目录

[金融学专业（国际班） 1](#_Toc497748591)

[《微观经济学》课程介绍 1](#_Toc497748592)

[Course Title：Microeconomics 2](#_Toc497748593)

[《宏观经济学》课程介绍 3](#_Toc497748594)

[Course Title: Macroeconomics 4](#_Toc497748595)

[《货币金融学（双语）》课程介绍 5](#_Toc497748596)

[Course Title：Monetary Finance 6](#_Toc497748597)

[《基础会计（双语）》课程介绍 7](#_Toc497748598)

[Course Title: Fundamentals of Accounting 8](#_Toc497748599)

[《统计学》课程介绍 9](#_Toc497748600)

[Course Title：Statistics 10](#_Toc497748601)

[《计量经济学》课程介绍 11](#_Toc497748602)

[《国际金融（双语）》课程介绍 12](#_Toc497748603)

[Course Title：International Finance 13](#_Toc497748604)

[《财务管理（双语）》课程介绍 14](#_Toc497748605)

[Course Title：Financial Management 15](#_Toc497748606)

[《投资学（双语）》课程介绍 16](#_Toc497748607)

[Course Title：Investment 17](#_Toc497748608)

[《证券投资学（双语）》课程介绍 18](#_Toc497748609)

[Course Title: Portfolio Investment 19](#_Toc497748610)

[《风险管理与保险（双语）》课程介绍 20](#_Toc497748611)

[Course Title：Risk Management and Insurance 21](#_Toc497748612)

[《公司金融（双语）》课程介绍 22](#_Toc497748613)

[Course Title： Corporate Finance 23](#_Toc497748614)

[《商业银行经营管理（双语）》课程介绍 24](#_Toc497748615)

[Course Title：Operation and Management of Commercial Banks 25](#_Toc497748616)

[《金融专业英语》课程介绍 26](#_Toc497748617)

[《实用英语写作》课程介绍 27](#_Toc497748618)

[《金融工程学》课程介绍 28](#_Toc497748619)

[Course Title：Financial Engineering 29](#_Toc497748620)

[《金融市场与金融机构（双语）》课程介绍 30](#_Toc497748621)

[Course Title：Financial Market and Financial Institutions 31](#_Toc497748622)

[《投资银行理论与实务（双语）》课程介绍 32](#_Toc497748623)

[Course Title：Theory and Practice of Investment Bank 33](#_Toc497748624)

[《证券投资技术分析》课程介绍 34](#_Toc497748625)

[Course Title：Portfolio Investment Technical Analysis 35](#_Toc497748626)

[《金融业会计》课程介绍 36](#_Toc497748627)

[Course Title： Financial Enterprise Accounting 37](#_Toc497748628)

[《银行信贷管理》课程介绍 38](#_Toc497748629)

[Course Title： Bank Credit Management 39](#_Toc497748630)

[《固定收益证券》课程介绍 40](#_Toc497748631)

[Course Title： Fixed-income Security 41](#_Toc497748632)

[《项目评估与管理》课程介绍 42](#_Toc497748633)

[Course Title： Project Assessment and Management 43](#_Toc497748634)

[《投资分析与组合管理》课程介绍 44](#_Toc497748635)

[Course Title：Portfolio Management 45](#_Toc497748636)

[《公司治理理论与实务》课程介绍 46](#_Toc497748637)

[Course Title：Corporate Governance: Theory and Practice 47](#_Toc497748638)

[《公司兼并与重组》课程介绍 48](#_Toc497748639)

[Course Title：Company M&A and Restructuring 49](#_Toc497748640)

[《市场营销原理（双语）》课程介绍 50](#_Toc497748641)

[Course Title： Marketing 51](#_Toc497748642)

[《中国税制与税务筹划》课程介绍 52](#_Toc497748643)

[Course Title：Taxation System of China and Tax Planning 53](#_Toc497748644)

[《国际贸易理论与实务》课程介绍 54](#_Toc497748645)

[Course Title：International Trade: Theory and Practice 55](#_Toc497748646)

[《国际结算（双语）》课程介绍 56](#_Toc497748647)

[Course Title：International Settlement 57](#_Toc497748648)

[《互联网金融》课程介绍 58](#_Toc497748649)

[Course Title：Internet Finance 59](#_Toc497748650)

[《金融理财》课程介绍 60](#_Toc497748651)

[Course Title：Financial Chrematistics 61](#_Toc497748652)

[《财政学》课程介绍 62](#_Toc497748653)

[Course Title： Finance 63](#_Toc497748654)

[《银行业务仿真》课程介绍 64](#_Toc497748655)

[Course Title： Banking Business Simulation 65](#_Toc497748656)

[《房地产金融》课程介绍 66](#_Toc497748657)

[Course Title： Real Estate Finance 67](#_Toc497748658)

[《经济法》课程介绍 68](#_Toc497748659)

[Course Title： Economic Law 69](#_Toc497748660)

[《文献检索与论文写作》课程介绍 70](#_Toc497748661)

[Course Title： Bibliographic Retrieval and Thesis Writing 71](#_Toc497748662)

[《创业管理》课程介绍 72](#_Toc497748663)

[Course Title: Entrepreneurship Management 72](#_Toc497748664)

金融学专业（国际班）

《微观经济学》课程介绍

课程编码：XJB05016

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

教学目标与内容：

本课程的教学目标是使经济类本科生理解和掌握微观经济学的基本原理，为进一步学习其他经济类课程打下坚实的理论基础，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。

本课程是以个体经济单位例如单个家庭、单个企业、单个市场为研究对象的一门理论经济学。它试图通过对个体经济单位经济行为的研究，来说明现代社会中市场机制的运行和作用以及如何改善这种运行的途径。本课程主要内容包括消费者理论和生产者理论，具体来说包括需求、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、不确定性、寡头垄断市场结构等，并简要介绍几种市场失灵的情况。

推荐教材：

曼昆，经济学原理（微观经济学分册），北京大学出版社，2012年7月第6版

考核方式：考试

### Course Title：Microeconomics

**Course Code：**XJB05016

**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 enable students systematically acquaint themselves with the basic principles and research approaches of modern microeconomics, realize its updates, 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. By taking this course students will be able to study the other professional courses in majors of economics and management. Meanwhile students will be equipped with the basics of economics and research approaches, which are useful in their future careers of economic 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. N. Gregory Mankiw, *Principles ofEconomics: Microeconomics*, 6th Edition, Beijing University Press, July 2012.

