

Changchun University of Science and Technology

International Master Degree Program of Business Administration

(Taught in English)

1. Introduction to the Program

1. The significance of the specialty/discipline in China

Changchun University of Science and Technology (CUST) initiated the discipline of *Management Science* in 1980 and obtained the right to grant master's degree in 1998. *Enterprise Management* has been approved as a provincial key specialty in the Eleventh 5-year Plan. *Management Science and Engineering* is accepted as a key specialty in the Eleventh 5-year Plan. CUST was approved to have the right to grant MBA degree in 2009.

MBA program embodies CUST's characteristics and its superiority. Based on *Management Science* with multi-disciplines as its cornerstone, it is especially outstanding in the research on *Strategic Management, Financial Management, Operations Management, Marketing Management, Human Resource Management* and among others. CUST employs rigorous education philosophy, attaches great importance to teaching quality and focuses closely on combining theory with practice. The university has solid foundation with its coordinate development of Science, Engineering, Economics, Management, Law and Literature. CUST now has formed a featured teaching system with a formidable team of qualified teachers, rich disciplinary basis and abundant experience in running a university, favorable education environment and perfect curriculum management by means of offering excellent courses and systematic professional training.

Relying on the platform of Jilin Business Economics Research Center which is provincial university key research base of humanities, CUST engaged in research closely related to practical applications to serve local and regional economic construction. The university undertakes projects of Natural Science Fund of China, Social Science Fund of China. Faculty members have published many high-qualified papers on SCI and CSSCI with a serial research achievements which exert influence in Jilin Province and even domestically.

2. Introduction to the team of teachers

Currently there are 40 full time teachers devoting to the Program of MBA including 18 professors, 22 associate professors and 22 among them have obtained Ph. D degree. The university also employs part-time professors. Among all the academic leaders there are provincial

senior experts in jilin, experts with outstanding contribution in Changchun, Discipline Experts organizing the twelfth 5-year plan and Communication Evaluation Experts Reviewed China's Social Science Fund Projects. 5 of the faculty members have been awarded as new-century talents in Jilin Province and 2 of them have been awarded as Chunmiao Talents

The school of Management and Economics has a powerful team of teachers with international vision and capable of teaching students in English. The school has all along been positively exploring international cooperation and currently established joint-cooperation in academic research and students exchange with many universities from foreign countries. Nowadays, a majority of our excellent teachers and academic scholars have experience with oversea education in famous universities from the U.S., Japan, Germany, the Britain and among others.

(3) Research Orientations and Courses Arrangement

•Orientations and its introduction

a. Strategic Management

Taking strategic management idea as its guidance, modern strategic management theories as its fundamentals, the school cultivates competitive students with systematical strategic management theories and methods. In this orientation, the school encourages students to do research on business strategic decisions and core competitiveness of enterprises.

b. Financial Management

Specific to practical issues on business accounting and financial management, students taking this orientation mainly focus on research in enterprise cost control, financial risk prevention, and capital operation with basic theories and methods employed in accounting and financial management.

c. Marketing Management

In the context of globalization, the school cultivates those students who take Marketing Management as their orientation with fundamental theories and modern methods and techniques to meet the consumer's demands. Students are supervised to do research on marketing strategies, brand management, marketing channel development, customer-relationship establishment and maintenance as well as marketing integration.

d. Operations Management

Students who take Operation Management as his or her research orientation are required to study supply chain management, logistics management, production management, information management, quality management, lean manufacturing and intellectual management by means of systematic analysis, modeling, optimizing and decision analysis, specifically to the business operations management issues in the complex production. Students are to design, develop decision-supporting system to apply to the process of enterprise's operations management.

e. Human Resources Management

Based on human resource management theories, aiming at maximizing the efficiency of human resource management, students taking this orientation as his or her research are to learn how to allocate the personnel of an enterprise, design employees' remuneration and manage their performance with mathematical statistics tools and methods.

•Courses on Credits

International master candidates are required to get no less than 28 credits within generally one-year course study. Courses list and specific requirements are as follows,

Table 1 Key Courses

Categories	No.	Courses	Hours	Credits	Term	Remark
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Basic Compulsory Courses	1	Basic Chinese	64	2	1	
Basic Specialty Courses	2	Advanced Management	48	2	1	
	3	Advanced Financial Management	32	2	1	
	4	The Theory and Practice of Managerial Communication	32	2	1	
	5	The Theory and Practice of Strategic Management	32	2	1	
	6	Human Resource Management	32	2	1	
	7	Marketing Management	32	2	1	
	8	Managerial Economics	32	2	1	
Selective Courses	9	Cross-cultural Management	32	2	2	At least 8 credits
	10	Organizational Behavior	32	2	2	
	11	International Investment and Multinational Company	32	2	2	
	12	International Trade Theory and Policy	32	2	2	
	13	Modern Operation Management	24+8	2	2	
	14	Quality Management Engineering	32	2	2	
	15	Consumer Behavior	32	2	2	
	16	Management Information System	32	2	2	
	17	Corporation Financial Risk Management	32	2	2	
	18	International Marketing	32	2	2	
Compulsory Parts		Literature review and the opening report			3	
		Mid-term Examination			4	
		Academic Activities and Report		1	1-4	At least 3 times
		Research training		1	1-4	

