School of Business

MBA Students (Master Degree) Training Program

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| Degree Award： | 312 Master of Management |
| Specialty name： | 125100 Master of Business Administration |
| Secondary Unit： | School of Business |
| Version： | 2017  |

**一、Specialty Introduction**

MBA is a professional degree aiming at cultivating practical, high-level, comprehensive managerial talents. Based on “Cultivating business elites and building evergreen foundation”, after years of reform and development, the school of business has headed in economic management discipline among higher education institutions in China. “Management Science and Engineering” of the school, as first-level discipline is awarded as a national key discipline. It has two post-doctor research stations of first-level discipline, including “Management Science and Engineering” and “Business Administration”, two doctoral programs of first level disciplines, including “Management Science and Engineering” and “Business Administration”, and two master programs including Applied Economics in first-level disciplines and Western Economics in secondary disciplines. Adhering to the rigorous academic spirit and academic tradition of pursuing excellence owned by universities of science and engineering, the school has clear idea of school-running, qualified faculties and superior teaching conditions. With Key support by the university, master program of MBA is one of the university’s fastest growing programs, and is asserting increasing influence over social affairs.

Multimedia teaching is adopted in all professional courses of MBA, bilingual teaching is partial adopted, and case teaching is also widely used. We also invite senior executives with rich practical experience from large- medium-size enterprises and government economics management sections to give lectures, focusing on training students’ management thought and skills, cultivating application and innovation abilities of modern management means.

With rich experience of MBA training and in line with the international MBA education development trend, our MBA program has a high overall quality and enjoys a high reputation throughout the country. Our MBA students have played a positive role in the construction of the national economy and have had a wide range of effects.

**二、Main Research Direction**

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| --- | --- | --- |
| Serial number | Code Name of Research Direction | Research Direction |
| 1 | 市场营销 | Marketing |
| 2 | 财务管理 | Financial Management |
| 3 | 生产管理和经营战略 | Production Management and Corporate Management Strategy |
| 4 | 人力资源开发与管理 | Human Resource Development and Management |
| 5 | 管理信息系统 | Management Information System |
| 6 | 金融机构与金融市场 | Financial Institutions and Market |
| 7 | 创新管理 | Innovation Management  |
| 8 | 跨国经营与国际投资 | International Operation and Investment |
| 9 | 两型社会与可持续发展 | Resource-conserving and Environment- friendly Society and Sustainable Development |
| 10 | 互联网+新商业模式 | Internet Plus New Business Model |

**三、Education Objectives**

Our MBA program is committed to cultivating Chinese entrepreneurs, and professional managers, who are comprehensive and compound management talents with both ability and political integrity, who are visionary and knowledgeable, with spirit of innovation and exploration, who are good communicators and cooperators, can solve practical problems, with good business ethics and social responsibility, who can meet the needs of export-oriented economic development, with international strategic vision. MBA degree will be conferred to those who are well-equipped with abundant management experience, systematically and deeply master theoretical knowledge of management, properly apply the knowledge to solve practical problems, and make general analysis and research on managerial problems. They are also required to have a good command of English, including reading professional English materials and communicating effectively in business environment. Meanwhile, they are required to be in good health and competent in completing the tasks of work and study.

**四、Educational System and Length of Schooling**

The schooling length of MBA program is three years, including 2-years curriculum learning. MBA curriculum learning actually extends more than 40 weeks. The MBA program is subject to a credit system that requires a total of 44 credits or more. The implementation of flexible academic system allows students to complete their studies in two phases, but the maximum duration of 5 years.

