



**中山大学管理学院**

SCHOOL OF BUSINESS  
SUN YAT-SEN UNIVERSITY



# **Course Handbook**

## **Master of Business Administration**

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## Course title: Business Communication

<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Spring Semester
<b>Nature:</b>	Master Core course	<b>Credit hours:</b>	52
<b>Instructor name:</b>	Jessie Jia	<b>Credit points:</b>	3
<b>Email:</b>	2214228993@qq.com	<b>Mobile:</b>	18928703472

### Course Objectives

This course equips MBA students with key business communication skills and strategies for effective management in a global environment. Students will learn to analyze communication conflicts and cultural issues and apply these insights in diverse workplaces. Active participation and completion of assignments are required.

### Course Outcome

1. Analyze managerial communication issues from intercultural perspectives using communication theories.
2. Enhance general communication competence and managerial strategies.
3. Understand and address key intercultural business communication challenges.
4. Apply effective corporate communication strategies, including strategic writing and message planning.
5. Utilize managerial communication skills in job applications, interviews, and negotiations.
6. Improve writing, presentation, interpersonal, and organizational communication in a managerial context.
7. Address ethical issues in intercultural communication and develop leadership and cooperative skills for business success.

### Teaching and Learning Methods, and Learning Outcome Assessment

The teaching and learning methods used in this course include case study, video discussion, role play, group discussion and class discussion. Learning outcome assessment includes individual/group presentation, quiz, and final exam.

### Assessment Methods

Mode of Assessment	% of grade	Due
Participation	20%	Session 1-12
Individual Informative Speech	10%	Session 2-10
Student Group Presentation	30%	Session 11-12
Final Examination	40%	Session 13

### Individual Informative Speech (10%)

Topic: to be decided by each student (preferably related to your job) Length: no more than 3 minutes

## **Student Group Presentation (20%)**

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Topic: To be announced Length: 20 minutes Students need to submit their case description, analysis and recommendations to the instructor one day before the presentation.

## **REQUIRED READING**

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Lussier, Robert N., Human Relations in Organizations: Applications and Skill Buidling, McGraw Hill Higher Education, 2009



## Course title: Corporate Finance

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<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Spring Semester
<b>Nature:</b>	Master course	<b>Credit hours:</b>	52
<b>Instructor name:</b>	Huimin ZHAO	<b>Credit points:</b>	3
<b>Email:</b>	zhaohuim@mail.sysu.edu.cn	<b>Prerequisites:</b>	Financial Accounting; Data; Models and Decisions; Managerial Economics

### Course Objectives

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Financial managers must master both practical issues and financial management theories. A deep understanding of these theories provides strategic insights that guide practice. This course integrates comprehensive theory with detailed case analysis, helping students develop scientific thinking in financial management and build a solid foundation for becoming future CFOs. It emphasizes strategic thinking over mere number-crunching.

### Course Outcome

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1. Develop a deep understanding of financial management theories and their practical applications.
2. Apply strategic thinking to address financial management issues from a theoretical and practical perspective.
3. Analyze financial management problems using scientific methods.
4. Integrate theoretical knowledge with case studies to solve real-world financial challenges.
5. Build a solid foundation for future roles as Chief Financial Officers (CFOs) by mastering both theoretical insights and practical skills.
6. Move beyond basic number-crunching to strategic decision-making in financial management.

### Teaching and Learning Methods

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Class time will focus on lectures covering corporate finance theories, methods, case analysis, and discussions of current domestic and global financial issues. In-class activities will include theory discussions, case studies, and reviews of emerging trends.

Outside of class, students are expected to complete assigned readings, familiarize themselves with relevant financial laws and regulations, and work on group case study reports.

Instructor support will be available beyond class hours via appointments, email, WeChat, or phone.

### Assessment Methods

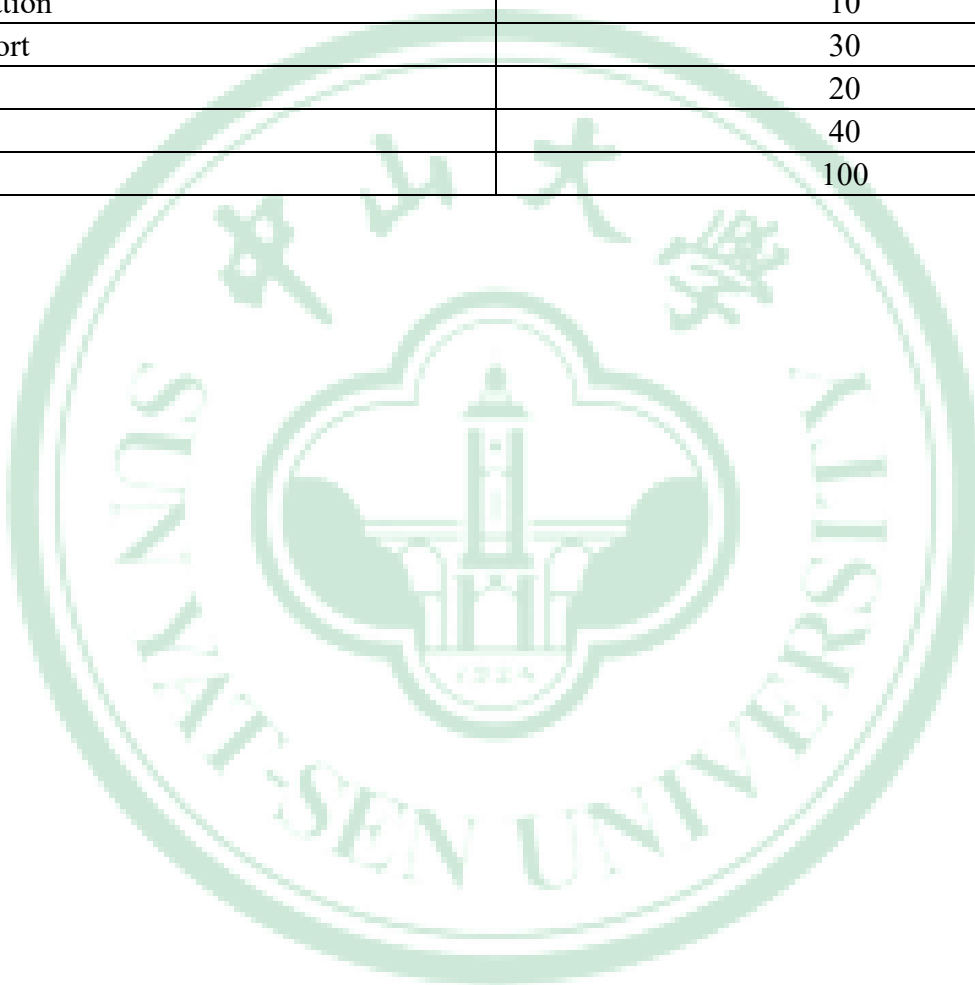
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No.	Type of Assignment	Assignment Requirement (brief)	Assessing Approaches
1	Oral questions and answer	To assess students' ability to comprehend corporate finance theory and methods.	Course-embedded

