

Undergraduate Training Program for Business Administration

Major Code: 120201K Major Name: Business Administration

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

Prepared by: Zhou Changbao Reviewed by: Shi Zhenhou

1、 Major Introduction

This major began as a Planning Management major in 1949 and was renamed as Business Administration in 1998. After more than 70 years of construction and development, it has now become a provincial key discipline and a provincial first-class undergraduate major construction site. It has a master's degree authorization point and an MBA degree authorization point for the first level discipline of Business Administration.

Adhering to the school running characteristics of "aviation oriented, combining management with work", this major cultivates compound talents who have a high sense of social responsibility, a sense of aviation serving the country, innovative entrepreneurship and Internet thinking, master management, economy, aviation, big data and other knowledge, and serve the aviation industry and regional economic development.

This major relies on provincial characteristic advantageous disciplines such as aviation economics and management, aviation technology and economics, and implements a training model of "management+ aviation+ manufacturing+ information"; Implement ACBSP professional certification and continuously optimize the talent training system; Implement the "four integration" and integrate innovation and entrepreneurship education into the training program, curriculum teaching, extracurricular practice, and student development evaluation system.

2、 Training Objectives

This major fully implements the fundamental task of cultivating morality and talents, integrating value shaping, knowledge imparting, and ability cultivation. 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.

1. Character literacy. Being able to practice the core socialist values, possessing patriotic emotions, a correct outlook on life and values, and a sense of mission to serve the country through aviation; Being able to identify ethical dilemmas and challenges in the business environment, analyze ethical issues in the business environment, and propose appropriate solutions; Having rich

humanistic heritage, sensitive ethical awareness, good professional ethics and professional qualities.

2. Application ability. Master the basic theories, principles, and methods of modern enterprise management, possess fundamental knowledge in management, economics, statistics, psychology, information technology, etc., and understand the basic principles and methods of enterprise strategy formulation, production operation management, business big data, etc; Be able to use data analysis methods to collect and process data, summarize experience through data processing, identify problems, and apply theory to management practice.

3. 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.

4. Management and communication skills. Having effective oral communication skills, written professional communication skills, and strong interpersonal communication and coordination abilities; Having a sense of teamwork, able to effectively complete team collaboration, and able to create value for the team and society in various environments, competent for positions such as middle-level management in enterprises.

5. Developing ability. Understand the basic business environment and its changes, master the basic policies and relevant regulations in the national economy and management fields; Understand the international cutting-edge trends in professional fields, possess an international perspective and global vision, and be proficient in conducting cross-cultural exchanges; 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.

3、 Graduation requirements

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.

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.

3. Solve the problem. 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.

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

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

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.

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.

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.

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.

Table 1: Support Matrix of Graduation Requirements for Training Objectives

training objectives Graduation requirements	Training Objective 1	Training Objective 2	Training Objective 3	Training Objective 4	Training Objective 5
Graduation Requirement 1		√	√		
Graduation Requirement 2			√		√
Graduation Requirement 3	√	√	√		
Graduation Requirement 4		√	√		
Graduation Requirement 5				√	
Graduation Requirement 6				√	
Graduation Requirement 7					√
Graduation Requirement 8					√
Graduation Requirement 9	√				

Note: The supporting relationship between graduation requirements and training objectives is indicated by a "√".

4、 Core courses

Management, Western Economics, Organizational Behavior, Principles of Accounting, Introduction to Human Resource Management, Management Data Analysis and Decision making, Organizational Behavior, Corporate Governance, Statistics, Marketing, Enterprise Digital Operations Management, Financial Management, Enterprise Strategic Management, Innovation Management, Technical Economics, Business Big Data Tools and Applications, Entrepreneurial Management, Leadership Development: Theory and Practice, etc.

5、 Education System

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

Conferring degree: Bachelor of Management.

6、 Course Structure and Credit Requirements

Students are required to take at least 160+5 (extracurricular) credits within the school's designated time, totaling 165 credits, in order to graduate. The minimum credit requirements for various courses are shown in Table 2.

Table 2: Credit Composition of Curriculum System

	132.5 credits for theoretical teaching					Concentrated practical teaching (Compulsory)	second class
	Compulsory courses have 113 credits, accounting for 85.28%, while elective courses have 19.5 credits, accounting for 14.72%						
	General Education Course		Subject Basic Course	specialized course	personalized course		
	Compulsory	take as an elective course					
credit	69	6.0	23.5	20.5	13.5	27.5	5
proportion	46.87%		14.69%	12.81%	8.44%	17.19%	

Note: "()" refers to the experimental (practical)/computer credits included in various theoretical courses, with a percentage of the total credits, rounded to two decimal places.