**五、Training Mode**

This program implements supervisor responsibility system that supervisor is responsible for the whole training process, the details are as follows:

1. Implementing supervisor responsibility system and encouraging supervisor - based guidance group responsibility system. The supervisor is responsible for the whole training process of graduate students, including guiding the graduate students to propose personal training program, to make scientific research and write dissertation, etc. They also have the obligation to guide, demonstrate and supervise the students’ ideological and moral character and academic morality. For our MBA students, supervisor group or two-supervisor training system is implemented.
2. MBA dissertation is completed under the instruction of the supervisor, including links of dissertation proposal, preparation, pre-defense and formal defense, etc.
3. The supervisor should integrate the academic guidance with ideological education for the graduate student in an organic way to comprehensively train and improve the overall quality. According actual situation, MBA program can establish necessary elimination mechanism to ensure the quality of graduate education.

**六、****Credit Requirements and Course Setting**

**Credit Requirements**

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| --- | --- | --- | --- |
| **Course Category** | **Credit Requirements** | **Course Category** | **Credit Requirements** |
| Public Degree Course | 4 | Discipline Basic Course | 12.5 |
| Professional Course  | 16.5 | Elective Course | 9 |
| Seminar | 2 | Training Links | 2 |
| Total Credits | 46 |  |  |
| Credit Description |  |

**Course Setting**

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| --- | --- | --- | --- | --- | --- |
| **Category** | **Course Code and Name** | **Class Hour** | **Credit** | **Semester** | **Instruction** |
| Public Degree Course | 11000008101Chinese | 32 | 2 | First semester | Required |
| 10000008102Introduction to China | 32 | 2 | First semester |
| Subject basic course | 16120112201Management Information System  | 32 | 2 | Spring and Autumn | Required |
| 16120112202Data, Model and Decision Making | 48 | 3 | Spring and Autumn |
| 16120112203Internet and E-commerce | 32 | 2 | Spring and Autumn |
| 16120112204Management Economics | 40 | 2.5 | Spring and Autumn |
| 16120112205Management and Organizational Behavior | 48 | 3 | Spring and Autumn |
| Professional course | 16120112301Human Resource Management | 40 | 2.5 | Spring and Autumn | Required |
| 16120112302Operations and Supply Chain Management | 40 | 2.5 | Spring and autumn |
| 16120112303Strategic Management | 32 | 2 | Spring and autumn |
| 16120112304Corporate Finance | 40 | 2.5 | Spring and autumn |
| 16120112305Marketing Management | 40 | 2.5 | Spring and autumn |
| 16120112306Accounting | 40 | 2.5 | Spring and Autumn |
| 16120112307Macroeconomics | 32 | 2 | Spring and Autumn |
| Elective course | 16120112401Management communication | 32 | 2 | Spring and Autumn | Required(More than 9 credits) |
| 16120112403Securities and Futures | 32 | 2 | Spring and Autumn |
| 16120112404International Trade | 32 | 2 | Spring and Autumn |
| 16120112405International Trade | 32 | 2 | Spring and Autumn |
| 16120112407Competitive Intelligence and Market Research | 32 | 2 | Spring and Autumn |
| 16120112409Business Management of ERP Sand Table Simulation Training | 32 | 2 | Spring and Autumn |
| 16120112410Corporate Tax Planning | 32 | 2 | Spring and Autumn |
| 16120112411Corporate Social Responsibility | 32 | 2 | Spring and Autumn |
| 16120112413Economic Law | 32 | 2 | Spring and Autumn |
| seminar | Participate in Academic Reports and Academic Activities |  | 2 | Spring and Autumn | Required |
| Training links | 000011804 Dissertation Topic Report |  | 1 | Third Semester | Required |
| 00000000603 Social practice (Business Diagnosis) |  | 1 | Third Semester |

**七、Academic Seminar and Academic Exchange**

MBA students are also required to participate in more than 10 times of academic activities (including entrepreneurs lectures, academic reports, academic seminars, corporate research and other forms), and will be assessed by the tutor.

**八、Dissertation Proposal**

Under the instruction of the supervisor, the MBA students should ensure their research direction of the dissertation in the first school year, and ensure research topic on the basis of looking up and reading a considerable number of literature and files. The literature and files the they browsing should be over 40 pieces respectively, among which the foreign language literature and files should take up more than one third.