2	Case study	Group Exercises, to compose and present a case study report	Extracurricular assignments
3	Homework	Exercises after class	Grade
4	Final Exam	To assess students' ability to master the course.	Final Exam

### Course Evaluation

Assignments/Grading Items	%
Class participation	10
case study report	30
Homework	20
Final exam	40
TOTAL	100



## Course title: Digital Technology and Business Management

<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Spring Semester
<b>Nature:</b>	MBA Elective Course	<b>Credit hours:</b>	52
<b>Instructor name:</b>	Dr. QUAN Jing	<b>Credit points:</b>	3
<b>Email:</b>	dr. jing. quan@gmail.com	<b>Prerequisites:</b>	None

### Course Objectives

After this course, students should understand how information technology is used in the information age to achieve management and business model innovation, to gain build competitive advantage, and to provide technical support for the rapid growth of the enterprises.

### Course Outcome

No.	Expected Learning Outcomes (course objectives) – What will students achieve after completing this course	Expected AoL-LO
1	LG 1 Knowledge Comprehensiveness	LO1.2 Apply and integrate disciplinary knowledge
2	LG 2 Critical Thinking and Problem-Solving Capability	LO2.2 Apply models, techniques, and frameworks to decision analytical making or problem-solving

### Learning-Teaching Environment

1. Lectures: Focus on the business environment, competitive trends, and how companies leverage IT for competitive advantage and business model innovation, with emphasis on the latest technologies and their business impact.
  2. Case Studies: Students analyze opportunities and challenges of new technologies in their workplaces, presenting findings in short group presentations (5-10 minutes).
  3. Theoretical Discussions: Explore the rationale behind IT's business impact and its practical applications.
  4. Assessment: Pop quizzes will evaluate students' grasp of the material.
- Students are encouraged to engage with the professor via office hours, email, WeChat, or phone. Creativity is highly valued.

## Assessment Methods

No.	Type of Assignment	Assignment Requirement	Method	Learning Objective
1	Lecture, Case Studies and Discussion	Complete in class to measure students' understanding of the required knowledge and communication skills	Case Studies Discussion, Presentation	LO1.2 LO2.1 LO2.2 LO 3.1
2	Quizzes	Complete in class to measure students' understanding of the required knowledge	Quiz	LO1.2 LO3.1

## Assessment Methods

Assignments/Grading Items	%
Class Participation (Individual Contribution)	10
Homework (Individual Assignment)	10
Case Studies & Term Paper (Group Contribution)	20
Final Exam	60
Total	100



## Course title: Operations Management

<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Spring Semester
<b>Nature:</b>	MBA Core Course	<b>Credit hours:</b>	52
<b>Instructor name:</b>	LI Li	<b>Credit points:</b>	3
<b>Email:</b>	Lili239@mail.sysu.edu.cn	<b>Prerequisites:</b>	None

### Course Objectives

Description here on how the faculty will help, assess, and ensure that the above LG/LO will be achieved in THIS course at the end of the semester. Generally, the faculty will specify in this section: (1) what are expected learning outcomes – what are the students anticipated to achieve after completing this course (often use a short list); (2) how such expected learning outcomes fit the above stated LG/LO for this course (the following two small tables may be a reference for this purpose; if not using such tables, then describe briefly in writing)

### Course Outcome

No.	Expected Learning Outcomes(course objectives) – What will students achieve after completing this course	Expected AoL-LO
1	Be able to identify the opportunities of improving operations system	a) Graduates will be able to identify problems and have a comprehensive understanding of the problems b) Graduates will be able to critically analyze problem and reflect on theory and practice
2	Have the ability to analyze the production and service systems with the key principles and basic techniques	a) Graduates will be able to propose and evaluate solutions with explanations b) Graduates will contribute to facilitation in team-work
3	Can tell the differences of operational practice among competing organizations	a) Graduates will be able to identify problems and have a comprehensive understanding of the problems b) Graduates will make judgments and draw appropriate conclusions based on management theory and practice
4	Be capable to develop insight into the formulation and solution of operations management in a company	a) Graduates will demonstrate an adequate understanding of theory and practice of modern management within organizations b) Graduates will be able to apply social and ethical consideration when recommending and proposing solutions to the stated problem c) Graduates will be able to clearly deliver content with logical structure d) Graduates will be able to analyze problems and cross-culture issues toward decision

## Learning-Teaching Environment

Most sessions are case-based discussions. Students are required to read the cases independently before class. Analytical frameworks, quantitative models, and methods will be introduced in class, and students will apply these models to make optimal operational decisions. Additionally, a comprehensive simulation game will be used to enhance students' analytical skills in operations management.