(4) Practical Training

Supervisors direct students to carry on their professional practice on CUST's training platform or relating companies. In general, students should submit practice application and plan to their supervisor before they start their practice and submit a practice report after the practice is over (the report is required to be an integrated one with case analysis) Joint instructors or supervisors assess students' performance. Qualified students will get 2 credits each, which are recorded accordingly. Students are encouraged to combine professional practice with their dissertation writing.

2. Cultivation Goal

The program aims at training students to master modern management theory, methods and skills with a global vision and strategic view. Students are supposed to be fostered as senior business administration talents with rich humanistic spirit and sense of innovation. They are to be trained to obtain theoretical knowledge with actual abilities as follows,

(1) The ability to obtain knowledge

Through various learning forms and channels, students are expected to have a deep understanding of theory, methods, techniques and expertise at business administration. They are go get familiar with the latest developments and trends in the discipline.

(2) The scientific research and innovation capacity

Students are expected to grasp basic research methods and techniques on business administration, and figure out relevant scientific issues from literature and management practice, so as to propose solutions to the problems. Students will be trained to have strong independent working and research capability in the field of management.

(3) The ability of business communication

Students need to be proficient in a foreign language, and can read relevant literature review in a foreign language, as well as have the ability to use a foreign language for business communication.

(4) Academic Exchange Capacity

Students are not only able to read foreign materials concerning their research, but also are capable of writing, translating, listening and speaking in a foreign language. Students need to have good communication skills and teamwork spirit, as well as the ability to communicate, compete and cooperate with partners under certain international perspective and cross-cultural environment.

3. Admission requirements

- Non-Chinese Citizens in good health, under the age of 35;
- Having bachelor degree or above in related disciplines;
- Non-English native speakers or applicants with IELTS 5.5. Minimum score for TOEFL (IBT) 72, TOEFL (CBT) 200, or TOEFL (PBT) 533, or a certificate of English proficiency as their working language during their university study.

4. Application Materials

Photocopy of valid passport
With name, passport number & expiration date, and photo included

- Passport photo

A recent passport-sized photo of the applicant

- Undergraduate school transcript

Notarized photocopy

- Bachelor's degree diploma

Graduation certificate in languages other than Chinese or English should be translated into Chinese or English and be certified by notarization.

- English proficiency test certificate

For example, IELTS or TOEFL, only for applicant whose native language is not English.

- C.V.

Personal information, education background, working or internship experience, achievements in Chinese or English

- Two letters of recommendation

Recommendation letters are required to be provided by university professors, associate professors or the like, in English or Chinese.

•Study plan

Study Plan is required to be written in English or Chinese, no less than 800 words, consisting of personal information, education background, working experience, learning objectives, and interested research areas.

- Copy of visa

Only for students who is already in China

5. Study procedure

(1) Courses Requirement

Principally, all the courses should be finished within two semesters. Master candidates must get at least 28 credit. Students must pass all the compulsory courses and get at least 8 credits on minor courses, 4 credits on research training and academic activities. According to the students' practical needs, Chinese course will be strengthened and required to learn as minor course.

(2) Thesis Requirements

After getting required credits, students must prepare paper proposal in the third semester, thesis writing in the third and fourth semester, and finish their thesis writing and defense at end of the fourth semester. Thesis may be a thematic research, or a case analysis report. (2 years)

6. Length of Schooling

2 years

7. Scholarships

The applicants have a great chance to get the following scholarships with an overall GPA over 75 on 100 scales as an undergraduate.

- Chinese Government Scholarship

In order to promote the mutual understanding, cooperation and exchanges in politics, economy, culture, education, and trade between China and other countries, the Chinese government has set up a series of scholarship programs to sponsor international students, teachers and scholars to study and research in Chinese universities. CUST agency code is 10086. Please click below web address for more information: <http://www.csc.edu.cn/laihua/scholarshipen.aspx>.