七、 Guiding Teaching Process Table

Teaching Progress Table of Business Administration

Course category	group number	course code	Course Name	course nature	credit	General School time	give a lecture class hour	experiment (Practice) class hour	Computer hours	Weekly study hours	start class semester
General Education Compulsory Course	not have group number	GB001A	ESLI (1)	Compulsory	3.0	48	48	0	0	3	1
		YB005B	Military Theory	Compulsory	2.0	36	32	4	0	2	1
		JB005A	Fundamentals of College Computer	Compulsory	2.0	32	16	0	16	2	1
		MK00004A	Ideological and Moral Cultivation and	Compulsory	3.0	54	44	10	0	3.5	1

Course category	group number	course code	Course Name	course nature	credit	General School time	give a lecture class hour	experiment (Practice) class hour	Computer hours	Weekly study hours	start class semester
se			Basic Law Education								
		KB003A	Advanced Mathematics II (A)	Computory	3.0	48	48	0	0	4	1
		XB006A	Situation and Policy	Computory	2.0	56	36	20	0	0.5	1—7
		ZB002A	Introduction to Creative Thinking	Computory	0.5	10	10	0	0	1	1
		9500001A	Career Planning for College Students	Computory	1.0	16	16	0	0	2	1
		XB003B	Outline of Modern and Contemporary Chinese History	Computory	3.0	54	44	10	0	3.5	2
		ZB003B	Theory on Labor Education	Computory	2.0	32	32	0	0	2	2
		JB004B	Python Programming Design	Computory	3.0	48	32	0	16	2	2
		9700001A	Mental Health for College Students	Computory	2.0	32	32	0	0	2	2
		GB002B	ESLI (2)	Computory	3.0	48	48	0	0	3	2
		KB004A	Advanced Mathematics II (B)	Computory	5.0	80	80	0	0	5	2
		MK00001A	Basic Principles of Marxism	Computory	3.0	54	44	10	0	3.5	2
		GB003B	ESLI (3)	Computory	3.0	48	48	0	0	3	3
		KB009A	Probability Theory and Mathematical Statistics	Computory	3.5	56	56	0	0	4	3
		XB004C	Introduction to Mao Zedong Thought and Socialist Theoretical System with Chinese Characteristics	Computory	3.0	54	44	10	0	3.5	3
		LB001A	College Chinese	Computory	2.5	40	40	0	0	3	3
		9600001A	Basic Curriculum of College Students Innovative Undertaking	Computory	2.0	32	24	8	0	2	3
		XB013A	Introduction to Xi Jinping Thought with Chinese Characteristics in the New Era	Computory	3.0	54	44	10	0	3.5	4
		GB004A	ESLI (4)	Computory	3.0	48	48	0	0	3	4
		KB008A	Linear Algebra	Computory	2.5	40	40	0	0	3	4
		ZB004A	National Security Education in Colleges	Computory	1.0	16	16	0	0	2	4
		9500002A	Employment Guidance	Computory	1.0	16	16	0	0	2	6
		——	Physical Education	Computory	4.0	144	144	0	0	2	1-4
		——	Aesthetic Education	Computory	2.0	32	32	0	0	2	3,5
		——	The Histories of the Party, New China, the Reform and Opening-up, and Socialist	Computory	1.0	16	16	0	0	2	1-4

Cour se categ ory	grou p num ber	course code	Course Name	course nature	credit	General School time	give a lectu re class hour	experi ment (Practi ce) class hour	Com pute r hour s	Weekly study hours	start class semester
			Development								
Subtotals by category					69.0	1244	1130	82	32		
General elective courses	No group number	It includes four categories: human civilization and cultural heritage, economic activities and social management, technological development and scientific spirit, growth enlightenment and general abilities, with a minimum of 6 credits required.									
Subtotals by category					6.0						
Subject based courses	not have group number	WB001A	Introduction of Subjects	Computory	1.0	16	16	0	0	1	1
		BB718A	Management	Computory	3.0	48	48	0	0	3	2
		801004r	Accounting Principles	Computory	3.0	48	48	0	0	3	2
		CB100B	western economics	must	4.0	64	64	0	0	4	3
		BB981C	Organizational Behavior	Computory	2.5	40	40	0	0	3	3
		BB910A	Human Resource Management	Computory	2.5	40	40	0	0	3	4
		AB003B	Financial Management	Computory	2.5	40	40	0	0	3	4
		BB801A	Marketing	Computory	2.5	40	40	0	0	3	4
		CB005A	Statistics	Computory	2.5	40	40	0	0	3	4
Subtotals by category					23.5	376	376	0	0		
		BB702A	Company Strategy Management	Computory	3.0	48	48	0	0	3	5
		BX710A	Innovation Management	Computory	2.5	40	40	0	0	3	5
		BX720B	Leadership: Theory and Practice	Computory	2.5	40	40	0	0	3	5
		BB703A	Technical Economics	Computory	2.5	40	40	0	0	3	5
		BB792A	Management Data Analysis and Decision Making	Computory	2.5	40	40	0	0	3	6
		BX712B	Corporate Governance	Computory	2.5	40	36	4	0	3	6
		BB791A	Operation Management	Computory	2.5	40	36	4	0	3	6
		BB704A	Entrepreneurship Management	Computory	2.5	40	30	10	0	3	7
Subtotals by category					20.5	328	210	18	0		