## Assessment Methods

No.	Type of Assignment	Assignment Requirement (brief)	Learning Objective to Check
1	Case reading	Understand the key points of the cases	a) Graduates will have knowledge in relation to today's business environment and company operations b) Graduates will demonstrate understanding of social and ethical behavior and their impact on management decisions on society and the environment
2	Simulation game	Develop optimal operational decisions	Graduates will make recommendations to improve organizational performance and management process
3	Company report	Make comprehensive analysis of a company's operational strategies and decisions	a) Graduates will critically evaluate business problems b) Graduates will apply the knowledge to business practice.
4	Group presentation	Demonstrate the results of the simulation game and the company report	a) Graduates will be proficient in oral communication b) Graduates will demonstrate effective teamwork skills to achieve team goals
5	Final exam	Understand the analytical framework and classic quantitative models.	a) Graduates will have knowledge in relation to today's business environment and company operations. b) Graduates will apply the knowledge to business practice.

## Course Evaluation

Assignments/Grading Items	%
Case Reading and Group Exercises	30
Contributions to in-class activities	10
Project Presentation and case writings	30
Final Exam	30
Total	100

## Course title: Strategic Management

<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Spring Semester
<b>Nature:</b>	MBA Core Course	<b>Credit hours:</b>	52
<b>Instructor name:</b>	Mazhar Islam, Ph.D.	<b>Credit points:</b>	3
<b>Email:</b>	mislam3@tulane.edu	<b>Prerequisites:</b>	Management, Microeconomics, Marketing, Human Resources Management, Organizational Behavior, Operations management, Financial Management.

### Course Objectives and Learning Outcomes

No.	Course Objectives	Expected Learning Outcomes
1	Presents concepts and theoretical frameworks of strategic management; develop the analytical perspectives of understanding of drivers of competitive advantages of firms in certain business environments.	LO1.2
2	Understand the strategic management process and related analytical tools adopted by firms; develop the capability to utilize these frameworks in order to analyze real-life business situations.	LO2.2
3	Integrate theories with managerial applications; develop the strategic mind set for strategic decision-making purposes.	LO2.2, LO1.2
4	Refine team-work skills and capabilities for the purpose of reaching consensus in a team; develop abilities to communicate with team members and other stakeholders about strategic management solutions.	LO3.3
5	Comprehend the antecedents, importance and outcomes of social responsibilities; as future	LO5.1

	business leaders, actively engage in community services and environmental sustainability.	
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## Learning-Teaching Environment

Your benefit from this course depends on actively sharing your viewpoints and engaging in class discussions. Participation is an opportunity to ask questions and provide examples that show your understanding. I may use cold calling to encourage discussion, but it's not meant to intimidate. If you're unprepared, inform me before class (via WeChat), and I won't call on you. Class participation counts for 15% of your final grade and is evaluated on the quality of your contributions, not just quantity. Missed classes result in no participation points, with exceptions only for emergencies with valid documentation.

## Assessment Methods

Assignments/Grading Items	%
Group Industry Analysis Presentation (Applying Porter's Five Forces) – please see Appendix -2 (May 23rd)	20
Group Case Analyses (4 Cases -Walt Disney, Shanghai-Volkswagen, Beidahuang, Patagonia Sur -)Appendix 3 (5 points x 4 = 20 points)	20
Class Participation (See Part VI above)	20
Final Exam This will be a closed book in-class test. There will be two sections. First section will include multiple choice, fill-in-the-blanks and true/false questions, and the second section will have short-essay type questions. The questions will be based on the topics we will cover during the course and all five cases. I will ask you to apply tools and frameworks that you will learn from the course to analyze case related issues and to a real-world case (based on a news article). I will have a review session on this exam on June 2nd (11th session).	40
TOTAL	100

## Course title: Blockchain Business Applications

**Note: This is on-line course**

<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Spring Semester
<b>Nature:</b>	MBA Elective Course	<b>Credit hours:</b>	32
<b>Instructor name:</b>	Dr. Hubert Pun	<b>Credit points:</b>	2
<b>Email:</b>	N/A	<b>Prerequisites:</b>	None

### Course Introduction

The objectives of this course are to develop your understanding in how blockchain can be a useful tool in a business environment. The emphasis would not be on the technical aspect of blockchain technology. Instead, we will look at the business aspect, and asks the following questions:

- What are the problems that this company is facing?
- What specific feature of blockchain can help to address to these challenges?
- What are the potential difficulties in implementing blockchain?
- How blockchain can solve the trust issue among unrelated firms

### Recommended Reading

JD: E-invoice with blockchain. Ivey Publishing 9B20M047w Coda Coffee and Bext320 Supply Chain Machine vision, AI, IOT and blockchain. Thunderbird A09-18-0012 Cardinal Health: Deploying blockchain technology. Ivey Publishing W30437. A note on the application of blockchain in China's games industry: Coco game currency. Ivey Publishing 9B20M071w

### Teaching Schedule

1. What is Blockchain
2. Issues with managing a supply chain
3. Digital currency; cryptocurrency; digital tokens
4. Issues with managing a supply chain
5. Sustainability and responsible operations
6. Bitcoin pricing
7. NFT...

