



Courses List-SBA SWUFE



Course Code	Course Name	Credit	Weekly Hours	Total Hours	Autumn /Spring Semester	Level
LGMT6010	Corporate Information Strategy and Management	2	3	27	A/S	Master
MKMT6015	Innovation Management	2	3	27	A/S	Master
MKMT5023	Marketing Research Methodology	2	3	27	A/S	Master
BIZM6030	Intercultural Business Communication and Management	2	3	27	A/S	Master
MKMT6016	Operation Management	2	3	27	A/S	Master
BUSADM5026	Human Resources Management	2	3	27	A/S	Master
MKMT6007	Marketing Management in China and Europe	2	3	27	A/S	Master
MKMT6017	General Introduction of China	2	2	32	A/S	Master
/	Chinese Language	2	2	32	A&S	Master
ENG207	Public Speech	2	2	32	A	Bachelor
MKT901	Marketing	4	3	48	A	Bachelor
BBA903	Organizational Behaviour	4	3	48	A	Bachelor
BBA902	Operation Management	4	3	48	A	Bachelor
BBA901	Strategic Enterprise Management	4	3	48	A	Bachelor
BBA910	Managerial Economics	4	3	48	S	Bachelor
BBA900	Principles of Management	4	3	48	S	Bachelor
BBA905	Management Information System	4	3	48 (class)+16 (practice)	S	Bachelor
LMT901	Optimization Theory and Application	4	3	48 (class)+16 (practice)	S	Bachelor
BBA904	Human Resource Management	4	3	48	S	Bachelor