The MBA should make publicly report his dissertation proposal a year ahead of the defense. Generally speaking, it will be preceded in the third semester and the fourth semester.

MBA students’ dissertation proposal should have certain academic significance, focusing on solving practical problems and having some practical value to the national economy, culture and social development. Dissertation proposal is usually publicly reported in the school of business, self-organized by the department and reviewed by department-organized supervisor group. The department will submit a copy of dissertation proposal and a form of audit comments to the MBA management center. Student should keep a copy of proposal for the dissertation working. Students whose first topic is not approved can resubmit within 6 months.

**九、Social Practice**

MBA graduate students are required to complete a diagnostic report about the institution they are working for. The report could be conducted in various forms according to actual condition. It could be deep investigation of management experience and problems of the institute or in form of combining case accumulation and analysis with research, which makes full use of the methods of investigation, research and business consulting, and it will be assessed by the supervisor.

**十、Summary and assessment of school year**

 Before the holidays of every school year, school organize the MBA students to make a comprehensive summary, evaluation and assessment on the political and ideological performance, course grade and academic research and practical performance for the past school year, and the assessment results will be the basis of evaluation and screening. For those who are unqualified will get disposals in accordance with relative registration management regulations, which will be implemented and assessed specific by the Institute of Graduate Management.

**十一、Dissertation**

1、Requirements of Achievements

It is implemented in accordance with the “Master’s Degree of MBA Award Standard of Central South University” and the requirements of relevant documents about degree management.

2、Requirements of Dissertation

（1）Requirements of Dissertations Proposal

MBA dissertation proposal should be derived from the management practice which requires discovering problems from the actual needs of enterprise management and encourages problem-oriented research and case study.

（2）Form and Requirements of Dissertation

The dissertation working should extend no less than 1 year. The form of the dissertation could be a specific research, a research report or an enterprise diagnosis report, and it can also be an enterprise management case and analysis. The number of words must be controlled in the range of 4-6 million. The dissertations writing should be strictly enforced in the "Central South University graduate degree thesis writing norms".

（3）Requirements of Dissertation Quality

MBA students’ dissertations should reflect their ability to apply learned knowledge independently to discover, analyze and solve problems as well as the ability of research and textual expression. It requires substantial content, linking with reality, distinctive point of view, sufficient evidence, reliable conclusion and standard writing. It also requires clear concept, well-organized and coherent.

3、 Dissertation Review, Defense and Degree Awarding

（1）Dissertation review

The school of business is responsible for the mid-term inspection of dissertations, and MBA Management Center will organize supervisor team to examine the progress of the dissertation work, the results achieved in this stage, existing problems and the gap between the expected objectives and so on. And they need to propose measures and requirements on the existing problems.

MBA student should complete the dissertation independently in Chinese or English according to the requirements of the school under the guidance of the supervisor. Students are allowed to pre-defense at least six months after the proposal, which is organized by the department. After the pre-defense, the school will organize the inspection towards the dishonorable behaviors and the anonymous review, and the degree sub-committee of the school will conduct final examination for the formal defense qualification.

（2）Dissertation Defense

The graduate students will be allowed to apply for a defense if they have achieved required credits, passed all training links assessments and the final examination of qualification suspected by the sub-committee.

The defense committee consists of at least 5 experts, with an experts from the university to be the chair (applicants’ supervisor excluded), two members to be the paper reviewer, one of whom is an expert with advanced professional title or in executive position from off-campus departments. The committee has one secretary. MBA dissertation defense is conducted in accordance with the university’s regulations and is implemented with the system of supervisor avoidance. By means of secret ballot, students will successfully defend their dissertations only if two-thirds or above experts approve.

（3）Degree Awarding

Student who has successfully defended his dissertation should submit a degree application to the Degree Assessment Subcommittee in the school. After a review by the degree assessment subcommittee, and discussion by university’s Degree Assessment Committee, those who are approved will be awarded the degree and issued degree certificates.