**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：

曼昆，经济学原理（宏观经济学分册），北京大学出版社，2012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, aims at providing theoretical foundations for government to make macroeconomic policies. The teaching objective of this course is to make students systematically understand basic concepts of macroeconomics, acquaint 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. They are also required to familiarize themselves with methodology and system of macroeconomic theoretical research. By taking this course 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. 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. N. Gregory Mankiw, *Principles ofEconomics: Macroeconomics*, 6th Edition, Beijing University Press, July 2012.

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

《货币金融学（双语）》课程介绍

课程编码：XJB05022

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、宏观经济学

教学目标与内容：

《货币金融学（双语）》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：

米什金，《货币金融学（商学院版）》，中国人民大学出版社，2010年5月第一版

考核方式：考试

### Course Title：Monetary Finance

**Course Code：**XJB05022

**Course Category：**Fundamental Compulsory Course

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

**Credits：**4

**Pre-courses:** Microeconomics, Macroeconomics

**Teaching Objectives and Teaching Content:**

The teaching objectives of this course are as the follows: (1) To enable students to have an overall and an in-depth understanding of general knowledge, basic theory and basic concepts of money and banking and to 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, update them with their theoretical and knowledge accomplishment in finance so as to 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 quo and the new trends of financial development at home and abroad, and quaint themselves with 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. Frederic S. Mishkin, *TheEconomics of Money, Banking and Financial Market*, 1st Edition, China Renmin University Press, May 2010.

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

《基础会计（双语）》课程介绍

课程编码：XJB05032

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：

本课程教学目标是掌握会计英语词汇，掌握基本会计学概念的英语表达，以清晰的结构和创新的教学艺术，展现了最为全面的会计学基础知识内容，并了解西方会计专业知识和国际会计准则。通过本课程的学习，使学生能够掌握惯用的会计术语，并能够用英语了解相关的会计的基本理论、基本核算方法和基本操作技能。通过本课程的教学，使学生理解会计的定义、职能、任务、对象、要素等会计基础理论，掌握设置会计科目和账户、复式记账、填制和审核会计凭证、登记账簿、成本计算、财产清查和编制会计报表的操作技能。

推荐教材：

1.詹姆斯·M·里夫， 《会计学》，中国人民大学出版社，2010年8月第23版

2.怀尔德、崔学刚、饶菁，《会计学原理》，中国人民大学出版社，2009年7月第二版

考核方式：考试

### Course Title: Fundamentals of Accounting

**Course Code：**XJB05032

**Course Category：**Fundamental Compulsory Course

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

**Credits：**3

**Pre-courses:** Microeconomics

**Teaching Objectives and Teaching Content:**

Taking English as working language this course comprehensively displays basic knowledge of accounting aiming at enabling students to acquaint themselves with English expressions of basic concepts of accounting and the other terminologies of accounting theory and operations, realize basic knowledge and international accounting standard, and be capable of using English to express basic theory, basic procedure and basic operational skills of financial accounting. By taking this course students are required to correctly understand definition, functions, tasks, objectives and elements of accounting, to grasp operational skills of accounting subjects and ledgers setting, double entry system of accounting, accounting vouchers filling and examination, accounting book keeping, cost estimation, property verification, accounting statement complication, etc.

**Texts Recommended:**

1. James M. Reeve, *Accounting*, 23rd Edition, China Renmin University Press, August 2010.

2. John J. Wild, CUI Xuegang, RAO Jing, *Fundamental Accounting Principles*, 2nd Edition, China Renmin University Press, July 2009.

**Evaluation:** Comprehensive Assessment(Testing without 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

《国际金融（双语）》课程介绍

课程编码：ZYB05030

课程性质：专业必修课程

教学时数：周学时4，总学时72

学分：4

先修课程：微观经济学、宏观经济学、货币金融学（双语）

教学目标与内容：

目标是通过本课程的学习，可以使学生明确国际金融学科的研究对象、牢固掌握国际金融的最基本概念、初步了解国际金融的基本业务，为学好其他国际经济方面的业务课程打下坚实的基础。学习《国际金融》课程也可以更好地完善金融专业学生的知识结构、开阔视野、提高学生从事宏观经济工作的综合素质。

具体教学内容包括国际金融学的基本概念，基本理论，汇率、国际货币政策体系、外汇交易、金融市场、国际收支、国家外汇储备以及国际金融市场与国际融资渠道等范畴所涉及的知识、理论、运行规律。并使学生掌握其分析和解决问题的方法等。通过校内交易点的实盘操作，了解并基本掌握外汇买卖操作的一般过程。

推荐教材：

[美]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15版）

考核方式：考试

### Course Title：International Finance

**Course Code：**ZYB05030

**Course Category：**Professional Compulsory Course

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

**Credits：**4

**Pre-courses:** Microeconomics, Macroeconomics

**Teaching Objectives and Teaching Content:**

This course, International Finance, deals with international financial activities and their operational laws. By taking this course students are required to acquaint themselves with the basic concepts and principles of international finance, to be aware of status quo of international finance and to familiarize themselves with basic operation approaches of financial transactions and financial risks prevention and risk control. Students will improve their knowledge structure, abroad their horizon and develop 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. Thomas A. Pugel, *International Finance*, 15th Edition, China Renmin University Press, December 2012.

