



工商管理 >

一、专业介绍

工商管理专业是学校的品牌专业、重点学科，本专业培养具有创新精神，掌握经济、管理、法律、及企业管理等方面的基本知识和应用技能，具备管理理论、战略眼光、竞争意识、组织能力，在人力资源管理开发与激励方面具有一定的特长，能在政府部门、企事业单位、大专院校、科研机构从事管理、科研、咨询及人力资源管理等方面工作，同时也具备自主创业能力的工商管理学科应用型专门人才。

工商管理专业的人才培养贴近企业现状。连续5年在全国专业人才需求榜上位居前五名。毕业生可就职于经济综合管理部门或行业管理部门；大中型工商企业；银行、证券公司等各类金融机构或继续攻读硕士、博士学位。

本专业主要核心课程包括管理学原理、会计学原理、财务管理、西方经济学、市场营销学、组织行为学、技术经济学、销售管理、企业战略管理、公共关系学、企业管理、生产运作管理、质量管理学、统计学、人力资源管理、人员规划与招聘、绩效管理、薪酬管理。

二、基本学制

4年

三、学位授予

管理学学士

四、收费

学费：18,000元/年 住宿费：4,200元/年 书本费：500元/年 (多退少补)

***根据中国相关法律规定，来华留学生还需缴纳如下费用：**

保险费：800元/年

体检费：340元/年

居留许可费：400元/年

注册费：400元 (仅限第一年)

五、联系方式

地址：中国湖北省武汉市洪山区雄楚大道693号武汉工程大学国际学院

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Business Administration >

1. Introduction

Business Administration is an ace major in a key discipline. It trains the students into innovative talents with basic knowledge and application skills of economics, administration, laws and enterprise management. With management theory, strategic point of view, competitive sense, organizing ability and entrepreneurship, those application-oriented talents shall excel in human resources development and motivation and be able to work in governments, public services, enterprises, institutions of higher education and scientific research institutions as managers, researchers, counselors and managers of human resources.

The major Business Administration achieves a sound employment situation with a suitable training method to enterprises, ranking the top 5 in the list of demands of China professional talents in five consecutive years. Graduates can work in general management departments or industry management departments of economy at all levels, large and medium-sized business enterprises, financing institutions including banks and securities companies or study master or doctor degree.

The core courses: Principles of Management, Accounting Principles, Financial Management, Western Economics, Marketing, Organizational Behavior, Technical Economics, Sales Management, Corporate Strategic Management, Public Relations, Enterprise Management, Production and Operation Management, Quality Management, Statistics, Human Resource Management, Staff Planning and Recruitment, Performance Management, Compensation.

2. Basic length of schooling

4 years

3. Degree to be granted

Bachelor of Management

4. Fees

Tuition: 18,000 RMB Yuan per year (Course taught in English)

Accommodation: 4,200 RMB Yuan per year

Textbooks: 500 RMB Yuan per year (or charged according to the actual situation)

***According to China's relevant laws and regulations, foreign students should pay fees as follows:**

Insurance: 800 RMB Yuan per year

Physical Examination: 340 RMB Yuan per year

Residence Permit: 400 RMB Yuan per year

Registration fee: 400 RMB Yuan (the first year only)

5. Contact Information

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