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# 投资学专业

## 微观经济学

**课程编码：**

**课程性质：**学科基础课程

**教学时数：**周学时4，总学时70

**学分：**4

**先修课程**：微积分

**教学目标与内容：**

本课程旨在使学生系统地掌握现代微观经济学的基本原理和主要方法，了解现代经济学发展的最新动态，能够联系实际运用所学理论和方法分析当前国际经济和中国经济发展的重大问题，为继续学习其他经济、管理类其他专业课程打下良好的基础，并为将来从事经济理论和政策研究或经济管理实际工作提供必要的经济学基础知识和经济分析的基本方法。本课程是西方经济学的重要组成部分，是我国高等院校经济、管理类专业必开的一门专业基础课。课程的主要教学内容包括均衡价格理论、消费者行为理论、生产者行为理论、市场结构理论、要素市场理论、一般均衡理论、福利经济学、微观经济政策等。

**推荐教材：**

高鸿业主编：《西方经济学（微观部分）》，中国人民大学出版社，2011年1月第五版。

**考核方式：**考试

# Course Title：Microeconomics

**Course Code：**XJB05001

**Course Category：**Fundamental Compulsory Course

**Hours:** 70 hrs (4 hrs per week)

**Credits：**4

**Pre-courses:** Calculus

**Teaching Objectives and Teaching Content:**

Teaching objective of this course is to make the students systematically master the basic principles and research approaches of modern microeconomics, realize its recent development, and be capable of analyzing the major issues in the current world economy and Chinese economic development by applying the learned economic theories and approaches based on economic development reality. Taking this course a well foundation will be laid for the students to study the other professional courses in disciplines of economics and management. Meanwhile the students will be equipped with the basic knowledge of economics and economic research approaches, which must be of useful in their future career of economic theoretic and policy research and the practical economic management. The course is an important component of modern economics and a compulsory basic disciplinary course in majors of economics and management in universities and colleges. Teaching content of the course mainly covers equilibrium price theory, theory of consumers’ behavior, theory of producers’ behavior, market structure theory, factor market theory, general equilibrium theory, welfare economics, microeconomic policy analysis, and etc.

**Texts Recommended:**

1. GAO Hongye (Ed.), *Modern Economics: Microeconomics*, 5th Edition, China Renmin University Press, January 2011.

**Evaluation:** Summative Assessment(Testing with Exam-paper)

## 宏观经济学

**课程编码：**XJB05002

**课程性质：**学科基础课程

**教学时数：**周学时4，总学时70

**学分：**4

**先修课程：**微观经济学、微积分

**教学目标与内容：**

宏观经济学的任务在于通过经济总量的分析为政府制定宏观经济政策提供理论依据。本课程的教学目标是使学生较系统地理解宏观经济学的基本概念，掌握国民收入的生产、分配和消费、经济增长、失业、货币与通货膨胀、总需求与总供给、宏观经济政策等理论，熟悉宏观经济理论研究的方法和体系，为修读后续课程奠定必要的基础。本课程以整个国民经济作为研究对象，探讨经济总量的决定及其变化规律。课程的主要教学内容包括国民收入决定和变动、长期经济增长和短期经济波动、通货膨胀、失业和国际收支等。

**推荐教材：**

高鸿业主编：《西方经济学（宏观部分）》，中国人民大学出版社，2014年7月第六版。

**考核方式：**考试

Course Title: Macroeconomics

**Course Code：**XJB05002

**Course Category：**Fundamental Compulsory Course

**Hours:** 70hrs (4 hrs per week)

**Credits：**4

**Pre-courses:** Microeconomics, Calculus

**Teaching Objectives and Teaching Content:**

Macroeconomics research, by taking economic aggregate analysis, intends to provide theoretical foundations for government to make macroeconomic policies. Teaching objective of this course is to make the students systematically understand basic concepts of macroeconomics, master theory of production, distribution and consumption of national income and theories of economic growth, unemployment, money and inflation, aggregate demand and supply and macroeconomic policy. The students are also required to be familiar with methodology and system of macroeconomic theoretical research. Taking this course the students are capable of laying a foundation for their future study of the successive courses. This course, taking the aggregate national economy as objective of research, probes into determination and laws of variations of economic aggregates. Teaching content of the course mainly covers determination and variations of national income, long-term economic growth and short-term economic fluctuation, inflation, unemployment, international payment, and etc.

**Texts Recommended:**

1. GAO Hongye (Ed.), *Modern Economics: Macroeconomics*, 6th Edition, China Renmin University Press, July 2014.

**Evaluation:** Summative Assessment(Testing with Exam-paper)

## 货币金融学

**课程编码：**XJB05041

**课程性质：**学科基础课程

**教学时数：**周学时4，总学时64

**学分：**4

**先修课程：**微观经济学、宏观经济学

**教学目标与内容：**

本课程的教学目标一是使学生对货币金融方面的基本知识、基本概念、基本理论有较全面的理解和较深刻的认识，对货币、信用、利率、金融机构、金融市场、银行、国际金融、金融宏观调控、金融监管等基本范畴、内在关系及其运动规律有较系统的掌握；二是使学生树立正确的金融意识和全新的金融理念，提高学生在金融科学方面的理论和知识素养，对金融活动的规律、金融运行机制、金融发展与经济发展的关系有清晰的认识；三是使学生了解国内外金融问题的现状和新动向，掌握观察和分析经济、金融问题的正确方法。本课程的主要教学内容包括货币、货币制度、信用的演进和形式、利息和利率、金融机构体系、银行与非银行金融机构、金融市场与金融工具、货币市场、资本市场、中央银行、货币需求、货币供给、货币均衡与失衡、通货膨胀与通货紧缩、货币政策、金融监管、金融与经济发展等。

**推荐教材：**

李庚寅：《货币银行学》，西南财经大学出版社，2011年9月第一版。

**考核方式：**考试

# Course Title：Money and Finance

**Course Code：**XJB05041

**Course Category：**Fundamental Compulsory Course

**Hours:** 64 hrs (4 hrs per week)

**Credits：**4

**Pre-courses:** Microeconomics, Macroeconomics

**Teaching Objectives and Teaching Content:**

Teaching objectives of this course are as the followings: (1) To make the students have an overall and an in-depth understanding of general knowledge, basic theory and basic concepts of money and banking and have a systematic grasp of essence of those basic terms, such as money, credits, interest, financial organization, financial market, bank, international finance, macro financial regulation, financial control and financial supervision, inherent relations among them and laws of their movement; (2) To help the students establish correct financial awareness and a completely new financial ideology, increase their theoretical and knowledge accomplishment in finance and have an obvious understanding of laws of financial activities, financial operation mechanisms and relationship between financial and economic development; (3) To make the students be aware of status in quo and the new trends of financial development at home and abroad, grasp correct approaches to observe and analyze financial issues and problems. Teaching content of the course mainly covers money, monetary system, evolution and forms of credit, interest and interest rate, system of financial organizations, banks and non-bank financial organizations, financial market and financial instruments, money market, capital market, central bank, money demand, money supply, monetary equilibrium and disequilibrium, inflation and deflation, monetary policy, financial regulation and control, finance and economic development, and etc.

**Texts Recommended:**

LI Gengyin, *Money and Banking*, 1st Edition, Southwestern University of Finance and Economics Press, September 2011.

**Evaluation:** Summative Assessment(Testing with Exam-paper)

## 会计学

**课程编码：**XJB05005

**课程性质：**学科基础课程

**教学时数：**周学时3，总学时48

**学分：**3

**先修课程：**微观经济学

**教学目标与内容：**

会计学课程具有理论性、实践性和技术性等特点。本课程的教学目的是使学生掌握会计的基本概念、基本理论、基本方法，具备会计处理的基本技能，为初学者以后进一步学习会计专业课程奠定基础。本课程的主要教学内容包括理解会计本质、会计职能、会计目标、会计准则、会计等式、会计确认与计量等基本理论；掌握会计要素、会计科目和账户、借贷记账法的概念及其应用、基本会计报表的编制；熟悉会计凭证、会计账薄的基本内容和实务操作；明白会计核算形式的种类和各种会计核算形式的执行程序；了解我国的会计法规体系、会计工作的组织、内部会计控制度、国家对会计人员的要求等。

**推荐教材：**

陈信元：《会计学》，上海财经大学大学出版社，2013年8月第一版。

**考核方式：**考试

# Course Title：Accounting

**Course Code：**XJB05005

**Course Category：**Fundamental Compulsory Course

**Hours:** 48 hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Microeconomics

**Teaching Objectives and Teaching Content:**

This course, Accounting, possesses an obvious theoretic property, practical feature and technical nature. Taking this course a basic professional knowledge foundation will be laid for the students to have their study of the other accounting courses. The course mainly illustrates basic accounting theory, basic accounting methods and basic accounting treatment skills. Learning this course the students will be aware of and grasp definition, functions, targets and objectives of accounting, basic theory of accounting standard, accounting equations, accounting recognition and measurement, basic content and practical operation of accounting factors, basic operation skills of setting accounting subjects and ledgers, concept and application of double-entry accounting system, accounting vouchers, accounting books, accounting statements, categories and implementation procedure of accounting calculation, our country’s accounting laws and regulations system, accounting organization, internal accounting control, requirements of the state on accounting personnel, and etc.

**Texts Recommended:**

CHEN Xinyuan, *Accounting*, 1st Edition, Shanghai University of Finance and Economics, August 2013.

**Evaluation:** Summative Assessment(Testing with Exam-paper)

## 统计学

**课程编码：**XJB05010

**课程性质：**学科基础课程

**教学时数：**周学时3，总学时48

**学分：**3

**先修课程：**微观经济学、宏观经济学、微积分

**教学目标与内容：**

统计学是关于数据的搜集、整理、归纳和分析，并从中探索客观现象内在规律的方法论科学。本课程的教学目标是帮助学生了解统计学的特点，掌握应用统计数据进行经济、管理领域一般数量分析的方法，了解数据搜集、整理、归纳和分析的基本方法。修读本课程，学生能够较全面地认识客观现象的数量特征和数量关系，深刻把握客观事物发展变化的本质和规律，提高综合素质和能力，学会用SPSS软件来分析数据。本课程的主要教学内容包括统计学的性质与对象、统计数据的搜集、整理与显示、统计分布的数值特征、抽样推断、相关分析与回归分析、统计知识、时间数列分析等。

**推荐教材：**

贾俊平、何晓群、金勇进：《统计学》，中国人民大学出版社，2012年6月第五版。

**考核方式：**考试

# Course Title：Statistics

**Course Code：**XJB05010

**Course Category：**Fundamental Compulsory Course

**Hours:** 48 hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Microeconomics, Macroeconomics, Calculus

**Teaching Objectives and Teaching Content:**

Statistics is a methodology science to explore inner rules of objective phenomena by data collecting, sorting, summarizing and analyzing. This course aims at helping the students understand academic nature of statistics, master general methods to implement quantitative analysis of economic and managerial problems by employing statistical data, and be aware of skills and approaches of data collecting, sorting, summarizing and analyzing. Taking this course the students will generally understand the quantitative characteristics of and quantitative relationship among the objective phenomena, profoundly master the essence and rules of evolution of objective phenomena, actually increase the comprehensive quality and ability, and learn to have data analysis by using SPSS software. Teaching content of the course mainly covers the followings: the nature and objectives of statistics, collecting, sorting and display of statistical data, numeric features of statistical distribution, sample deduction, correlation analysis and regression analysis, statistical knowledge, time series analysis, and etc.

**Texts Recommended:**

1. JIA Junping, HE Xiaoqun, JIN Yongjin, *Statistics*, 5th Edition, China Renmin University Press, June 2012.

**Evaluation:** Summative Assessment(Testing with Exam-paper)

## 计量经济学

**课程编码：**ZYX05043

**课程性质：**学科基础课程

**教学时数：**周学时4，总学时64

**学分：**4

**先修课程：**微积分、概率论、统计学

**教学目标与内容：**

本课程教学目标是帮助学生了解计量经济学的基本概念，理解计量经济学在经济学科中的地位，掌握线性单方程计量经济学理论与方法、单方程计量经济学模型、几种主要的单方程估计方法；理解线性联立方程计量经济学模型的基本概念和有关模型识别、检验的理论与方法，掌握常用的计量经济学应用模型的理论模型、估计方法和时间序列计量经济学模型。本课程的主要教学内容包括经典单方程计量经济学模型、一元线性回归模型、多元线性回归模型、放宽基本假设的模型、联立方程计量经济学模型理论与方法和时间序列计量经济学模型等。

**推荐教材：**

1.刘巍、陈昭：《计量经济学软件Eviews 6.0建模方法与操作技巧》，机械工业出版社，2011年6月第一版。

2.希尔、格里菲思、贾奇：《初级计量经济学》，东北财经大学出版社，2007年10月第二版。

# 考核方式：考查Course Title：Econometrics

**Course Code：**ZYX05043

**Course Category：**Fundamental Compulsory Course

**Hours:** 64 hrs (4 hrs per week)

**Credits：**4

**Pre-courses:** Calculus, Probability Theory, Statistics

**Teaching Objectives and Teaching Content:**

This course intends to help the students be aware of basic concepts of econometrics, understand status of econometrics in discipline of economics, grasp theory and methods of liner single equation econometrics, single equation econometrics model, the major single equation estimation methods, comprehend basic theory of liner simultaneous equations and theory and methods of model identification and inspection, master the conventional application and theoretical econometrics models, methods of estimation, and time series econometrics models. Teaching content of the course mainly covers classical single equation econometrics model, simple liner regression model, multi factor liner regression model, models of relaxing basic assumptions, theory and methods of simultaneous equations econometrics model, time series econometrics model, and etc.

**Texts Recommended:**

1. LIU Wei, CHEN Zhao, *Modeling Methods and Operation Skills of Econometrics with Application of Software Eviews 6.0*, 1st Edition, China Machine Press, June 2011.

2. Hill, R. C., Griffiths, W. E., Judge, G. G., *Undergraduate Econometrics*, 2nd Edition Northeast University of Finance and Economics, October 2007.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 国际金融学

**课程编码：**ZYB05081

**课程性质：**专业必修课程

**教学时数：**周学时4，总学时64

**学分：**4

**先修课程：**微观经济学、宏观经济学

**教学目标与内容：**

国际金融课程专门研究国际金融活动及其规律性，要求学生掌握国际金融的基本概念与原理，熟悉国际金融现状与发展趋势，掌握金融交易的基本操作方法和金融风险的防范与管理。通过本课程的学习，可以使学生完善知识结构、开阔视野、增强从事国际金融类工作的综合素质。本课程的教学内容主要包括国际收支及国际收支调节理论、国际储备及国际外债理论、外汇与汇率的基本概念与知识、即期外汇交易、远期外汇交易、外汇期货交易、外汇期权、掉期交易、择期交易、国际金融市场的产生、发展及现状、国际货币体系的发展与现状、国际金融组织等。

**推荐教材：**

托马斯•A•普格尔：《国际金融》，中国人民大学出版社，2012年12月第十五版。

**考核方式：**考试

# Course Title：International Finance

**Course Code：**ZYB05081

**Course Category：**Professional Compulsory Course

**Hours:** 64 hrs (4 hrs per week)

**Credits：**4

**Pre-courses:** Microeconomics, Macroeconomics

**Teaching Objectives and Teaching Content:**

This course, International Finance, specifically studies international financial activities and their operational laws. Taking this course the students are required to grasp the basic concepts and principles of international finance, to be aware of status in quo of international finance and to master basic operation approaches of financial transactions and financial risks prevention and risk control. The students will improve their knowledge structure, widen their vision and increase their comprehensive quality to engage in the relevant international financial transactions. Teaching content of the course mainly covers theory of international payment and its readjustment, theory of international reserve and international debts, basic concepts and knowledge of foreign exchanges, spot foreign exchange transaction, forward foreign exchange transaction, foreign exchange options, swap transaction, option forward transaction, emergence, development and the current situation of international foreign exchange market, development and the current situation of international monetary system, international financial organizations, and etc.