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

《财务管理（双语）》课程介绍

课程编码：ZYB05049

课程性质：专业必修课程

教学时数：周学时4，总学时72

学分：4

先修课程：基础会计（双语）、中级财务会计（双语）

教学目标与内容：

《财务管理(双语)》是经济管理类专业的一门专业课，是应用性的经济管理学科。本课程以企业资金运动为中心内容，以资金的筹集、使用、耗费、收入和分配为框架，阐述财务管理的基本的概念、管理原则、管理制度等理论问题，以及预测、决策、计划、控制和分析等业务方法, 全部内容以英文为主要语言进行授课.

通过本课程的学习，使学生掌握现代财务管理的基本理论和基本方法，具有从事经济管理工作所必需的财务管理工作业务知识和工作能力，达到会计师所应具备的财务管理业务水平; 另一方面通过本课程的学习，帮助学生理解财务管理的基本内容，懂得各种财务活动的联系以及财务活动与其他各种经济活动的联系。

财务管理课程既有较强的实用性，又有较强的理论性。学习本课程要紧密联系实际来理解有关的理论问题，并以有关理论问题为指导研究各种业务方法问题. 本课程着重理论联系实际并且使用原版英文畅销教材，使学生能够快速地适应全英文教学。

推荐教材：

斯蒂芬.A..罗斯 ，《公司理财》，机械工业出版社，2011年10月第9版

考核方式：考试

### Course Title：Financial Management

**Course Code：**ZYB05049

**Course Category：**Professional Compulsory Course

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

**Credits：**4

**Pre-courses:** Fundamentals of Accounting, Intermediate Financial Accounting

**Teaching Objectives and Teaching Content:**

Financial Management is a compulsory course in international program of major of finance. It takes English as working language. Centering at fund movement of enterprises and taking a framework of enterprises’ fund raising, fund using, fund expending, revenue and profit distribution, the course elaborates theoretical issues of basic concepts, management principles and management system. It also illustrates operation methods of predicting, decision-making, planning, controlling, and analyzing. By taking this course students are required to acquaint themselves with basic theory and basic methods of modern financial management, to understand basic content of financial management, to comprehend relationship among all different financial activities and relationship between financial activities and the other economic activities of enterprises, to possess the necessary professional knowledge and working ability of financial management, and to be perfect in dealing with operation business as qualified certified public accountants.

**Texts Recommended:**

1. Stephen A. Ross, *Corporate Finance*, 9th Edition, China Machine Press, October 2011.

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

《投资学（双语）》课程介绍

课程编码：XJB05023

课程性质：专业必修课程

教学时数：周学时4，总学时72

学分：4

先修课程：微观经济学、宏观经济学、基础会计、统计学

教学目标与内容：

本课程的学习目标是使学生掌握金融投资的基本知识，如各种证券投资工具的定义、特征、产生和发展证券发行市场和交易市场的具体运作；熟悉证券投资的术语和行话，如买空、卖空等等；还有掌握证券投资的分析方法，包括证券投资的宏观经济分析、行业分析、上市公司分析和了解证券投资的技术分析方法；掌握有价证券的估值方法，如债券内在价值的计算、债券定价的三大关系和五大定理，普通股估值的股利贴现模型、本益比模型等；掌握现代资本市场理论如资产组合理论、资本资产定价理论、套利定价理论、有效市场理论等。

在教学要求上，通过本课程中的投资理论、投资方法和策略及技术分析的学习，要求能掌握金融经济投资的基本理论和技术分析方法，树立正确的投资理念，掌握正确的投资方法，减少投资风险。本课程的基本学习要求在于实用性、操作性，对于投资方法和各种技术分析方法，掌握的目的在于应用和操作，应根据实际情况和条件，有选择的与实际相结合，以提高和丰富学生的实际操作水平。

推荐教材：

滋维•博迪 (Zvi Bodie),《投资学》，机械出版社， 2009年6月第一版

考核方式：考试

### Course Title：Investment

**Course Code：**XJB05023

**Course Category：**Fundamental Compulsory Course

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

**Credits：**4

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

**Teaching Objectives and Teaching Content:**

This course, Investment, specifics 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 cultivating investment professional and practical talents, who have a wider vision of the modern world politics and economy, understand investment policies implemented by Chinese administration 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.Zvi Bodie, Alex Kane, Alan J. Marcus, *Investment*, 1st Edition, China Machine Press, June 2009.

