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金融学（商业银行、证券投资、公司金融）专业

## 《微观经济学》课程介绍

课程编码：XJB05001

课程性质：学科基础课程

教学时数：周学时5，总学时80

学分：4

先修课程：微积分

教学目标与内容：

本课程的教学目标是为了在学生了解、认识和掌握微观经济学的基本理论和基本分析方法的基础上，培养和提高学生运用所学经济学理论和分析方法来分析经济领域相关问题的能力。

本课程主要内容：需求、供给与均衡价格理论、弹性理论、消费者行为理论、生产理论、成本理论等。通过本课程的教学，应使学生了解微观经济学的研究对象和方法，了解微观经济学的理论体系、分析工具和发展简史，使学生比较全面系统地掌握需求和供给、效用和消费者行为、生产和成本、市场结构与厂商均衡、博弈与寡头市场、生产要素定价理论、一般均衡、市场失灵与政府的微观经济政策。

推荐教材：

高鸿业，西方经济学（微观部分），中国人民大学出版社，2011年1月第5版

考核方式：考试

### Course Title：Microeconomics

**Course Code：**XJB05001

**Course Category：**Fundamental Compulsory Course

**Hours:** 72 hrs (4 hrs per week)

**Credits：**4

**Pre-courses:** Calculus

**Teaching Objectives and Teaching Content:**

The teaching objective of this course is to make students systematically familiarize themselves with the basic principles and research approaches of modern microeconomics, update them on its recent development, and be capable of analyzing the major issues in the current world economy and China’s economic development by applying the indispensable economic theories and approaches based on economic development reality. Through this course a well foundation will be laid for students to deal with the other professional courses in disciplines of economics and management. Meanwhile students will be equipped with the basic knowledge of economics and economic research approaches, which must be of use 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 at universities and colleges. The 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, 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》课程介绍

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72

学分：4

先修课程：微观经济学、微积分

教学目标与内容：

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，为后继课程和进一步获取宏观经济知识奠定必要的基础。

本课程主要内容是以整个国民经济作为研究对象，研究经济总量的决定及其变化规律。具体来说，就是研究国民收入决定和变动；长期的经济增长和短期的经济波动；以及相关的通货膨胀、失业和国际收支等问题。宏观经济学通过经济总量的分析以期为政府制定宏观经济政策提供理论依据。

推荐教材：

高鸿业，《西方经济学（宏观部分）》，中国人民大学出版社，2014年7月第6版

考核方式：考试

### Course Title: Macroeconomics

**Course Code：**XJB05002

**Course Category：**Fundamental Compulsory Course

**Hours:** 72hrs (4 hrs per week)

**Credits：**4

**Pre-courses:** Microeconomics, Calculus

**Teaching Objectives and Teaching Content:**

Macroeconomics research, through economic aggregate analysis, intends to provide theoretical foundations for the government to make macroeconomic policies. The teaching objective of this course is to make students systematically understand basic concepts of macroeconomics, familiarize themselves with 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. Students are also required to be familiar with methodology and system of macroeconomic theoretical research. By taking this course students are capable of laying a foundation for their future study of their successive courses. This course, by taking the aggregate national economy as objective of research, probes into determination and laws of variations of economic aggregates. The 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, etc.

**Texts Recommended:**

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

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

## 《货币金融学》课程介绍

课程编码：XJB05020

课程性质：学科基础课程

教学时数：周学时3，总学时54

学分：3

先修课程：微观经济学、宏观经济学

教学目标与内容：

《货币金融学》教学内容主要有货币、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、金融与经济发展等等。

主要通过老师的课堂授课并结合课内外教学实践活动：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一定的认识。三是使学生了解国内外金融问题的现状、新动向，掌握观察和分析金融问题的正确方法，使学生掌握观察和分析经济、金融问题的正确方法。

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：Monetary Finance

**Course Code：**XJB05020

**Course Category：**Fundamental Compulsory Course

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

**Credits：**3

**Pre-courses:** Microeconomics, Macroeconomics

**Teaching Objectives and Teaching Content:**

The teaching objectives of this course are as follows: (1) To make students aware of an overall and an in-depth understanding of general knowledge, basic theory and basic concepts of money and banking and a systematic acquaint themselves with 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 students establish correct financial awareness and a completely new financial mentality, 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 students be aware of status quo and the new trends of financial development in China and abroad, grasp correct approaches to observe and analyze financial issues and problems. The 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, etc.

**Texts Recommended:**

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

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

## 《基础会计》课程介绍

课程编码：XJB05021

课程性质：学科基础课程

教学时数：周学时3，总学时54

学分：3

先修课程：微观经济学

教学目标与内容：

本课程属于专业基础课，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专业课程奠定基础。

本课程的教学内容：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：

陈国辉、迟旭升，《基础会计》，东北财经大学出版社，2012年5月第7版

考核方式：考试

### Course Title：Fundamentals of Accounting

**Course Code：**XJB05021

**Course Category：**Fundamental Compulsory Course

**Hours:** 54 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. Through this course a basic professional knowledge foundation will be laid for students to acquaint themselves with other accounting courses. The course mainly illustrates basic accounting theory, basic accounting methods and basic accounting treatment skills. By learning this course students will be aware of and understand the 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, China’s accounting laws and regulations system, accounting organization, internal accounting control, requirements of the state on accounting personnel, etc.

**Texts Recommended:**

1. CHEN Guohui, CHI Xusheng, *Fundamentals ofAccounting*, 7st Edition, DongbeiUniversity of Finance and Economics, May 2012.