**Texts Recommended:**

1. Thomas A. Pugel, *International Finance*, 15th Edition, China Renmin University Press, December 2012.

**Evaluation:** Summative Assessment(Testing with Exam-paper)

## 投资学

**课程编码：**ZYB05066

**课程性质：**专业必修课程

**教学时数：**周学时3，总学时48

**学分：**3

**先修课程：**资本市场学、经济法、中级财务管理

**教学目标与内容：**

本课程是一门应用性很强的理论学科，它的研究对象是投资的基本原理、投资的决策方法。本课程结合我国改革开放以来的投资实践，围绕投资学的主要内容（产业投资、证券投资等）展开教学，同时也研究和归纳宏观投资的最新理论。课程的主要教学内容包括：投资概述、投资收益与风险、金融市场与金融产品、债券市场投资、股票市场投资、基金市场投资、金融衍生产品投资、风险投资、项目融资、产权投资、人力资本投资等。

**推荐教材：**

刘红忠：《投资学》，高等教育出版社，2013年2月第二版。

**考核方式：**考试

Course Title： Investment

**Course Code：**ZYB05066

**Course Category：**Professional Compulsory Course

**Hours:** 48 hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Capital Market, Business Law, Intermediate Financial Management

**Teaching Objectives and Teaching Content:**

As a theoretical course with a strong characteristic of practicability this course, investment, takes basic investment theory and methods of making investment decisions as its research objectives. Teaching of the course is implemented around the two major parts of investment, industrial investment and portfolio investment, centering at investment practice of China since the reform and opening up to the outside world and the updated macro investment theory. Teaching contents of the course are as the followings: general description of investment, investment revenue and risks, financial market and financial products, bond market investment, stock market investment, fund market investment, financial derivatives investment, risk investment, program fund raising, property right investment, human resource investment, and etc.

**Texts Recommended:**

1. LIU Hongzhong, *Investment*, 2nd Edition, Higher Education Press, February 2013.

**Evaluation:** Summative Assessment(Testing with Exam-paper)

## 证券投资学

**课程编码：**ZYB05094

**课程性质：**专业必修课程

**教学时数：**周学时3，总学时64

**学分：**3

**先修课程：**财务管理、经济法

**教学目标与内容：**

本课程的教学目标是让学生熟悉和掌握公司财务分析的基本概念和重要方法，并能够运用财务分析方法进行盈利性公司的分析和评估。课程主要关注公司财务分析的价值投资策略。在证券投资的分析框架下，讲述宏观分析、行业分析在证券定价中的重要性以及如何收集信息，行业分析的重要性以及如何进行行业趋势分析，在考虑了微观公司特征对企业估值的影响和在行为和预期的现代投资理念下总结企业的证券估值与投资策略。课程的主要教学内容包括：证券投资概述（证券投资的基本概念和重要方法）、财务信息的收集（信息的种类、重要性以及如何收集信息）、行业分析（行业分析的五大模型以及如何收集实体行业和金融市场的行业信息）、盈利质量与盈利预测（微观公司特征对企业估值的影响以及投资策略的形成）、宏观、行业和微观特征影响定价和策略的综合案例分析等。

**推荐教材：**

霍文文：《证券投资学》，高等教育出版社，2012年4月第二版。

**考核方式：**考试

Course Title: Portfolio Investment

**Course Code：**ZYB05094

**Course Category：**Professional Compulsory Course

**Hours:** 64hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Financial Management, Economic Law

**Teaching Objectives and Teaching Content:**

Teaching objective of this course is to make the students be aware of and grasp basic concepts and major approaches of corporate financial analysis and be capable of analyzing and evaluating operations of for-profit corporations with utilization of financial analysis approaches. The course mainly stresses on value investment strategy of corporate financial analysis. Under analysis framework portfolio investment analysis the course illustrates importance of macro-analysis and industrial analysis in security pricing and how to collect relevant information and significance of industrial analysis and how to have analysis of industrial development trends. Taking consideration of impact of micro-characteristics of enterprises on corporation valuation and following modern investment philosophy about enterprise behavior and expectation the course summarizes security assessment and investment strategy of enterprises. Teaching content of the course mainly covers general description of portfolio investment (basic concepts and major approaches of portfolio investment), collection of financial information (categories and importance of information and methods of information collection), industrial analysis (five models of industrial analysis and how to collect information of industries and financial market information), profit quality and profit expectation (impact of micro-characteristics of enterprises on corporation valuation and formation of investment strategy), comprehensive case studies of security valuation and investment strategy from perspectives of macro-economic and industrial development as well micro-characteristics of enterprises, and etc.

**Texts Recommended:**

1. HUO Wenwen, *Portfolio Investment*, 2nd Edition, Higher Education Press, April 2012.

**Evaluation:** Summative Assessment(Testing with Exam-paper)

## 保险学

**课程编码：**ZYB05027

**课程性质：**专业必修课程

**教学时数：**周学时3，总学时48

**学分：**3

**先修课程：**宏观经济学、微观经济学、统计学

**教学目标与内容：**

修读本课程要求学生理解商业保险的内涵与基本种类，熟悉保险经营的基本环节和保险市场的运作程序、运行方式和运行机制，掌握商业保险的基本理论、基本知识和基本技能，能够运用所学专业知识对商业保险领域的相关问题进行分析和处理，具有独立从事商业保险经营的能力。本课程的教学内容主要包括风险管理与保险的基本概念、保险市场、风险与保险的法律原理、人寿和健康风险、个人财产与责任风险、企业财产与责任风险等。课程立足于广义保险，着眼于体系连贯，除商业保险、社会保险以及介于二者之间的政策保险等专门领域外，对金融、法律和灾害学等领域均有涉及。

**推荐教材：**

乔治·E·瑞达：《风险管理与保险原理》，中国人民大学出版社， 2010年12月第十版。

**考核方式：**考试

# Course Title：Insurance

**Course Code：**ZYB05027

**Course Category：**Professional Compulsory Course

**Hours:** 48 hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Microeconomics, Macroeconomics, Statistics

**Teaching Objectives and Teaching Content:**

Taking this course the students are required to understand connotation and basic categories of commercial insurance, to be aware of basic business steps of insurance and operation procedure, mode and mechanism of insurance market, grasp basic theory, general knowledge and basic skills of commercial insurance, to be capable of applying the learned professional knowledge to analyze and to deal with the relevant issues in commercial insurance, and to possess ability to independently engage in commercial insurance. Teaching content of the course mainly covers basic concepts of risk management and insurance, legal principles of insurance market and risk management and insurance, life insurance and health risks, individual property and liability risks, enterprise property and liability risks, and etc. On the basis of broad sense of insurance the course stresses coherence of teaching system. It also presents illustrations of the relevant knowledge in fields of finance, law and science of disaster in addition to description of commercial insurance, social insurance and policy insurance which is situated between the former two.

**Texts Recommended:**

George E. Rejda, *Principles of Risk Management and Insurance*, 10th Edition, China Renmin University Press, December 2012.

**Evaluation:** Summative Assessment (Testing with Exam-paper)

## 公司金融

**课程编码：**ZYB05028

**课程性质：**专业必修课程

**教学时数：**周学时3，总学时48

**学分：**3

**先修课程：**微观经济学、宏观经济学、统计学、基础会计学

**教学目标与内容：**

本课程教学目标帮助学生了解公司金融的基本内容，掌握公司金融的基本理论与实务知识，熟悉公司这一微观经营主体通过投资决策、融资决策、营运资本的有效管理等手段实现公司价值最大化的方法与过程。《公司金融》课程的教学内容主要分为五个部分：（1）与金融决策相关的基本财务知识；（2）资产定价理论与投资决策方法；（3）公司融资理论与融资决策方法；（4）公司营运资本的投融资理论与决策方法；（5）公司价值评估的理论与方法。

**推荐教材：**

1. 李心愉：《公司金融学》，北京大学出版社，2008年9月第一版。

2. 杨丽荣：《公司金融学》，科学出版社，2008年6月第二版。

**考核方式：**考试

Course Title： Corporate Finance

**Course Code：**ZYB05028

**Course Category：**Professional Compulsory Course

**Hours:** 48 hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Microeconomics, Macroeconomics, Statistics, Fundamentals of Accounting

**Teaching Objectives and Teaching Content:**

This course intends to help the students being familiar with basic business of corporate finance, grasping basic theoretical and basic practical knowledge of corporate finance, being aware of methods and process in which a corporate, the micro operational unit, reaches its goal of maximizing its value by making investment decisions and financing decisions, and by taking an effective management over its operational capital. Teaching content of the course is composed of five sections. Section One: Basic financial knowledge related to making financial decisions. Section Two: Asset pricing theory. Section Three: Corporate financing theory and approaches to make financing decisions. Section Four: Theory and decision making approach of corporate operational capital investment and financing. Section Five: Theory and methods of corporate value assessment.

**Texts Recommended:**

1. LI Xinyu, *Corporate Finance*, 1st Edition, Beijing University Press, September 2008.

2. YANG Lirong, *Corporate Finance*, 2nd Edition, Science Press, June 2008.

**Evaluation:** Summative Assessment (Testing with Exam-paper)

## 金融市场学

**课程编码：**ZYB05095

**课程性质：**专业必修课程

**教学时数：**周学时3，总学时48

**学分：**3

**先修课程：**微观经济学、宏观经济学、货币金融学

**教学目标与内容：**

本课程研究市场经济条件下，金融市场运行机制及各市场主体行为的规律。课程的教学目标是使学生在掌握金融市场交易的基础理论知识、基本原则的基础上，学习金融市场交易的方法，掌握金融市场交易运作程序、运行方式和运行机制，体会市场风险，学习分析和控制风险。修读本课程要求学生能够独立运用所学的理论对金融市场交易中存在的问题和各种现象进行分析和解释，并学会撰写外汇、股票交易研究报告，对金融市场相关理论和应用有比较直观的认识和了解。本课程的主要教学内容包括金融市场的基本概念、基础知识、基本理论，货币、债券、外汇、股票、黄金、基金、衍生工具等子市场的市场主体、交易工具、运作机制、收益风险和定价原理，利率机制、定价机制、监管机制、汇率机制和风险机制等金融市场机制，金融市场监管和金融市场一体化的基本理论与实务。

**推荐教材：**

王兆星、吴国祥、陈世河：《金融市场学》，中国人民大学出版社，2004年2月第一版。

**考核方式：**考试

# Course Title：Financial Market

**Course Code：**ZYB05095

**Course Category：**Professional Compulsory Course

**Hours:** 48 hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Microeconomics, Macroeconomics, Monetary Finance

**Teaching Objectives and Teaching Content:**

This course studies operation mechanisms of financial market and laws of behaviors of different market entities under the condition of market economy. Teaching objective of the course is to help the students get to know actual transaction of financial market, understand procedure, modes and mechanisms of market operation, recognize market risks and learn how to analyze and control those risks on the basis of mastery of fundamental theoretical knowledge and basic principles of financial market transactions. Taking this course the students are required to independently analyze and explain problems and different phenomena in financial market transactions, to be capable of presenting research report of foreign exchange and stock transaction, and to have a comparatively visual understanding and realization of the relevant theories and applications of financial market. Teaching content of the course mainly covers basic concepts, fundamental knowledge and general theory of financial market; market entities, transaction instruments, operation mechanisms, revenue and risks and principles of pricing of different submarkets, such as money market, bond market, foreign exchange market, stock market, gold market, fund market and derivative market; market mechanisms including interest rate mechanism, pricing mechanism, supervision mechanism, foreign exchange rate mechanism and risk control mechanism; basic theory and practice of financial market regulation and financial market integration, and etc.

**Texts Recommended:**

1. WANG Zhaoxing, WU Guoxiang, CHEN Shihe, *Financial Market*, 1st Edition, China Renmin University Press, February 2004.

**Evaluation:** Summative Assessment(Testing with Exam-paper)

## 金融专业英语（1）

**课程编码：**ZYB05093

**课程性质：**专业必修课程

**教学时数：**周学时4，总学时64

**学分：**4

**先修课程：**货币金融学、大学英语

**教学目标与内容：**

本课程以英语讲授金融基础知识，旨在构建金融专业学科与英语运用之间的桥梁，在巩固金融专业知识的同时，全方位提高学生在金融专业问题的学习与讨论上英语的听说读写能力。本课程的主要教学内容覆盖金融市场、金融机构及金融工具的总体认识、主要金融工具的理论定价、存款扩张和货币供给的主要机制等基础内容，帮助学生熟悉和掌握关于金融专业术语和金融业务流程的英语表达，使之能够使用英语就金融问题展开交流。课程的教学运用大量的阅读材料、实际案例、课后调研训练及课堂展示，引导学生进行课后自主学习，以求实现提升学生在金融专业领域使用英语作为工作语言的综合能力。

**推荐教材：**

1．弗雷德里克·S·米什金、斯坦利·G·埃金斯：《金融市场与机构》，中国人民出版社，2013年5月第一版。

2. 劳伦斯·S·里特、威廉·L·西尔伯，格雷戈里·F·尤德尔：《货币银行与金融市场》，东北财经大学出版社，2008年10月第一版。

**考核方式：**考试

# Course Title：Financial English Ⅰ

**Course Code：**ZYB05093

**Course Category：**Professional Selective Course

**Hours:** 64 hrs (4 hrs per week)

**Credits：**4

**Pre-courses:** Monetary Finance, College English

**Teaching Objectives and Teaching Content:**

This course takes English as working language to illustrate fundamental knowledge of finance. It intends to establish a bridge between financial professional knowledge and use of English in order to comprehensively increase the students’ English listening, speaking, reading and writing ability in studying finance and discussing financial issues on the basis of consolidation of financial professional knowledge. Teaching content of the course mainly covers fundamental financial knowledge of general recognition of financial market, financial institutions and financial instruments, theoretical pricing of the major financial instruments and mechanisms of deposit expansion and money supply. It aims at helping the students be aware of and grasp English expressions of financial terminologies and business procedure so that they are capable of communicate with foreigners about financial issues. In teaching of the course a lot of reading materials and practical cases are used. It also requires the students to finish in-class presentations and out-class surveys and research in order to guide the students to have their independent study after classes and to reach the goal of increasing the students’ integrative ability of using English as working language in dealing with issues and problems in area of finance.

**Texts Recommended:**

1. Frederic S. Mishkin, Stanley G. Eakins, *Financial Market and Institutions*, 1st Edition, China Renmin University Press, May 2013.

2. Lawrence S. Ritter, William L. Silber, Gregory F. Udell, *Principles of Money, Banking and Financial Market*, 1st Edition, Dongbei University of Finance and Economics, October 2008.