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

《证券投资学（双语）》课程介绍

课程编码：ZYB05032

课程性质：专业必修课程

教学时数：周学时4，总学时72

学分：4

先修课程：微观经济学、宏观经济学、货币金融学（双语）、统计学

教学目标与内容：

本课程是一门涉及面较广的金融学科专业核心课程，包涵经济、金融、会计、统计及心理学等多方面的学科知识。着重介绍证券投资的对象、策略和方法等基本知识，分析证券发行和交易的过程，阐述证券价格波动的规律和原因。

学习本课程的主要目的是：通过本课程中的证券理论、投资方法和策略及技术分析的学习，能掌握证券投资的基本理论和技术分析方法，树立正确的投资理念，掌握正确的投资方法，减少证券投资风险，获得证券投资决策的较全面的基本能力。要求掌握债券的基本要素，债券种类及其的基本属性；掌握股票的含义、作用，熟悉股票定义、分类及其特征，了解我国目前的股权结构；了解证券投资基金的定义、性质与特征，掌握投资基金的分类、特点，证券投资基金的投资限制与投资组合以及证券投资基金的管理与托管；掌握金融衍生工具的含义、功能、种类及其主要的特征。

推荐教材：

Frank K. Reilly, Keith C. Brown，《 Investment Analysis and Portfolio Management 7e 投资分析与组合管理》，高等教育出版社，2005年1月第七版

考核方式：考试

### Course Title: Portfolio Investment

**Course Code：**ZYB05032

**Course Category：**Professional Compulsory Course

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

**Credits：**4

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

**Teaching Objectives and Teaching Content:**

The teaching objective of this course is to make students be aware of and acquaint 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. Frank K. Reilly, Keith C. Brown, *Investment Analysis and Portfolio Management*, 7th Edition, Higher Education Press, January 2005.

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

《风险管理与保险（双语）》课程介绍

课程编码：ZYB05033

课程性质：专业必修课程

教学时数：周学时4，总学时72

学分：4

先修课程：微观经济学、宏观经济学、统计学

教学目标与内容：

本课程的教学内容主要是在英文原版的教材内容和结构框架基础上指导学生学习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的基础知识。

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。使学生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。作为一门用双语教学的实践性很强的学科，本课程立足于国内保险市场的实情，与国际先进经验接轨，着眼于体系连贯。拓展学生的国际化视野、语言能力和保险专业水平，力求为本地的金融行业培养国际化的复合型人才。

推荐教材：

George.E.Rejda主编, Principles of Risk Management and Insurance，中国人民大学出版社， 2011年第十一版。

考核方式：考试

### Course Title：Risk Management and Insurance

**Course Code：**ZYB05033

**Course Category：**Professional Compulsory Course

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

**Credits：**4

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

**Teaching Objectives and Teaching Content:**

By taking this course 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, acquaint themselves with basic theory, general knowledge and basic skills of commercial insurance, to be capable of applying the learned professional knowledge to analyze and to address the relevant issues in commercial insurance, and to possess ability to independently engage in commercial insurance. The 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, 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:**

1. 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（双语）》课程介绍

课程编码：ZYB05034

课程性质：专业必修课程

教学时数：周学时4，总学时72

学分：4

先修课程：微观经济学、宏观经济学、统计学、基础会计（双语）等

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.Corporate Finance,Jonathan Berk & Peter DeMarzo, Pearson Co.2011 second edition

2.李心愉，《公司金融学》，北京大学出版社，2008年9月第一版

考核方式：考试

### Course Title： Corporate Finance

**Course Code：**ZYB05034

**Course Category：**Professional Compulsory Course

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

**Credits：**4

**Pre-courses:** Microeconomics, Macroeconomics

**Teaching Objectives and Teaching Content:**

This course aims at helping students being familiar with basic business of corporate finance, acquainting themselves with 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. 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. Jonathan Berk, Peter De Marzo, *Corporate Finance*, 2nd Edition, Pearson Co. 2011.

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

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

《商业银行经营管理（双语）》课程介绍

课程编码：ZYX05132

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（双语）

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，让学生对商业银行的运行机制和管理内容有初步了解，从而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、管理内容及其理论分析。课程首先介绍商业银行定义和在经济运行中的重要作用，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。目前，我国高校使用影响比较大的教材是彼得。罗斯的《银行管理》。该书内容丰富，理论阐述深刻，案例分析较新。我校学生反映很好，我校目前使用这本教材。

推荐教材：

彼得·罗斯，《商业银行管理》，机械工业出版社，2007年9月第1版

考核方式：考查

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

**Course Code：**ZYX05132

**Course Category：**Professional Selective Course

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

**Credits：**3

**Pre-courses:** Macroeconomics, Finance, 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 trains students’ research and practice abilities 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 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. 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)

《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

《实用英语写作》课程介绍

课程编码：ZYB05055（适用于“2+2”中外学分互认项目国际商务与金融学专业学生）

ZYB06098（适用于“2+2”中外学分互认项目会计学专业学生）

课程性质：选修课程

教学时数：周学时3，总学时48

学分：2

先修课程：《雅思听力》；《雅思口语》；《雅思阅读》；《雅思写作》；《通用英语1》；《通用英语2》

教学目标与内容：

本课程系统地阐述英语写作的基本理论和技巧，重点讲授写作中的确定主题、审题构思、逻辑论证等的方法。写作例句和范文精选自英美权威书刊，内容时新，语言地道，信息丰富。重在传授学习方法和学习策略，并将对英美文化的学习渗透到英语写作教学中。

推荐教材：

张玉娟，陈春田. 《新世纪实用英语写作》（第三版），外语教学与研究出版社，2013

考核方式：考试

《金融工程学》课程介绍

课程编码：ZYB05035

课程性质：专业选修课程

教学时数：周学时3，总学时54

学分：3

先修课程：国际金融（双语）、证券投资学（双语）、微积分、概率论、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·格利茨等著，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.叶永刚主编，《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：考试

### Course Title：Financial Engineering

**Course Code：**ZYB05035

**Course Category：**Professional Compulsory 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 this course students are capable of acquainting themselves with 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. 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, 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:** Summative Assessment (Testing with Exam-paper)

《金融市场与金融机构（双语）》课程介绍

课程编码：ZYX05130

课程性质：专业选修课程

教学时数：周学时3，总学时54

学分：3

先修课程：货币金融学（双语）

教学目标与内容：

本课程运用双语教学，结合理论与实践，旨在让学生充分了解金融市场及金融机构的运作，提高数据信息搜索分析技能、财经新闻解读能力及灵活运用各类金融工具进行个人财产保值与增值的技巧。