- **Jilin Provincial Government Scholarship**

Jilin Provincial Government Scholarship- Changchun University of Science and Technology Program is a full scholarship established by Jilin Provincial Government to support Changchun University of Science and Technology to recruit outstanding international students for postgraduate studies in Jilin province, China. Applicants can directly apply to Changchun University of Science and Technology. Please click the website below for more information:
<http://ieec.cust.edu.cn/>

长春理工大学

工商管理国际硕士项目

(全英授课)

一、课程简介

1.本专业学科中国国内地位

长春理工大学管理学科始建于1980年，1998年取得硕士学位授权，“企业管理”为“十一五”省级重点学科，“管理科学与工程”为“十二五”重点学科验收，2009年获得工商管理“MBA”学位授权。

本学科积极发挥学校的特色与优势，以管理学科为基础，多学科知识为支撑，在战略管理、财务管理、运营管理、营销管理、人力资源管理等研究方面具有明显优势。我们秉承严谨的治学态度，始终高度重视教学质量、重视理论与实践的结合，充分发挥我校理、工、经、管、法、文协调发展、办学基础雄厚的优势，通过提供精品课程体系和系统的专业训练，已经形成师资力量较为强大、学科基础雄厚、办学经验丰富、教学环境良好、课程和管理体系完善、特色鲜明的教学体系。

学科依托吉林省高校人文社科重点(特色)研究基地“吉林企业经济研究中心”等平台，以服务地方经济建设为宗旨，紧密结合吉林省企业管理实际，进行了理论联系实际的应用性研究，承担了国家自然科学基金、国家社会科学基金等高层次项目，发表SCI、CSSCI等高水平论文，取得了一系列研究成果，在省内和同行中具有一定影响力。

2.教师团队介绍

工商管理学科师资队伍实力强，现有专职教师40人，其中教授18人，副教授22人，22人拥有博士学位。外聘兼职教授10人。学科带头人中有吉林省高级专家、长春市有突出贡献专家、吉林省“十二五”规划学科专家、国家社会科学基金项目通讯评审专家等，有吉林省新世纪人才5人，吉林省春苗人才2人。

我院一直积极开展国际交流与合作，目前与国外多所大学开展了学术交流和学生联合培养工作，大部分学术带头人和骨干教师都具有海外留学经历，到过美国、日本、德国、英国等著名大学进修和培训，已经具备了一支具有国际视野和英语授课能力的教师团队。

3.专业培养方向和课程设置

(1) 专业方向及简介

①战略管理

以战略管理的思想为指导，以现代战略管理理论为基础，以企业竞争优势的培育与利用为主线，系统运用战略管理的理论和方法，进行企业战略决策与企业核心竞争力的研究。

②财务管理

运用会计和财务管理的基本理论与方法，针对企业会计与财务管理的实践问题，进行企业成本控制、财务风险防范、资本运营等研究。

③营销管理

以营销管理理论为基础，运用现代营销技术与方法，以满足消费者需求为中心，在全球化背景下，进行市场营销策略、品牌管理、营销渠道建设、客户关系管理和整合营销等研究。

④运营管理

以系统分析、建模、优化算法与决策分析的理论与方法为基础，针对复杂生产中的企业运作管理问题，进行供应链管理、物流管理、生产管理、信息管理、质量管理、精益生产和知识管理等研究，并针对企业的实际需求设计、开发决策支持系统应用于企业的运作管理中。

⑤人力资源管理

以人力资源管理理论为基础，以企业人力资源管理效率最大化为目标，运用数理统计的工具和方法，进行企业人职匹配、薪酬设计、绩效管理等研究。

(2) 课程设置及学分规定

留学硕士研究生课程学习时间一般为一年，应修总学分要求不低于 28 学分。课程设置及具体要求见表 1。

表 1 主要课程

课程类别	课程序号	课程名称	学时	学分	开课学期	备注
公共必修 课	1	基础汉语 Basic Chinese	64	2	1	
	2	高级管理学 Advanced Management	48	2	1	
专业基础课	3	高级财务管理 Advanced Financial Management	32	2	1	
	4	管理沟通理论与实践 The Theory and Practice of Managerial Communication	32	2	1	
	5	战略管理理论与实务 The Theory and Practice of Strategic Management	32	2	1	
	6	人力资源管理 Human Resource Management	32	2	1	
	7	营销管理 Marketing Management	32	2	1	
	8	管理经济学 Managerial Economics	32	2	1	
	专业选修课	9	跨文化管理 Cross-cultural Management	32	2	2
10		组织行为学 Organizational Behavior	32	2	2	
11		国际投资与跨国公司 International Investment and Multinational Company	32	2	2	