Appendix:

1.A major bibliography for postgraduates:

（1）Operations Management(original book, eleventh edition)，Stevenson，Beijing：Mechanical Industry Press，August.2012

（2）Marketing Management (Fourteenth Edition, Global Edition)Kotler, Beijing, China Renmin University Press,April.2012

（3）Management Economics (Fourth Edition), Pedersen, Beijing: China Renmin University Press, 2009.12

（4）Organizational Behavior (Fourteenth Edition), Robbins, Beijing: China Renmin University Press, 2012.12

（5）Macroeconomics (Nineteenth Edition), Samuelson, Beijing: People's Posts and Telecommunications Press, 2014.2

（6）Management Information System (Eleventh edition of original book), Laughton, Beijing: China Machine Press, 2012.11

（7）Marketing research; Application Guide (Fifth Edition), Malhotra, Beijing: Electronic Industry Press, 2009.6

（8）A Guide to Management Communication (Tenth Edition), Marie. Monte, Beijing: Tsinghua University Press, 2014.5 Edition

（9）Entrepreneurship and Management of Small and Medium Enterprises (Second Edition), Chen Xiaohong, Beijing: Tsinghua University Press, 2014.8

（10）MBA Financial Management (Fifth Edition), Luan Qingwei, Dalian: Dalian University of Technology Press, 2012.9

（11）Techno Economic and Project Economic Evaluation, You Daming, Beijing: Tsinghua University Press, 2009.12

（12）Business Ethics: Theory and Case, Yu Jingtao, Beijing: Tsinghua University Press, 2012.11

（13）Securities Investment (Fourth Edition), Wu Xiaoqiu, Beijing: China Renmin University Press, 2014.2

（14）International Finance (Fourth Edition), Chen Yulu, Beijing: China Renmin University Press, 2011.12

（15）Human resource management, Yan Aimin, Beijing: Peking University press, 2011.7, Second Edition

（16）Management statistics, Zhang Ying, Wuhan: Wuhan University of Technology press, 2010.8

（17）Management of operations research, Xu Xuanhua, Wuhan: Wuhan University of Technology press, 2010.9

（18）MBA special teaching material accounting (Third Edition), Zhou Xiaosu, Dalian: Dalian University of Technology press, 2012.11

（19）Organizational behavior management (principles, practice, cases), Xiong Yongqing, Changsha: Hunan People's Press, 2011.8

（20）Capital Operation and Corporate Governance (Second Edition), Ceng Jianghong, Beijing: Tsinghua University Press, 2014.8

（21）Sharing Responsibility, Liu Yingqiu. Beijing: Economic Management Press, 2012.3

（22）Management (Second Edition), Xiong Yongqing, Changsha: Hunan People's Publishing House, 2012.11

（23）Futures and Options (Fourth Edition), Li Yizhi, Beijing: Tsinghua University Press, 2013.6

（24）Financial Theory and Practice (2 edition), Deng Chao, Changsha: Central South University Press, 2008.9

（25）Business Strategy, Wang Chang, Beijing: Tsinghua University Press, 2010.6

（26）International Trade, Feng Zhengqiang, Wuhan: Wuhan University Press, 2005.6

（27）The Practice of Economic Law (Fourth Edition), Lv Jingsheng, Beijing: China Renmin University Press, 2012.3

（28）Tax Theory and Practice, Liu Aiming, Beijing: Tsinghua University press, 2011.8

（29）Business English: Introduction into the Business, Johnson, Beijing: oreign language teaching and research press second edition, 2005.9

（30）An Introduction to Natural Dialectics. Guo Guichun, Beijing: Foreign Language Teaching and Research Press, 2013.1

2. List of experts working for modifying

You Daming, Gong Yanping, Zhang Ying, Ren Shenggang, Wang Zongrun, Liu Yongmei, Guan Jian, Luo Jianhong, Zeng Jianghong, Feng Zhengqiang.