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

## 《统计学》课程介绍

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54

学分：3

先修课程：微观经济学、宏观经济学、微积分、概率论

教学目标与内容：

本课程教学目标是通过介绍统计学的基本知识，使学生掌握统计描述和统计推断的基本内容与基本方法，了解统计在社会经济及分析中的应用。通过本课程的学习，学生能独立完成有关资料的搜集、整理和分析，并为进行各经济管理专业课程学习提供数量分析的方法。

统计学的课程内容主要分为：数据的搜集、数据的图表展示、数据的概括性度量、统计量及其抽样分布、参数估计、假设检验、一元线性回归、时间序列分析和预测等。

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5版

考核方式：考试

### Course Title：Statistics

**Course Code：**XJB05010

**Course Category：**Fundamental Compulsory Course

**Hours:** 72 hrs (4 hrs per week)

**Credits：**4

**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 students understand academic nature of statistics, familiarize themselves with 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. By taking this course students will generally understand the quantitative characteristics of and quantitative relationship among the objective phenomena, profoundly acquaint themselves with 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. The 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, 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》课程介绍

课程编码：ZYB05043

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，理解计量经济学一门经济学科以及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，掌握单方程计量经济学模型是一个内容广泛的体系，掌握几种主要的单方程估计方法；理解线性连理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和估计方法。掌握时间序列计量经济学模型理论。

本课程主要内容：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；实践序列计量经济学模型。

推荐教材：

1.刘巍、陈昭，《计量经济学软件Eviews6.0建模方法与操作技巧》，机械工业出版社，2011年6月第1版

2.（美）希尔（Hill,R.C.),（美）格里菲思（Griffiths.W.E.),（美）贾奇（Judge,G.G.),于阳，齐鹰飞译，初级计量经济学，东北财经大学出版社，2007年10月第2版

考核方式：考试

# Course Title：Econometrics

**Course Code：**ZYX05043

**Course Category：**Professional Selective 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》课程介绍

课程编码：ZYB05006

课程性质：专业必修课程

教学时数：周学时3，总学时54

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：

《国际金融》是专门研究国际金融活动的经济科学，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及其管理。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，外汇交易：远期外汇交易、外汇期货交易、外汇期权、掉期交易、择期交易等，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，国际金融组织的种类及属性等。

推荐教材：

1.姜波克，《国际金融新编》，复旦大学出版社，2012年11月第四版

2.陈雨露，《国际金融》，中国人民大学出版社，2011年12月第四版

考核方式：考试

### Course Title：International Finance

**Course Code：**ZYB05006

**Course Category：**Professional Compulsory Course

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

**Credits：**3

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

**Teaching Objectives and Teaching Content:**

This course, International Finance, specifically deals with international financial activities and their operational laws. By taking this course students are required to familiarize themselves with the basic concepts and principles of international finance, to be aware of status quo of international finance and to acquaint themselves with basic operation approaches of financial transactions and financial risks prevention and risk control. Students will improve their knowledge structure, broad their horizon and increase their comprehensive quality to engage in the relevant international financial transactions. The 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, etc.

**Texts Recommended:**

1. JIANG Boke, *The Newly Edited Textbook of International Finance*, 4th Edition, Fudan University Press, November 2012.

2. CHEN Yulu, *International Finance*, 4th Edition, China Renmin University Press, December 2011.

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

《证券投资学》课程介绍

课程编码：ZYB05026

课程性质：专业必修课程

教学时数：周学时3，总学时54

学分：3

先修课程：微观经济学、宏观经济学、货币金融学、国际金融、金融市场学、投资学

教学目标与内容：

证券投资学的教学目标是让学员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。   
本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，讲述了宏观分析、行业分析在证券定价中的重要性以及如何收集信息；强调了行业分析的重要性以及如何进行行业趋势分析；同时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了企业的证券估值与投资策略。课程具体内容包括：证券投资概述：介绍证券投资的基本概念和重要方法；财务信息的收集：介绍信息的种类，重要性以及如何收集信息；行业分析：介绍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：介绍微观公司特征对企业估值的影响以及投资策略的形成；具体到真实的公司，分别从宏观、行业和微观特征影响定价和策略的综合案例分析。

推荐教材：

杨德勇、葛红玲、张启智编著：《证券投资学》，中国金融出版社2010年5月第一版

考核方式：考试

### Course Title：Portfolio Investment

**Course Code：**ZYB05026

**Course Category：**Professional Compulsory Course

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

**Credits：**3

**Pre-courses:** Microeconomics, Macroeconomics, Monetary Finance, Financial Market, Investment

**Teaching Objectives and Teaching Content:**

The teaching objective of this course is to make students be aware of and familiarize themselves with 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 portfolio investment analysis framework the course illustrates importance of macro-analysis and industrial analysis in security pricing, how to collect relevant information, 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. The 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 macro-economic perspective and industrial development as well micro-characteristics of enterprises perspectives, etc.

**Texts Recommended:**

1. YANG Deyong, GE Hongling, ZHANG Qizhi, *Portfolio Investment*, 1st Edition, China Finance Publishing House, May 2010.

**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54

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：Insu《保险学》课程介绍

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54

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：

《保险学》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几大部分。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、数学乃至灾害学等领域均有涉及。

通过本门课程的学习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；具有运用其掌握的专业知识与基本操作技能独立从事商业保险活动能力。

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第十版， 2010年12月第十版。

考核方式：考试

《公司金融》课程介绍

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54

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，熟悉公司这一微观主体如何通过投资决策、融资决策、营运资本有效管理来实现公司价值最大化的方法与过程。《公司金融》课程内容主要分为五个部分：介绍与金融决策相关的基本财务知识；介绍资产定价理论与投资决策方法；介绍公司融资理论与融资决策方法；介绍公司营运资本的投融资理论与决策方法；介绍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:** 54 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 be familiar with basic business of corporate finance, acquaint themselves with basic theoretical and basic practical knowledge of corporate finance, be 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. The 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)

《金融专业英语》课程介绍

课程编码：ZYX05103

课程性质：专业必修课程

教学时数：周学时3，总学时54

学分：3

先修课程：货币金融学

教学目标与内容：

本课程通过对金融基础知识的双语讲授，营造良好的英语学习氛围，旨在构搭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，全方位提高学生于该领域的英语听说读写能力，并通过理论讲授及实践教学的结合，帮助学生打造国际化视野。

本课程覆盖金融市场、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，帮助学生以英文思考并构建关于金融专业的英语知识框架。该课程运用大量的阅读案例、课后调研训练及课堂展示，引导学生进行课后自主学习，接触国际金融领域学术前沿及最新消息，促进理论及实践的结合。

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1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1版

考核方式：考查

### Course Title：Financial English

**Course Code：**ZYX05103

**Course Category：**Professional Selective Course

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

**Credits：**2

**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 aims at establishing a bridge between financial professional knowledge and use of English in order to comprehensively improve students’ English listening, speaking, reading and writing ability in studying finance and discussing financial issues on the basis of consolidation of financial professional knowledge. The 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 students be aware of and familiarize themselves with 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 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 improving students’ integrative ability of using English as working language in addressing 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)

《商业银行经营管理》课程介绍

课程编码：ZFB05001

课程性质：专业方向必修课程

教学时数：周学时3，总学时54

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：

《商业银行经营管理学》是金融专业的核心课程。通过这门课程的学习，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。

《商业银行经营管理学》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和理论分析。课程首先介绍商业银行的理论界定及其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，然后依次介绍商业银行的业务内容及其管理内容，也就是资产业务、负债业务，流动性管理、资本管理及内部控制风险管理等内容。经济全球化、金融国际化使这门课程充满发展空间。

推荐教材：

戴国强，《商业银行经营学》，上海财经大学出版社，2011年6月第1版

考核方式：考试

### Course Title：Operation and Management of Commercial Banks

**Course Code：**ZFB05001

**Course Category：**Professional Compulsory Course

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

**Credits：**3

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

**Teaching Objectives and Teaching Content:**

By taking this course students are required to have an extensive understanding of operation mechanisms and management of commercial banks. The course helps students acquaint themselves with basic knowledge of commercial bank operation and management. Based on mastery of basic theory and basic skills of finance this course train 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 deals with 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 niche targeting discussion. The 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, etc.

