商务部)
- [10] <https://comtrade.un.org/>(联合国商品贸易统计数据库)
- [11] <http://www.imf.org/external/index.htm>(IMF 网站)
- [12] <http://www.nber.org/>(美国国家经济研究局)

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