	12	国际贸易理论与政策 International Trade Theory and Policy	32	2	2	
	13	现代生产管理 Modern Operation Management	24+8	2	2	
	14	质量管理工程 Quality Management Engineering	32	2	2	
	15	消费者行为学 Consumer Behavior	32	2	2	
	16	管理信息系统 Management Information System	32	2	2	
	17	企业财务风险管理 Corporation Financial Risk Management	32	2	2	
	18	国际市场营销 International Marketing	32	2	2	
必修环节		文献阅读和开题报告 Literature review and the opening report			3	
		中期考核 Mid-term Examination			4	
		学术活动 Academic Activities and Report		1	1-4	至少3次
		科研训练 Research training		1	1-4	

4.实习实训

专业实践由导师指导下在学校培养平台或企业进行。一般来说，实践内容为结合一个具体的管理问题进行研究。专业实践前，须提交专业实践申请与计划，专业实践结束后，撰写实践报告（完成一份整合性的案例分析研究报告）。实践过程由导师或联合导师进行考核，合格后获2学分，交培养单位备案。鼓励研究生将专业实践与学位论文相结合。

二、培养目标

培养掌握现代管理理论、方法与技能，富有人文精神和创新意识，具有全球视野和战略眼光，在实际能力提升的同时获取相应的理论知识的中高级工商管理人才。培养的能力包括：

1. 知识获取能力

能够通过多种形式和渠道的学习，深入掌握工商管理的理论、方法、技术和专业知识，熟悉本学科的最新发展状况和趋势。

2. 科学研究和创新能力

熟悉工商管理领域的基本研究方法和技术，能够从文献资料、管理实践中挖掘和发现本领域的相关科学问题，并能够提出解决问题的方案，具有较强的独立从事相关领域管理工作的实战能力与科研能力。

3. 商务沟通的能力

熟练掌握一门外语，能顺利地阅读相关的外文文献资料，具有运用外语进行商务沟通的能力。

4. 学术交流能力

能比较熟练地阅读本专业的外文资料和一定的写,译,听,说能力。具有良好的表达交流能力和团队协作精神,具有一定的国际视野和跨文化环境下的交流,竞争与合作能力。

三、入学要求

1.非中国公民,身体健康,35岁以下。

2.具有本科毕业以上的学历,此前所学专业是经济管理类专业。

3.母语不为英语者需 TOEFL (IBT) 成绩不低于 72 分,或 TOEFL (CBT) 成绩不低于 200 分,或 TOEFL (PBT) 成绩不低于 533 分,或 IELTS 成绩不低于 5.5,或有英语为大学学习期间工作语言的相关证明。

四、申请资料

1.有效护照的复印件,包含有姓名、护照号码、有效期和照片。

2.与护照照片一致的照片 1 张。

3.本科阶段全部课程成绩单,经过公证的复印件。

4.本科毕业证书复印件。中英文以外文本的证书还需提供公证过的中文或英文翻译件。

5.英文水平测试证书。即英语非母语申请者提供如 TOEFL 或 IELTS 成绩证书。

6.个人简历。中文或英文书写,包括个人信息、教育背景、工作或实习经历、取得成就等。

6.推荐信 2 封。中文或英文书写,副教授或相当于副教授专业技术职称或以上者的推荐。

7.来华学习和研究的计划(不少于 800 字)。用中文或英文书写。

8.如申请者已在华,请提供 Visa 复印件。

五、培养要求

1.课程要求

本专业硕士研究生课程原则上应在两个学期内结束。硕士研究生必须修满 28 学分。其中必修课必须都通过,选修课必须修满 8 学分,科研训练及学术活动必须修满 4 学分。根据留学生的实际需要,强化汉语教育,可适当增加汉语选修课程。

2.论文要求

在修满规定学分基础上,于第三学期进行论文开题报告;第三学期和第四学期进行论文撰写,第四学期期末完成论文写作和答辩工作。论文可以是专题研究成果,也可以是案例分析报告。(2 年)

六、学制

学制: 2 年

七、奖学金支持

本科成绩平均分在 75 分(按百分制计算)以上的申请者有机会获得以下奖学金。

1.中国政府奖学金:

为增进中国人民与世界各国人民的相互了解和友谊,发展中国与世界各国在政治、经济、文化、教育、经贸等领域的交流与合作,中国政府设立奖学金,资助世界各国优秀学生、教师、学者到中国的大学学习或开展研究。长春理工大学的学校代码为 10086。详细信息请看

<http://www.csc.edu.cn/laihua/scholarshiplist.aspx?cid=93>

2. 吉林省政府奖学金:

“吉林省政府奖学金项目”系吉林省政府提供的全额奖学金，用于长春理工大学直接遴选和招收优秀的外国青年学生来华攻读硕士研究生学位。申请者直接向我校申请。详细信息请看 <http://ieec.cust.edu.cn>