**Evaluation:** Summative Assessment(Testing with Exam-paper)

## 投资银行理论与实务

**课程编码：**ZYX05094

**课程性质：**专业选修课程

**教学时数：**周学时3，总学时48

**学分：**3

**先修课程：**投资学、证券投资学

**教学目标与内容：**

修读本课程，学生可以掌握投资银行的基本理论与实际运行，为未来从事投资银行工作打下良好的知识基础。本课程由体制、经营、业务和创新四部分组成。投资银行体制部分要求学生熟悉和掌握投资银行的基本概念、发展轨迹和趋势、组织架构和监管制度，使学生了解投资银行的框架等各项制度。投资银行经营部分使学生熟悉投资银行的业务经营、人力资源管理、资金筹措和风险管控方法，深入了解投资银行内部的运行机制，掌握投资银行的经营理念和技巧。投资银行业务部分要求学生学习掌握投资银行的证券发行、证券交易和并购业务等投资银行的本源业务。投资银行创新部分要求学生学会分析投资银行的创新业务，包括金融衍生产品、基金管理、风险投资、项目融资、资产证券化等。

**推荐教材：**

1.窦尔翔、冯科：《投资银行理论与实务》， 对外经济贸易大学出版社，2010年11月第一版。

2. 黄亚钧、谢联胜：《投资银行理论与实务》，高等教育出版社，2000年10月第一版。

**考核方式：**考查

# Course Title：Theory and Practice of Investment Bank

**Course Code：**ZYX05094

**Course Category：**Professional Selective Course

**Hours:** 54 hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Investment, Portfolio Investment

**Teaching Objectives and Teaching Content:**

Taking this course the students are capable of grasping basic theory and practical operation of investment bank and laying a good knowledge foundation for their future work in investment banks. Teaching content of the course is composed of four sections. Section One: System of Investment Banks. This section requires the students to be aware of and to grasp basic concepts of investment bank, its development process and trend, its organization structure and regulatory system of investment banks. The aim of this section is to make the students be familiar with systematical framework of investment banks. Section Two: Investment Bank Operation. The students are required to be aware of investment banks’ business operation, human resource management, fund financing and risks control and management, to have an in-depth understanding of inherent operation mechanisms of investment banks, and to grasp business philosophy and operation techniques of investment banks. Section Three: Business Operation of Investment Banks. It requires the students to learn and to grasp the original business of investment banks, such as security issuing, security transaction, merger and acquisition. Section Four: Innovation of Investment Banks. It requires the students to learn how to analyze the innovative business of investment banks, such as financial derivatives, fund management, risk investment, project financing, asset securitization, and etc.

**Texts Recommended:**

1.DOU Erxiang, FENG Ke, *Investment Bank: Theory and Practice*, 1st Edition, University of International Business and Economics Press, November 2010.

2. HUANG Yajun, XIE Liansheng, *Investment Bank: Theory and Practice*, 1st Edition, Higher Education Press, October 2000.

**Evaluation:** Comprehensive Assessment (Testing without Exam-paper)

## 金融工程学

**课程编码：**ZYX05095

**课程性质：**专业选修课程

**教学时数：**周学时3，总学时48

**学分：**3

**先修课程：**国际金融学、证券投资学、高等数学、统计学、大学计算机基础

**教学目标与内容：**

金融工程学课程将工程思维引入金融领域,修读本课程，可以帮助学生掌握组合金融工具和风险管理技术的应用，综合采用各种工程技术方法设计、开发和运作新型的金融产品。课程教学将采用大量来源于金融实践的案例分析并且设置了多个仿真实验，以求达到理论与实践相结合，学以致用的教学目标。

本课程的主要教学内容由三个部分组成。其一：概念性金融工具，包括货币的时间价值、风险与收益的度量、金融工程分析方法等内容；其二：实体性金融工具

，包括现货工具、远期工具、期货工具、互换工具、期权工具等内容；其三：金融衍生工具的应用，即金融风险管理的内容。

**推荐教材：**

1.洛伦兹·格利茨等：《金融工程学》（修订版），经济科学出版社，1998年10月第一版。

2.叶永刚：《金融工程概论》，武汉大学出版社，2011年12月第二版。

**考核方式：**考查

# Course Title：Financial Engineering

**Course Code：**ZYX05095

**Course Category：**Professional Selective Course

**Hours:** 48 hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** International Finance, Portfolio Investment, Advanced Mathematics, Statistics, Fundamentals of College Computer

**Teaching Objectives and Teaching Content:**

This course, Financial Engineering, introduces engineering thinking into field of finance. Taking the course the students are capable of grasping blending of financial instruments and application of risk management techniques and designing, developing and operating the new types of financial products by comprehensively utilizing different engineering technologies. Teaching of the course presents a lot of cases originated from practical financial operation and a number of simulation experiments in order to reach teaching objective of combing theory with practice and learning to meet practical needs. Teaching content of the course is composed of three sections: (1) Conceptual financial instruments, including time value of money, measurement of risks and revenue, engineering financial analysis methods, and etc. (2) Substantive financial instruments, including financial instruments of spot and forward transactions, swap and option financial instruments, and etc. (3) Application of financial derivatives, namely financial risks management.

**Texts Recommended:**

1.Lawrence Galitz, *Financial Engineering*, (Revised edition), 1st Edition, Economics Science Press, October 1998.

2. YE Yonggang, *General description of Financial Engineering*, 2nd Edition, Wuhan University December 2012.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 财政学

**课程编码：**ZYX05251

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**宏观经济学、微观经济学、货币金融学

**教学目标与内容：**

财政学是高等院校财经类专业的主要课程之一。通过学习财政学这门课程，要求学生掌握财政学的基本概念和主要理论，对财政收入、财政支出、宏观财政调控有清晰而明确的了解，认识到财政在整个国民经济中的重要作用和主要地位，特别是在社会主义市场经济中的职能和作用。能理论结合实践，运用所学理论简单分析社会经济的各个方面，评析当前的经济形势和经济政策。本课程力求内容全面、新颖和实用。课程内容共分为五大部分，即财政的基本理论、财政支出、财政收入、财政管理体制、财政政策等。内容涉及到财政的概念、财政的职能、财政支出基本理论、购买性支出、转移性支出、财政收入概述、税收制度、国债、国家预算、财政平衡、财政政策与货币政策的配合等。

**推荐教材：**

1.陈共：《财政学》，中国人民大学出版社，2012年2月第七版。

2. 刘怡：《财政学》，北京大学出版社，2010年3月第二版。

**考核方式：**考查

Course Title： Finance

**Course Code：**ZYX05251

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Macroeconomics, Microeconomics, Monetary Finance

**Teaching Objectives and Teaching Content:**

This course, Finance, is a core course in majors of economics and finance. Learning this course the students are required to master basic concepts and main theories of public finance, to have an obvious and a precise understanding of fiscal revenue, fiscal expenditure and fiscal macro-regulation, to realize the important role and primary status of public finance in the whole national economy, especially those in socialist market economy. Consequently, the students are capable of generally analyzing operation of the whole social economy and evaluating the current economic situation and policies on the basis of combining theory with practice and applying what they have learned in class. The course strives to provide the students with a comprehensive, updated and practical knowledge system of public finance. Teaching content of the course covers five parts, namely basic theory of public finance, fiscal revenue, fiscal expenditure, fiscal management system and fiscal policy, including concept and functions of public finance, basic theory of fiscal expenditure, purchasing and transferring expenditure, general description of fiscal revenue, tax system, government loan, national budget, fiscal balance, coordination of fiscal and monetary policies, and etc.

**Texts Recommended:**

1. CHEN Gong, *Finance*, 7th Edition, China Remin University Press, February 2012.

2. LIU Yi, *Finance*, 2nd Edition, Beijing University Press, March 2010.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 投资心理学

**课程编码：**ZYX05174

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**宏观经济学、微观经济学、货币金融学、投资学

**教学目标与内容：**

随着社会财富的不断增长，投资成为了个人理财的重要形式。投资很复杂，因为牵扯政治、经济、军事、文化、天文、地理等各种知识；投资也很简单，因为参与者无非就是人。如果能把国家、机构、散户和自己的心理研究透，投资就成功了。本课程紧跟心理学和经济学的前沿，基于投资实践的典型案例和投资者的经验，探讨投资决策中的心理因素和投资者心理误差对投资行为的影响，指导投资者识别和避免投资中的失误，纠正心理偏差，避免投资的心理陷阱，正确进行投资决策。课程的教学内容包括：心理学与金融投资、过度自信与懊悔、风险感知、决策框架、心理账户、构建投资组合、社交互动与投资、情绪与投资决策、自我控制等。

**推荐教材：**

约翰. R. 诺夫辛格：《投资心理学》，中国机械工业出版社， 2013年9月。

**考核方式：**考查

Course Title：Psychology of Investing

**Course Code：**ZYX05174

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Macroeconomics, Microeconomics, Monetary Finance, investment

**Teaching Objectives and Teaching Content:**

Investment has become an important approach for individuals and organizations in line with increase in social wealth. Investing is complicated since it involves knowledge of politics, economics, military situation, culture, astronomy and geography. Investing is also simple because investors are just people. If one could have a thorough study of psychology of state, organization, private investors and of himself investing would succeed. This course, based on typical cases in practical investing and experiences of investors, closely follows frontier of psychology and economics and explores psychological factors in making investment decisions and influence of psychological errors of investors over their investment activities in order to direct investors to correctly make investment decisions by recognizing and avoiding investment faults, rectifying psychological bias and escaping psychological trap in investment. Teaching content of the course includes psychology and financial investment, excessive overconfidence and regretion, risk recognition, framework of decision-making, psychological account, construction of investment portfolio, social interactions and investment, emotion and investment decision mking, self control, and etc..

**Texts Recommended:**

John R. Nofsinger, *The Psychology of Investing*, 5th Edition, China Machine Press, September 2013.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 国际投资

**课程编码：**ZYX05175

**课程性质：**专业选修课程

**教学时数：**周学时3，总学时48

**学分：**3

**先修课程：**微观经济学、宏观经济学、国际贸易学、国际金融

**教学目标与内容：**

本课程以资本国际流动为中心，研究开放经济下对外投资与引进外资的影响以及国际资本流动规律等重要理论与实践问题。修读本课程，要求学生了解和掌握国际资本流动的现状、国际投资的基本原理、基本知识、以及我国的利用外资政策等重要内容，培养和提高在开放经济条件下分析与解决国际投融资问题的能力、相关技能和政策水平。本课程的教学内容涵盖国际直接投资理论、国际投资环境与国际投资运作三个部分。国际直接投资理论部分阐述垄断优势理论、内部化理论、产品生命周期理论、边际产业扩张理论和国际生产折中理论等理论知识；国际投资环境部分从政治、经济、基础设施、法律、文化等不同角度系统介绍环境对国际直接投资的影响；国际投资运作部分主要讨论国际直接投资的主要形式——跨国并购，同时结合国际直接投资的理论系统讨论国际直接投资运作中涉及的项目招投标、项目融资、风险控制等问题。

**推荐教材：**

孔淑红：《国际投资学》，对外经济贸易出版社，2010年8月第三版。

**考核方式：**考查

Course Title: International Investment

**Course Code：**ZYX05175

**Course Category：**Professional Selective Course

**Hours:** 48hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Microeconomics, Macroeconomics, International Trade, International Finance

**Teaching Objectives and Teaching Content:**

This course, centering at international capital movement, studies some important theoretical and practical issues of influences of overseas investment and foreign investment introduction and laws of international capital movement. Taking this course the students are required to understand and to grasp status in quo of international capital movement, basic principles, basic knowledge of international investment and our country’s foreign investment introduction and utilization policies. They are also required to foster and increase their ability, corresponding techniques and policy level to analyze and deal with issues and problems in making international investment and utilizing foreign capital under the condition of opening economy. Teaching content of the course is composed of three sections: theory of FDI, international investment environment and international investment operation. In Section One, it discusses theoretical knowledge of monopolistic advantages theory, internalization theory, product life cycle theory, marginal industrial expanding theory and eclectic theory of international production. In Section Two, it introduces to impact of environment on FDI from perspectives of politics, economy, infrastructure facilities, law and culture. In Section Three, it mainly discusses the major form of FDI, international mergers and acquisition, and simultaneously it presents a systematic discussion of project bidding, project financing and risks controlling in operation of FDI.

**Texts Recommended:**

KONG Shuhong, *International Investment*, 3rd Edition, University of International Business and Economics Press, August 2010.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 金融时间序列分析

**课程编码：**ZYX05176

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**微观经济学、宏观经济学、计量经济学

**教学目标与内容：**

金融时间序列分析课程介绍计量经济学和统计学文献中金融计量方法方面的最新进展，包含当前的研究热点（如风险值、高频数据分析、马尔可夫链、蒙特卡罗方法等），强调实例和数据分析。课程的教学内容涵盖：金融时间序列数据及其基本特征、线性时间序列分析和非线性时间序列分析及其应用、条件异方差模型、线性和非线性模型及其应用、高频数据分析与市场微观结构、连续时间模型及其应用、跳跃扩散方程与衍生产品定价、极值理论、分位数估计与VaR、多元时间序列分析及其应用、多元波动率模型及其应用、马尔可夫链和蒙特卡罗方法的应用、神经网络、贝叶斯推断等。

**推荐教材：**

蔡瑞胸：《金融时间序列分析》，机械工业出版社，2006年4月。

**考核方式：**考查

Course Title: Analysis of Financial Time Series

**Course Code：**ZYX05176

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Microeconomics, Macroeconomics, Econometric

**Teaching Objectives and Teaching Content:**

This course introduces to the updated development of financial quantitative methods in literatures of econometric and statistics (including the current research hot points, such as value-at-risk, high frequency data analysis, Markoff chain and Monte Carlo methods) and stresses living examples and data analysis. Teaching content of the course covers financial time series data and their basic characteristics, analysis of linear and non-linear time series and their application, conditional heteroskedasticity model, linear and non-linear models and their application, high frequency data analysis and micro market structure, continuous-time models and their application, jump diffusion equation and derivatives pricing, extreme value theory, quantile estimator and VaR, multivariate time series and its application, multivariate volatility model and its application, Markoff chain and Monte Carlo methods and their application, neral network, Bayesian inference, and etc..

**Texts Recommended:**

Ruey S.Tsay, *Analysis of Financial Time series*, China Machine Press, April 2006.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 数据库基础及应用

**课程编码：**ZYX05170

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**

**教学目标与内容：**

本课程教学目标是帮助学生了解数据库系统的基本概念、基本原理、基本技术和基本设计方法。力图使学生全面、深入地了解数据库的体系结构、数据库设计、数据库运作管理、数据库维护等方面的基础知识，掌握数据库的设计、建立与使用的基本方法。课程的教学内容主要包括：数据库的基本概念、数据模型、关系数据库理论、关系数据库标准语言SQL、触发器、存储过程、数据完成性、数据库安全、关系数据库理论、索引、数据库设计、数据库的运作管理、并发控制、数据库备份与恢复、数据仓库、数据挖掘、数据库新技术、SQL server 2005的使用等。

**推荐教材：**

1.李俊山、罗蓉、叶霞、李建华：《数据库原理及应用(SQL Server)》，清华大学出版社，2012年第二版。

2.王丽艳、郑先锋、刘亮：《数据库原理及应用》，机械工业出版社，2013年第一版。

**考核方式：**考查

Course Title： Database: Principles and Application

**Course Code：**ZYX05170

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Fundamentals of Computer Science

**Teaching Objectives and Teaching Content:**

This course intends to help the students be aware of basic concepts, basic principles, basic techniques and basic designing methods of database. It strives to make the students comprehensively and systematically understand fundamental knowledge of systematical structure, designing, operational management and maintenance of database and grasp basic methods of database designing, construction and application. Teaching content of the course mainly covers basic concepts of database, data model, theory of relational database and its standard language SQL, trigger, data stored procedure, data accomplishment, database security, index, database design and its operational management and maintenance, concurrency control, database backup and recovery, data warehouse, data mining, new technology of database, application of SQL server 2005, and etc.

