

# 必修课大纲 ( 供参考 )

## 定量分析基础 Essential Quantitative Method EQM

### Course Description

This course intends to discuss variable calculus and probability statistics. In the first part of one-variable calculus, we introduce the limit and continuous, derivative and differential, indefinite integral and definite integral, and their applications. During this part of course, the student should achieve the ability to grasp the basic mathematical principle and operational technique in calculus. In particular, the student should be able to formulate the business and financial problem as a mathematical problem if appropriate, and analysis this problem by applying some basic calculus tools.

In the second part of probability statistics, we introduce events and probability, classical probability model, probability distributions and their mathematical characters, the law of large numbers and the central limit theorem, sampling and sampling distribution, estimation theory, tests of hypotheses, linear regression. During this part of course, the student should achieve the ability to grasp the basic statistical principle and operational technique. In particular, the student should be able to comprehend the basis concepts in statistics and the basic methods for constructing statistic, formulate a business and financial problem as a

statistical problem if appropriate, and analysis this problem by applying some basic statistical procedures.

## **陈述技能训练      Presentation Skills      PS**

### **Course Description**

This course intends to provide the learner with a set of tools and techniques to deliver convincing, credible presentations at the highest level. It also helps the learner develop question and answer techniques and improve voice projection. By the end of the course the learner will be able to:

- Identify the attributes of successful presentations
- Use multiple needs analysis techniques to analyze your audience
- Create a presentation that achieves your objections and meets audience' s needs
- Use PowerPoint "best practices" to develop effective decks
- Assess your own skills as a business presenter
- Integrate all course principles into clear and engaging presentations that achieve your objectives

## **金融学原理 Principles of Finance PF**

### **Course Description**

This course intends to provide you with an introduction to the most fundamental elements of both investment analysis and corporate finance. As managers, your goal is (or should be) to create value for your organization. The course makes value creation its centerpiece and establishes a systematic set of principles that are general, as they may apply to any investment project you or your firm might consider, including investment in land or plants, marketing campaigns, research and development programs, changes in the supply chain or information systems, etc. Therefore, the Principles of Finance course lays down the foundation will enable us to learn how to efficiently manage assets, liabilities, and equity in order to maximize the wealth of respective owners while handling the conflicts between them in this and subsequent courses.

## **会计学原理 Principles of Accounting PA**

### **Course Description**

This course intends to provide your ability to interpret and analyze firm's financial reports, with an emphasis on investor decision-making. It takes an integrated perspective, using elements of strategy, finance, and

accounting; however, the primary focus is on the informational role of accounting.

## **管理经济学      Managerial Economics    ME**

### **Course Description**

This course intends to introduce application of economic concepts and economic analysis to decision problems that managers frequently face. The focus of this course is on the study of consumers, firms, markets, information asymmetry, incentive theory, and regulation. Since business is filled with markets (e.g., product, factor, labor, and financial markets), managerial economics is useful in many contexts. An understanding of managerial economics in general can help you systematically think about managing your firm' s resources, which in turn will help you formulate strategic decisions to create and capture value. Throughout this course, we will analyze many practical questions faced by managers, such as how should a manager account for costs in deciding whether or not to enter a market or how to price a product, what are the effects of different pricing strategies, how might the presence of uncertainty affect your decision process? We will use in-class exercises and cases in addition to lecture notes to help you learn how to use the tools and methods of microeconomics to analyze your business environment. The skills and methods you learn will also find repeated application in your further MBA studies in management, accounting, finance, and marketing.

## **统计、决策和风险分析 Statistics, Decision-making, and Risk Analysis**

### **SDR**

#### **Course Description**

本课程将介绍统计分析原理及数量方法，重点讲解从数据、建模、到分析、决策的统计决策过程和不确定性对决策过程的影响，为学员提供一个如何在不确定性情况下寻找规律并做出科学理性决策的框架。在材料选取上即注重其本身理论的重要性，又强调其应用性，以及同后续其它课程的连贯性。

其课程主题包括统计推断与数据分析、定量预测方法（回归分析、时间序列分析等）、决策技术与应用及风险分析与管理。

## **营销管理      Marketing Management      MM**

#### **Course Description**

This course intends to discuss the role and use of marketing in the management of modern corporations.