**Texts Recommended:**

1. DAI Guoqiang, *Commercial Bank Operation*, 1st Edition Shanghai University of Finance and Economics Press, June 2011.

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

《中央银行学与金融监管》课程介绍

课程编码：ZFB05002

课程性质：专业方向必修课程

教学时数：周学时3，总学时54

学分：3

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：

本课程教学目标是让学生系统地掌握现代中央银行制度的特征、职能和组织形式；掌握有关货币政策的基本理论和金融宏观调控的基本方法；掌握有关金融监管的基本原理、内容和方法；掌握有关中央银行主要业务的操作流程和运作方式；了解中央银行调查统计与宏观经济金融分析的基本理论和方法；能够从宏观角度观察和分析总体经济和金融运行状况，提高对经济和金融发展规律的认识能力和把握能力；初步具备分析和解决有关宏观金融管理问题的能力。

《中央银行学与金融监管》的课程内容包括中央银行的基本理论、中央银行的货币政策及调控、中央银行的金融监管、中央银行的业务四大部分。从理论上分析中央银行的体制、作用及运行机制，再从实践中总结我国中央银行宏观调控及监管的实践经验，并借鉴外国中央银行的经验，把纵向分析与横向分析结合起来，提高学生分析问题和解决问题的能力。

推荐教材：

刘肖原、李中山，《中央银行学教程(第二版)》，中国人民大学出版社，2011年12月第二版

考核方式：考试

### Course Title：Central Bank and Financial Regulation

**Course Code：**ZFB05002

**Course Category：**Professional Selective Course

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

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

This course presents a theoretical analysis of system, functions and operation mechanisms of central bank. It summarizes successful experiences of our country’s central bank’s implementation of macro regulation and control and those experiences of the other countries’ central banks in order to integrate vertical and horizontal analysis. The teaching objective of the course is to help students systematically characteristics, functions and organization forms of the modern central banks, acquaint themselves with basic theory of monetary policy and basic approaches of financial macro regulation, basic principles, content and approaches of financial supervision, major business operation procedures and operation forms of central banks, as well as basic theory and methods of central banks’ investigation and statistics and macro economic and financial analysis. By taking this course students are capable of increasing their ability to understand and grasp laws of economic and financial development via an observation and analysis of the aggregate economic and financial situation from macro perspective. The teaching content of the course is composed of four parts: basic theory of central bank, monetary policy and monetary regulation implemented by central bank, central banks’ financial regulation, and business operations of central banks.

**Texts Recommended:**

1. LIU Xiaoyuan, LI Zhongshan, *Textbook of Central Bank*, 2nd Edition, China Renmin University Press, December 2011.

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

《公司治理理论与实务》课程介绍

课程编码：ZFB05005

课程性质：专业方向必修课程

教学时数：周学时3，总学时54

学分：3

先修课程：基础会计

教学目标与内容：

本课程通过对公司治理理论以及实务操作的结合教学，旨在帮助学生积累公司治理的基础知识，培养学生治理公司的基础能力并形成对公司治理全面前沿的视觉，对学生未来创业或就业提供方向。

课程覆盖了公司治理基础、公司治理结构、公司治理方法与手段等内容，充分讲解如何进行企业的人力资源治理、财务治理、文化治理、信息管理及监督，结合大量案例进行佐证参考及分析，帮助学生构建公司治理的知识架构，形成灵活有效的治理逻辑。

推荐教材：

刘彦文，张晓红，《公司治理》，清华大学出版社，2010年6月第一版.

考核方式：考试

### Course Title：Corporate Governance: Theory and Practice

**Course Code：**ZFB05005

**Course Category：**Professional Compulsory Course

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

**Credits：**3

Pre-courses: Fundamentals of Accounting

**Teaching Objectives and Teaching Content:**

This course adheres to principle of closely combining corporate governance theory with practical operation. It intends to help students acquaint themselves with fundamental theory of corporate governance and be aware of development status quo of frontier theory of corporate governance in order to acquire their general abilities to practice corporate governance and to be able to lay a knowledge foundation for their future careers either to independently set up enterprise or to engage in corporate governance. Teaching of the course presents a lot of real corporate governance cases. With such case analysis the students are capable of constructing knowledge structure and a flexible and effective logic of corporate governance. The teaching content of the course mainly covers fundamental theory of corporate governance, corporate governance framework, methods and approaches of corporate governance, etc. Teaching of the course also includes human resource management, financial management, cultural management and information management of enterprises.

**Texts Recommended:**

1.LIU Yanwen, ZHANG Xiaohong, *Corporate Governance*, 1st Edition, Tsinghua University Press, June 2010.