Course category	group number	course code	Course Name	course nature	credit	General School time	give a lecture class hour	experiment (Practice) class hour	Computer hours	Weekly study hours	start class semester
individual sexually change course	I	AB119A	Fundamentals of Business Law	take as an elective course	2.0	32	32	0	0	2	4
		BX791A	Enterprise Digital Management	take as an elective course	2.0	32	32	0	0	2	5
		BX792A	Multinational Company Management	take as an elective course	2.0	32	32	0	0	2	5
		BX426A	Business Communication	take as an elective course	2.0	32	24	8	0	2	5
		BX793A	Digital Innovation Management	take as an elective course	2.0	32	32	0	0	2	6
		BB715A	Business Ethics	take as an elective course	2.0	32	32	0	0	2	6
		BB705A	Corporate Consulting	take as an elective course	2.0	32	32	0	0	2	6
		CX402A	Investment in Securities	take as an elective course	3.0	48	32	16	0	2	6

Course category	group number	course code	Course Name	course nature	credit	General School time	give a lecture class hour	experiment (Practice) class hour	Computer hours	Weekly study hours	start class semester
II		BX794B	Degree Thesis Writing and Standardized	take as an elective course	1.0	16	16	0	0	2	7
		BX751B	Trans-cultural Management	take as an elective course	2.5	40	40	0	0	2	7
		Subtotals for this group (at least 6.5 credits must be taken in this group, priority must be given to courses with *)			20.5	328	304	24	0		
		LB018A	Practical Writing	take as an elective course	2.5	40	40	0	0	3	3
		BX930A	Psychology	take as an elective course	2.0	32	32	0	0	2	3
		AX701A	The Base of Business Big Data	take as an elective course	2.0	32	32	0	0	2	4
		BX714B	Aeronautics Corporate Culture	take as an elective course	2.0	32	32	0	0	2	4
		BX707A	Theoretical Frontier in Modern Business Management	take as an elective course	1.5	24	24	0	0	2	5
		AX702A	Tools and Appliance of Business Big Data	take as an elective course	2.0	32	0	32	0	4	5
		CB032A	Econometrics	take as an elective course	3.0	48	40	8	0	3	5
		EX813B	Enterprise Resource Planning	take as an elective course	2.5	40	28	12	0	3	5
		BX708A	Practical Frontier in Modern Business Management	take as an elective course	1.5	24	24	0	0	2	6
		BX813C	Introduction to E-commerce	take as an elective course	2.0	32	32	0	0	2	6
		BX955A	Methodology of Management Research	take as an elective course	2.5	40	40	0	0	2	6
		BX501B	Selected Readings in Original Works of Management (Bilingual)	take as an	2.5	40	40	0	0	3	6

Course category	group number	course code	Course Name	course nature	credit	General School time		give a lecture class hour	experiment (Practice) class hour	Computer hours	Weekly study hours	start class semester	
				elective course									
		AX117B	Financial Statement Analysis	take as an elective course		2.0	32	32	0	0	2	6	
		CB042A	Application of Management Statistics Software	take as an elective course		2.0	32	20	0	12	2	7	
		Subtotals for this group (at least 5 credits must be taken in this group, priority must be given to courses with *)					30.0	480	460	520	12		
	III	PB001B	Introduction to Civil Aviation	take as an elective course		2.0	32	32	0	0	2	2	
		OB001B	Aviation Conspectus	take as an elective course		2.0	32	32	0	0	2	2	
		FX621A	The Engineering of Mechanical Manufacturing	take as an elective course		2.5	40	36	4	0	3	4	
		FB102B	Mechanical Drawing II	take as an elective course		3.0	48	48	0	0	3	4	
		OX039A	Aviation Model Design and Making	take as an elective course		2.0	32	8	24	0	2	5	
			Subtotals for this group (at least 2 credits must be taken in this group)				11.5	184	156	28	0		
	Subtotals by category						62.0	992	876	104	12		
Concentrated practical teaching segment	not have group number	YS001A	Military Training	Compulsory		2.0	+2	0	0	0	2	1	
		BS513B	Cognition Practice	Compulsory		1.0	+1	0	0	0	1	2	
		ZS006A	Practice on Labor Education	Compulsory		0.5	+1	0	0	0	0	2-7	
		9600901B	Metalworking Practice B	Compulsory		2.0	+2	0	0	0	2	3	
		BS791A	Entrepreneurship training	Compulsory		1.0	+1	0	0	0	1	3	
		BS792A	Business Case Analysis Training	Compulsory		1.0	+1	0	0	0	1	5	
		BS717B	Business Operation Imitation	Compulsory		1.0	+1	0	0	0	1	6	
		BS718A	Enterprises Operation Comprehensive Training	Compulsory		1.0	+1	0	0	0	1	7	
		BS714A	Graduation Internship	Compulsory		4.0	+4	0	0	0	4	8	
		ZS003A	Innovation and Entrepreneurship Practice	Compulsory		2.0	+2	0	0	0	2	8	
	AS886B	Thesis	Compulsory		12.0	+12	0	0	0	12	8		
Subtotals by category						27.5	28	0	0	0			

