

Comprehensive quality (B):

B1. Be familiar with Chinese history and culture, and have a sense of humanities and social sciences, social responsibility and business ethics;

B2. Be capable of learning independently, and can combine theoretical knowledge, analysis method with practice and exploration, and master the basic methods and academic exchange standards of social science experiments;

B3. With regard to professional ethics, students should have basic moral standards, moral feelings and moral qualities that meet the requirements of professional characteristics;

B4. Not only have the ability to read foreign language materials of this specialty, but also have international visions and cross-cultural communication ability, competition and cooperation capabilities, and basic technical paper writing skills.

III. Main discipline and cross-discipline

Management, Economics

IV. Core courses

Microeconomics, Macroeconomics, Communications Economics, Management Principles, Operational Research, Management Information System, Financial Accounting, Statistics, Marketing, Operation Management, Strategy Management, Innovation Management, Public Relations, Financial Management, etc.

V. Direction and Characteristics

This major has two major directions:

Operation management: Based on the knowledge structure that meets the requirements of general talents in business administration, focus on enterprise strategic management, operation management, international business management, enterprise resource planning, innovation management, e-commerce and other professional knowledge and skills, and cultivate compound and innovative talents with information awareness and international business operation ability.

Financial management: Pay attention to the basic knowledge and skills of financial accounting, financial management, business analysis and corporate investment, and cultivate professional talents with information and communication industry characteristics.

This major gives full play to the disciplinary advantages of the University of Posts and telecommunications, and adds communication economy courses in addition to the main courses specified in the catalogue of business administration, reflecting the characteristics of big information..