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

《金融理财》课程介绍

课程编码：ZYX05104

课程性质：专业方向必修课程

教学时数：周学时2，总学时36

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：

本课程通过全面介绍金融理财规划的基础理论，加深学生对理财学知识进行了解，提高学生业务技能熟练掌握程度。

本课程将金融理财学的知识结构体系分四大板块进行介绍。具体内容包括，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](http://www.amazon.cn/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=%E8%89%BE%E6%AD%A3%E5%AE%B6&search-alias=books)，《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:** 36 hrs (2 hrs per week)

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

This course mainly deals with the major financial chrematistics instruments and products in financial market, illustrates technical theory of financial chrematistics and discusses financial chrematistics strategy. By taking this course students are required to familiarize themselves with 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 acquaint themselves with 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 familiarize themselves with application, allocation strategies and skills of major financial chrematistics. The course fosters 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 study of the other courses in financial chrematistics. The 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; (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)

《投资学》课程介绍

课程编码：ZFB05003

课程性质：专业方向选修课程

教学时数：周学时3，总学时54

学分：3

先修课程：西方经济学、货币金融学、国际金融

教学目标与内容：

 投资学是一门应用理论学科，是金融专业课的重要组成部分。该课程具有融实务投资、[金融投资](http://baike.baidu.com/view/1114585.htm)和[人力资本投资](http://baike.baidu.com/view/1823653.htm)于一体，微观与宏观相结合，国内与国际相交叉，财经管理、法律和理工知识相渗透，重点培养学生从事各类[投资活动](http://baike.baidu.com/view/549870.htm)的决策和管理能力等特点。本门课程的教学目的是阐明投资学基本知识和有用的金融工具,以及这些金融工具在市场中的实际运作，帮助学生开阔分析问题的思路,提供解决问题的原则和方法,以便为今后的学习打下良好的理论基础。

课程要求学生通过对投资学基本理论，如资产定价模型、资产组合理论、市场有效理论和行为金融等理论的学习，树立正确的现代投资理念，掌握资产定价的方法。对金融市场和投资品种有一定的了解，初步具有在对未来形势研判基础上建立自己的投资组合，进行投资操作的能力。

推荐教材：

万解秋、贝政新，《现代投资学原理》，复旦大学出版社2012年1月第一版

考核方式：考试

### Course Title：Investment

**Course Code：**ZFB05003

**Course Category：**Professional Selective Course

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

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

This course, Investment, studies how to allocate limited financial resources of individuals and organizations on different financial assets, such as stocks, government bonds and real estates in order to acquire rational cash flow and risk/revenue ratio. The essence of investment is to reach optimization of wealth allocation guided by principle of utility maximization. The course aims at training investment professional and practical talents, who have a wider vision of the modern world politics and economy, understand investment policies implemented by Chinese government and are capable of working in those financial organizations, such as banks, security companies, insurance companies, investment companies, investment consultancy companies, asset management companies, fund management companies and trust companies and are qualified to work in enterprises and public institutions, governmental departments, and teaching and research institutes. The teaching content of the course mainly covers asset pricing models, asset portfolio theory, market efficiency theory, behavioral financial theory, investment environment (financial market), investment analysis, governmental investment policies and the relevant legal regulations, fixed asset investment, financial asset investment, international investment, government investment, enterprise investment, individual investment, macro investment regulation, etc.

**Texts Recommended:**

1.WAN Jieqiu, BEI Zhengxin, *Principles of Modern Investment*, 1st Edition, Fudan University Press, January 2012.

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

《投资银行理论与实务》课程介绍

课程编码：ZFB05004

课程性质：专业方向选修课程

教学时数：周学时3，总学时54

学分：3

先修课程：投资学、证券投资学

教学目标与内容：

本课程分为体制、经营、业务和创新四部分。投资银行体制部分要求学生熟悉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、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1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1版

考核方式：考试

### Course Title：Theory and Practice of Investment Bank

**Course Code：**ZFB05004

**Course Category：**Professional Selective Course

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

**Credits：**3

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

**Teaching Objectives and Teaching Content:**

By taking this course students are capable of acquainting themselves with basic theory and practical operation of investment bank and laying a good knowledge foundation for their future work in investment banks. The teaching content of the course is composed of four sections. Section One: System of Investment Banks; This section requires students to be aware of and to familiarize themselves with 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. 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 acquaint themselves with business philosophy and operation techniques of investment banks; Section Three: Business Operation of Investment Banks. It requires the students to learn and to familiarize themselves with 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, 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:** Summative Assessment (Testing with Exam-paper)

《金融工程学》课程介绍

课程编码：ZYX05095

课程性质：专业方向选修课程

教学时数：周学时3，总学时54

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》是一门工程型的新兴学科，它将工程思维引入金融领域。通过本课程学习，了解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，创造性地解决各种金融问题；掌握对组合金融工具和对风险管理技术的应用。

本课程的学习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。教学过程通过大量来源于金融实践的案例分析和多个仿真实验，达到理论与实践相结合，学以致用的教学目标。

推荐教材：

1.[英] 洛伦兹·格利茨等，唐旭译，《金融工程学》（修订版），经济科学出版社，1998年10月第1版

2.叶永刚，《金融工程概论》（第二版），武汉大学出版社，2011年12月第2版

考核方式：考查

### Course Title：Financial Engineering

**Course Code：**ZYX05095

**Course Category：**Professional Selective Course

**Hours:** 54 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. By taking the course 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. The 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. The 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, 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)

《金融业会计》课程介绍

课程编码：ZYX05097

课程性质：专业方向选修课程

教学时数：周学时2，总学时36

学分：2

先修课程：基础会计

教学目标与内容：

银行会计课程是高等金融院校会计专业、金融专业、国际金融专业必修的专业课。通过该课程的学习，使学生对银行会计相关的基本概念、基本理论、基本结构有较全面的了解，掌握银行会计的基本核算方法和各项业务处理方法，了解银行会计工作内容以及核算、监督、检查、分析等的基本知识和基本技能。使学生能运用所学习的相关知识，分析解决银行会计实务中出现的问题，从而提高学生分析与解决问题的能力。

本课程的主要内容有金融会计基本核算方法，商业银行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、特点和方法及金融企业财务报表的编制方法、中央银行主要业务与核算、非金融机构基本核算方法等。

推荐教材：

方萍，《金融企业会计》，西南财经大学出版社，2009年08月第1版

考核方式：考查

### Course Title： Financial Enterprise Accounting

**Course Code：**ZYX05097

**Course Category：**Professional Selective Course

**Hours:** 36hrs (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, 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 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)

# 银行信贷管理

课程编码：ZYX05098

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：商业银行经营管理

教学目标与内容：

本课程主要研究我国商业银行信贷业务经营管理中，如何营运资金，如何经营与管理好各种信贷业务，以谋求最佳经济效益，具有理论性、政策性、实用性和操作性强的特点。课程教学以我国商业银行信贷业务经营与管理为主要研究对象，以《中华人民共和国商业银行法》、《贷款通则》和《担保法》等法律法规为依据，吸收当代发达国家商业银行信贷业务管理的经验，从理论和实际的结合上全面讲授银行信贷的基本理论、基本知识和基本方法，为学生将来从事金融工作尤其是银行信贷工作打下良好的知识基础。本课程的主要教学内容包括商业银行信贷业务的基本知识、信贷业务的管理制度与组织体系、信贷业务的原则和规定、信贷担保与协议、对公司客户的信用分析、信贷业务的风险管理、流动资金贷款、项目贷款、消费信贷、票据贴现、表外业务等各种信贷业务的操作规程、管理要点和基本技能。