Marketing is concerned with helping companies understand the markets they face and to identify ways to provide value to customers and profits to the firm. By monitoring customers and competitors and looking for opportunities in each domain, the marketer tries to align a firm's capabilities to its opportunities. Consequently, the marketing function is

an important source of a firm' s strategic direction. Marketing is a general management responsibility, not merely the province of marketing specialists. It is a skill relevant to all careers concerned with the strategy of organizations. The course will use examples from a broad range of industries so that general insights to successful marketing strategies can be obtained. Classroom sessions are used to fit generalizations to concrete situations, to sharpen skills in problem diagnosis, and to assemble a framework for making sense of complex marketing situations. To benefit from this format, students must be willing to prepare cases carefully and to take part in the class discussion.

## **金融伦理学      Finance Ethics      FE**

### **Course Description**

本课程将介绍的内容为：金融是一個複雜產業，但對各國及國際的經濟、社會及文化等方面，會產生深遠影響，亦會在微觀的（micro /individual）、中觀的（meso /organizational）及宏觀的（macro /systemic）層面，對商業形成多樣化的倫理挑戰。因此，金融需要公平且有效的規則、作法及機構制度，亦需要個人及組織的專業倫理及誠信。本課程探討財務金融領域相關的倫理議題，運用倫理推理進行論辯，分析如何將社會正義、公平及責任等概念落實在金融業，以強化本領域的專業倫理。教師除提出須探討的問題並解析實務作法外，更說明目前倫理層面的自律規範之實施成效、發展趨勢及其所面臨的挑戰。

## **公司金融 Corporate Finance CF**

### **Course Description**

This course intends to discuss three- folds: first, extend and put into practice the basic financial principles and tools developed in your first finance class and accounting class ; second, to further develop your quantitative and analytic skills ; third, to increase your exposure to the best practice around the world while help you better understand the current Chinese practice in the corporate finance area. Topics to be covered include financial planning, capital budgeting, cost of capital estimation, valuation techniques, capital structure, payout policy, IPOs, and corporate restructuring.

## **商务写作 Business Writing BW**

### **Course Description**

This course intends to discuss designed for students who aim to gain a fundamental knowledge of the varied aspects of business writing, such as e-mail, letter/memo, proposal, resume and business reports.

Students will learn the basic structure, convention and appropriate strategies and tone for all different types of business writing.

In every class, there will be videos, case studies and group discussion to help students interact and thus learn more effectively. With the practical nature of this class, most of the examples discussed are taken from real life. Furthermore, every student will have the opportunity to have their own assignments be evaluated with individual feedback during the group coaching by the end of the class.

## **商务沟通 Business Communication BC**

### **Course Description**

This course intends to provide the 12 hour teaching, the students will be able to:

FEEL: Feel how effective communication can help the building of favorable relationship

PRACTICE: Students will be given 6 hours to practice the skills in oral communication and presentation.

FEEDBACK: Students will be given on-the-spot feedback of their communication and presentations skills.

## **中国经济发展理论与实践 Chinese Economy CE**

### **Course Description**

This course intends to introduce you to important macroeconomic issues such as saving, investment, growth, business cycle, unemployment, budget deficits, interest rate, inflation, capital flow, trade balance and exchange rate. Applications to the Chinese economy will be emphasized.

**认识华尔街系列讲座(I)(Elective)      Understanding Wall Street -**

**Lecture Series(I)(Elective)      UWS(I)(Elective)**

### **Course Description**

This course intends to introduce two-semester lecture series.

The framework of the first series is built upon two central themes: the long-term decline of investment banking vs. the emergence of a commodities super-cycle.

To elaborate on and help illustrate the intricacies of these two generationally-important themes, real case M&A deals and capital markets transactions, many of which the very latest and on-going, will be presented and analyzed in class.

This lecture series will also blend latest financial news with teachings and discussions on related/relevant financial products, with the sole purpose of preparing the students for their future study of more advanced finance

courses and their adaption to the complexity of the real financial world.

The second series are built upon knowledge foundation laid during the first semester in which two central themes were probed and discussed: the long-term structural changes in investment banking and the possible end of the long-running bull market in fixed income.

To further elaborate on and help illustrate the intricacies of these two generationally-important themes, the second series would 1) use the latest LBO deals to illustrate essential roles of leverage in a low yielding fixed income environment; and 2) discuss and debate in detail about the conflict between expanding balance sheets of world central banks and private sector financing activities.

In the meantime, this lecture series will continue to blend latest financial news with teachings and discussions on related/relevant financial products, with the very purpose of preparing the students for their future study of more advanced finance courses and their adaption to the complexity of the real financial world.

Both lecture series will be divided into multiple segments and each segment will be delivered roughly every two weeks.