

Undergraduate Training Program for Business Administration Major

Major code: 120201K

Major name: Business Administration

Discipline: Management (12); Business Administration (1202)

1、 Training objectives

This major aims to cultivate high-quality, versatile management talents with solid theoretical foundations, strong adaptability, and outstanding practical abilities for modern business enterprises. Through cultivation, students are expected to practice the socialist core values, possess a high sense of social responsibility and sense of responsibility, adapt to the needs of national economic construction, possess humanistic spirit and scientific literacy, master modern economic management theories and methods, have an international perspective, local sentiment, innovative consciousness, team spirit and communication skills, and become applied, composite and innovative talents who can engage in economic management work in enterprises, institutions, administrative departments and other institutions. The specific objectives are as follows:

Training objective 1: Enterprise management ability. Master the basic theories, principles, and methods of modern enterprise management, possess fundamental knowledge in management, economics, statistics, psychology, information technology, etc., understand the basic principles and methods of industrial manufacturing, product development, enterprise strategy formulation, production operation management, quality management, and information management, master proficient management communication skills, and lay a foundation for future enterprise management.

Training objective 2: Innovation and entrepreneurship ability. Having critical and innovative thinking, diligent in thinking, good at exploring, and eager to solve problems; Understand the basic process of enterprise entrepreneurship management; Be able to provide systematic solutions for management and control of complex manufacturing and business enterprises using modern information technology, mathematical modeling, management theory, etc., and use modern management tools to support and improve enterprise planning, organization, coordination, and control activities.

Goal 3: Develop teamwork skills. Having social responsibility and a sound personality, able to practice socialist core values, possessing rich humanistic heritage, good professional ethics, strong sense of social responsibility, and a high sense of professional mission; Having strong interpersonal communication skills, organizational and coordination abilities, and a sense of teamwork, able to effectively complete team collaboration and create value for the team and society in various environments.

Training objective 4: Practical application ability. Having a solid foundation in humanities, mathematics, information technology, and economic management, proficient in applying the theories and methods learned to analyze management problems; Having certain data processing capabilities, able to use data analysis methods to collect and process data, summarize experience through data processing, identify problems, and apply theory to management practice; Proficient in modern management ideas and theories, able to use the learned theories to guide management practices and solve practical problems.

Goal 5: Lifelong learning ability. Understand the basic business environment and its changes, master national basic policies and relevant regulations, have an international and global perspective, and be proficient in cross-cultural communication; Having a passion for exploring the unknown, keen observation ability, rich imagination ability, and lifelong learning ability, able to adapt to the sustainable development of society, enterprises, institutions, and individuals.

二、Graduation requirements

Graduation requirement 1: Business knowledge. Having a solid foundation in humanities, mathematics, information technology, economics, management, as well as professional knowledge in production and operation management, strategic management, marketing management, human resource management, innovation management, etc., mastering scientific research methods, and understanding the latest developments and trends in the field of management.

Graduation requirement 2: Innovative thinking. Having discerning thinking and innovative ability, able to discover, analyze, question, and evaluate phenomena and problems in the field of management, and express personal opinions.

Graduation Requirement 3: Problem solving. Ability to solve management problems in various functions and cross functional departments of the enterprise, able to conduct comprehensive analysis and research on complex issues in the professional field, and propose corresponding countermeasures; Be able to apply mathematical knowledge, statistical knowledge, information technology methods and tools appropriately to solve practical problems.

Graduation requirement 4: Using tools. Be able to apply mathematical knowledge, statistical knowledge, information technology methods and tools appropriately to solve practical problems.

Graduation Requirement 5: Communication and expression. Has strong communication and expression skills, able to proficiently use different ways of expression for effective communication.

Graduation Requirement 6: Teamwork. Having a good sense of teamwork, able to get along harmoniously with team members, collaborate and work together, and play an active role as a member or leader in team activities.

Graduation Requirement 7: Lifelong Learning. Having the awareness of self-learning and lifelong learning, mastering suitable learning methods, and being able to continuously adapt to social development and personal sustainable development.