推荐教材：

钟灿武：《银行信贷业务与管理》，西南财经大学出版社，2009年9月第一版。

考核方式：考查

### Course Title： Bank Credit Management

**Course Code：**ZYX05098

**Course Category：**Professional Selective Course

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

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

This course mainly deals with how a commercial bank well operates and manages its funds, assets and credit business in order to maximize its business efficiency. It has obvious theoretical property, policy property, practical property and operational property. By taking credit business management of commercial banks of our country as the major research objects, this course, in accordance with *Law of Commercial Banks of the People’s Republic of China*, *General Provision of Loan*, *Guaranty Law* and the other related laws and regulations, systematically illustrates basic theory, general knowledge and basic methods of bank credit from perspective of combing theory with practice and on the basis of assimilating experiences of commercial bank credit business management of the modern developed nations. By taking this course students can lay a good knowledge foundation for their future career to engage in financial especially bank credit business. The teaching content of the course mainly covers basic knowledge of commercial bank credit business, credit business management system and organization system, principles and regulations of credit business, credit guaranty and agreement, costumers credibility analysis, risk management of credit business, and operational procedures of different credit business, such as liquidity loans, project loans, loans for consumption, notes discount, off-balance sheet activities (OBS), etc.

**Texts Recommended:**

1. ZHONG Chanwu, *Bank Credit Business and Management*, 1st Edition, Xinan University of Finance and Economics Press, September 2009.

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

《金融营销学》课程介绍

课程编码：ZYX05099

课程性质：专业方向选修课程

教学时数：周学时2，总学时36

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、金融产品定价策略以及方法、广告和金融传播手段的利用、销售人员的管理、营销计划制定与控制、有效策略等一系列对金融实践操作有指导性的内容，使得学生掌握金融营销实务基本理论、基础知识和基本研究方法。具备良好的金融从业人员职业道德与职业操守，为学生职业的可持续发展能力奠定金融营销实务理论基础，为以后从事相关的金融操作与管理工作打好基础。

《金融营销学》的课程内容包括金融营销策划、战略的制定，对银行业、证券业、保险业等主要金融企业服务营销的行为分析，对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，以及金融行业网络营销现状，金融营销的创新等内容。

推荐教材：

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：**ZYX05099

**Course Category：**Professional Selective Course

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

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

By taking this course 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, etc. 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 students’ future career to work in financial marketing and management. The 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, etc.

**Texts Recommended:**

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

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

《风险管理》课程介绍

课程编码：ZYX05017

课程性质：专业方向选修课程

教学时数：周学时2，总学时36

学分：2

先修课程：国际金融学、货币银行学、高等数学、统计学、大学计算机基础

教学目标与内容：

通过《风险管理》课程教学，使学生了解风险管理与保险理论的发展趋势；掌握风险管理的基本原理和方法；熟悉常用的风险测量技术；具备对各类风险识别、度量、监控和防范的基本技能。培养学生跟踪国际风险管理理论与技术的发展趋势，结合我国风险管理实践分析问题和解决问题的能力。

本课程主要讲授风险管理的基本原理以及保险在风险管理中的职能和地位；以企业损失风险为主，分析风险的成因、衡量风险的影响和程度以及探询企业风险管理的特点和方法；学习风险测量的概率统计法、损失预测法以及风险管理决策的现金流分析法；讲授风险管理信息系统的设计、建立和实施；探讨针对一般企业和跨国公司的风险管理策略；通过案例分析和课程实验深入学习风险管理理论的实践和应用。

推荐教材：

许谨良，《风险管理》（第四版），中国金融出版社，2011年3月第4版

考核方式：考查

### Course Title：Risk Management

**Course Code：**ZYX05017

**Course Category：**Professional Selective Course

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

**Credits：**3

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

**Teaching Objectives and Teaching Content:**

By taking this course students are capable of understanding development trend of risk management and insurance theory, grasping basic principles and methods of risk management and being aware of conventional risk measurement techniques thus possessing basic skills to have risk identification, measurement, overseeing and prevention. In this way students will be cultivated into such sort of talents with ability to trace international development trend of theory and techniques of risk management, to analyze and to deal with the real issues and problems by associating with risk management practice in our country. The teaching content of the course mainly covers basic principles of risk management, functions and status of insurance in risk management, loss risks of enterprises, causes of risks, impacts of risks and their extension, characteristics and methods of risk management of enterprises, probabilistic method and loss prediction method of risk prediction, cash flow analysis method in risk management decision making, designing, establishing and implementing of risk management information system, risk management strategy of multinational corporations, case study, practical application of risk management theory, etc.

**Texts Recommended:**

1. XU Jinliang (Ed.), *Risk Management*, 4th Edition, China Finance Publishing House, March 2011.

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

《国际贸易理论与实务》课程介绍

课程编码：ZYX05100

课程性质：专业方向选修课程

教学时数：周学时3，总学时54

学分：3

先修课程：微观经济学、宏观经济学

教学目标与内容：

通过课堂教学与实践，使学生系统地学习国际贸易理论、政策和实务，使学生了解国际贸易的基本理论和相关的政策，熟悉国际上通行的国际惯例和原则，掌握国际货物买卖的基本原理、基础知识和进出口交易程序。

主要内容包括两大部分：国际贸易理论和国际贸易实务。国际贸易理论部分主要分析国际贸易产生的原因和结果，即说明贸易利益的来源和分配的基本理论；实务部分研究进出口的贸易流程以及国际贸易法律与惯例、国际结算、国际运输与保险等学科的基本原理与基本知识的运用，其主要内容包括价格术语、合同条款、贸易支付、进出口合同的商订和履行以及贸易方式。

推荐教材：

冷柏军，《国际贸易理论与实务》，中国人民大学出版社，2012年第一版。

考核方式：考查

### Course Title：International Trade: Theory and Practice

**Course Code：**ZYX05100

**Course Category：**Professional Selective Course

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

**Credits：**3

**Pre-courses:** Microeconomics, Macroeconomics

**Teaching Objectives and Teaching Content:**

By taking this course students are capable of systematically studying international trade theory, policies and practice, being aware of popular international conventions and principles, and acquainting themselves with basic principles, fundamental knowledge and basic business procedure of international merchandise exportation and importation. The teaching content of the course is composed of two parts. In the first part of the course, international trade theory, the course mainly presents illustration of causes of emergence of international trade and results of it, stressing on description of basic theory of sources of international trade benefit and its distribution. In another part, international trade practice, the course studies business procedure of imports and exports and practical application of basic principles and general knowledge of international trade laws and conventions, international settlement, and international transportation and insurance, namely terms of price, contract terms, international trade payment, trade contract making and performance, forms of trade etc.