### Assessment Methods

Assignments/Grading Items	%
Contributions to in-class activities (attendance + contributions)	50
Group project	50
TOTAL	100

To ensure the students will achieve the expected learning outcomes, the course assignments cover a group project on finding a business application for blockchain. Each project (4 to 5 students) should address the following three questions:

1. What is the industry problem?
2. Why blockchain is a suitable tool to solve this problem?

3. What would be the potential challenge in implementing blockchain?

There are three components to the project:

1. Proposal presentation
2. Final presentation
3. Final report – Word document; 10 pages or less.



## Course title: Fund Management

<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Spring Semester
<b>Nature:</b>	MBA Elective Course	<b>Credit hours:</b>	32
<b>Instructor name:</b>	Dr. Fong	<b>Credit points:</b>	2
<b>Email:</b>	N/A	<b>Prerequisites:</b>	None

### Course Introduction

This course is ideal for aspiring fund managers, financial analysts, and anyone interested in gaining a deeper understanding of the financial markets. Prior knowledge of finance is recommended but not required. This course is designed to provide a comprehensive understanding of the principles and techniques used in the field of financial engineering, with a specific focus on fund management.

Throughout this course, we will delve into the following key theories and concepts:

1. Modern Portfolio Theory (MPT)
2. Capital Asset Pricing Model (CAPM)
3. Efficient Market Hypothesis (EMH)
4. Arbitrage Pricing Theory (APT)
5. Behavioral Finance
6. Risk Management
7. Fund Performance
8. Trading in Funds

### Recommended Reading

Investment Analysis and Portfolio Management. 8th Edition. ,ISBN: 978-0-324 407789-1 (Primary Textbook)

### Teaching Schedule

Sessions	Event
Sessions 1	Investments and Financial Assets (Securities) - Financial Markets and Instruments - Recent Trends - Statistics and Math Review Security Market - Investment Environment - Money and Fixed-Income markets - Equity Markets Security Trading - Primary Markets - Secondary Markets - Margin Purchases - Short sales
Sessions 2	Index Funds and Mutual Funds - Fund structures (Mutual, Hedge, Trust and ETF) - Different types of Indices - Constructing Indices - Investment Companies - Expenses and Taxes and their market impact Risk and Return - Return Calculations - A Historical view (sectors, securities and indices) - Asset Allocations and Risk Portfolio Theory - Characterizing portfolio returns - Diversification - Efficient Frontier
Sessions 3	Portfolio Theory (Continued) - Classifications of Risk - Rating Companies and Ratings - Efficient Frontier and Risk-Free Assets - Single Factor Model - Multi-Factor Model - Review

Sessions 4	The Asset Pricing Model - Markets in Equilibrium - The Capital Asset Pricing Model (CAPM) - The Arbitrage Pricing Theory (APT) - CAPM X APT - Multi-Factor Model (Kappa Arbitrage) Market Efficiency and Anomalies - Random Walk Hypothesis - Three forms of market efficiency - Implications of Efficient Market Hypothesis (EMH) - Market Efficiency versus Predictability - Evidence on Market Efficiency
Sessions 5	Portfolio Management and Performance Evaluation - Styles of Investment Management - Why are returns predictable? - Market Timing (Cyclicals, Systemics, Sentiment and Anomalies) - Different Performance Measure
Sessions 6	Bond Valuation - Bond yields and pricing - Default premiums - Term structure of interest rates Stock Valuations - Dividend Discount Model - Price and Earnings Ratio
Sessions 7	Trading using Technical. - Introduction to Technical Indicators - Applications and Aggregates - Creating a Expected Price Parameter sheet Options - Introduction to options and types of options - Applications in hedging - Put and Call parity Alternative Derivatives - Forwards, Swaps and Options in Hedging
TBA	Written Exam

## Assessment Methods

No.	Assignments/Grading Items	%
1	Fundamentals: a. Business Knowledge b. Fund Industry Knowledge c. Compliance and Governance d. Fiduciary Responsibilities	10 10 10 10
2	Technical: a. Market Finance b. Performance Financial Mathematics c. Technical Analysis	10 10 10
3	Group Assignment	15
4	Attendance(online requirement)	15
Total		100



## Course title: Growing Strategy of the New Ventures

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<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Spring Semester
<b>Nature:</b>	MBA Elective Course	<b>Credit hours:</b>	32
<b>Instructor name:</b>	Dr. Mazhar Islam	<b>Credit points:</b>	2
<b>Email:</b>	N/A	<b>Prerequisites:</b>	None

### Course Introduction

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This executive course, designed for managers and entrepreneurs, focuses on the critical challenges of scaling new ventures. With only 3.5% of 700,000 annual startups growing into large enterprises, the course addresses this gap by offering insights into strategic growth management. It covers key topics such as developing growth strategies, acquiring external resources, and practical implementation, drawing from case studies, personal expertise, and the latest research. The goal is to transform participants' approach to scaling ventures in today's competitive business environment.