本课程理论部分主要分为利率计算与分析、中央银行及货币政策、各类金融市场的运作、金融产业及金融机构的发展现状四大板块。实践部分则包括了如何搜集分析财经数据、如何通过解读财经新闻定位投资机会以及各种金融工具如股票、基金等的分析交易技巧。该课程相对理论课程实操性强，夯实学生金融基础知识，充分打造其投资远见，与学生未来个人资产管理息息相关。

推荐教材：

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。

考核方式：考查

### Course Title：Financial Market and Financial Institutions

**Course Code：**ZYX05130

**Course Category：**Professional Selective Course

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

**Credits：**3

**Pre-courses:** Monetary Finance

**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 the students be aware of and acquaint 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 students to have their independent study after classes and to reach the goal of increasing 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.

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

《投资银行理论与实务（双语）》课程介绍

课程编码：ZYX05131

课程性质：专业选修课程

教学时数：周学时3，总学时54

学分：3

先修课程：投资学（双语）

教学目标与内容：

本课程作为专业选修课，主要通过老师的课堂授课并结合课内外教学实践活动：一是使学生对投资银行及其业务方面的基本知识、基本概念、基本理论有较全面的理解和较深刻的认识，对投资银行、证券交易、企业并购、兼并重组、资产证券化、项目融资、投资管理等基本范畴、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，并由此奠定后续专业学习的基础和较强的自学能力。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，具有利用金融理论，解决和处理金融领域实际问题的能力。

推荐教材：

1.李京晔（主编），《投资银行学》，北京语言大学出版社，2013年12月第2版

2.李风云、崔博（主编），《投资银行实务与案例》，清华大学出版社，2011年4月第1版

考核方式：考查

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

**Course Code：**ZYX05131

**Course Category：**Professional Selective Course

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

**Credits：**3

**Pre-courses:** Investment

**Teaching Objectives and Teaching Content:**

By taking this course students are capable of acquainting 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 acquaint 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 enable 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 familiarize themselves with business philosophy and operation techniques of investment banks; Section Three: Business Operation of Investment Banks. It requires students to learn and to acquaint 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 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.LI Jingye, *Investment Bank*, 2nd Edition, Beijing Language and Culture University Press, December 2013.

2. LI Fengyun, CUI Bo, *Practice and Cases of Investment Bank*, 1st Edition, Tsinghua University Press, April 2011.

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

《证券投资技术分析》课程介绍

课程编码：ZYX05133

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：投资学（双语）、证券投资学（双语）

教学目标与内容：

　技术分析是对证券市场的市场行为所作的分析。其特点是通过对市场过去和现在的行为，应用数学和逻辑上的方法，归纳总结出典型的行为，从而预测证券市场的未来的变化趋势。市场行为包括价格的高低、价格的变化、发生这些变化所伴随的成交量，以及完成这些变化所经过的时间。作为一门经验之学的技术分析是建立在合理的假设之上的。课程要求学生了解技术分析的基础理论道氏理论，能够综合应用包括指标法、切线法、形态法、K线法、波浪类等多种技术分析方法对价格、成交量，时间与空间四大要素进行分析，从而对个股股价和板块、大盘的未来走势做出判断，为短期的操作提供指导性的参考意见，从而达到提高投资收益的目的。

推荐教材：

李向科编著，《证券投资技术分析》，中国人大出版社2012年4月第四版

考核方式：考查

### Course Title：Portfolio Investment Technical Analysis

**Course Code：**：ZYX05133

**Course Category：**Professional Selective Course

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

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

This course aims at having professional technical analysis on market behaviors in security market on the basis of rational assumption. By application of mathematical and logic analysis methods the emphasis of analysis is put on conclusion and summation of market behaviors of different market entities in the past and at present in order to discover and to analyze their typical behavior models based on which to predict variation tendency of security market in the future. Market behavior here refers to price level of different securities and changes in price, major factors generated such changes, changes in trading volume of relevant securities under the condition of price changes and laws manifested in those changes. The teaching content of the course mainly covers basic theory of portfolio investment technical analysis (Dow Theory), some popular methods of portfolio investment technical analysis (index method, tangent method, shape method, K line method, and etc.), technical analysis of the four major factors (price, trading volume, time and space), prediction of particular stocks, stock blocks and broad market, etc.

**Texts Recommended:**

1. LI Xiangke, Portfolio Investment Technical Analysis, 4th Edition, China Renmin University Press, April 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（双语）

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 acquaint themselves with 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》课程介绍

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（双语）

教学目标与内容：

本课程主要介绍了银行信贷的基本理论、基本知识和基本方法，为学生在将来从事金融工作尤其是银行信贷工作做好准备。

本课程主要内容以信贷资金为主线，突出信贷资金的客观规律性以及这一规律对信贷活动的相关要求。引导学生根据这一规律和要求所制订的一系列信贷原则和政策，并为贯彻这些原则和政策，必须采取一系列的信贷方式和方法。

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. 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)

《固定收益证券》课程介绍

课程编码：ZYX05116

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：证券投资学（双语）

教学目标与内容：

《固定收益证券》主要阐述收益证券这一大类重要金融工具，通过本课程的学习,使学生掌握固定收益证券方面的基本知识和固定收益证券行业中的重要术语，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；学会给固定收益证券定价和管理固定收益证券的利率风险；掌握确定债券选择权或者暗含选择权的最佳执行策略。

本课程主要讲授固定收益证券的计价习惯，零息债券及附息债券；债券持续期、凸性和时间效应，利率期限结构模型，含权债券定价，利率期货、期权和互换的定价，回购协议，住房贷款支持证券等。

