

BA BUSINESS ADMINISTRATION

工商管理

XJTLU | BA
BUSINESS ADMINISTRATION

CAREERS

Graduates from this programme can find employment in a wide variety of roles within public, private and not-for-profit organisations. Your knowledge of business practices in both China and the international context will give you a competitive edge in securing employment in international organisations. The knowledge you gain in this programme will also provides a strong foundation for pursuing further study.

START DATE
September 2021

2+2 STUDY
Available

DURATION
Three or four years

LOCATION
Suzhou

SCHOOL
International Business
School Suzhou

ATTENDANCE
Full time

QUALIFICATION
XJTLU
BMan Business
Administration

University of Liverpool
BA Business
Administration
BA (Hons) Business
Management

MODULES

YEAR ONE

UK degrees are three years long whereas in China they are four, therefore we do accept students with certain qualifications directly into Year Two, which is the start of the main academic programme. Most students, however, enter into Year One, which provides you with a range of interesting modules, language classes and core skills for your degree.

YEAR TWO

INTRODUCTION TO ORGANISATION AND MANAGEMENT
QUANTITATIVE METHODS
FUNDAMENTALS OF MARKETING
INTRODUCTION TO FINANCIAL ACCOUNTING AND ACCOUNTABILITY
ECONOMIC PRINCIPLES FOR BUSINESS AND MARKETS
FOUNDATIONS OF FINANCE
PRINCIPLES OF OPERATIONS
INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

YEAR THREE

Compulsory modules:

QUALITATIVE RESEARCH METHODS IN MANAGEMENT RESEARCH
THEORY OF THE FIRM
CORPORATE SOCIAL RESPONSIBILITY
INTERNATIONAL MANAGEMENT
BUSINESS AND EMPLOYMENT LAW
MARKET RESEARCH

Optional modules:

SERVICES MARKETING
INTERNATIONAL DEVELOPMENT
ENTREPRENEURSHIP
PROJECT MANAGEMENT ESSENTIALS

YEAR FOUR

Compulsory modules:

MANAGING PEOPLE
PSYCHOLOGICAL APPROACHES TO DECISION MAKING
CORPORATE COMMUNICATION
FINAL YEAR PROJECT
STRATEGIC MANAGEMENT AND BUSINESS POLICY

Optional modules:

MARKETING STRATEGY
E-BUSINESS MODELS AND STRATEGIES
INTERNATIONAL ECONOMIC RELATIONS

Xi'an Jiaotong-Liverpool University
西交利物浦大学

BA BUSINESS ADMINISTRATION

The BA Business Administration programme offers you a comprehensive introduction to business. You will learn how to analyse real-world business problems and find innovative solutions.

Through your studies, you will develop creative business thinking and the intellectual, interpersonal, technical and cognitive skills required to build a successful business career, and to adapt and respond positively to changing circumstances in the business arena.

Graduates have the knowledge, skills, and commercial awareness to pursue a career in a wide variety of public, private and not-for-profit organisations.

The programme is delivered in the International Business School Suzhou (IBSS), one of an elite group of institutions worldwide to be accredited by the Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS) and Association of MBAs (AMBA). IBSS was the youngest business school to achieve the triple accreditations.



KNOWLEDGE AND SKILLS

By the time you graduate from the BA Business Administration, you will have:

- an understanding of the different ways in which businesses can be organised
- the ability to reflect critically and holistically on the organisation and operation of businesses
- the knowledge to apply a range of quantitative and qualitative research methods to solve business problems
- an understanding of the social, cultural, and economic contexts in which businesses operate.

WHY SHOULD I STUDY BUSINESS ADMINISTRATION AT XJTLU?

- Gain a comprehensive understanding of business and management and learn about every functional role in companies and how these functions are connected
- Tailor your programme to suit your interests with a number of elective modules available, including marketing, human resource management, accounting, finance, and operations management
- Learn in an interactive environment which includes case studies, group projects, workshops and student presentations
- Gain practical experience and engage with industry through guest lectures, field trips, internships and company visits
- Earn two degrees: an XJTLU degree from the Chinese Ministry of Education and a globally recognised degree from the University of Liverpool, a member of the Russell Group of leading UK universities.