### Recommended Reading

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- Business Model Analysis for Entrepreneurs (Harvard Note)
- Nascent Platform Strategy: Overcoming the Chicken-or-Egg Dilemma (Harvard Note)
- Raising Startup Capital (Harvard Note)

### Teaching Schedule

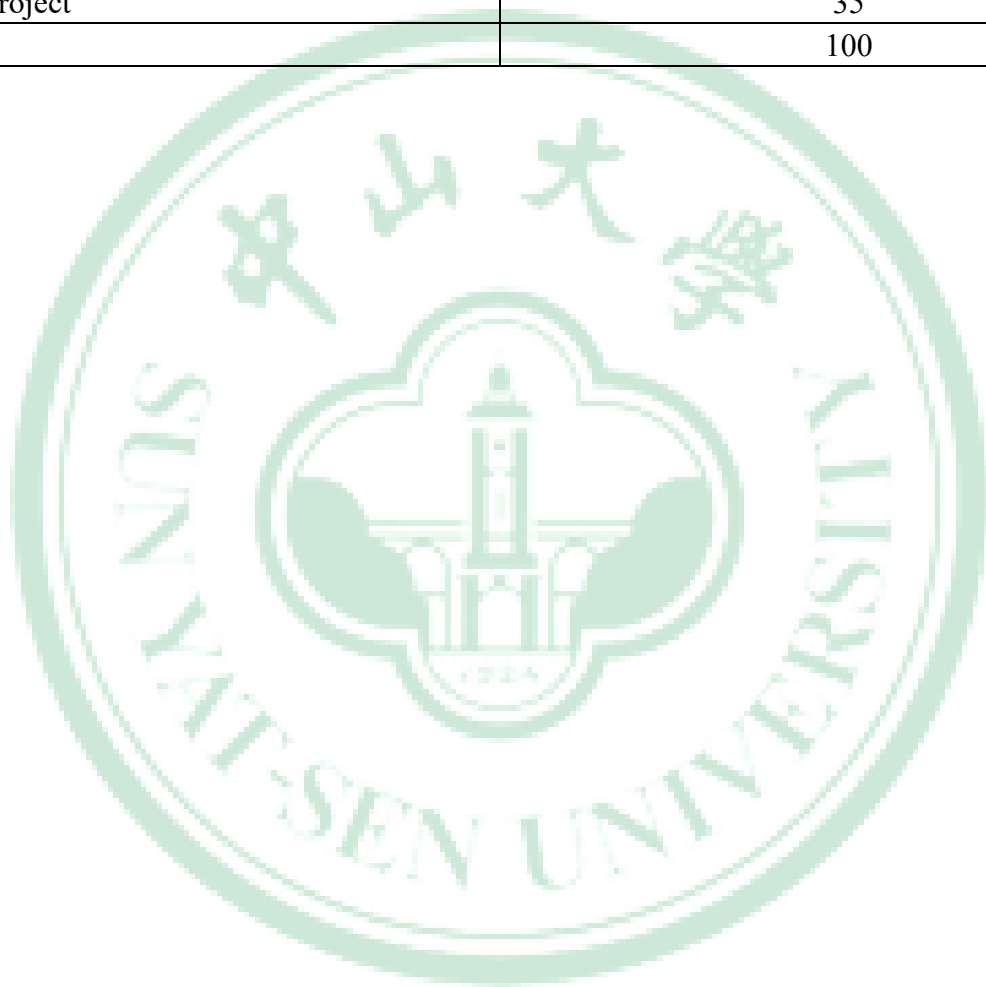
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- May 18 (Saturday), 19 (Sunday), 25 (Saturday), and 26 (Sunday), 2024
- Total 8 sessions. (Mornings: 9 am to 12:10pm; Afternoons: 14:00pm to 17:10 pm)

## Assessment Methods

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Assignments/Grading Items	%
In class group case analysis (Two Cases) = 20% (10% each)	20% (10% each)
In class Corporate Venture Capital (CVC) exercise/presentation	15
Angel Investment and Venture Capital Homework	15
Class Participation	15
Final Group Project	35
TOTAL	100



## Course title: Financial Accounting

<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Fall Semester
<b>Nature:</b>	MBA Core Course	<b>Credit hours:</b>	52
<b>Instructor name:</b>	Liping Xu	<b>Credit points:</b>	3
<b>Email:</b>	N/A	<b>Prerequisites:</b>	None

### Course Objectives

This course focuses on the production and use of financial information to help students understand its presentation and application in operating, investing, and financing decisions. Upon completion, students are expected to achieve the learning outcomes outlined in the table, which align with the course's learning goals (LG) and objectives (LO).

### Course Outcome

No.	Expected Learning Outcomes (course objectives) – What will students achieve after completing this course	Expected AoL-LO
1	To know the nature and purpose of accounting, and the basic accounting concepts	LO1.1
2	To understand the accounting cycle and accounting information system	LO1.1
3	To understand the recording and reporting of revenue and monetary systems, cost of sales and inventories, debt, and owners' equity	LO1.1
4	To understand major financial statements and do fundamental financial statements analysis	LO2.1
5	To understand how financial information may be misused, and be able to use financial information in decision-making in an appropriate way	LO2.1

### Learning-Teaching Environment

This course will be delivered interactively to encourage students' active participation in the learning environment. In addition to lectures, class discussions will be held, and participation will count toward the final grade. Student groups will also present case studies in class.