推荐教材：

1.塔克曼，赛拉特，《固定收益证券》，机械工业出版社，2014年01月第3版

2.陈蓉，郑振龙，《固定收益证券》，北京大学出版社，2011年09月第二版

考核方式：考查

### Course Title： Fixed-income Security

**Course Code：**ZYX05116

**Course Category：**Professional Selective Course

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

**Credits：**2

**Pre-courses:** Portfolio Investment

**Teaching Objectives and Teaching Content:**

This course illustrates fixed-income securities, an important type of financial instruments. Taking this course students are capable of grasping basic knowledge of fixed-income securities, being aware of meanings for the related important professional terminologies, and mastering tools of analyzing changes in interest rate and evaluating fixed-income securities and their derivatives. Students are also required to learn methods of fixed-income security pricing, to learn how to implement fixed-income security risk management, and to acquaint themselves with the optimal strategy of determining bond option or implied option. The teaching content of the course mainly covers methods of fixed-income security pricing, zero-interest bond and coupon bond, bond maturity, structural model of interest rate terms, pricing of contain right bond, interest rate futures, option and swap agreement, re-purchase agreement, mortgage-backed bond, etc.

**Texts Recommended:**

1. Bruce Tuckman, Angel Serrat, *Fixed-income Securities*, 3rd Edition, China Machine Press, January 2014.

2. CHEN Rong, ZHENG Zhenlong, *Fixed-income Securities*, 2nd Edition, Beijing University Press, September 2011.

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

《项目评估与管理》课程介绍

课程编码：ZYX05119

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：基础会计（双语）、公司金融（双语）

教学目标与内容：

该课程涵盖经济效果的评价指标、经济效益的评价方法、社会效益的评价方法等内容，旨在通过对各方案的经济效益及社会效益的评价进行多方案的筛选。通过该课程的教学，使学生掌握投资项目的可行性研究、市场调查与预测、项目生产条件的评价、项目的财务状况分析与评价、项目的国民经济评价以及项目的不确定性分析等基本理论和评估方法，初步学会项目可行性研究、项目评估等实务操作，具备投资项目可行性研究和投资项目经济评估的综合能力。

推荐教材：

成其谦（主编），《投资项目评价》，中国人民大学出版社，2014年4月第4版

考核方式：考查

### Course Title： Project Assessment and Management

**Course Code：ZYX05119**

**Course Category：**Professional Selective Course

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

**Credits：**2

**Pre-courses:** Fundamentals of Accounting, Corporate Finance

**Teaching Objectives and Teaching Content:**

Taking this course students are required to solidly acquaint themselves with core theory and methods of project assessment and management (including basic theory of feasibility study, market survey and projection, assessment of project production conditions, analysis and assessment of project financial conditions, national economic assessment of project, uncertainty analysis of project and methods of assessment) and to train their ability to guide practical work and to address those complicated issues in project assessment and management by consciously and correctly applying project assessment and management theory and the related knowledge. The teaching content of the course mainly covers assessment indicators assessment methods of economic efficiency and social efficiency, modern theory of project planning, project implementation and control as well as actual cases of project management, including project overall management, project scope management, time management, cost management, human resource management, communication management, risks management, procurement management, multi-project management, project management software, etc.

**Texts Recommended:**

1. CHENG Qiqian, *Investment Project Assessment*, 4th Edition, China Renmin University Press, April 2014.

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

《投资分析与组合管理》课程介绍

课程编码：ZYX05135

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、证券投资学（双语）

教学目标与内容：

《投资分析与组合管理》的教学目标是了解并掌握投资组合理论的核心内容和分析方法，培养科学进行投资组合分析与决策、投资组合管理与调控的能力，以利于提高投资效益。

教学内容包括投资组合分析各流程的技术分析及评价方法；收益与风险、投资组合决策、估值技术、普通股分析与估值、固定收益证券分析与估值及衍生品分析与估值，马柯威茨资产组合理论、跨期资产组合投资、组合中决策者行为、证券分析和管理等内容，最优风险资产组合的决策，投资组合评价方法，投资基本理论等。

推荐教材：

李志生主编，《投资组合管理》．中国财政经济出版社，2010年8月第一版

考核方式：考查

### Course Title：Portfolio Management

**Course Code：**ZYX05135

**Course Category：**Professional Selective Course

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

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

Taking this course students are capable of systematically acquainting themselves with core of portfolio theory and analysis methods, training their ability to scientifically analyze investment portfolio, to make relevant decisions, and to implement portfolio management and control, and preparing knowledge reserves for their future careers to engage in the related professional work. The teaching content of the course mainly covers analysis procedure of portfolio, its technical analysis and methods of evaluation, revenue and risks, portfolio decision-making, value assessment techniques, analysis and value assessment of common stocks, fixed-income securities and financial derivatives, asset portfolio theory of Markowitz, inter-temporal portfolio investment, behaviors of decision-maker, security analysis and management, optimal risk assets portfolio, evaluation methods of portfolio, basic investment theory, etc.

**Texts Recommended:**

1. LI Zhisheng, *Investment Portfolio Management*, 1st Edition, China Financial economics Publishing House, August 2010.

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

《公司治理理论与实务》课程介绍

课程编码：ZYX05136

课程性质：专业选修课程

教学时数：周学时3，总学时54

学分：3

先修课程：基础会计（双语）

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，张晓红主编，《公司治理》，清华大学出版社，2010年6月第一版.