**Texts Recommended:**

1. LENG Bojun, *International Trade Theory and Practice*, 1st Edition, China Renmin University Press, 2012.

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

《国际结算》课程介绍

课程编码：ZYX05101

课程性质：专业方向选修课程

教学时数：周学时3，总学时54

学分：3

先修课程：国际贸易与实务

教学目标与内容：

本课程通过对国际结算的基本理论、基本原理、基础知识和国际惯例的讲解，通过对国际结算业务案例的解析，通过实验室上机的实训课程，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。在汇款的各章节学习票据、电汇知识及清算系统知识。在托收各章节中学习托收、代收业务中的流程与操作方法。在信用证及单证各章节学习SWIFT开证、审证，上机操作练习多种单据审核方法，关注合理审单确定不符点等各项常用的基本流程与操作规程。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。

推荐教材：

1.苏宗祥、徐捷，《国际结算》，中国金融出版社，2010年11月第五版   
2.贺培，《国际结算学》，中国财政经济出版社，2009年7月第二版

考核方式：考查

### Course Title：International Settlement

**Course Code：**ZYX05101

**Course Category：**Professional Selective Course

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

**Credits：**3

**Pre-courses:** 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 aims at helping students have a comprehensive and systematic understanding of international settlement operation and be able to proficiently implement real operation. By taking this course students are required to acquaint themselves with 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. The 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, etc.

**Texts Recommended:**

1. SU Zongxiang, XU Jie, *International Settlement*, 5th Edition, China Finance Publishing House, November 2010.

2. HE Pei, *International Settlement*, 2nd Edition, China Financial Economic Publishing House, July 2009.

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

《互联网金融》课程介绍

课程编码：ZYX05102

课程性质：专业方向选修课程

教学时数：周学时2，总学时36

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：

本课程旨在通过对互联网金融知识的学习，提高学生对现代金融发展的研判能力。

本围绕商业银行融资、支付、理财三大功能业务，结合互联网发展趋势，从金融角度介绍众筹、P2P、移动支付、O2O等多种金融新业态，增强学生对当下互联网金融的新认识，引导学生运用相关金融理论和要求对互联网金融进行管理。

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:** 36 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 apps, 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 to and accepted by customers based on security and mobile Internet technology. This course intends to help students understand status quo of Internet finance and its development trend, familiarize themselves with fundamental philosophy and major models of Internet finance. It also strives to make them 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 acquaint themselves with basic principles of Internet finance risks management and governmental supervision and regulation. The 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, etc.

**Texts Recommended:**

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

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

《财政学》课程介绍

课程编码：ZYX05105

课程性质：专业方向选修课程

教学时数：周学时3，总学时54

学分：3

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：

本课程教学目标是让学生系统掌握财政学基本理论与知识，了解财税领域基本内容，提高学生在经济相关问题的分析能力。《财政学》课程内容是研究市场经济体制下财政如何通过自身的特殊机制来实现政府的经济职能及其运行规律，财政学基础理论的学习是重点，在理论学习基础上，介绍中国财政收入和财政支出制度以及相关的财政政策。课程内容主要涉及七方面：阐述财政学基本理论问题；财政支出部分；财政收入与税收部分；国债部分；国家预算部分；开放经济下的财政问题，包括国际税收、关税、出口退税外债和开放经济下的财政-货币政策配合。

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：**ZYX05105

**Course Category：**Professional Selective Course

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

**Credits：**3

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

**Teaching Objectives and Teaching Content:**

This course, Finance, is a core course in majors of economics and finance. By learning this course students are required to acquaint themselves with basic concepts and main theories of public finance, to have a distinct and precise understanding of fiscal revenue, fiscal expenditure and fiscal macro-regulation, to be aware of the important role and primary status of public finance in the whole national economy, especially those in socialist market economy. Consequently, 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 students with a comprehensive, updated and practical knowledge system of public finance. The teaching content of the course covers five parts, 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, 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)

《银行业务仿真》课程介绍

课程编码：ZYX05106

课程性质：专业方向选修课程

教学时数：周学时2，总学时36

学分：2

先修课程：商业银行经营管理

教学目标与内容：

《银行业务仿真》是为培养学生对商业银行业务基本理论知识和应用能力而设置的一门专业课程。通过课程教学，模拟以商业银行一线柜台业务操作，使学生掌握商业银行业务的基本知识，加强学生对专业知识的理解，培养实际操作能力，提高运用基本技能的水平，提高其职业能力，以及分析问题和解决问题的能力，为金融学专业学生日后从事相关工作打下良好的职业基础。

《银行业务仿真》对商业银行柜员的基本职业素养、商业银行会计基础知识、存款及贷款业务、结算业务、外汇业务、商业银行与中央银行的业务往来、商业银行之间的业务往来、月（年）结、银行会计档案管理等内容进行了系统、全面的介绍，有较强的实用性和操作性。商业银行综合柜员职业能力包括点钞技能，翻打传票技能、汉字或传票录入技能、书写技能、鉴别假钞技能、印鉴管理、有价单证及重要空白凭证管理的技能。

推荐教材：

1. [刘晓潮](http://www.dangdang.com/author/%C1%F5%CF%FE%B3%B1_1" \t "_blank)，《商业银行综合业务实验》，经济科学出版社，2008年05月第1版

2.杨则文，《商业银行综合柜台业务》，中国财政经济出版社，2009年05月第1版

考核方式：考查

### Course Title： Banking Business Simulation

**Course Code：**ZYX05106

**Course Category：**Professional Selective Course

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

**Credits：**2

**Pre-courses:** Operation and Management of Commercial Banks

**Teaching Objectives and Teaching Content:**

This course aims at fostering students’ practical application ability of theory of commercial banks. The course presents simulation of counter operation of commercial banks in order to help students acquaint themselves with basics of commercial banks’ business, reinforce their understanding of professional knowledge. It also strives to make students increase their level of application of basic operational skills, foster their practical operational ability, and lay a good knowledge foundation for their future careers to work in commercial banks. The teaching content of the course possesses very obvious characteristics of practicability and operability. It mainly covers basic professional quality of commercial bank tellers, basics of commercial bank accounting, deposits and making loans business, settlement business, foreign exchange business, business contact between commercial banks and the central bank, interbank business contact, monthly/yearly statement making, banks’ accounting archives management, etc.