**Texts Recommended:**

1. LI Junshan, LUO Rong, YE Xia, LI Jianhua, *Database: Principles and Application SQL Server*, 2nd Edition, Tsinghua University Press, 2012.

2. WANG Liyan, ZHENG Xianfeng, LIU Liang, *Database: Principles and Application*, 1st Edition, China Machine Press, 2013.

**Evaluation:** Comprehensive Assessment(Testing with Exam-paper)

## 金融分析软件

**课程编码：**ZYX05177

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**微观经济学、宏观经济学、金融学、计量经济学

**教学目标与内容：**

互联网时代，金融产业的健康发展，普通民众的金融活动，都要建立在大数据云计算的基础之上，金融分析软件应运而生，发生越来越重要的作用。本课程旨在介绍主要金融分析软件及其在各类金融企业和普通民众金融投资活动中的应用，重点介绍这些常用软件的特征、适用对象和使用方法。修读本课程，学生应了解计算机技术在金融计量经济模型分析与应用的现状与发展趋势，理解金融计量经济模型的设计理念，熟悉金融市场分析的基本方法，掌握运用计算机技术，尤其是Eviews的数据计算功能、模型估计与检验的基本方法和基本操作技能，学会主要金融计量经济模型分析与应用的基本程序和方法。课程的教学内容包括：Eviews软件简介、金融时间序列模型、金融市场波动性分析、金融市场有效性检验、资本资产定价模型及其估计与检验等。

**推荐教材：**

1.田益祥：《金融市场计量经济分析》，中国市场出版社，2011 年。

2. 汪昌云、张成思：《基于Eviews的金融计量学》，中国人民大学出版社，2011年。

**考核方式：**考查

Course Title： Financial Analysis Software

**Course Code：**ZYX05177

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Microeconomics, Macroeconomics, Finance, Econometrics

**Teaching Objectives and Teaching Content:**

In years of Internet healthy development of financial industry and financial activities of the common people should be laid on the basis of big data and cloud computing. Financial analysis softwares are born at right movement and play a more and more important role. This course intends to introduce to the major financial analysis softwares and their application in financial business and investment activities of different financial institutions and the common people. Emphasis is put on characteristics, the suitable objects and using methods of those softwares. Taking this course the students should understand current situation and development tendency of employment of computer technologies in financial quantitative analysis models and their application, to understand designing ideas of those models, to be aware of basic approaches of financial market analysis, to grasp utilization of computer technologies, particularly Eviews data computing function, basic methods and basic operation skills of model estimation and model test, and to learn basic procedures and methods financial econometric model analysis and their application. Teaching content of the course covers Eviews software, financial time series model, financial market fluctuation analysis, financial market validity check, estimation and test of asset pricing model, and etc..

**Texts Recommended:**

1.TIAN Yixiang, *Financial Market Econometric Analysis*, China Market Press, 2011.

2.WANG Changyun, ZHANG Chengsi, *Financial Econometrics Based on Eviews*, China Renmin University Press 2011.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 金融法

**课程编码：**ZYX05110

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、国际金融

**教学目标与内容：**

本课程主要研究金融法的理论与实务问题，具有很强的实践性、综合性和应用性。修读本课程可以为学生将来入职金融机构工作打下良好的法律基础。本课程的教学目标是让学生掌握金融法的基本原理与基础知识，熟悉有关金融主体和金融行为的法律规范，引导学生构建金融法治知识结构，全面提高学生的金融法律素养，培养学生运用金融法理论分析和处理各类金融案件的能力，能够按照法律规范调节金融交易关系和金融管理关系，运用法律手段维护个人与组织的合法权益和金融市场秩序。本课程的主要教学内容包括中国人民银行法、商业银行法、信托法、保险法、证券法等。

**推荐教材：**

1.汪鑫：《金融法学》，中国政法大学出版社，2007年修订版。

2.唐波：《金融法学案例评析》，上海人民出版社，2012年8月版。

**考核方式：**考查

Course Title： Financial Law

**Course Code：**ZYX05110

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, International Finance

**Teaching Objectives and Teaching Content:**

This course mainly discusses theoretical and practical issues of financial law and it possesses very obvious characteristics of practicability, comprehensiveness and applicability. Taking this course a good legal foundation is laid for the students’ future career to work in financial organizations. Teaching objective of the course is to help the students grasp basic principles and fundamental knowledge of financial law and be aware of legal standard of the related financial entities and financial behaviors. The course also intends to guide the students to construct financial legal knowledge framework, to comprehensively increase the students’ financial legal quality, and to foster their ability to analyze and to deal with different financial cases by applying knowledge of financial law so that the students are capable of readjusting financial transaction relationship and financial management relationship and of applying legal means to safeguard legal rights of individuals and organizations and to maintain financial market orders. Teaching content of the course mainly covers law of People’s Bank of China, law of commercial bank, trust law, insurance law, security law, and etc.

**Texts Recommended:**

1. WANG Xin, *Financial Law*, Revised Edition, China University of Political Science and Law Press, 2007.

2. TANG Bo, *Case Analysis of Financial Law*, Shanghai People’s Publishing House, August 2012.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 金融专业英语（2）

**课程编码：**ZYX05246

**课程性质：**专业选修课程

**教学时数：**周学时4，总学时64

**学分：**4

**先修课程：**货币金融学、大学英语

**教学目标与内容：**

本课程以英语讲授金融基础知识，旨在构建金融专业学科与英语运用之间的桥梁，在巩固金融专业知识的同时，全方位提高学生在金融专业问题的学习与讨论上英语的听说读写能力。本课程的主要教学内容覆盖金融市场、金融机构及金融工具的总体认识、主要金融工具的理论定价、存款扩张和货币供给的主要机制等基础内容，帮助学生熟悉和掌握关于金融专业术语和金融业务流程的英语表达，使之能够使用英语就金融问题展开交流。课程的教学运用大量的阅读材料、实际案例、课后调研训练及课堂展示，引导学生进行课后自主学习，以求实现提升学生在金融专业领域使用英语作为工作语言的综合能力。

**推荐教材：**

1．弗雷德里克·S·米什金、斯坦利·G·埃金斯：《金融市场与机构》，中国人民出版社，2013年5月第一版。

2. 劳伦斯·S·里特、威廉·L·西尔伯，格雷戈里·F·尤德尔：《货币银行与金融市场》，东北财经大学出版社，2008年10月第一版。

**考核方式：**考查

# Course Title：Financial English Ⅱ

**Course Code：**ZYX05246

**Course Category：**Professional Selective Course

**Hours:** 64 hrs (4 hrs per week)

**Credits：**4

**Pre-courses:** Monetary Finance, College English

**Teaching Objectives and Teaching Content:**

This course takes English as working language to illustrate fundamental knowledge of finance. It intends to establish a bridge between financial professional knowledge and use of English in order to comprehensively increase the students’ English listening, speaking, reading and writing ability in studying finance and discussing financial issues on the basis of consolidation of financial professional knowledge. Teaching content of the course mainly covers fundamental financial knowledge of general recognition of financial market, financial institutions and financial instruments, theoretical pricing of the major financial instruments and mechanisms of deposit expansion and money supply. It aims at helping the students be aware of and grasp English expressions of financial terminologies and business procedure so that they are capable of communicate with foreigners about financial issues. In teaching of the course a lot of reading materials and practical cases are used. It also requires the students to finish in-class presentations and out-class surveys and research in order to guide the students to have their independent study after classes and to reach the goal of increasing the students’ integrative ability of using English as working language in dealing with issues and problems in area of finance.

**Texts Recommended:**

1. Frederic S. Mishkin, Stanley G. Eakins, *Financial Market and Institutions*, 1st Edition, China Renmin University Press, May 2013.

2. Lawrence S. Ritter, William L. Silber, Gregory F. Udell, *Principles of Money, Banking and Financial Market*, 1st Edition, Dongbei University of Finance and Economics, October 2008.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 金融伦理

**课程编码：**ZYX05274

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、经济法

**教学目标与内容：**

金融伦理学课程紧扣金融危机中暴露出来的伦理问题，对金融公司理论和公司金融的目标进行了批判性考察和严谨的分析，全方位探讨金融伦理的理论基础、金融市场和金融机构的伦理问题，对商业银行、投资银行、保险机构和资本市场的金融伦理规范进行了详尽的理论分析和案例研究。修读本课程，学生应该明了，无论在个人的金融活动中，还是在金融市场及金融机构的运作中，都始终存在着围绕个人或组织利益最大化和坚守基本伦理观念之间的博弈。本课程的教学内容涉及金融服务业、投资决策、公司金融管理等方面的伦理问题，重点是市场交易中的公平标准和信托公司及代理商在金融关系中的义务。具体包括不道德的销售活动、金融管理者的个人交易、贷款歧视、机构投资者的角色、内幕交易和程序交易、破产滥用、股东控制权的伦理意义、公司的目标、公司的社会责任等等。

**推荐教材：**

王曙光：《金融伦理学》，北京大学出版社，2011年。

**考核方式：**考查

# Course Title：Ethics in Finance

**Course Code：**ZYX05274

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, Economic Law

**Teaching Objectives and Teaching Content:**

This course, closely focusing on ethical issues and problems uncovered in financial crisis, has a critical inspection and a pricise analysis on financial corporation theory and goals of corporation fiance. It comprehensively expores basic theory of ethics in finance, ethical issues and problems in financial market and financial organization and presents a detail theoretical analysis and case study of basic financial standard of commercial banks, investment banks, insurance companies and capital market. Taking this course the students should recognize that a game always exists between realization of profit maximization of individuals and organizations and persistence of basic ethical base line both in individuals’ financial activities and in operation of financial market and financial organizations. Teaching content of the course involves ethical issues and problems of financial service industry, investment decision and corporation financial management with the emphasis on faireness standard of market transaction and responsibility of trust companies and agencies in financial relations including immoral selling, individual dealings of financial market managers, credit discrimination, role of institutional investors, inside trading and program trading, bankruptcy abuse, ethical significance of shareholders control, goal of corporation, social responsibility of corporation, and etc..

**Texts Recommended:**

WANG Shuguang, *Ethics in Finance*, Beijing University Press, 2011.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 投资学热点专题

**课程编码：**ZYX05248

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、投资学

**教学目标与内容：**

投资学热点专题课程关注投资理论与投资实践两方面的问题，旨在通过有关投资学热点问题的专题讨论巩固学生在相关课程所学的专业知识，培养学生运用投资理论分析研究宏观投资环境、微观投资机会和个人与机构投资实践的能力。课程的教学内容主要包括投资主体的多元化、投资渠道的多样性、投资决策的灵活性、宏观经济形势分析研究、国家的产业政策调整和重大经济发展战略决策对投资行为的引导作用、国际国内货币金融环境对投资行为的影响、虚拟部门投资和实体经济投资的关系、各类市场投资对象和投资渠道的利弊分析、投资决策过程及主要影响因素分析、投资项目的风险评估和风险规避、投资项目的盈亏平衡分析及可行性研究、投融资方案的设计与实施、投资管理等等。

**推荐教材：**

自编讲义

**考核方式：**考查

# Course Title：Hot Issues in Investment

**Course Code：**ZYX05248

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, Investment

**Teaching Objectives and Teaching Content:**

This course focuses on both investment theory and investment practice in order to consolidate the students’ professional knowledge learned in the other relevant courses by presenting some lectures on hot issues in investment and to foster the syudents’ ability to analyze and research macroeconomic environment of investment, micro opportunity of investment and investment practice of individuals and organizations. Teaching content of the course covers investment subject diversification, investment challel diversity, investment decision-making flexibility, macroeconomic situation analysis and study, duiding function of the national industrial policy adjustment and important economic development strategy on investment activities, influencial effects of monetary and financial environment at home and abroad on investment activities, relationship between virtual sector investment and real economic investment, analysis of advantages and disadvantages of different investment objects and channels in market, investment decision-making process and the major influencial factors, risk assessment and avoidance of investment programs, break even analysis and feasibility study of investment programs, investment and financing project of investment programs, investment management, and etc..

**Texts Recommended:**

Self-editted teaching materials

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 证券投资技术分析

**课程编码：**ZYX05179

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、投资学、证券投资学

**教学目标与内容：**

本课程全面介绍各种技术分析理论的具体内容和来龙去脉，用大量的实际案例，详尽说明这些方法在实际的证券投资活动中的使用细节，旨在让学生较为清楚地了解技术分析，并能初步运用这些技术对证券投资进行分析。课程的教学内容包括技术分析的定义和历史发展过程、 技术分析的理论基础、技术分析方法的分类、影响证券市场分析的主要理论、技术分析的特点和应注意的问题、技术分析的图表类型、OX线图和宝塔线图、三价线、砖形线和长城线、多指标配合图、K线理论、切线理论、趋势线和交叉线、黄金分割线和百分比线、扇形线、形态理论、头肩顶和头肩底、圆弧形态、三角形、矩形、旗形和楔形、喇叭形和菱形、“V”形、缺口和岛形反转、应用形态理论、波浪理论、时间周期理论等等。

**推荐教材：**

李向科：《证券投资技术分析》，中国人民大学出版，2008年3月。

**考核方式：**考查

# Course Title：Portfolio Investment Technical Analysis

**Course Code：**ZYX05179

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, Investment, Portfolio Investment

**Teaching Objectives and Teaching Content:**

This course comprehensively introduces to content and emergence of theories of different technical analysis and thoroughly describes detail in use of those technical analysis methods in practical investment activities by employing a lot of real cases in order to make the students clearly understand those technical analysis and be able to analyze portfolio investment by applying them. Teaching content of the course covers definition of technical analysis and its historical development, theoretical basis of technical analysis, category of technical analysis, the major theory influencing security market analysis, characteristics of technical analysis and problems needing attention, tables and charts of technical analysis, OX chart and pagoda chart, trivalent line, break shape line and wall line, multiple indicators collaboration diagram, K line theory, tangent theory, trend line and intersection line, godern dividing line and percentage line, fan line, configuration theory, head and shoulders top and bottom, round top and bottom pattern, triangular, rectangle, flag shape and wedge shape, broaderning and rhombus, V shape, gap and island reversal, application form theory, wave theory, cycling theory, and etc..

