

Jiangsu University

MBA

Module List

** The information below is extracted from the curriculum for current students at the university. Please refer to the curriculum used in the year of entry as final curriculum.*

1. Programme Overview

University/School: School of Management, Jiangsu University

Major: MBA

Awarding Degree: MBA

Duration: 2 years

Requirement for Graduation: Students who have achieved all credits as required and passed the MBA thesis defense, will be awarded MBA degree by JSU.

2. Teaching Outcomes

This MBA programme aims to develop interdisciplinary management and entrepreneurial talents to for the application of cross-border eCommerce. Students of this programme are expected to master the basic theories, knowledge and skills of business management and cross-border eCommerce, and graduate as interdisciplinary management and business talents in the field of cross-border eCommerce.

MBA students are required to acquire basis management theories and knowledge about business and computer science as detailed below:

- Basic skills about eCommerce, eCommerce payment and eCommerce logistics;
- Knowledge about cross-border eCommerce and online marketing;
- Basic understandings about social science, humanities, and economics and eCommerce laws and regulations;
- Analytical and problem-solving skills;
- Ability for eCommerce system design and international business and

trade;

- Mastery of Chinese for business purposes, including listening, speaking and writing.

3. Module Information

	Module Title	Credits	Notes
General Modules	China Overview	3	Compulsory
	Business Chinese	2	
	Business Chinese	2	
Subject Core Modules	Advanced Management	3	Compulsory
	Accounting and Finance	2	
	Microeconomics	2	
	Marketing	2	
	eCommerce Strategies and Cases	2	
	Organizational Behavior	2	
	Cross-border eCommerce Management Information System	2	
	Mining and Processing of Commercial Big Data	2	
	Theories and Practices of International Trade	2	
	Human Resources Management	2	
	Data Module and Decision	2	
Subject Optional Modules	International Business Laws	2	At least 10 credits are required
	Payment and Settlement in Cross-border eCommerce	2	
	Logistics in eCommerce	2	
	eCommerce Safety	2	
	Entrepreneurship Management	2	
	Practice of Online Marketing	2	
	eCommerce Technologies and System Design	2	
	Customer Relationship Management	2	
	Internet Technology and Business Model Innovation	2	
	Marketing Planning	2	
	Business Negotiation	2	
	Cross-culture Communication	2	
	Big Data Processing Technology	2	