**Texts Recommended:**

1. LIU Xiaochao, Commercial Bank Comprehensive Operational Experiment, 1st Edition, Economic Science Press, May 2008.

2. YANG Zewen, Commercial Bank Counter Operation, 1st Edition, China Financial Economics Publishing House, May 2009.

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

《房地产金融》课程介绍

课程编码：ZYX05107

课程性质：专业方向选修课程

教学时数：周学时2，总学时36

学分：2

先修课程：货币金融学、国际金融、商业银行经营管理

教学目标与内容：

《房地产金融》的主要内容是在金融学相关课程的基础上，介绍金融在房地产领域的具体应用。因此，本课程是一门应用性强的课程。本课程试图在尽可能少的数学推到下，描述房地产金融的大体框架，使学生对房地产金融有比较清楚的认识，掌握一定的房地产金融市场与金融工具的基础知识。教学内容包括房地产和房地产金融概述、房地产融资了模式、土地开发与土地储备贷款、房地产开发贷款、个人住房贷款、住房公积金贷款、房地产信托与房地产基金、房地产保险、房地产证券化、房地产金融风险及其防范、房地产将金融的宏观调控和法律规范。

推荐教材：

陈红，《房地产经济学》，清华大学出版社，2005年8月第1版。

考核方式：考查

### Course Title： Real Estate Finance

**Course Code：**ZYX05107

**Course Category：**Professional Selective Course

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

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

Based on the other financial professional courses, this course, real estate finance, comprehensively and systematically introduces application of financial knowledge into real estate industry. It possesses a very strong applicable characteristic. This course, by using necessary mathematical derivation, intends to show students a general framework of real estate finance in order to help them clearly understand real estate finance. It also strives to make students familiarize themselves with basics knowledge of real estate financial market and the major real estate financial instruments. The teaching content of the course mainly covers general description of real estate finance, real estate financing models, land development and land reserve loans, real estate development loans, individual real estate loans, housing fund loans, real estate trust and real estate fund, real estate insurance, real estate securitization, real estate financial risks and prevention, real estate macro regulations and legal standard, etc.

**Texts Recommended:**

1. CHEN Hong, Real Estate Economics, 1st Edition, Tsinghua University Press, August 2005.

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

《金融法》课程介绍

课程编码：ZYX05110

课程性质：专业方向选修课程

教学时数：周学时2，总学时36

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，熟练运用调节金融交易关系和金融管理关系的法律规范的基本技能与方法，维护金融市场秩序。通过本课程的学习，使学生掌握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。

本课程主要研究金融法的理论与实务问题，教学内容主要包括：中国人民银行法、商业银行法、信托法、保险法、证券法等知识模块，是一门实践性很强的综合性应用课程，可以为将来学生入职金融机构从事法律实务工作打下良好的法律基础。

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:** 36 hrs (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. By taking this course a good legal foundation is laid for students’ future careers to work in financial organizations. This course is to help students acquaint themselves with basic principles and fundamental knowledge of financial law and familiarize themselves with legal standard of the related financial entities and financial behaviors. It also strives to guide students to construct financial legal knowledge framework, to comprehensively increase 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 they 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. The teaching content of the course mainly covers law of People’s Bank of China, law of commercial bank, trust law, insurance law, security law, 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)

《文献检索与论文写作(1)》课程介绍

课程编码：ZYX05113

课程性质：专业方向选修课程

教学时数：周学时1，总学时18

学分：1

先修课程：无

教学目标与内容：

本课程系统阐述了文献检索与论文写作的基础知识与基本技能，通过实验室上机实训，旨在让学生充分了解文献的检索技巧，熟悉学位论文的写作范式与方法。课程教学覆盖了常见文献信息种类、文献检索工具的使用步骤与方法、学位论文写作过程等。具体内容如下：（1）计算机信息检索的方法和步骤，网络数据库检索系统，互联网信息检索以及计算机检索系统的选择，OPAC查询系统；（2）国内大型全文数据库检索：中国科技期刊数据库、万方数据资源系统；（3）国外大型综合检索系统：SCI美国《科学引文索引》；（4）internet信息检索；（5）数字图书馆：超星数字图书馆，方正Apabi数字资源平台；（6）特种文献：专利文献、科技报告、标准文献、会议文献、学位论文等；（7）学位论文写作：要求、撰写过程、选题、材料准备等。

推荐教材：

1. 王细荣，《文献信息检索与论文写作》，上海交通大学出版社，2013年7月第4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1版。

考核方式：考查

### Course Title： Bibliographic Retrieval and Thesis Writing

**Course Code：**ZYX05113

**Course Category：**Professional Selective Course

**Hours:** 18 hrs (1 hrs per week)

**Credits：**1

**Pre-courses:**

**Teaching Objectives and Teaching Content:**

From a practical standpoint, this course, Bibliographic Retrieval and Thesis Writing, places stress on an introduction to how to write graduation thesis and how to retrieve information. It lays emphasis on practicability and operability. The course intends to make students comprehensively familiarize themselves with skills and methods of graduation thesis writing, actually improve their literature review and data collection abilities. It also strives to stimulate students’ innovation mindset, improve their innovation ability, make students start thesis writing sooner and help them succeed in finishing graduation theses. Finally, a solid foundation will be laid for their future careers or further study. Combining the existing bibliographic retrieval with thesis writing, this course systematically presents basic knowledge and skills 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 techniques, some famous open access of information in China and abroad, classical Chinese-foreign subject citations, characteristics and searching techniques 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, etc.