**Texts Recommended:**

LI Xiangke, *Portfolio Investment Technical Analysis*, China Renmin University Press, March 2008.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 固定收益证券

**课程编码：**ZYX05180

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、投资学、证券投资学

**教学目标与内容：**

本课程系统介绍固定收益证券的基本内容,包括固定收益证券的定义和种类、固定收益证券的计价方法、零息债券、附息债券、债券持续期、凸性和时间效应、利率期限结构模型、债券定价等。修读本课程要求学生理解并掌握固定收益证券的重要术语，掌握分析利率变化和评估固定收益证券及其衍生品价值的工具，学会管理固定收益证券的利率风险，了解固定收益证券的现状和发展，深入研究固定收益证券投资收益，牢固掌握固定收益证券定价方法及实际运用。课程的教学内容包括金钱的时间价值、未来价值和现时价值、收益率、无期权债的定价和收益率测度、债券的价格和传统收益率、收益曲线、即期利率曲线和远期利率、投资收益分析、潜在收益来源、总收益率、无期债券的价格波动率及特性、固定收益证券的违约风险、利率风险、流动性风险、税收风险和购买力风险、各类风险的回避等等。

**推荐教材：**

李磊宁：《固定收益证券》，机械工业出版社，2014年3月。

**考核方式：**考查

# Course Title：Fixed Income Instruments

**Course Code：**ZYX05180

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, Investment, Portfolio Investment

**Teaching Objectives and Teaching Content:**

This course systematically introduces to basic content of fixed income instruments including its definition, category and pricing method, coupon and zero coupon bond, bond duration, convexity and time effects, interest rate term structure model, pricing of bond, and etc.. Taking this course the students are required to understand and grasp the important concepts and termilonogies of fiexed income securities, to grasp tools and approaches to analyze interest rate variation and to evaluate value of fixed income securities and their derivatives, to learn how to manage interest rate risk of fixed income security investment, to recognize the current situation and development of fixed income securities, to thoroughly study fixed income security investment revenue, and to firmly master pricing method of fixed income security and its application. Teaching content of the course covers time value, future value and market value of money, rate of return, pricing and rate of return of debts without option, price and traditional revenue bond, revenue curve, spot interest rate curve and forward interest rate, investment return analysis, resource of potential revenue, gross rate of return, rate of price fluctuation and characteristics of perpetual bonds, default risk, interest rate risk, liquidity risk, tax risk and purchasing power risk of fixed income security investment, risk avoidance, and etc..

**Texts Recommended:**

LI Leining, Fixed Income Securities, China Machine Press, March 2014.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 投资分析与组合管理

**课程编码：**ZYX05181

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、投资学、证券投资学

**教学目标与内容：**

本课程旨在帮助学生学习如何管理财富，以实现收益最大化。课程对资本市场的运行机制和可供选择的投资工具等，进行了清晰易懂的现实描述，对如何通过评估投资目标和机会来建立符合个人风险——收益偏好的投资组合，进行了深入浅出的理论分析，系统探讨了全球化趋势对投资理论和实践的影响。课程的教学内容包括投资背景、投资环境、资产配置决策、在全球市场选择投资工具、证券市场的组织与运作、证券市场指数、投资理论的发展、有效资本市场、资产组合管理、资产定价模型、风险与收益率的多因子模型、估值原理与实践、财务报表分析、证券估值、普通股票的分析与管理、股票市场的宏观分析和微观估值、行业分析、公司分析与股票估值、技术分析、股票组合管理策略、债券分析与管理、债券组合管理策略、衍生市场与衍生证券、远期和期货合约、期权合约、互换合约、资产管理规范与评估、投资组合业绩评估等。

**推荐教材：**

弗兰克 K．赖利：《投资分析与组合管理》，中国人民大学出版社，2011年3月。

**考核方式：**考查

# Course Title：Investment Analysis and Portfolio Management

**Course Code：**ZYX05181

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, Investment, Portfolio Investment

**Teaching Objectives and Teaching Content:**

This course intends to teach the students how to manage wealth to maximize revenue. It clearly describes operation mechanism of capital market and the alternative investment instruments and presents a theoretical analysis in simple words of how to establish investment portfolio which conforms with oneself’s risk-revenue preference by an assessment of investment object and opportunity. It also systematically explores influence of globalization on investment theory and practice. Teaching content of the course covers investment background and environment, asset allocation decision making, choosing investment instrument in the global market, organization and management of security market, portfolio market indexes, development of investment theory, valid capital market, portfolio management, asset pricing model, risk-revenue multifactorial model, value estimation principle and practice, financial statement analysis, security estimation, analysis and management of common stocks, macro analysis and micro estimation of stock market, industry analysis, corporation analysis and stock estimation, technical analysis, stock portfolio management strategy, bond analysis and management, bond portfolio management strategy, derivatives market, forward and future contract, option contract, swap contract, asset management standard and evaluation, investment portfolio performance evaluation, and etc..

**Texts Recommended:**

Frank K. Reilly, *Investment Analysis and Portfolio Management*, China RenminUniversity Press, March 2011.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 期货与期权投资

**课程编码：**ZYX05183

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、投资学、证券投资学

**教学目标与内容：**

本课程系统分析期货与期权的特点及合约设计、市场机制、交易规则与制度、交易方式与交易策略、结算方法、定价理论、投资分析与风险管理等。力求反映最新理论研究和实践成果，深入浅出，贴近实务，注重知识性与可操作性相结合。课程教学包含大量实践性内容、例题和大都取自国内外第一手资料的案例，具有较大实际参考价值。课程教学内容涵盖期货市场的产生和发展、期货交易的特征、期货市场的功能和作用、我国期货市场的建立与规范、期货市场的组织结构及风险管理、期货交易所、期货结算机构、期货公司、期货中介与服务机构、期货投资者、我国期货监管体系及其风险管理、期货合约与期货市场基本制度、期货交易流程、期货交易策略与技巧、套期保值、期货投机与套利交易、金融期货、外汇期货、利率期货、股票指数期货、期权与期权交易、期权价格、期权交易策略、新型期权 等。

**推荐教材：**

杨艳军：《期货与期权投资学》，第1版，清华大学出版社，2013年9月。

**考核方式：**考查

# Course Title：Futures and Options Investment

**Course Code：**ZYX05183

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, Investment, Portfolio Investment

**Teaching Objectives and Teaching Content:**

This course systematically introduces to characteristics of futures and options, contract designing, market mechanism, regulations and system of transaction, forms and strategies of transaction, settlement methods, theory of pricing, investment analysis and risk management. It strives to reflect the updated theoretical research achievements and practical progresses. It explains complicated issues in simple words and closely related with the practice emphasizing on combination between theory and operability. Course teaching contains a lot of practical content, examples and cases based on the first hand information at home and abroad and possesses an obvious practical reference value. Teaching content of the covers emrgence and development of futures market, characteristics of futures trading, functions and roles of futures market, establishment and improvement of our country’s futures market, organization structure and risk management of futures market, futures exchanges, settlement institution of futures trading, futures company, intermediate agency and service agency, futures investors, futures supervision system of our country and risk management, futures contract and basic system of futures market, futures trading procedure, futures trading strategy and techniques, hedging, futures speculation and arbitrage, financial futures, foreign exchange futures, interest rate futures, share index futures, options and options trading, options pricing, options trading strategy, new style options, and etc..

**Texts Recommended:**

YANG Yanjun, *Futures and Options Investment*, 1st Edition, Tsinghua University Press, September 2013.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 黄金与外汇投资

**课程编码：**ZYX05184

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、投资学、国际金融

**教学目标与内容：**

黄金外汇是黄金和外汇的合称，在金融投资市场中，黄金和外汇的相关性最强，习惯上将黄金和外汇并列。通过本课程学习，要求学生认识国际黄金市场与外汇市场的现状与发展规律，了解黄金与外汇市场的主要投资品种与投资策略，掌握配置黄金与外汇资产组合的基本方法。课程的教学内容包括国际主流投资品种、黄金与外汇的区别、黄金与外汇交易的主要品种、世界主要黄金外汇市场介绍、黄金、外汇与国内股票、期货投资的比较、黄金与外汇投资的影响因素分析、黄金与外汇投资策略分析、黄金与外汇投资理财案例分析、黄金外汇投资的风险评估与规避、中国黄金与外汇投资发展趋势、人民币国际化对国内黄金与外汇投资发展的影响、黄金外汇市场监管等。

**推荐教材：**

1.约翰·季格森、韦德·汉森：《黄金投资：从入门到精通》，人民邮电出版社，2013年5月。

2.约翰·季格森、韦德·汉森：《外汇交易：从入门到精通》，人民邮电出版社，2013年5月。

**考核方式：**考查

# Course Title：Gold and Foreign Exchange Investment

**Course Code：**ZYX05184

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, Investment, International Finance

**Teaching Objectives and Teaching Content:**

In financial investment market gold and foreign exchanges have a great dependency therefore thay are usually parrallingly regarded and treated. Taking this course the students are required to recognize the current situation and laws of development of international gold market and international foreign exchange market, to understand the major investment objects and investment strategy of gold and foreign exchange market, and to grasp the basic methods and approaches of how to allocate asset portfolio of gold and foreign exchanges. Teaching content of the course covers the major international investment objects, difference between gold and foreign exchanges, the major items of gold and foreign ewxchange transaction, introduction to the major international gold and foreign exchange market, comparision of investment in gold and foreign exchanges over that in domestic stocks and futures, analysis of factors influencing transactions of gold and foreign exchanges, analysis of gold and foreign exchange investment strategy, case study of gold and foreign exchange investment, gold and foreign exchange investment risk assessment and avoidance, development tendency of China’s gold and foreign exchange investment, impact of RMB internationalization to development of domestic gold and foreign exchange investment, gold and foreign exchange market supervision, and etc..

**Texts Recommended:**

1. John Jagerson, S.Wade Hansen, *Gold Investing: All about Investing in Gold*, People’s Post and Telecom Press,May 2013.

2. John Jagerson, S.Wade Hansen, *Foreign Exchange: All about Forex Trading*, People’s Post and Telecom Press,May 2013.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

公司债与可转债定价与发行

**课程编码：**ZYX05185

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、投资学、证券投资

**教学目标与内容：**

本课程详细介绍公司债和可转换债的性质与特征、公司债和可转换债的联系与区别、公司债和可转换债体现的债权债务关系，系统介绍公司债和可转换债的定价与发行的原则和程序，投资公司债和可转换债的收益与风险,以及投资者的权益。课程的教学内容涵盖债券市场的组成与结构、公司债券的性质与特征、债券投资的收益与风险、金融创新和债券市场、公司债券定价、公司债券的发行、公司债券收益率核算、公司债券价格的波动性、可转换债券的性质与特征、可转换债券与公司债券的联系与区别、可转换债券的最低价值评估、可转换债券的定价、可转换债券的发行、可转换债券与股票的当期收入比较、可转换债券的损失风险、可转换债券的投资特征、可转换债券投资的利弊分析等等。

**推荐教材：**

弗兰克·J·法博兹：《债券市场分析和策略》，第5版，北京大学出版社，2007年1月。

# 考核方式：考查 Course Title：Pricing and Issuing of Corporate Bond and Convirtible Bond

**Course Code：**ZYX05185

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, Investment, Portfolio Investment

**Teaching Objectives and Teaching Content:**

This course introduces in detail to essence and characteristics of corporate bond and convertible bond, their linkage and differences and credit-debit relationship reflected by them. It systematically introduces to principles and procedures of pricing and issuing of corporate bond and convertible bond, investment revenue and risks and rights and interests of the investors. Teaching content of the course covers composition and structureof bond market, essence and characteristics of corporate bond, security investment revenue and risk, financial innovation and bond market, pricing and issuing of corporate bond, evaluation of revenue rate of corporate bond, price fluctuation of corporate bond, essence and characteristics of convertible bond, linkage and differences between corporate bond and convertible bond, minimum value assessment of convertible bond, pricing and issuing of convertible bond, current revenue comparision of convertible bond and stock, losing risk of convertible bond, investment property of convertible bond, advantage and disadvantage analysis of convertible bond, and etc..

**Texts Recommended:**

Frank J.Fabozzi，*Bond Markets: Analysis And Strategies*，5th Edition, Beijing University Press, January 2007.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 私募股权投资

**课程编码：**ZYX05186

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、投资学、证券投资

**教学目标与内容：**

本课程系统介绍私募股权投资的概念、性质与特征，要求学生熟悉和掌握有关私募股权投资的关键术语，了解国际资本市场上私募股权投资的由来和发展历程，以及中国资本市场上私募股权投资的发展现状和面临的主要问题，学会运用所学的经济学和投资学专业知识分析私募股权投资的收益、风险与运行规范。课程的教学内容包括私募股权投资的定义、私募股权投资的特点、私募股权投资的分类、私募股权投资的由来和发展历程、私募股权投资的经济学分析、私募股权投资的主要参与者、私募股权投资的操作流程、私募股权投资的项目评估标准、私募股权投资的退出渠道、私募股权投资的风险管理、中国私募股权投资的发展历程、中国私募股权投资的投资特征、中国私募股权投资发展面临的问题、中国私募股权投资发展的对策、私募股权投资的案例分析等等。

**推荐教材：**

任纪军：《私募股权资本》，中华工商联合出版社，2007年8月。

**考核方式：**考查

# Course Title：Private Equity Investment

**Course Code：**ZYX05186

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, Investment, Portfolio Investment

**Teaching Objectives and Teaching Content:**

This course systematically introduces to concept, essence and characteristic of private equity investment, requires the students to be familiar with and to grasp the key terminologies of private equity investment, to be aware of emergence and development of private equity investment in international capital market as well as the current development and the major problems of China’s private equity investment, and to learn how to analyze revenue, risk and operation standard of private equity investment by applying the learned professional knowledge in economics and investment. Teaching content of the course covers definition, characteristic and category of private equity investment, emergence and development of private equity investment, economic analysis of private equity investment, major investors of private equity investment, operation procedure of private equity investment, program assessment standard of private equity investment, withdrawal of private equity investment, risk management of private equity investment, development of private equity investment in China, investment property of Chinese private equity investment, the major problems in development of Chinese private equity investment and contermesures, case study of private equity investment, and etc..

**Texts Recommended:**

REN Jijun, *Private Equity Asset*, China Business Press, August 2007.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

风险投资

**课程编码：**ZYX05187

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时36

**学分：**2

**先修课程：**微观经济学、宏观经济学、货币金融学

**教学目标与内容：**

本课程阐述风险投资的产生和发展脉络、风险投资的原因、目标、方式及手段，从金融操作、资本运营的角度讲授风险投资的运作机制和实际操作模式，目的在于使学生掌握风险投资的基本概念、基本理论和进行风险投资的基本方法。修读本课程，学生应在在熟悉风险投资基础知识和资本市场运行机制的基础上，掌握风险投资相关问题的分析方法与风险投资的实践操作能力，为后续课程的学习以及未来从事于风险投资相关的专业工作提供相关的基础知识与专业技能。课程的主要教学内容涵盖风险投资概述、风险投资的国际对比、风险投资的投入机制、风险投资的运作机制、风险投资退出机制、风险投资的监控与激励机制、风险投资的获取方式与操作策略、风险投资支撑系统、我国风险投资的现状及发展前景等。

**推荐教材：**

1.胡海峰：《风险投资学》，北京师范大学出版社，2011年3月第一版。

2.刘曼红：《风险投资学》，对外经济贸易大学出版社，2011年5月第一版。

**考核方式：**考查

Course Title： Risk Investment

**Course Code：**ZYX05187

**Course Category：**Professional Selective Course

**Hours:** 36hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Microeconomics, Macroeconomics, Monetary Finance

**Teaching Objectives and Teaching Content:**

This course illustrates emergence and development trace of risk investment and its causes, target, forms and approaches. From perspectives of financial operation and capital management the course describes operational mechanisms and the real operation modes in order to help the students grasp basic concepts, basic theory and basic approaches of risk investment. Taking this course the students are capable of mastering analysis methods of issues and problems about risk investment and the actual approaches of risk investment on the basis of being aware of fundamental knowledge and operation mechanisms of capital market so that a good knowledge and professional skills foundation is laid for the students’ future study and future career to engage in the relevant risk investment operation. Teaching content of the course mainly covers general description of risk investment, international comparison of risk investment, input mechanisms, operational mechanisms, and withdrawal mechanisms of risk investment, regulation and promotion mechanisms of risk investment, access and operation strategy of risk investment, support-system of risk investment, current status in quo and development trend of risk investment in our country, and etc.