Graduation Requirement 8: Global Perspective. Having strategic vision and a global perspective, understanding the basic dynamics of international management in enterprises, paying attention to global issues, and understanding and respecting the differences and diversity of different cultures in the world.

Graduation Requirement 9: Comprehensive Literacy and Values. Having humanistic heritage, scientific spirit, professional ethics, and a sense of social responsibility, understanding national and social conditions, and practicing socialist core values.

3、 Core courses

Management, Western Economics, Principles of Accounting, Human Resource Management, Business Operations Research, Organizational Behavior, Corporate Governance, Statistics, Marketing, Business Operations Management, Financial Management, Strategic Management, Leadership Development: Theory and Practice, Innovation Management, Business Consulting, Technical Economics, etc.

4、 Education System and Degree

Duration of study: The basic education system for this major is 4 years, and a flexible education system of 3 to 7 years is implemented.

Conferring degree: Bachelor of Management.

5、 Course Structure and Credit Requirements

Students are required to take at least 157.5+5 (second class) credits within the school's designated time frame to graduate. The minimum credit requirements for various courses are shown in the table below.

	130 credits of theoretical teaching					Concentrated practical teaching (Compulsory)	Second class
	Compulsory courses have 96 credits, accounting for 73.85%, while elective courses have 34 credits, accounting for 26.15%						
	General Education Course		Subject Basic Course	specialized course	Personalized courses		
	Compulsory	take as an elective course					
credit	65 (8.5)	6	15	16	28 (7)	27.5	5
proportion	45.08%		9.52%	10.16%	17.78%	17.46%	

Note: "()" refers to the experimental (practical)/computer credits included in various theoretical courses.

6、 Teaching Progress Table

Teaching Progress Table of Business Administration

Cour se categ ory	grou p num ber	Course code	Course Name	curric ulum	credit	total hours	Lectur e hours	Experi mental (practi cal) hours	Compu ter hours	start class semester
General Education Compulsory Course	No group number	GB001A	ESLIA	Compulsory	3.0	48	48	0	0	1
		YB005B	Military Theory	Compulsory	2.0	36	32	4	0	1
		JB005A	Fundamentals of Computer	Compulsory	2.0	32	16	0	16	1
		XB001A	Ideological and Moral Cultivation and Basic Law Education	Compulsory	3.0	54	44	10	0	1
		KB003A	Calculus II A	Compulsory	3	48	48	0	0	1
		——	Sports Specialty	Compulsory	4	128	128	0	0	1-4
		XB006A	Situation and Policy	Compulsory	2.0	56	36	20	0	1—7
		ZB002A	Introduction to Critical Thinking and Innovative Thinking	Compulsory	0.5	10	10	0	0	1
		ZB005A	Career Planning for College Students	Compulsory	1	16	16	0	0	1
		XB003B	Outline of Modern and Contemporary Chinese History	Compulsory	3.0	54	44	10	0	1
		ZB003B	Theory of Labor Education for College Students	Compulsory	2	32	32	0	0	2
		JB004B	Python Programming Design	Compulsory	3.0	48	32	0	16	2
		LB022B	Mental Health Education of University Students	Compulsory	2.0	32	16	16	0	2
		GB002B	ESLIB	Compulsory	3.0	48	48	0	0	2
		KB004A	Calculus II B	Compulsory	5.0	80	80	0	0	2
		XB002A	Introduction to Basic Principles of Marxism	Compulsory	3.0	54	44	10	0	2
		GB003B	ESLIC	Compulsory	3.0	48	48	0	0	3
		KB009A	Probability Theory and Mathematical Statistics	Compulsory	3.5	56	56	0	0	3
		XB004B	Introduction to Mao Zedong Thought and Socialist Theoretical System with Chinese Characteristics	Compulsory	5.0	90	64	26	0	3
		LB001A	College Chinese	Compulsory	2.5	40	40	0	0	3
		ZB001B	Basic Curriculum of College Students	Compulsory	2.0	32	20	12	0	3