**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)

《创业管理》课程介绍

课程编码：ZYX05005

课程性质：专业方向选修课程

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、基础会计、国际金融

教学目标与内容：

本课程的教学目标与内容是：

1.通过对创业基本理论的学习和对创业基本规律的认识，培养学生的创新意识和创业精神，激发学生的创业热情，为将来可能的创业活动奠定认识基础。

2.通过对机会识别、团队组建、商业模式开发、商业计划书撰写等新创企业要素以及新创企业融资、战略规划、市场营销、人力资源管理等创业成长管理技能的了解和认识深化，培育学生的创业思维能力，引导学生按照创业基本准则理性地进行创业实践。

3.通过实践环节使学生加深对创业的直观认识，锻炼基本应用技能，并鼓励学生从中寻找创业机会，给予相关的指导和建议。

本课程教学内容：包括创业内涵、创业过程、机会识别、团队组建、商业模式开发、商业计划书撰写等新创企业要素以及新创企业融资、战略规划、市场营销、人力资源管理等创业成长管理技能等。

推荐教材：

林嵩，谢作渺，《创业学：原理与实践》，清华大学出版社，2008年版第一版

考核方式：考查

### Course Title: Entrepreneurship Management

**Course Code：**ZYX05005

**Course Category：**Professional Selective Course

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

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

This course systematically introduces theory and practice of enterprise establishment and management. It aims at providing basics of entrepreneurship through the combination of theory with practice. 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. Being closely linked to the real enterprise creation, the course strives to develop students’ entrepreneurship mentality, to cultivate their entrepreneurship mindset and capability. The course will make students familiarize themselves with models, procedure and management of starting up enterprises, master basic conditions of enterprise creation, and acquaint themselves with writing enterprise creation plan and implementing sample enterprise creation. By learning this course students are required to possess entrepreneurship spirit with an initiative to explore and innovate. They will be allocated with practical capabilities of recognizing opportunities, taking quick actions, and resolving real problems. In general, by taking this course students will lay a foundation for entrepreneurship and their future careers.

**Texts Recommended:**

1. LIN Song, XIE Zuomiao, Entrepreneurship: Principles and Practice, 1st Edition, Tsinghua University Press, 2008.

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

《公司金融实务案例》课程介绍

课程编码：ZYX05128

课程性质：专业方向选修课程

教学时数：周学时2，总学时36

学分：2

先修课程：公司金融

教学目标与内容：

通过对《公司金融实务案例》这门课程的学习，学生应掌握并能够运用公司金融中的相关知识点，研究并分析与之相关的现实案例，成为公司金融领域称职的管理者和从业人员。

本课程选择公司金融领域中的股权投资、公司融资与资本结构、公司的股利政策、公司价值、公司的资产管理、公司的兼并与收购、IPO问题等核心知识点，针对每一知识点，以国内外实际发生的案例为对象，例如华联超市的借壳上市、雅戈尔和茉织华的家族化管理、佛山照明的红利政策、陆家嘴等五大股票回购事件、南钢股份与中国石化的要约收购、驰宏锌锗的定向增发、联想并购 IBMPC与宝钢重组等一系列的事件，运用公司金融的理论知识点来对这些案例进行一一剖析，以加深学生对公司金融相关理解的理解，并达到灵活运用的目的。

推荐教材：

[刘莉亚](http://www.dangdang.com/author/ÁõÀòÑÇ_1)，[何博](http://www.dangdang.com/author/ºÎ²©_1)，[刘晓磊](http://www.dangdang.com/author/ÁõÏþÀÚ_1)，《公司金融实务与案例》，上海财经大学出版社，2011年11月第1版

考核方式：考查

### Course Title：Practical Cases of Corporate Finance

**Course Code：**ZYX05128

**Course Category：**Professional Selective Course

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

**Credits：**2

**Pre-courses:** Corporate Finance

**Teaching Objectives and Teaching Content:**

This coursed stresses close combination of theory with practice. It especially focuses on increasing students’ abilities to dissect the reality of corporate finance by employing the learned theoretical knowledge. By taking this course students are required to acquaint themselves with application of basic theory of corporate finance into practice, to be capable of studying and analyzing the real cases of corporate finance by using the related professional knowledge, and to lay a good knowledge foundation for their future career to work in corporate finance area. The course presents a lot of realistic corporate finance cases at home and abroad for each of major knowledge point of corporate finance and tries to guide students to have independent research and analysis of those cases by using basic theory of corporate finance in order to deepen their understanding of the theory. The teaching content of the course mainly covers those core knowledge points of corporate finance, such as equity investment, corporate financing and asset structure, dividend policy of corporations, corporate value, asset management of corporations, company merger and acquisition, initial public offering (IPO), etc.

**Texts Recommended:**

1. LIU Liya, HE Bo, LIU Xiaolei, *Corporate Finance Practice and Cases*, 1st Edition, Shanghai University of Finance and Economics, November 2011.

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

《中国税制与税务筹划》课程介绍

课程编码：ZYX05129

课程性质：专业方向选修课程

教学时数：周学时2，总学时36

学分：2

先修课程：宏观经济学、财政学、货币金融学

教学目标与内容：

本课程教学目标是让学生了解和掌握税收筹划理论、方式方法、手段和技巧等基本原理。综合运用税收法律规定和所学过的各门课程知识及税收筹划的基本原理，对企业的各种涉税问题能有初步地认识和进行分析的能力。使他们在未来的企业经营活动中不仅能够把准市场变幻的脉搏和面对同行业其他企业的不断挑战，而且还能够在具体的营销策划中有目的的实施税收筹划保证企业在赢得利润的同时，获得最大的税收收益和现行税收法律的保护。

《中国税制与税务筹划》的课程内容包括我国税收制度发展、税收筹划的概述及原则和方法，增值税、营业税、消费税以及企业所得税、个人所得税等的筹划方法和存在的空间等内容。

推荐教材：

盖地，《税务会计与税收筹划（第六版）》，中国人民大学出版，2012年7月第六版。

考核方式：考查

### Course Title：Taxation System of China and Tax Planning

**Course Code：**ZYX05129

**Course Category：**Professional Selective Course

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

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

Teaching objective of this course is to help students understand and acquaint themselves with basic principles of tax planning, including theory, methods and techniques, so that students, in their future work of enterprise operation, are capable not only of thoroughly understand market variations and facing competition with the other enterprises in specific industry but also of effectively implementing tax planning in concrete marketing operations in order to acquire the maximal tax yield and the best protection under the existing taxation system whenever the enterprises are making profits. By taking this course students are required to possess a preliminary ability to understand and analysis tax-related issues and problems of enterprises by comprehensively utilizing laws and regulations of taxation and professional knowledge and basic principles of tax planning they have learned in the other professional courses. The teaching content of the course mainly covers the existing taxation system of our country, principles and methods of tax planning, tax planning of added-value tax, business tax, consumption tax, corporate income tax, individual income tax, etc.

**Texts Recommended:**

1. GAI Di, *Tax Accounting and Tax Planning*, 6th Edition, China Renmin University Press, July 2012.

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