工商管理

本专业将会使你对商业有一个全面的了解。你将了解实际商业问题并参与分析如何解决这些问题。毕业生所具备的相关知识、技能和商业意识可助其在各类公共、私营及非营利组织机构获得事业成功。

通过学习, 学生将培养创造性的商业思维以及建立成功商业职业所需的知识, 人际关系, 技术和认知技能, 并适应和积极应对商业领域不断变化的环境。

毕业生所具备的相关知识、技能和商业意识可助其在各类公共、私营及非营利组织机构获得事业成功。

西浦国际商学院已于 2016 年和 2018 年分别获得国际高等商学院协会 AACSB (Association to Advance Collegiate Schools of Business) 和欧洲质量发展体系 EQUIS (European Quality Improvement System) 认证, 并于 2020 年获得英国工商管理硕士协会 AMBA (The Association of MBAs) 认证。这标志着西浦国际商学院成为全球第 103 所, 也是最年轻的一所获得商学院三大顶尖认证的国际一流商学院。



知识与技能

毕业生将获得以下几个方面的知识和能力:

- 了解商业运作的各种组织形式
- 深入、全面地思考企业的组织和运营
- 应用定性、定量研究方法解决商业问题
- 理解商业运作中的各种社会、文化和经济环境

专业特色

- 本专业将培养学生丰富全面的商业管理知识与技能。通过本专业的学习, 学生将了解到企业各项职能部门的角色及其协作方式
- 本专业提供大量共享课程及选修课程, 从而使学生学习到包括营销管理、人力资源管理、会计、金融以及运营管理在内的全面的商业知识
- 本专业教学强调互动与实践。课程中大量使用互动式教学方法, 例如案例讨论分析、小组课题研究、学生课堂演讲等
- 本专业高度重视实践和企业参与, 通过客座讲座, 实地考察, 实习和公司参观获得实践经验
- 毕业生可获得中国教育部认可的西交利物浦大学学位和国际认可的利物浦大学学位

就业

毕业生商业知识丰富, 就业面较广, 可任职于公共、私营及各种非营利组织机构。对中西方的商业状况的透彻了解, 使得毕业生可以任职于各种国际组织。在本专业的学习也将为继续深造打下坚实的基础。

课程

一年级

在英国, 本科阶段学习学制三年, 而中国本科阶段学制为四年。因此, 对于已获得相应学时、证书的学生, 在我校可以直接升入二年级进行专业学习; 大多数学生则是进入一年级学习, 包括众多有吸引力的课程, 语言课程以及专业学习相关的核心技能学习。

第二学年

组织与管理学导论
定量分析法
市场营销基础
财务会计和会计责任概论
金融学基础
商业和市场中的经济学原理
人力资源管理概论
运作管理原理

UNDERGRADUATE

INTERNATIONAL BUSINESS SCHOOL SUZHOU
AT XJTLU
西浦国际商学院

International Business School Suzhou (IBSS) offers a unique blend of Western and Chinese academic practices. Our 150 international staff are an impressive mix of top researchers and experienced business professionals.

For our corporate partners, we offer customised workshops, seminars, and multi-month cross-disciplinary programmes for all managerial levels as well as online and offline open enrolment programmes.

西浦国际商学院 (International Business School Suzhou, 简称IBSS) 体现了中西方学术实践的独特融合。我们的150名教职员工来自世界各地, 其中不乏顶尖科研人员与经验丰富的商界人士, 令人印象深刻。

同时, 我们向企业合作伙伴的管理者提供定制的工作坊、研讨会和为期数月的跨学科课程, 同时可以线上或线下方式学习。

XI'AN JIAOTONG-LIVERPOOL UNIVERSITY 西交利物浦大学

Xi'an Jiaotong-Liverpool University is an international joint venture university founded by Xi'an Jiaotong University in China and the University of Liverpool in the United Kingdom. As an independent Sino-foreign cooperative university, it captures the essence of both prestigious parent universities and is the first and only one of its kind approved by the Ministry of Education in China.

西交利物浦大学是经中国教育部批准, 由西安交通大学和英国利物浦大学合作创立的, 具有独立法人资格和鲜明特色的新型国际大学。

开始时间 2021年09月	教学形式 全日制
2+2 留学模式 可选	院系 西浦国际商学院
学制 四年	学位证书 西交利物浦大学 工商管理
学习地点 苏州	利物浦大学 BA Business Administration BA (Hons) Business Management

第三学年

必修课	选修课
管理学定量研究方法	服务营销
企业理论	国际发展
企业社会责任	创业课程
国际企业管理	项目管理基础
商业法和劳动法	
市场研究	

第四学年

必修课	选修课
毕业论文	营销战略
战略管理和商业政策	电子商务模式与战略
心理决策方法	国际经济关系
领导力	
管理沟通	