**Texts Recommended:**

1. HU Haifeng, *Risk Investment*, 1st Edition, Beijing Normal University Press, March 2011.

2. LIU Manhong, *Risk Investment*, 1st Edition, University of International Business and Economics Press, May 2011.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 商业银行经营管理

**课程编码：**ZYX05123

**课程性质：**专业选修课程

**教学时数：**周学时3，总学时48

**学分：**3

**先修课程：**微观经济学、宏观经济学、货币金融学

**教学目标与内容：**

修读本课程，可以使学生对商业银行的运行机制和管理内容有比较广泛的了解，从而使学生掌握有关商业银行运作与管理的基本知识，达到培养学生掌握金融学的基本理论和基本技能，具备一定科研能力和实践能力，能够适应将来在银行、证券、保险等金融机构的工作的目标。本课程重点介绍金融体系中最重要的金融中介——商业银行的运行机制、管理内容及其理论基础，并就这些内容展开充分的理论分析与讨论。本课程的主要教学内容涵盖商业银行的理论界定、商业银行在经济运行中的重要作用、中央银行对商业银行业务的监管、商业银行的业务内容及其管理内容（包括资产业务、负债业务、流动性管理、资本管理及内部控制风险管理）、经济全球化和金融国际化条件下商业银行的运行特征、机遇与挑战等。

**推荐教材：**

彼得·罗斯、西尔维娅·C·赫金斯：《商业银行管理》，机械工业出版社，2007年9月第一版。

**考核方式：**考查

# Course Title：Operation and Management of Commercial Banks

**Course Code：**ZYX05123

**Course Category：**Professional Selective Course

**Hours:** 48 hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Macroeconomics, Finance, Monetary Finance

**Teaching Objectives and Teaching Content:**

Taking this course the students are required to have an extensive understanding of operation mechanisms and management of commercial banks. The course helps the students grasp basic knowledge of commercial bank operation and management. Based on mastery of basic theory and basic skills of finance this course fosters the students’ research and practice ability to adapt themselves to their future work in banks, security companies, insurance companies or some other financial organizations. The course especially introduces to operation mechanisms, management and their theoretical foundation of commercial banks, the most important intermediaries in financial system and it also presents extensive theoretical analysis and nichetargeting discussion. Teaching content of the course mainly covers theoretical definition of commercial bank, important role of commercial bank in economic operation, supervision of central bank over commercial bank’s business, commercial bank business and management (including asset and liability, liquidity management, asset management and internal risks control management), operational characteristics, opportunities and challenges of commercial banks in the years of economic globalization and financial internationalization, and etc.

**Texts Recommended:**

1. Peter S. Rose, Sylvia C. Hudgins, *Bank Management and Financial Services*, 1st Edition, China Machine Press, September 2007.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 国际结算

**课程编码：**ZYX05101

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**微观经济学、宏观经济学、国际贸易实务

**教学目标与内容：**

本课程讲授国际结算的基本理论、基本原理、基础知识和国际惯例，解析国际结算业务案例，通过实验室上机实训，使学生对国际结算业务有全面系统的了解和认识，并能熟练进行国际结算各种实际业务的操作。通过对本课程的学习，使学生掌握国际结算中所涉及到的法律、法规、惯例及规章制度，学会解决金融和结算领域中出现的实际问题，掌握国际结算的业务流程与操作规范，熟悉我国涉外金融、结算工作中的政策、措施，并学会在实际工作中加以贯彻执行。本课程的主要教学内容包括票汇、电汇知识及清算系统知识、托收代收业务的流程与操作方法、环球同业银行金融电讯协会（SWIFT）开证、审证、多种单据审核方法、合理审单的基本流程与操作规程等。

**推荐教材：**

1.许南、张雅：《国际结算》（英文版），中国人民大学出版社，2013年9月第一版。

2.赵薇：《国际结算:国际贸易融资支付方法》(英文版)，东南大学出版社，2009年第一版。

**考核方式：**考查

# Course Title：International Settlement

**Course Code：**ZYX05101

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Microeconomics, Macroeconomics, Practice of International Trade

**Teaching Objectives and Teaching Content:**

This course illustrates basic theory, basic principles, general knowledge and international practices of international settlement, analyzes cases and presents computer lab simulation training. The course intends to help the students have a comprehensive and systematic understanding of international settlement operation and be able to proficiently implement real operation. Taking this course the students are required to grasp the related laws, regulations, practices, rules and stipulations in international settlement, learn to deal with real issues in the practical operation, master operational procedure and specification of international settlement, be aware of policies and measures of international finance and settlement taken by government of our country, and learn to carry out them in the real business operation. Teaching content of the course mainly covers knowledge of DDs, TTs and international clearing system, business procedure and operation methods of collection and collection for the third party, issuing LCs and verification under the framework of Society for Worldwide Interbank Financial Telecommunications (SWIFT), different document checking methods, basic procedure and specification of reasonable document checking, and etc.

**Texts Recommended:**

1. XU Nan, ZHANG Ya, *International Settlement*, (English version), 1st Edition, China Renmin University Press, September 2013.

2. ZHAO Wei, *International Settlement: Payment Approaches of International Trade Financing*, (English version), 1st Edition, Dongnan University Press, 2009.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 金融营销

**课程编码：**ZYX05189

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**货币金融学、投资学、商业银行经营管理学、保险学

**教学目标与内容：**

本课程教学目标是要求学生掌握营销在金融服务中的重要作用、消费者行为和金融产品的市场细分、金融产品开发、金融产品定价策略和方法、广告和金融传播手段的利用、销售人员管理、营销计划制定与控制、有效策略等一系列金融实践操作，使学生掌握金融营销实务的基本理论、基础知识和基本方法，具备良好的金融从业人员职业道德与职业操守，为学生未来从事相关金融营销或金融管理工作打好基础。本课程的主要教学内容包括金融营销策划、金融营销战略、银行业、证券业、保险业等主要金融企业金融营销行为分析、金融产品开发与营销管理、银行卡营销实务、金融客户经理制度、客户沟通与产品推广、金融行业网络营销现状、金融营销创新等。

**推荐教材：**

1.吴健安：《市场营销学》，高等教育出版社，2011年6月第四版。

2.万后芬：《金融营销学》，中国金融出版社，2013年2月第一版。

**考核方式：**考查

# Course Title：Financial Marketing

**Course Code：**ZYX05189

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Monetary Finance, Investment, Operation and Management of Commercial Banks, Insurance

**Teaching Objectives and Teaching Content:**

Taking this course the students are required to grasp all of those practical financial operations such as important functions of financial marketing in financial services, consumer behavior and market segmentation of financial products, development of financial products, pricing strategy and methods of financial products, application of advertisement and means of financial communication, management of marketing personnel, making and control of marketing plan, effective strategy, and etc. The students are capable of grasping basic theory, general knowledge and basic methods of financial marketing, possessing good professional ethics and integrity, and laying a foundation for their future career to work in financial marketing and management. Teaching content of the course mainly covers planning and strategy of financial marketing, financial marketing behaviors analysis of major financial institutions of banks, security companies and insurance companies, development of financial products and marketing management, bank card marketing practice, financial customer manager system, customer communication and financial product promotion, cyber financial marketing, financial marketing innovation, and etc.

**Texts Recommended:**

1. WU Jian’an, *Financial Marketing*, 4th Edition, Higher Education Press, June 2011.

2. WAN Houfen, *Financial Marketing*, 1st Edition, China Finance Publishing House, February 2013.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 金融理财

**课程编码：**ZYX05104

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**商业银行经营管理、投资学

**教学目标与内容：**

本课程主要介绍金融理财市场的主要金融理财工具与产品，阐述金融理财技术理论，讨论金融理财策略。修读本课程，要求学生熟悉和掌握货币市场理财、资本市场理财、金融衍生品市场理财、其他理财市场理财、个人与家庭理财的主要工具与产品的基本概念和重要原理、熟悉和掌握金融理财的风险种类、收益构成、影响风险收益的因素，理解资金时间价值的计算与衡量、主要金融理财工具与产品的价值评价与定价方法、投资组合理论和资本资产定价理论等金融理财技术理论的基本内容与分析方法，掌握主要金融理财工具与产品的运用、配置策略与技巧，培养学生在金融理财方面分析问题与解决问题的实际能力，提高金融理财的实务技能与综合素养，为进一步学习金融理财方面的后期系列专业课程奠定基础。本课程的教学内容由金融理财学知识结构体系的四大板块构成，一是介绍金融理财工具与产品，二是阐述金融理财技术理论，三是讨论金融理财策略，四是研究金融理财产品的设计、开发和营销及制作金融理财规划的相关理论与方法。

**推荐教材：**

艾正家：《金融理财学》，复旦大学出版社，2013年7月第二版。

**考核方式：**考查

# Course Title：Financial Chrematistics

**Course Code：**ZYX05104

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Operation and Management of Commercial Bank, Investment

**Teaching Objectives and Teaching Content:**

This course mainly introduces to the major financial chrematistics instruments and products in financial market, illustrates technical theory of financial chrematistics and discusses financial chrematistics strategy. Taking this course the students are required to be aware of and to grasp basic concepts and important principles of money market chrematistics, capital market chrematistics, financial derivatives market chrematistics, other financial market chrematistics and major instruments and products of individuals and households chrematistics, to be familiar with and grasp types of risks, composition of earnings and factors influencing risks and earnings, to understand calculation and measurement of time value of funds, valuation and methods of pricing of major financial chrematistics instruments and products, basic content and analysis methods of major financial chrematistics technical theories including portfolio theory, capital asset pricing theory, and so on, and to master application, allocation strategy and skills of major financial chrematistics. The course fosters the students’ practical ability to analyze and to deal with issues and problems in financial chrematistics, increases their practical skills and comprehensive quality of financial chrematistics, and lays a good foundation for their future study of the other courses in financial chrematistics. Teaching content of the course is composed of four parts: (1) Introduction to financial chrematistics instruments and products; (2) Illustration of financial chrematistics technical theories; (3) Discussion of financial chrematistics strategy and (4) Research on financial chrematistics product designing, development and market promotion, as well as the related theories and methods of financial chrematistics planning.

**Texts Recommended:**

1. AI Zhengjia, *Financial Chrematistics*, 2nd Edition Fudan University Press, July 2013.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 金融企业会计

**课程编码：**ZYX05097

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**经济法、基础会计、财务会计、货币银行学

**教学目标与内容：**

金融企业会计是继基础会计、财务会计、货币银行学等专业课程之后的一门实务性很强专业选修课，要求学生了解金融企业会计的对象和相应会计核算的特点，熟悉《金融企业会计制度》的基本内容，重点掌握金融企业特别是银行机构主要业务的会计核算。在掌握金融企业会计的基本理论、基本核算方法的基础上，修读本课程学生还将学习金融企业各项具体业务，如存贷款业务、支付结算业务、联行往来业务、金融企业往来业务等的核算手续、特点和方法，以及金融企业财务报表的编制方法。

**推荐教材：**

1.李海波、刘学华：《金融会计》，立信会计出版社，2013年8月第三版。

2.方萍：《金融企业会计》，西南财经大学出版社，2009年8月第一版。

**考核方式：**考查

Course Title： Financial Enterprise Accounting

**Course Code：**ZYX05097

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Economic Law, Fundamentals of Accounting, Financial Accounting, Currency and Banking

**Teaching Objectives and Teaching Content:**

This course is a practical professional selective course after delivery of Fundamentals of Accounting, Financial Accounting, Money and Banking and some other professional courses. Learning this course the students are required to understand objectives of financial enterprise accounting and characteristics of the corresponding accounting treatment, to be aware of basic content of financial enterprise accounting system, and to specially master financial accounting of the main business activities of financial enterprises, particularly banks. On the basis of fundamental theory of financial enterprise accounting and the relevant basic accounting techniques the students, taking this course, will learn how to actually implement financial accounting, including procedure, characteristics and methods, for the major business activities of financial enterprises, such as loans and deposits, payment and settlement, inter-banks accounting and correspondent banking business. Finally, they will learn how to prepare accounting statement of financial enterprises.

**Texts Recommended:**

1. LI Haibo, LIU Xuehua, *Financial Accounting*, LiXin Accounting Publishing House, August 2013.

2. FANG Ping, *Financial Enterprise Accounting*, 1st Edition, Xinan University of Finance and Economics Press, August 2009.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 互联网金融

**课程编码：**ZYX05102

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**商业银行经营管理、投资学、电子商务概论、风险管理

**教学目标与内容：**

互联网金融（ITFIN）是指以依托云计算、社交网络以及搜索引擎、app等互联网工具，实现资金融通、支付和信息中介等业务的一种新兴金融。互联网金融不是互联网和金融业的简单结合，而是在实现安全、移动等网络技术水平上，被用户熟悉接受后（尤其是对电子商务的接受），自然而然为适应新的需求而产生的新模式及新业务。本课程旨在使学生了解互联网金融的发展现状与趋势，熟悉互联网金融的基本理念和主要模式，认识到互联网金融发展对传统金融产业形成的挑战以及对推进中国金融体制改革和创新的作用，掌握互联网金融的风险管理与政府监控的基本原理。本课程的主要教学内容涵盖商业银行融资、支付、理财三大功能业务、互联网金融的发展模式（包括众筹、P2P、移动支付、O2O、数字货币、大数据金融、金融门户等）、互联网金融的主要特点（成本低、效率高、覆盖广、发展快、管理弱、风险大等）、互联网金融的信息处理、互联网金融的政府监管等。

**推荐教材：**

姚文平：《互联网金融》，中信出版社，2014年2月第一版。

**考核方式：**考查

# Course Title：Internet Finance

**Course Code：**ZYX05102

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Commercial Bank Business and Management, Investment, General Description of E-commerce, Risk Management

**Teaching Objectives and Teaching Content:**

Internet finance, ITFIN, is a newly arisen financial format which, relying on Internet instruments of cloud computing, social networking services, search engines and app, accomplishes fund financing, payment, information intermediary services and the other financial services. It is not a simple incorporation between Internet and financial industry but a financial business model better meeting customers’ needs, being familiar with and accepted by customers based on security and mobile Internet technology. This course intends to help the students understand status in quo of Internet finance and its development trend, be aware of fundamental philosophy and major models of Internet finance, recognize challenges launched by Internet finance to the traditional financial industry and functions played by Internet finance in promoting reform and innovation of financial system in China, and grasp basic principles of Internet finance risks management and governmental supervision and regulation. Teaching content of the course mainly covers three functional businesses of commercial banks (fund financing, payment settlement and financial management), major Internet finance models (crowd funding, P2P, mobile payment, O2O, digital money, big data finance, financial portals), major characteristics of Internet finance (lower cost, higher efficiency, wider coverage, speed development, weak management and more risks), information processing of Internet finance, governmental supervision and regulation, and etc.