### Learning Goals & Learning Objectives

Learning Goal	Learning Objective
<b>LG 1</b> <b>Critical Thinking and Problem-Solving Capability</b>	LO 1.1 Understand and apply general concepts, analytical models, techniques, and frameworks to decision-making or problem-solving.
<b>LG 2</b> <b>Leadership and Communication</b>	LO 2.1 Demonstrate advanced business communication skills and interpersonal skills

## Course Assessment Criteria

No.	Type of Assignment	Assignment Requirement (brief)	Learning Objective to Check
1	Problem solving homework		LO1.1
2	In-class Quizzes & Exam		LO1.1
3	Case analysis and presentation		LO2.1

## Assessment Methods

Assignments/Grading Items	%
Class participates: Attendance, class discussions, and in-class quizzes	10
Problem solving homework	20
Group case presentation	20
Final exam	50
TOTAL	100

## Course title: Business Ethics

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<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Fall Semester
<b>Nature:</b>	MBA Required Course	<b>Credit hours:</b>	32
<b>Instructor name:</b>	Yin Juelin	<b>Credit points:</b>	2
<b>Email:</b>	N642, <a href="mailto:yinjin@mail.sysu.edu.cn">yinjin@mail.sysu.edu.cn</a>	<b>Prerequisites:</b>	None

### Course Introduction

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This course provides an overview of business ethics and its application in a dynamic business environment. It aims to critically introduce students to corporate institutions within a broader context, covering topics such as corporate governance, corporate history, social responsibility, and ethics, explored through theoretical perspectives and case studies.

### Course Objectives

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This course will help students understand the relationships among business, government and society from an ethical perspective. By introducing basic concepts and important theories of business ethics, the course will help students improve their ethical awareness and strengthen their ethical judgment abilities. Meanwhile, this course also emphasises developing students' ethical analysis, evaluation and decision-making skills. During the course, students are expected to achieve the goals shown below.

### Course Outcome

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1. Understand the historical roots, definitions, and operationalisations of corporate social responsibility and business ethics as part of the corporate agenda;
2. Demonstrate an understanding of key ethical frameworks and ideas;
3. Appreciate how frameworks and ideas can be used to develop ethical decision-making skills and reasoning;
4. Understand the current ethical, social and environmental challenges facing managers and employees in organisations today;
5. Develop an ability to apply CSR and business ethics concepts to practical business strategies and engage stakeholders.

### Learning-Teaching Environment

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The course will be enriched by the latest teaching materials like videos, case studies, class debates and diverse teaching tools. Students are encouraged to learn from different approaches, such as interaction with instructors, case sharing, group discussion, industry analysis reports, reading materials and the latest ethics issues.

### Required Textbook

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Business and Society: Ethics, Sustainability and Stakeholder Management, 9th edition  
Principles of Responsible Management: Global Sustainability, Responsibility and Ethics

## Course Assessment Criteria

Type of Assignment	Assignment Requirement (brief)	Assessing Approaches
Case Analysis (Group Assignment)	Use research method to analyse a case	In-class presentation
Course Thesis (Individual Assignment)	Use research method to write a course thesis	Report-based assignment

## Course Evaluation

Assignments/Grading Items	Requirement	%
<p>Case Analysis (Group Assignment)</p> <p>Note: Submit the group ppt to the lecturer's email (<a href="mailto:yinjinlin@mail.sysu.edu.cn">yinjinlin@mail.sysu.edu.cn</a>) <i>one day</i> before each class</p>	Each group is expected to give a 25-minute case study presentation and lead a 20-minute class discussion (see Appendix II for detailed guidelines). All group members are expected to participate in the presentation and discussion. A group's presentation and discussion will be rated by the instructor and the rest of the class on an 80-20 basis. Individual contributions to the group assignment will also be considered.	10
<p>Course Final Report (Individual Assignment)</p> <p>Due date: November 5 (11:59 pm); submit the report in both word and pdf forms to the TA's email at: <a href="mailto:mingdehuaerzi@126.com">mingdehuaerzi@126.com</a>; the email headline should indicate your student no. and full name. On the cover page, please also include the word count.</p>	Self-reflection of personal encounters or observations of business ethics and CSR-related issues/problems/events in an organisational context, utilising theories or frameworks learnt from the class, with approximately <b>1,200</b> words (in English, exclusive of references, tables, and figures). Please include one executive summary (200-250 words) with the report on the cover page. Logical structure, in-depth analysis, creative insights, and good integration of course materials are highly emphasised in grading the personal case study.	20
Individual Homework	Individual students are expected to submit their homework as requested.	5
Attendance and Participation	Class attendance & participation	15
Final Exam	Short-essay questions and case studies	50
<b>TOTAL</b>		<b>100</b>

## Course title: Data Modeling and Decision Making

<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Fall Semester
<b>Nature:</b>	MBA Core Course	<b>Credit hours:</b>	52
<b>Instructor name:</b>	Dr. Haolin Feng and Dr. Jiayan Xu	<b>Credit points:</b>	3
<b>Email:</b>	FengHaoL@mail.sysu.edu.cn (FENG) xujiayan3@mail.sysu.edu.cn (XU)	<b>Prerequisites:</b>	None

### Course Introduction

"Data Modeling and Decision Making" is a core MBA course covering business statistics and operations research. The course focuses on data analysis for informed decision-making and model-building for strategy optimization, essential tools for modern managers. Its objectives are:

1. Training students to solve business management problems using statistics and operations research;
2. Preparing students for advanced courses;
3. Enhancing sensitivity to and skills in handling numerical information;
4. Developing analytical thinking through statistical and operational methods.