Course category	group number	Course code	Course Name	curriculum	credit	total hours	Lecture hours	Experimental (practical) hours	Computer hours	start class semester
			Innovative Undertaking							
		GB004A	ESLID	Computers	3.0	48	48	0	0	4
		KB008A	Linear Algebra	Computers	2.5	40	40	0	0	4
		ZB004A	National Security Education in Colleges	Computers	1	16	16	0	0	4
		ZB005B	Employment Guidance	Computers	1	16	16	0	0	6
Subtotals by category					65	1162	1022	108	32	
General elective courses	Take at least 6 credits. Among them, at least 2 credits must be taken in 8 art appreciation and aesthetic experience courses, including music appreciation, art appreciation, film and television appreciation, drama appreciation, dance appreciation, calligraphy appreciation, opera appreciation, and art introduction.									
Subtotals by category					6					
Subject based courses	No group number	WB001A	Introduction of Subjects	Computers	1.0	16	16	0	0	1
		BB718A	Management	Computers	3.0	48	48	0	0	2
		CB101B	Micro-economics	Computers	3.0	48	48	0	0	3
		BB981C	Organizational Behavior	Computers	2.5	40	40	0	0	3
		CB102B	Macro-economics	Computers	3.0	48	48	0	0	3
		CB005A	Statistics	Computers	2.5	40	40	0	0	4
Subtotals by category					15	240	240	0	0	
monopolize line of business course	No group number	eight hundred and one thousand and four	Accounting Principles	Computers	3.0	48	48	0	0	2
		BB910A	Human Resource Management	Computers	2.5	40	40	0	0	4
		AB003B	Financial Management	Computers	2.5	40	40	0	0	4
		BB801A	Marketing	Computers	2.5	40	40	0	0	4
		BB702A	Company Strategy Management	Computers	3.0	48	48	0	0	5
		BB703A	Technical Economics	Computers	2.5	40	40	0	0	7
Subtotals by category					16	256	256	0	0	
individual	I	AB119A	Fundamentals of Business Law	take as	2.0	32	32	0	0	4

Course category	group number	Course code	Course Name	curriculum	credit	total hours	Lecture hours	Experimental (practical) hours	Computer hours	start class semester
Individual sexually change course Chen g				an elective course						
		BX710A	Innovation Management	take as an elective course	2.5	40	40	0	0	5
		BX720A	Leadership: Theory and Practice	take as an elective course	2	32	32	0	0	5
		BX426A	Business Communication	take as an elective course	2.0	32	24	8	0	5
		BB715A	Business Ethics	take as an elective course	2.0	32	32	0	0	6
		BX712A	Corporate Governance	take as an elective course	2.5	40	32	8	0	6
		AX314A	Operations Research	take as an elective course	2.5	40	40	0	0	6
		BB705A	Corporate Consulting	take as an elective course	2	32	32	0	0	6
		CX402A	Investment in Securities	take as an	3.0	48	32	16	0	6

Course category	group number	Course code	Course Name	curriculum	credit	total hours	Lecture hours	Experimental (practical) hours	Computer hours	start class semester
				elective course						
		AX313A	Entrepreneurship Management	take as an elective course	2.5	40	40	0	0	7
		Subtotals for this group (at least 16 credits must be taken in this group)			23	368	336	32	0	
	II	LB018A	Practical Writing	take as an elective course	2.5	40	40	0	0	3
		BX930A	Psychology	take as an elective course	2.0	32	32	0	0	3
		AX701A	The Base of Business Big Data	take as an elective course	2.0	32	32	0	0	4
		BX714B	Aeronautics Corporate Culture	take as an elective course	2.0	32	32	0	0	4
		BX707A	Theoretical Frontier in Modern Business Management	take as an elective course	1.5	24	24	0	0	5
		AX702A	Tools and Appliance of Business Big Data	take as an elective course	2.0	32	16	16	0	5
		CB032A	Econometrics	take as an elective course	3.0	48	40	8	0	5
		EB813A	Enterprise Resource Planning	take as an	3.0	48	32	16	0	5