考核方式：考查

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

**Course Code：**ZYX05136

**Course Category：**Professional Selective 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 aims at helping 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 train their general ability to practice corporate governance and to lay a knowledge foundation for their future careers either to independently set up enterprise or to engage in corporate governance. The teaching of the course presents a lot of real corporate governance cases. With such case analysis 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. The 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)

《公司兼并与重组》课程介绍

课程编码：ZYX05121

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：公司金融（双语）、投资学（双语）

教学目标与内容：

本课程旨在让学生了解企业并购的基本原理和基本操作问题，并能够对具体的案例作出自己的分析。本课程将学习各类并购的方法和技巧，掌握并购中的法律法规，学会识别并购整合中的风险，并实施有效的管控，使并购的弊端降至最低，发挥其卓越的改造创新优势。

在对并购重组理论深度分析的基础上，课程着眼于解决企业并购的决策策划、实务操作和井购流程控制中的重点、难点问题，分别提出并购决策和应对策略。课程在重点章节附有真实案例剖析，一般以一家主并购公司的核心企业展开，对目标公司、利益相关方作为分析单元，深度剖析企业的并购理念和实践操作，案例涉及并购战略制定、并购定价、并购整合、反并购策略等诸多环节，兼顾国内并购与海外并购。课程将引导学生对热点问题进行讨论，着力于提高学生对企业并购实务操作的认识，解决并购重组运作中的实际问题。

推荐教材：

韩复龄主编《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" \t "G:微云J教务处课程简介新2015.4.10金融-课程介绍课程简介3专业选修课_blank" \o "首都经济贸易大学出版社)，2013年7月版

考核方式：考查

### Course Title：Company M&A and Restructuring

**Course Code：**ZYX05121

**Course Category：**Professional Selective Course

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

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

This course aims to help students understand basic theory, basic procedure and basic approaches of company M&A and restructuring, acquaint themselves with 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. The 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, etc. The course presents a lot of practical cases in order to boost 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)

《市场营销原理（双语）》课程介绍

课程编码：ZYX05155

课程性质：专业选修课程

教学时数：周学时3，总学时54

学分：3

先修课程：无

教学目标与内容：

本课程是金融学专业的选修课程，课程研究内容主要包括：市场营销理论的发展及应用、市场营销管理哲学、市场环境及各种类型市场分析、市场营销战略、市场营销策略、市场营销计划、市场营销组织与控制、企业营销案例研讨与分析等。本课程的教学目的在于，通过本课程的学习，增强学生的全局意识、团队意识和市场意识，培养学生正确的营销观念，使学生掌握市场营销的基本理论、基本概念、基本原理和基本方法，了解本学科发展方向并注重专业素养的不断提高，深刻认识到市场营销学知识对企业开拓市场、占领市场及实现企业经营目标的重要作用，并能运用所学营销学的知识对企业实际的市场营销问题进行观察和分析，具有企业市场营销组合策略设计和解决企业一般营销实际问题的基本能力。

推荐教材：

1.菲利普.科特勒，《市场营销原理》，清华大学出版社，2011年9月第13版

2.小威廉佩罗，《市场营销学基础》，中国人民大学出版社，2012年4月第18版

考核方式：考查

### Course Title： Marketing

**Course Code：**ZYX05155

**Course Category：**Professional Selective Course

**Hours:** 53hrs (3 hrs per week)

**Credits：**3

**Pre-courses:** Microeconomics

**Teaching Objectives and Teaching Content:**

This course mainly covers development and application of marketing theory, marketing management philosophy, marketing environment and analysis of different types of market, marketing strategy and tactics, marketing plan, arrangement and control, cases of enterprise marketing, etc. This course aims at strengthening students’ overall point of view, team spirit, marketing consciousness, and cultivating students’ proper sense of marketing. The course aims at enabling students to quaint themselves with basic theory, basic concepts, basic principles and basic methods of marketing, understand development tendency of the discipline, and profoundly realize important roles of marketing knowledge in expanding market and increasing market share of an enterprise. Students are required to observe and analyze real marketing problems of enterprises by applying what they have learned in class and to possess basic ability to implement a marketing mix strategy design and to resolve real marketing problems of enterprises.

**Texts Recommended:**

1. Philip Kotler, Gary Armstrong, *Principles of Marketing*, 13th Edition, Tsinghua University Press, September 2011.

2. William D. Perreault Jr., Joseph P. Cannon, E. Jerome McCarthy, *Basic Marketing: A Marketing Strategy Planning Approach*, 18th Edition, China Renmin University Press, April 2012.

**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：专业选修课程

教学时数：周学时3，总学时36

学分：3

先修课程：宏观经济学、财政学、货币金融学（双语）

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:**

The 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)

《国际贸易理论与实务》课程介绍

课程编码：ZYX05100

课程性质：专业选修课程

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 acquaint 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 deals with 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（双语）》课程介绍

课程编码：ZYX05138

课程性质：专业选修课程

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、货币金融学(双语)、国际金融(双语)

教学目标与内容：

该课程的目的是使学生通过学习进一步了解国际贸易中的支付方式及其特点，具备一定的分析信用证能力，掌握缮制不同条件下的结算单据的基本知识与技能，巩固和加深其他外贸专业课程中所学的知识。教学中要求学生能观察相当数量的单据和信用证，对照国际惯例分析对给定的条款进行分析，积极参与课堂讨论并且认真完成主要单据的操练。该课程以有关国际惯例为指导，根据国际惯例的最新发展以及我国进出口贸易的实际需，阐明进出口业务中的支付与结算的基本知识以及结算单据的缮制方法，要求学生掌握进出口贸易的支付和结算方法以及单证操作的基本技能，并掌握相关的国际贸易惯例。