9、 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)".

4. Sports specialties

At least 4 credits must be taken for sports majors, with 1 credit required for each of the 1-4 semesters.

5. Special focus on aesthetic education

At least 2 credits must be taken in 8 courses including music appreciation, art appreciation, film and television appreciation, drama appreciation, dance appreciation, calligraphy appreciation, opera appreciation, and art introduction.

6. Special Project on Four Histories

The Four Histories Special Program includes the history of the Communist Party of China, the history of New China, the history of reform and opening up, and the history of socialist development. At least one credit must be taken and completed in the first and second year of college.

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
College English I (3)	3.0	√				√			√	
Probability theory and mathematical statistics	3.5			√	√					
Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	3.0									√
Introduction to Xi Jinping Thought with Chinese Characteristics in the New Era	3.0									√
College Chinese	2.5	√				√				√
Fundamentals of Entrepreneurship	2.0	√				√	√			√

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
Preparation for College Students										
College English I (4)	3.0	√				√			√	
Linear algebra	2.5			√	√					
National Security Education in Higher Education Institutions	1.0									√
Employment guidance	1.0							√		
Subject Introduction	1.0	√	√							
Management	3.0	√	√							
Western economics	4.0	√	√							
Organizational Behavior	2.5	√				√	√			
Statistics	2.5			√	√					
Principles of Accounting	3.0	√		√	√					
Introduction to Human Resource Management	2.5	√	√			√	√			

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
Business Administration										
financial management	2.5	√	√	√	√					
Marketing	2.5	√	√			√				
Enterprise Strategic Management	3.0	√	√						√	
technological economics	2.5	√	√	√	√					
Fundamentals of Commercial Law	2.0	√								√
Innovation management	2.5		√					√		
Entrepreneurial management	2.5		√					√		
Leadership Development: Theory and Practice	2.5					√	√			
Business ethics	2.0									√
corporate governance	2.5		√	√			√		√	
Manage data analysis and decision-making	2.5			√	√					

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
Enterprise Consulting (Case)	2.0		√	√						
security analysis and investment	3.0	√								
Cross-cultural management	2.5								√	
Enterprise digital operation management	2.5			√	√				√	√
Business big data tools and applications	2.0			√	√					
Enterprise digital management	2.0	√			√					
Multinational Corporation Management	2.0								√	
Digital Innovation Management	2.0	√	√							
Thesis Writing and Standardization	1.0					√				
applied writing	2.5					√				
psychology						√	√			√

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
Fundamentals of Business Big Data	2.0	√		√	√					
Aviation corporate culture	2.0	√							√	
Frontiers of Modern Enterprise Management Theory	1.5	√								
E-commerce	2.0	√								
Management Research Methods	2.5			√	√					
Selected Readings of Original Works in Management (Bilingual)	2.5	√							√	
Financial Statement Analysis (Case)	2.0			√	√					
Management and statistical software applications	2.0			√	√					
military training	2.0									√
Cognition Practice	1.0	√	√							

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
Practice of Labor Education for College Students	0.5									√
Entrepreneurship Project Training	1.0			√	√	√	√			
Business operation simulation	1.0			√	√					
Practical Training on Business Case Analysis	1.0			√	√	√				
VBSE Cross disciplinary Comprehensive Training	1.0			√	√					
internship	4.0			√	√	√	√			
Innovation and Entrepreneurship Practice	2.0		√	√		√	√	√		
dissertation	12.0	√	√	√	√	√				

Note: Supporting relationships are represented by "√" respectively.