Course category	group number	Course code	Course Name	curriculum	credit	total hours	Lecture hours	Experimental (practical) hours	Computer hours	start class semester
				elective course						
		BX708A	Practical Frontier in Modern Business Management	take as an elective course	1.5	24	24	0	0	6
		BX813C	Introduction to E-commerce	take as an elective course	2.0	32	32	0	0	6
		BX719A	Methodology of Management Research	take as an elective course	2.0	32	32	0	0	6
		BX501B	Selected Readings in Original Works of Management(Bilingual)	take as an elective course	2.5	40	40	0	0	6
		GX003A	Business English	take as an elective course	2.0	32	32	0	0	6
		BX751B	Trans-cultural Management	take as an elective course	2.5	40	40	0	0	6
		CB042A	Application of Management Statistics Software	take as an elective course	2.0	32	20	0	12	7
		Subtotals for this group (at least 10 credits must be taken in this group)				32.5	520	468	40	12
III		PB001B	Introduction to Civil Aviation	take as an elective course	2.0	32	32	0	0	2
		OB001B	Aviation Conspectus	take as an elective course	2.0	32	32	0	0	2

Cour se cate gory	grou p num ber	Course code	Course Name	curric ulum	credit	total hours	Lectur e hours	Experi mental (practi cal) hours	Com pute r hour s	start class semester
		FX621A	The Engineering of Mechanical Manufacturing	take as an elective course	2.5	40	36	4	0	4
		FB102B	Mechanical Drawing II	take as an elective course	3.0	48	48	0	0	4
		OX039A	Aviation Model Design and Making	take as an elective course	2.0	32	8	24	0	5
		Subtotals for this group (at least 2 credits must be taken in this group)			11.5	184	156	28	0	
Subtotals by category					67	1072	960	100	12	
Conc entra ted pract ical teach ing segm ent	No grou p numb er	YS001A	Military Training	practic e	2.0	+2	0	0	0	1
		BS513B	Cognition Practice	practic e	1.0	+1	0	0	0	2
		ZS006A	Practice on Labor Education	practic e	0.5	+1	0	0	0	2-7
		ZS001A	Metalworking Practice B	practic e	2.0	+2	0	0	0	3
		BS716B	Practical Training of Management Skills	practic e	1.0	+1	0	0	0	5
		BS717B	Business Operation Imitation	practic e	1.0	+1	0	0	0	6
		BS711A	Professional Inquiry	practic e	1.0	+1	0	0	0	6
		BS718A	Enterprises Operation Comprehensive Training	practic e	1.0	+1	0	0	0	7
		AS811A	Professional Practice	practic e	4.0	+4	0	0	0	7
		ZS003A	Innovation and Entrepreneurship Practice	practic e	2.0	+2	0	0	0	8
		AS886B	Thesis	practic e	12.0	+12	0	0	0	3—8
Subtotals by category					27.5	28	0	0	0	

7、 Study requirements

1. Course requirements for "Graduation Thesis"

The course of "Graduation Thesis" is conducted in accordance with the "Management Measures for the Four Year Consistent System of Graduation Thesis (Design) at Zhengzhou Aviation Institute" (School Teaching Letter [2019] No. 24), and adopts a "2+2+8" model, with 2 credits in the 4th and 6th semesters and 8 credits in the 8th semester.

2. Requirements for the Course of "Innovation and Entrepreneurship Practice"

The credits for "Innovation and Entrepreneurship Practice" are recognized according to the "Measures for the Recognition and Alternative Management of Undergraduate Innovation and Entrepreneurship Credits at Zhengzhou University of Aeronautical Industry Management" (Jiao [2020] No. 78).

3. Second Class

As one of the eligibility criteria for graduation, students must complete at least 5 credits for extracurricular activities. The second class activities include six categories: ideological growth, group learning experience, practical services, technological innovation, cultural and sports activities, and skill training. It is required that at least three of the six categories of activities do not score zero. The allocation of credits shall be assessed and implemented in accordance with the "Implementation Measures for the Second Class Transcript System for Undergraduate Students at Zhengzhou University of Aeronautical Industry Management (Trial)".

Prepared by: Zhou Changbao

Reviewed by: Shi Zhenhou