教学内容包括票据概述、汇票、本票和支票、国际贸易结算概述、汇付和托收、信用证、银行保函和备用信用证、结算融资、结算单证实务等。

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1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1版

考核方式：考查

### Course Title：International Settlement

**Course Code：**ZYX05138

**Course Category：**Professional Selective Course

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

**Credits：**3

**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 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 address 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 Inter bank Financial Telecommunications (SWIFT), different document checking methods, basic procedure and specification of reasonable document checking, 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)

《互联网金融》课程介绍

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36

学分：2

先修课程：商业银行经营管理（双语）、投资学（双语）

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 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 aims at helping students understand status 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 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)

《金融理财》课程介绍

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36

学分：2

先修课程：商业银行经营管理（双语）、投资学（双语）

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 introduces to 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 be aware of and to acquaint 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 be familiar with and 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 strategy and skills of major financial chrematistics. The course boost students’ practical ability to analyze and to address issues and problems in financial chrematistics, develop 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. 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)

《财政学》课程介绍

课程编码：ZYX05105

课程性质：专业选修课程

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、货币金融学（双语）

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:** 54hrs (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. Learning this course students are required to acquaint themselves with 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, 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, 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, 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（双语）

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:** 36hrs (2 hrs per week)

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

This course aims at training students’ practical application ability of basic theoretical knowledge of commercial banks. The course presents simulation of counter operation of commercial banks in order to help students be aware of and acquaint themselves with basic knowledge of commercial banks’ business, reinforce their understanding of professional knowledge, develop their level of application of basic operational skills, train their practical operational ability, and lay a good knowledge foundation for their future career 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, fundamental knowledge 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（双语）、国际金融（双语）、商业银行经营管理（双语）

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:** 36hrs (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 deals with application of financial knowledge into real estate industry. It possesses a very strong applicable characteristic. The course, by using necessary mathematical derivation, aims at showing students a general framework of real estate finance in order to help them clearly understand real estate finance and to acquaint themselves with basic 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)

《经济法》课程介绍

课程编码：ZYX05156

课程性质：专业选修课程

教学时数：周学时3，总学时54

学分：3

先修课程：无

教学目标与内容：

本课程是调整经济法律关系的法律规范的总称，是现代法律的一个分支部门；经济法作为高等院校的一门课程，是法学专业、国际经济与贸易专业、国际商务专业、商务英语专业等必须开设的课程。随着经济全球化的不断发展，作为调整经济法律关系的法律规范的总和，经济法也在不断地丰富与发展。经济法的内容体系以经济法律关系为主线，以经济法律领域各种法律关系活动的环节和领域为辅助，逐次展开对经济法律制度的研究和叙述，形成了经济法的一个法律规范体系。经济法内容主要包括经济法概述、合同法、公司法、商事组织法、票据法、破产法、证券法、劳动法等方面。

经济法在专业培养中占据重要的地位，本课程以理论与实践相结合、规则与案例相结合，课程的目的是培养“应用型、复合型、国际化”高级专门人才，使学生能够熟练表达经济法律与规则，熟练从事经济商事活动、处理经济商事问题与纠纷。通过学习本课程，学生能熟练掌握经济法律规则，增强运用经济法规则分析问题和解决问题的能力，特别是能够运用所学知识进行经济活动，解决经济商事纠纷，控制规避潜在风险的能力。

推荐教材：

刘泽海、王强，《经济法》，南京大学出版社，2013年5月第四版。

考核方式：考查

### Course Title： Economic Law

**Course Code：**ZYX05156

**Course Category：**Professional Selective Course

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

**Credits：**3

**Pre-courses:**

**Teaching Objectives and Teaching Content:**

Economic Law (non-law major) is an important basic professional course in major of economics and business management. It is a course that focuses on combination of theory and practice. The course contains four modules: fundamental theory of economic law, law of market participants, law of market operations, and law of market supervision. It concretely covers the followings teaching content: fundamentals of economic law, company law, individual proprietorship law, partnership law, foreign investment enterprise law, contract law, security law, anti-injustice competition law, property law, labor contract law, etc. The course will not only reinforce students’ legal awareness but also improve their ability to analyze and solve legal problems. With an ever-improving comprehensive qualities of law, the students will be able to lay a solid knowledge foundation to pass professional examinations of JM (Juris Master), CPA ([Certified](../../../../../../Victorlaw/AppData/Local/Yodao/DeskDict/frame/20150327000505/javascript:void(0);) [Public](../../../../../../Victorlaw/AppData/Local/Yodao/DeskDict/frame/20150327000505/javascript:void(0);) [Accountant](../../../../../../Victorlaw/AppData/Local/Yodao/DeskDict/frame/20150327000505/javascript:void(0);)), economic engineers, and so on. After taking this course the students will be capable of applying what they have learned in class to safeguard their legitimate rights and they will be cultivated into inter-disciplinary talents of economics, management law.

**Texts Recommended:**

1. LIU Zehai, WANG Qiang, Economic Law, 4th Edition, Nanjing University Press, May 2013.

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

**《文献检索与论文写作》课程介绍**

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:** 18hrs (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 aims at enabling to students comprehensively understand skills and methods of graduation thesis writing, actually improve literature review and data collection, stimulate innovation spirit and develop innovation ability, start thesis writing sooner and succeed to finish graduation thesis. Finally, and they will a solid foundation for their future careers 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, 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（双语）、国际金融（双语）

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:** 36hrs (2 hrs per week)

**Credits：**2

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

**Teaching Objectives and Teaching Content:**

This course systematically deals with 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 boost their entrepreneurship spirit and capability. The course will enable 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 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 students will lay a foundation for being cultivated into entrepreneurship talents and will have explored a wider prospect for 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)