### Course Objectives and Learning Outcomes

No.	Expected Learning Outcomes(course objectives) – What will students achieve after completing this course	Expected AoL-LO
1	Understanding basic statistical analysis methods including descriptive statistics, hypothesis testing, regression analysis, etc. Explaining the analyzed results correctly.	LO1.1
2	Understanding several operational models, understanding the role of operational models and quantitative methods for solving management problems and improving the efficiency of the business decision unit.	LO1.1
3	Understanding how to use the commonly used statistical packages (such as Excel or SPSS) .	LO 1.1
4	Applying quantitative analysis and data-based modeling methods to study economic and business management problems synthetically.	LO 2.2

### Recommended Reference books

1. Anderson, Sweeney and Williams: Statistics for Business & Economics, 13<sup>th</sup> edition (SBE), China Machine Press 2020. <https://item.jd.com/12132043.html>
2. Frederick Hillier, and Mark Hillier: Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets, 4<sup>th</sup> edition, China Machine Press 2014. <https://item.jd.com/11524580.html>

## Learning - Teaching Environment

This course will use interactive education activities including classroom teaching, demonstration of how to use statistical packages, case studies, and individual assignments, etc. The roles of these education activities are as follows:

Activities	Role
Classroom teaching	Teaching the basic theories and methods of statistics and operations research.
Application of Software/Packages	Demonstrating how to use software packages to conduct statistical analysis and optimization.
Case studies	Finding the useful information from data and analyzing problems in business management by using the basic theories and methods learned from this course.
Individual assignments	Understanding the principles of various statistical analysis methods and optimization correctly.

## Course Assignment

The faculty should specify (1) type of assignments (e.g., quiz, final exam, case writing, group presentation, company report, case analysis, participation, etc..) (2) detail each assignment (e.g., requirements, how to assess each assignment by the faculty, etc) and (3) how such assignments are used to achieve LG/LO (a following table might be a reference for this purpose; if not using a table, then some description will be needed here)

Category	Assignments/Grading Items	%
Class Contribution	Participation in class discussion and case reading	10
Individual Assignment	Homework	20
Group Assignment	Case write-up	20
Exams	Final exam (Closed-book)	50
	TOTAL	100



## Course title: Marketing Management

<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Fall Semester
<b>Nature:</b>	MBA Core Course	<b>Credit hours:</b>	52
<b>Instructor name:</b>	Yimin Zhu	<b>Credit points:</b>	3
<b>Email:</b>	mnszym@mail.sysu.edu.cn	<b>Prerequisites:</b>	Business statistics and management

### Course Introduction

This course introduces the theoretical knowledge of the marketing world and its application in real-life enterprise-marketing. Students taking this course focus on the following knowledge:

- Understand the main concepts of this course, including: marketing environment analysis, target consumer group analysis, market segmentation, market position and targeting; Help students grasp the main strategies of marketing management, including: product strategies, pricing strategies, channel strategies, and Integrated Marketing Communications (IMC) strategies.
- Provide an introduction to the theory and methods of marketing, develop students' correct understanding of marketing, and improve their capability in marketing decision making.
- Improve students' capability of analyzing, evaluating and planning on marketing via lecture, case discussion and company visiting.

### Course Objectives and Learning Outcomes

"Data Modeling and Decision Making" is a core MBA course covering business statistics and operations research. The course focuses on data analysis for informed decision-making and model-building for strategy optimization, essential tools for modern managers. Its objectives are:

- Training students to solve business management problems using statistics and operations research;
- Preparing students for advanced courses;
- Enhancing sensitivity to and skills in handling numerical information;
- Developing analytical thinking through statistical and operational methods.

No.	Expected Learning Outcomes(course objectives) – What will students achieve after completing this course	Expected AoL-LO
1	Understand the important theories and concepts of marketing management, and be able to apply them on the analysis of marketing practice.	LO 1.1
2	Proficiently master skills of marketing communication and professional communication	LO 2.1
3	Have a full picture of market rivals, marketing strategies of leading companies and characteristics of Chinese consumers' consumption behavior	LO 3.1

## Learning-Teaching Environment

The course will be enriched by the latest teaching materials like the video, case study and company tour as well as diverse teaching tools. Students are encouraged to learn from different approaches, such as interaction with instructors, case sharing, group discussion, industry analysis reports, reading materials and latest marketing issues.

## Course Assignment

No.	Type of Assignment	Assignment Requirement (brief)	Assessing Approaches	Learning Objective to Check
1	Case writing (Group Assignment)	Write a marketing case about the success or failure of an enterprise	Paper based assignment	LO3.1
2	Marketing Excellence (Group Assignment)	Analyze the marketing questions based on Marketing Excellence	In-class presentation	LO 1.1; LO 2.1

## Assessment Methods

Assignments/Grading Items	%
1. Group presentation 1	10
2. Group presentation 2	20
3. Individual Attendance	10
4. Final Exam	60
<b>TOTAL</b>	<b>100</b>

## Course title: Organizational Behavior

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<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Fall Semester
<b>Nature:</b>	MBA Core Course	<b>Credit hours:</b>	52
<b>Instructor name:</b>	Dr. Wei He, Associate Professor of Management	<b>Credit points:</b>	3
<b>Email:</b>	think.panda@qq.com / 13299719958	<b>Prerequisites:</b>	None

### Course Description

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This course focuses on managing an organization's workforce to achieve strategic business goals. It covers workforce management strategies at the individual, team, and organizational levels, with an emphasis on assessing situations and developing programs to improve effectiveness. Key topics include values, motivation, teams, leadership, organizational culture, conflict management, and change. The course emphasizes strategic management, problem-solving, and change management, requiring English communication, basic statistics, introductory economics, and business experience. Learning methods include readings, lectures, case discussions, team projects, and a major course project.