**Texts Recommended:**

1. YAO Wenping, *Internet Finance*, 1st Edition, CITIC Publishing House, February 2014.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 信托与租赁

**课程编码：**ZYX05109

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**金融市场学、投资学

**教学目标与内容：**

从业务性质上看，信托业务属于银行的中间性业务，租赁业务则属于银行的资产性业务。在金融领域中，信托和租赁业务以其很强的灵活性和适应性，发挥着不可替代的作用。随着我国金融体制的完善，金融机构的业务趋于规范，对这两项业务的认识和把握也越来越重要。本课程的教学目的是为了使学生掌握信托与租赁的基本理论、基本知识和基本技能，为学生未来从事相应金融工作打下坚实的知识基础。本课程介绍信托与租赁这两项金融领域非常重要的业务，具有很强的理论性和实践性。本课程的教学内容主要包括信托的基本涵义、信托 的种类、信托的基本职能、信托的特点、国内外信托业的发展现状与趋势、租赁的一般涵义、租赁的分类、形式与功能、租金的构成与计算、影响租金的因素、租赁合同当事人的权利与义务、租赁项目、租赁税收等。

**推荐教材：**

1.闵绥艳：《信托与租赁》，科学出版社，2012年6月第三版。

2.叶伟春：《信托与租赁》，上海财经大学出版社，2015年1月第三版。

**考核方式：**考查

Course Title：Trust and Leasing

**Course Code：**ZYX05109

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Financial Market, Investment

**Teaching Objectives and Teaching Content:**

According to operational features trust is intermediate business of banks but leasing is banks’ asset business. Because of their very strong flexibility and applicability trust and leasing are playing irreplaceable role. Since our country’s financial system is improved and operation of financial institutions tends to be standardized mastery of those two types of financial business has become more important. Teaching objective of this course is to help the students grasp basic theory, basic knowledge and basic skills of trust and leasing and to lay a good knowledge foundation for the students’ future career to engage in the related financial business. The course introduces to trust and leasing and has a very strong theoretical and practical property. Teaching content of the course mainly covers basic meaning for trust, types, basic functions and characteristics of trust, current development status and development trend of trust at home and abroad, basic meaning for leasing, types and functions of leasing, composition of rent and its calculation, factors influencing rent, rights and liabilities of parties to a leasing contract, and etc.

**Texts Recommended:**

1. MIN Suiyan, *Trust and Leasing*, 3rd Edition, Science Press, June 2012.

2. YE Weichun, *Trust and Leasing*, 3rd Edition, Shanghai University of Finance and Economics Press, January 2015.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 公司投资与案例分析

**课程编码：**ZYX05190

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**金融市场学、投资学、公司理财

**教学目标与内容：**

公司投资，特指公司的对外投资，即公司将本公司的资产投资到其他公司作为其他公司的股份。因为公司资产本身来自股东的投资及投资收益，如果再次投资到其他公司其所有权即不再属于本公司，本公司无法对该资产的使用及收益施以充分的控制，与当初股东投资预期也有所差距。为了保证公司资产的安全，各国法律往往都会对此做出一定的限制。本课程紧密联系国内外公司投资的典型案例，系统介绍公司投资的分类（股份投资和债权投资）、深入分析公司投资的积极意义和负面作用、我国现行《公司法》对公司投资的限制、公司投资的实际运作、公司投资的收益、风险与风险防范、处置公司投资争议的法律依据与司法程序、公司投资的财务监管和股东权益保障等等。

**推荐教材：**

车正红、李华、齐殿伟、付聪副：《资本运营理论与实务》，清华大学出版社，2010年6月。

# 考核方式：考查Course Title：Case Study of Corporate Investment

**Course Code：**ZYX05190

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Financial Market, Investment, Corporate Chrematistics

**Teaching Objectives and Teaching Content:**

Corporate investment specially refers to a corporation’s external investment.That is a corporation makes investment by using its own assets in another corporation to hold shares of the latter. Assets of the corporation come from investment of its shareholders and investment revenue. If the corporation makes investment in another one ownership of those assets will be no longer belong to the corporation and it is incapable of fully controlling over use and revenue of the assets. There should be a gap between that situation and the original expectation of shareholders. In order to assure safty of corporation’s assets all countries should impose some kind of legal restriction on corporate investment. This course, closely focusing on some typical cases at home and abroad, systematically introduces to categories of corporate investment (investment in equity and investment in bond) and thoroughly analyzes positive functions and negative effects of corporate investment, restrictions of corporate investment imposed by the existing *Corporation Law* OF China, actual operation of corporate investment, revenue, risks and risk avoidance of corporate investment, legal basis and judicial procedure of settlement of corporate investment disputes, financial supervision of corporate investment, protection of shareholders’ rights, and etc..

**Texts Recommended:**

CHE Zhenghong, LI Hua, QI Dianwei, FU Congfy, *Capital Operation: Theory and Practice*, Tsinghua University Press, June 2010.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 项目融资

**课程编码：**ZYX05191

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**金融市场学、投资学、公司理财

**教学目标与内容：**

项目融资是指贷款人向特定的工程项目提供贷款协议融资，对于该项目所产生的现金流量享有偿债请求权，并以该项目资产作为担保的融资类型。它是一种以项目的未来收益和资产作为偿还贷款的资金来源和安全保障的融资方式。修读本课程，要求学生掌握项目融资的性质与种类，熟悉和理解项目融资的运作程序，能够运用项目融资为项目争取资金来源或为公司的暂时闲散资金获得投资盈利的机会。课程的教学内容包括无追索权的项目融资、有限追索权项目的融资、有限追索性的具体表现（时间的有限性、金额的有限性、对象的有限性）、项目融资的特点（融资主体的排他性、追索权的有限性、项目的分散性、项目信用的多样性、项目融资程序的复杂性）、项目融资的基本流程（融资结构分析、融资谈判、融资执行）、项目融资的申请条件、项目融资的风险评估与风险防范等等。

**推荐教材：**

杨开明：《项目融资》，经济管理出版社，2010年7月。

# 考核方式：考查Course Title：Project Finance

**Course Code：**ZYX05191

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Financial Market, Investment, Corporate Chrematistics

**Teaching Objectives and Teaching Content:**

Project finance refers to that type of financing in which lenders provide financing according to credit agreement to particular engineering projects, enjoy right to debt service to cash flow required by the projects and take assets of the projects as callateral. That is a form of financing providing future revenue and assets of the projects as source of fund to repay the credit and as safty arurance of the lenders. Taking this course the students are required to grasp essence and categories of project finance, to be familiar with and to understand operation procedure of project finance, and to be able to acquire source of funds for particular projects or to search opportunities of making profit for the temporarily idle funds of enterprises in form of project finance. Teaching content of the course covers non-recourse project finance, limited-recourse project finance, concrete manifestations of limited-recourse property (limitations of time, volume of funds and projects), characteristics of project finance (exclusiveness of subject of financing, limitation of right of recourse, disperstiveness of projects, diversification of project credit and complication of procedure), basic operation procedure of project finance (analysis of financing structure, financing negotiation and performance of financing), application requirements of project finance, risk assessment and risk avoidance of project finance, and etc..

**Texts Recommended:**

YANG Kaiming, *Project Finance*, Economic Management Press, July 2010.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 投资估价

**课程编码：**ZYX05192

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**金融市场学、投资学、公司理财

**教学目标与内容：**

估价是投资决策的核心之所在，但在当今资本市场上，尤其是在近期的金融危机之后，市场状况变得越来越不稳定，资产的定价变得越来越复杂，表现为投资的风险加大，不确定性增加，直接影响到投资的效益甚至成败。投资股价课程使用大量真实案例，系统介绍对股票、债券、期权、期货和房地产等各类资产的估价原则和基本方法，尤其是关注用于不同类型资产估价的各种模型，比较它们之间的差异，同时探究这些模型的共性。修读本课程，要求学生了解和掌握最新的投资估价工具和各种估价模型的理论与实际应用。课程的教学内容包括金融危机中的估价教训、应用实物期权理论和期权定价模型评估企业和股权、对非传统资产、金融服务公司、新创企业以及其他传统资产的估价、估价中的概率方法（如情景分析法、决策树和模拟法）、在任何给定的资产估价情景下如何选择正确的模型等等。

**推荐教材：**

阿斯沃斯·达摩达兰：《投资估价》第3版，清华大学出版社，2014年7月。

**考核方式：**考查

Course Title：Investment Valuation

**Course Code：**ZYX05192

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Financial Market, Investment, Corporate Chrematistics

**Teaching Objectives and Teaching Content:**

Valuation is the core of making investment decision. However, in today’s capital market, especially after the current financial crisis, market situation becomes more and more unstable and asset pricing becomes more and more complicated in terms of larger investment risk and increase in uncertainty. That directly determines investment efficiency even success or failure. This cource, using a lot of real cases, systematically introduces to valuation principle and basic methods of different assets such as stocks, bonds, options, futures and real estates. It specially focuses on different models employed in valuation of different types of assets, compares differences in those models and explores similarity of them. Taking this course the students are required to understand and grasp the updated investment valuation tools and theory and application of different valuation models. Teaching content of the course covers valuation lessons that should learned in financial crisis, enterprise assessment and its stock valuation by using real option theory and option pricing model, valuation of non-traditional assets, financial service companies, newly established enterprises and traditional assets, probability method of valuation indluding scenario analysis, decision-making tree and simulation method, how to choose correct model in any given asset valuation situation, and etc..

**Texts Recommended:**

Aswath Damodaran, *Investment Valuation*, 3rd Edition, Tsinghua University Press, July 2014.

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**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 投资项目管理

**课程编码：**ZYX05193

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**金融市场学、投资学、管理学

**教学目标与内容：**

投资决策是企业最重要的决策之一。从某种意义上说，一个企业就是由一系列的投资项目所组成的。正确的投资可以为企业的发展提供杠杆效应，大大加速企业的发展。反之，投资失误也有可能将企业存在的种种弊端放大，甚而影响企业的生存。因而，投资决策对公司的成长发展有着至关重要的意义。本课程着眼于帮助企业做出正确的投资决策，在众多投资项目中选择最具盈利前景的项目，并对投资项目施以严格管理，实现企业经营效益最大化。修读本课程，要求学生掌握投资估值定价的工具和方法，确保评估指标的正确性和适用性；学会系统分析相关指标的方法，充分理解蕴含其中的机会和风险；深入分析项目的投资回报和风险的，优化项目结构，寻求最佳投资方案；将投资管理融入企业的全面绩效管理和价值管理，确保投资项目的成功，实现企业的健康增长。课程的教学内容涵盖投资决策分析基础、投资分析与日常财务分析的区别、如何定义投资项目的优劣性、投资分析黄金定律、投资分析的主要工具及方法、如何通过数据分析找到最优化的投资项目、并购项目中的投资决策、评估审核流程和投资项目管理案例分析等等。

**推荐教材：**

祝波：《投资项目管理》，复旦大学出版社，2009年2月。

**考核方式：**考查

Course Title：Investment Project Management

**Course Code：**ZYX05193

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Financial Market, Investment, Management

**Teaching Objectives and Teaching Content:**

Investment decision-making is one of the most important decisions made by enterprises. In some sense an enterprise is comprosed of a set of investment projects. Prudent investment provides development of enterprises with leverage effect and greatly pushes their development while investment failure enlarges drawbacks possibly exist even impacts survival of enterprises. So that investment decision-Making plays an important role in gowth and development of enterprises. This course intends to help enterprises make correct investment decision, choose those engibeering projects with the best earning outlook from numerous investment projects and emplement rigid management over those projects in order to realize goal of profit maximization. Taking this course the students are required to grasp tools and methods of investment valuation, to assure correctness and applicability of valuation indicators, to learn methods of systematical analysis of relevant indicators, to fully understand opportunities and risks contained in them, to thoroughly analyze returns on investment and risks of projects investment, to optimize structure of projects, to seek the optimal investment plan, to integrate investment management with the overall performance management and value management of enterprises, to assure success of investment, and to reach the goal of healthy development of enterprises. Teaching content of the course covers basis of investment decision-making, difference between investment analysis and financial analysis, how to define superiority and inferiority of investment projects, golden rule of investment analysis, the major tools and methods of investment analysis, how to seek the optimal investment projects by data analysis, investment decision-making in merger and acquisition, procedure of assessment and checking, cases of investment project management, and etc..

**Texts Recommended:**

ZHU Po, *Investment Project Management*, Fudan University Press, February 2009.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 投资综合实训

**课程编码：**ZYX05188

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**中级财务管理、投资学、资本市场学

**教学目标与内容：**

投资综合实训课程旨在培养学生的专业投资理财策划能力和实践创新能力，通过宏观经济分析与投资理财、公司财务分析与投资理财、金融工具与投资理财、消费支出规划与投资理财、投资理财综合设计等五大模块的模拟实训，训练学生的投资理财创新思维。投资模拟实训课程设计源于实践、成于实训，全面体现学生的自主学习能力和创新思维指导下的设计能力，经由投资理财设计，可以全方位提升学生的理财设计策划能力、创新能力、风险管理能力、团队协作能力。

**推荐教材：**

[唐平](http://book.jd.com/writer/崔国萍_1.html)：《投资理财综合实训》，[西南财经大学出版社](http://book.jd.com/publish/机械工业出版社_1.html)，2012年2月第一版。

**考核方式：**考查

Course Title: Investment Comprehensive and Practical Training

**Course Code：**ZYX05188

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Intermediate Financial Management, Investment, Capital Market

**Teaching Objectives and Teaching Content:**

This course, Investment Simulation and Practical Training, intends to increase the students’ planning ability of professional investment and financing and practical innovative ability. The students will be cultivated to have innovative thinking of investment and financing by simulation and training of the five modules: macro economic analysis and investment and financing, corporate financial analysis and investment and financing, financial instrument and investment and financing, consumption expenditure planning and investment and financing, comprehensive planning of investment and financing. Delivery of this course comes from practice and succeeds in simulation training. The course will fully display the students’ self study ability and planning ability under the guidance of innovative thinking. Taking this course the students’ investment and financing planning ability, innovative ability, risk management ability, and team cooperation ability will be all dimensionally increased.

**Texts Recommended:**

1. TANG Ping, *Comprehensive Simulation and Practical Training of Investment and Financing*, 1st Edition, Southwestern University of Finance and Economics, February 2012.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 市场调研和行业分析

**课程编码：**ZYX05194

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**中级财务管理、投资学、资本市场学

**教学目标与内容：**

市场调研和行业分析是运用科学的方法，有目的、有计划、系统、客观地识别、收集、整理、分析有关供求、资源和行业发展的各种情报、信息、资料，以把握市场行情和行业发展的现状和发展趋势，为企业决策提供依据。修读本课程要求学生能够指根据经济学原理，综合应用统计学、计量经济学等分析工具对行业经济的运行状况、产品生产、销售、消费、技术、行业竞争力、市场竞争格局、行业政策等行业要素进行深入的分析，从而发现行业运行的内在经济规律，进而进一步预测未来行业发展的趋势。课程的教学内容包括市场调研的流程与方法、调研资料的收集与整理、调研报告的撰写、行业分析的主要任务、行业分析报告的主要内容等等。

**推荐教材：**

张灿鹏、郭砚常：《市场调查与分析预测》，清华大学出版社，2008年3月。

**考核方式：**考查

Course Title: Market Research and Industry Analysis

**Course Code：**ZYX05194

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Intermediate Financial Management, Investment, Capital Market

**Teaching Objectives and Teaching Content:**

Taking scientific method, market research and industry analysis intends to purposefully, prepensely, systematically and objectively recognize, collect, coordinate all different information and materials about market supply and demand, resources and industry development in order to master the current market situation and industry development tendency and to provide enterprises with guide of decision-making. Taking this course the students are required to be capable of analyzing industrial factors such as economic operation, production, marketing, comsumption, technology, competetiveness, market competition pattern, industrial policy. Therefore, they can discover the intrinsic economic laws of industrial operation and have a prediction of the future development tendency of industries. Teaching content of the course covers procedure and methods of market research, collection and coordination of information and materials of market research, writing of market research report, the major tasks of industrial analysis, the main content of industrial analysis report, and etc..