### Course Objectives

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1. Be able to demonstrate an understanding of the relationship between people-management activities and the achievement of organizational strategy
2. Be able to demonstrate an ability to assess people-management situations and develop appropriate action plans
3. Be able to demonstrate an understanding of external and internal environmental factors that affect worker performance
4. Be able to demonstrate an understanding of the individual factors (attitudes, motivation) in worker performance and demonstrate skill in developing activities to influence those factors
5. Be able to demonstrate an understanding of the structural factors in worker performance and demonstrate skill in developing activities to influence those factors
6. Be able to demonstrate an understanding of the group process (teams, leadership, power) in worker performance and demonstrate skill in developing activities to influence those factors
7. Be able to demonstrate an understanding of the organizational change process and demonstrate skill in implementing organizational change
8. Be able to demonstrate an understanding of the integration of people-management activities and other business functions

## Assessment Methods

Type	Grading Item	Point
Individual	Attendance & Participation	20
	Final Exam	50
	Personal Case Study	14
Group	2 Case Study Presentations	16(2@8)
Total		100



## Course title: Managerial Economics

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<b>ACADEMIC YEAR</b>	2024-2025	<b>PERIOD</b>	Fall Semester
<b>Nature:</b>	MBA Core Course	<b>Credit hours:</b>	52
<b>Instructor name:</b>	Huang Lei	<b>Credit points:</b>	3
Instructor's contact info (office, email, tel):	Harry Huang [ Professor, PhD (UTS, Australia), Fulbright SIR ] E-mail: wleihuang@163.com Phone: 1392210139	<b>Prerequisites:</b>	None

### Course Introduction

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Welcome to your study of Managerial Economics. No business or management student should complete their studies without some knowledge of economics, as it is essential for managers and influences many aspects of business life.

In today's dynamic world, economic issues such as interest rates, employment, environmental protection, and global markets are part of daily news. By the end of this unit, you'll be better equipped to engage in informed debates on these topics and understand how society addresses them.

The aim of this unit is to introduce you, an aspiring or current manager, to the power of economic thinking and its role in understanding behavior in business and society. You will gain a clearer understanding of how economics applies to decision-making in both businesses and governments, while also sharpening your analytical skills.

The focus will be on Microeconomics, which covers decisions made by business managers and consumers, and their broader impact on society. As a social science, economics will also consider the societal context and effects of economic activities.

### Course Objectives and Learning Outcomes

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Since firms aim to create and capture economic value, understanding how market forces shape opportunities and constraints is crucial for managerial decision-makers. In this course, students will learn key concepts and tools to gain better insights into the microeconomic environment. The focus is on understanding these insights and recognizing their relevance to business. Graphs and occasional algebra will be used to clarify and enhance economic reasoning. Examples from the textbook and case studies will illustrate applications, while problems are designed to help students absorb key concepts and apply the material.

### Learning-Teaching Environment

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After an introductory chapter the course moves to a second chapter that illustrates economic reasoning with supply and demand. After that you will learn about consumer demand. This will be brought with a managerial emphasis, so that most of the underlying theory will be left to a supplement. A similar approach will discuss production and cost. All of this provides the tools to be used in discussing the remaining topics. These concern the analysis of various market structures and conduct. First profit maximization in markets with

perfect competition is looked at. After that the attention goes to firms selling goods in markets with imperfect competition. This means that firms have some market power, some discretion at least in short run. The attention will go to monopoly and monopolistic competition and to homogeneous and differentiated oligopoly market environments. Close links will be made with basic concepts of strategy games.

## Course Assignment

**Group Assignment (20 marks)** Final Examination Form a team of 4. For your local region, identify markets which are reasonable examples of the following market structures (choose any two markets) .

• Perfect competition (or close to it) • Monopolistic Competition • Oligopoly • Monopoly For each of the examples above, address the following questions.

1. Describe the industry or market in each case and justify your classification to this market structure. In each case describe the way that firms conduct business (behave). Make comparisons between your examples, highlighting similarities and contrasts in terms of efficiency and equity outcomes that are evident to you as an informed observer.
2. What are the key factors in this market, or in the economic/political environment, which have led to this market structure naturally, or can you identify any government policies, laws or actions that have given rise to the situation that you describe in part 1?
3. In relation to any or all of the examples, identify and discuss actions that Government might take that you think would be beneficial to society, and how these might impact on the industries and structures you have identified. In this section, look for possible improvements to economic efficiency and/or equity.

In your responses, you should make use of newspaper and magazine articles to present facts and ideas about markets and industries. You should also make use of references to academic journal articles, textbooks and other quality media such as newspaper and magazine articles to justify your conclusions. Back up your conclusions with economic thought rather than emotion or political opinion. If you find commentary about these examples in news media, critically evaluate the commentary in terms of economic theory.

**Word limits: 5000 words. Due Date:** One week after the final examination Please ensure that any references you use are correctly acknowledged using an approved referencing style. Final Exam weighting: 50% The final examination is scheduled for the end of the study period. Students will be fully advised during the study period as to when the exam will be held and the format it will take. The exam will be closed book.

## Assessment Methods

Task	Unit objectives assessed	Weighting%
Class Participation	Numbers of In-Class participation will be recorded by TA	10
2 quizzes	As instructed	20
Group Assignment		20
Final Examination	All	50
<b>Total</b>		<b>100</b>