**Texts Recommended:**

ZHANG Canpeng, GUO Yanchang, *Market Research, Analysis and Prediction*, Tsinghua University Press, March 2008.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

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## 公司并购与重组

**课程编码：**ZYX05195

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**公司金融、投资学

**教学目标与内容：**

本课程旨在让学生了解公司并购与重组的基本原理、基本操作程序和方法，掌握公司并购与重组涉及的法律法规，学会识别公司并购与重组中的风险，并实施有效的管控，并能够针对具体的案例做出自己的分析。在对公司并购与重组理论进行深度分析的基础上，课程着眼于解决公司并购与重组的决策策划、实务操作和流程控制中的重点、难点问题，并就此对并购重组的应对策略展开讨论。课程的主要教学内容涵盖公司并购与重组的基本理论、相关法规、实际操作、并购与重组战略、并购定价、并购整合、反并购策略、国内并购与海外并购等。课程还专门设置了大量实际案例，以增强学生对公司并购与重组的感性认识。

**推荐教材：**

韩复龄：《公司并购重组：理论·实务·案例》，[首都经济贸易大学出版社](http://book.jd.com/publish/首都经济贸易大学出版社_1.html)，2013年7月第一版。

**考核方式：**考查

# Course Title：Company M&A and Restructuring

**Course Code：**ZYX05195

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Corporate Finance, Investment

**Teaching Objectives and Teaching Content:**

This course intends to help the students understand basic theory, basic procedure and basic approaches of company M&A and restructuring, grasp the relevant laws and legal regulations, learn to identify and to effectively prevent risks in company M&A and restructuring, and be capable of making their independent analysis toward specific cases. Based on an in-depth analysis of theory of company M&A and restructuring, the course focuses on the key points and major difficulties in making decision, practical operation and process control and it also discusses strategy of company M&A and restructuring. Teaching content of the course mainly covers basic theory of company M&A and restructuring, related laws and legal regulations, practical operation, M&A and restructuring strategy, M&A pricing, M&A integration, anti-M&A strategy, domestic and international M&A, and etc. The course presents a lot of practical cases in order to increase the students’ perceptual knowledge of company M&A and restructuring.

**Texts Recommended:**

1. HAN Fuling, *Company M&A and restructuring: Theory, Practice and Cases*, 1st Edition, Capital University of Economics and Business Press, July 2013.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 房地产投融资

**课程编码：**ZYX05196

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**投资学

**教学目标与内容：**

本课程运用大量案例，从房地产开发投资和置业投资两个角度全面介绍房地产投资融资分析的方法。修读本课程要求学生理解和掌握房地产投资的基本知识（包括房地产投资的基本概念、类型、特点）、房地产投资分析的方法和内容、房地产投资环境与市场分析、投资环境和区位对房地产投资的影响、房地产投资估算与资金融通、房地产开发项目投资财务评价方法、房地产开发项目不确定性与风险分析方法和房地产开发项目投资决策分析。课程的教学内容涵盖房地产投资分析基础、房地产投资环境与市场分析、房地产投资估算与资金融通、房地产开发项目投资的财务评价方法、房地产开发项目不确定性与风险分析方法、房地产开发项目投资决策分析、租售房地产开发项目案例分析、住宅项目置业投资实务操作、商业地产项目置业投资分析实务、写字楼项目投资等等。

**推荐教材：**

殷世波：《房地产投融资实务》，北京大学出版社，2011年7月。

**考核方式：**考查

# Course Title：Real Estate Investment and Financing

**Course Code：**ZYX05196

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Investment

**Teaching Objectives and Teaching Content:**

This course, by using a lot of realistic cases, comprehensively introduces to analysis method of real estate investment and financing from perspectives of real estate development investment and real estate property investment. Taking this course the students are required to understand and master basic knowledge of real estate investment, including its basic concept, category and characteristic, analysis method and content of real estate investment, environment and market analysis of real estate investment, impact of environment and location on real estate investment, assessment of real estate investment and financing of funds, financial assessment method of real estate development project, uncertainty and risk analysis method of real estate development project, analysis of decision-making of real estate development project, case study of rent and sale of realestate development project, practical operation of housing property investment, practical analysis of commercial real estate property investment project, office building project investment, and etc..

**Texts Recommended:**

YIN Shibo, *Practice of Real Estate investment and Financing*, Beijing University Press, July 2011.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 资本市场运做案例分析

**课程编码：**ZYX05197

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**微观经济学

**教学目标与内容：**

本课程大量使用现实案例研究市场经济条件下，资本市场运行机制及各市场主体行为的规律。修读本课程要求学生在掌握资本市场交易的基础理论知识、基本原则的基础上，学习资本市场交易的方法，掌握资本市场交易运作程序、运行方式和运行机制，体会市场风险，学习分析和控制风险，能够独立运用所学的理论对资本市场交易中存在的问题和各种现象进行分析和解释，并学会撰写外汇、股票交易研究报告，对资本市场相关理论和应用有比较直观的认识和了解。本课程的主要教学内容包括资本市场的基本概念、基础知识、基本理论，货币、债券、外汇、股票、黄金、基金、衍生工具等子市场的市场主体、交易工具、运作机制、收益风险和定价原理，利率机制、定价机制、监管机制、汇率机制和风险机制等资本市场机制，资本市场监管和资本市场一体化的基本理论与实务。

**推荐教材：**

黄嵩：《资本市场学》，北京大学出版社，2011年9月第1版。

**考核方式：**考查

Course Title：Case Study of Capital Market Operation

**Course Code：**ZYX05197

**Course Category：**Professional Selective Course

**Hours:** 32 hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Microeconomics

**Teaching Objectives and Teaching Content:**

This course, using a lot of practical cases, studies operation mechanisms of capital market and laws of behaviors of different market entities under the condition of market economy. Taking this course the students are required to get to know actual transaction of capital market, understand procedure, modes and mechanisms of market operation, to recognize market risks, to learn how to analyze and control those risks on the basis of mastery of fundamental theoretical knowledge and basic principles of capital market transactions, to independently analyze and explain problems and different phenomena in capital market transactions, to be capable of presenting research report of foreign exchange and stock transactions, and to have a comparatively visual understanding and realization of the relevant theories and applications of capital market. Teaching content of the course mainly covers basic concepts, fundamental knowledge and general theory of capital market; market entities, transaction instruments, operation mechanisms, revenue and risks and principles of pricing of different submarkets, such as money market, bond market, foreign exchange market, stock market, gold market, fund market and derivative market; market mechanisms including interest rate mechanism, pricing mechanism, supervision mechanism, foreign exchange rate mechanism and risk control mechanism; basic theory and practice of capital market regulation and capital market integration, and etc..

**Texts Recommended:**

HUANG Song, *Capital Market*, 1st Edition, Peking University Press, January 2011.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 创业管理

**课程编码：**ZYX05005

**课程性质：**专业选修课程

**教学时数：**周学时2，总学时32

**学分：**2

**先修课程：**微观经济学、管理学

**教学目标与内容：**

创业管理课程介绍企业开办与管理全过程的理论和实务，力图将理论与实践紧密结合，传授创业学的基本理论与知识。本课程从创业精神的内涵入手，分别讲述创业机会、商业模式、组建创业团队、创业融资、企业新建及管理、新创立企业的持续发展等问题，结合实际引导学生开发创业思维，通过培养学生的创业意识和创业能力，使学生了解创业模式、创业程序和创业管理的基本理论，掌握创办企业的基本要求，并能够初步撰写创业计划和模拟创业。通过本课程学习，培育学生善于思考、勇于探索的创新精神以及识别机会、快速行动和善于解决问题的实践能力，为学生成长为创业型人才打下基础，开拓学生未来就业的广阔空间。

**推荐教材：**

张玉利：《创业管理》，机械工业出版社，2014年2月第三版。

**考核方式：**考查

Course Title: Entrepreneurship Management

**Course Code：**ZYX05005

**Course Category：**Professional Selective Course

**Hours:** 32hrs (2 hrs per week)

**Credits：**2

**Pre-courses:** Microeconomics, Management

**Teaching Objectives and Teaching Content:**

This course systematically introduces theory and practice of enterprise establishment and management. Combining theory with practice the course intends to provide basic theory and knowledge of entrepreneurship. Focusing on essence of entrepreneurship it illustrates entrepreneurial opportunities, business models, forming entrepreneurial teams, starting-up financing, enterprise creation, and sustainable development of the newly-established enterprises. Closely linking the real enterprise creation, the course strives to develop the students’ entrepreneurship thinking, to cultivate their entrepreneurship spirit and capability. The course will make the students recognize models, procedure and management of starting up enterprises, master basic conditions of enterprise creation, and be well of writing enterprise creation plan and implementing sample enterprise creation. Learning this course the students are required to possess entrepreneurship spirit being good at thinking and bold in exploring and innovating. They will be allocated with practical capabilities of recognizing opportunities, taking quick actions, and resolving the real problems. In general, taking this course the students will lay a foundation for being cultivated into entrepreneurship talents and will have explored a wider prospect for their future career.

**Texts Recommended:**

ZHANG Yuli, *Entrepreneurship Management*, 3rd Edition, China Machine Press, February 2014.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 文献检索与论文写作（1）

**课程编码：**ZYX05113

**课程性质：**专业选修课程

**教学时数：**周学时1，总学时16

**学分：**1

**先修课程：**

**教学目标与内容：**

文献检索与论文写作课程从实际出发，既重视介绍毕业论文写作和信息检索的一般知识，又注重实用性和可操作性，其目的是使学生全面了解撰写毕业论文的知识和方法，提升文献资料收集整理与利用水平，激发创新意识，培养创新能力，尽快进入写作状态，顺利完成毕业论文，并为将来走上工作岗位或进一步深造打下一个坚实的基础。本课程在整合既有文献检索与学位论文写作等方面内容的基础之上，系统阐述文献信息检索基础知识、基本技能，以独特的视角介绍各种文献特点与分布、一些常用传统文献检索工具的编排组织规则和使用方法、电子文献信息检索技术、国（境）内外著名的开放获取资源以及经典的中外文题录或文摘数据库、引文数据库、全文数据库的特点和检索技能、文献原文获取的技巧和方法、纸质文献与电子文献合理使用的范畴、学术论文的写作规范、撰写方法、投稿技巧与校样审读要领等。本课程第六学期开出。

**推荐教材：**

1. 花芳：《文献检索与利用》，清华大学出版社，2014年3月第二版。

2. 邓富民：《文献检索与论文写作》，经济管理出版社，2010年8月第一版。

**考核方式：**考查

Course Title： Bibliographic Retrieval and Thesis WritingⅠ

**Course Code：**ZYX05113

**Course Category：**Professional Selective Course

**Hours:** 16hrs (1 hrs per week)

**Credits：**1

**Pre-courses:**

**Teaching Objectives and Teaching Content:**

From a practical standpoint, this course, Bibliographic Retrieval and Thesis Writing, puts stress on introduction to how to write graduation thesis and how to retrieve information. It lays emphasis on practicability and operability. The course intends to make the students comprehensively understand skills and methods of graduation thesis writing, actually improve literature review and data collection, stimulate innovation spirit and increase innovation ability, start thesis writing sooner and succeed to finish graduation thesis. Finally, a solid foundation will be laid for their future career or further study. Combining the existing bibliographic retrieval with thesis writing, this course systematically presents basic knowledge and stills of bibliographic retrieval. It introduces characteristics and distribution of bibliography, arrangement rules and application methods of some traditional bibliographic retrieval in common use, electronic information retrieval technique, some famous open access of information at home and abroad, classical Chinese-foreign subject citations, characteristics and searching technique of abstract database, reference database and full text database, techniques and methods to acquire original text, rational application spheres of paper document and electronic document, writing norm of academic research thesis, writing methods, submission for publication, essentials of proofreading, and etc.. This course is delivered in the 6th term.

**Texts Recommended:**

1. WANG Xirong, *Bibliographic Retrieval and Thesis Writing*, 4th Edition, Shanghai Jiaotong University Press, July 2013.

2. DENG Fumin, *Bibliographic Retrieval and Thesis Writing*, 1st Edition, Economy and Management Publishing House, August 2010.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)

## 文献检索与论文写作（2）

**课程编码：**ZYX05114

**课程性质：**专业选修课程

**教学时数：**周学时1，总学时16

**学分：**1

**先修课程：**

**教学目标与内容：**

文献检索与论文写作课程从实际出发，既重视介绍毕业论文写作和信息检索的一般知识，又注重实用性和可操作性，其目的是使学生全面了解撰写毕业论文的知识和方法，提升文献资料收集整理与利用水平，激发创新意识，培养创新能力，尽快进入写作状态，顺利完成毕业论文，并为将来走上工作岗位或进一步深造打下一个坚实的基础。本课程在整合既有文献检索与学位论文写作等方面内容的基础之上，系统阐述文献信息检索基础知识、基本技能，以独特的视角介绍各种文献特点与分布、一些常用传统文献检索工具的编排组织规则和使用方法、电子文献信息检索技术、国（境）内外著名的开放获取资源以及经典的中外文题录或文摘数据库、引文数据库、全文数据库的特点和检索技能、文献原文获取的技巧和方法、纸质文献与电子文献合理使用的范畴、学术论文的写作规范、撰写方法、投稿技巧与校样审读要领等。本课程第七学期开出。

**推荐教材：**

1. 花芳：《文献检索与利用》，清华大学出版社，2014年3月第二版。

2. 邓富民：《文献检索与论文写作》，经济管理出版社，2010年8月第一版。

**考核方式：**考查

Course Title： Bibliographic Retrieval and Thesis Writing Ⅱ

**Course Code：**ZYX05114

**Course Category：**Professional Selective Course

**Hours:** 16hrs (1 hrs per week)

**Credits：**1

**Pre-courses:**

**Teaching Objectives and Teaching Content:**

From a practical standpoint, this course, Bibliographic Retrieval and Thesis Writing, puts stress on introduction to how to write graduation thesis and how to retrieve information. It lays emphasis on practicability and operability. The course intends to make the students comprehensively understand skills and methods of graduation thesis writing, actually improve literature review and data collection, stimulate innovation spirit and increase innovation ability, start thesis writing sooner and succeed to finish graduation thesis. Finally, a solid foundation will be laid for their future career or further study. Combining the existing bibliographic retrieval with thesis writing, this course systematically presents basic knowledge and stills of bibliographic retrieval. It introduces characteristics and distribution of bibliography, arrangement rules and application methods of some traditional bibliographic retrieval in common use, electronic information retrieval technique, some famous open access of information at home and abroad, classical Chinese-foreign subject citations, characteristics and searching technique of abstract database, reference database and full text database, techniques and methods to acquire original text, rational application spheres of paper document and electronic document, writing norm of academic research thesis, writing methods, submission for publication, essentials of proofreading, and etc.. This course is delivered in the 7th term.

**Texts Recommended:**

1. WANG Xirong, *Bibliographic Retrieval and Thesis Writing*, 4th Edition, Shanghai Jiaotong University Press, July 2013.

2. DENG Fumin, *Bibliographic Retrieval and Thesis Writing*, 1st Edition, Economy and Management Publishing House, August 2010.

**Evaluation:** Comprehensive Assessment(Testing without Exam-paper)