2021 Master Program Introduction

Master Programs

1. Entrepreneurial management

Educational Objectives

Cultivate compound and applied high-level professionals who meet the needs of China's socialist modernization, develop morally, intellectually and physically in an all-round way, have the spirit and ability of innovation and entrepreneurship, and can engage in entrepreneurship management and entrepreneurship education. The specific requirements are:

1. Cultivate and master the solid basic theory and systematic professional knowledge in entrepreneurship management, have the ability to dare to innovate and be good at thinking, have strong innovative thinking and problem-solving skills, be able to grasp the identification and utilization of entrepreneurial opportunities, have a deep understanding of the financing and marketing problems faced by entrepreneurs, have strong teamwork and resource integration skills, be familiar with the operation and management of entrepreneurial enterprises, and be able to engage in entrepreneurial education activities and entrepreneurial practice guidance.

2. Have the ability to independently engage in scientific research, teaching and special management work, be able to understand the academic achievements and development trends within the scope of this discipline and its research direction, have strong writing ability, interpersonal communication ability and international academic exchange ability, and have strong computer application ability, and be able to master a foreign language skillfully to read foreign language materials of this major smoothly.

Educational Requirements

Opening report:

Academic master students should take part in the dissertation opening report defense organized by the college in the third semester, and the opening report form should be submitted to the graduate secretary of the college for safekeeping after the defense is modified.

Interim assessment:

Academic master students should complete the stage assessment in the third semester, and the stage assessment form should be submitted to the graduate secretary of the college for safekeeping after the assessment.

Pre - defense:

Academic master students should participate in the pre-defense of academic papers organized by the college before the fifth semester (the specific deadline is subject to the notice of the graduate school), and the record form of pre-defense should be submitted to the graduate secretary of the college for safekeeping after the defense.

Graduation requirements:

The length of study for master's degree students in this major is generally two and a half years. One and a half years are for course study, and the last year is for research, practice investigation, writing and defense of dissertations. Master students should

complete the course study, publication of academic journals and dissertations required by the training plan within the prescribed study time. The publishing requirements of academic journals shall be implemented according to relevant regulations.

Main Courses
Entrepreneurship Leadership and Team Management, Academic exchange practice, Comprehensive Chinese, Outline of China, Managerial Economics, Organizational Behavior, Multivariable advanced statistics, Frontier of Corporate Governance Theory, Management research methods, Entrepreneurial management, Introduction to Postgraduate Entrance and Thesis Writing Standards, Establishment and growth of new enterprises, Strategic entrepreneurship management, Operation and supply chain management, Introduction to service management, Financial management and analysis, Creativity and Innovative Thinking, Modern corporate governance and operation, Entrepreneurship case study, Strategic Enterprise Management, Innovation management.

Faculty
Faculty members of our school are reasonably structured in age，education background and academic title. There are 85 full-time teachers, among whom 21 professors, 36 associate professors; 61 doctors, and 19 post-doctorates. There are 18 supervisors for PhD. and 41 for graduates, most of whom are young and middle-aged under 45.

Length of Study: 2.5 years

Required Credits: 30 credits are required

Certificate of Graduation and Degree
Qualified students will be granted certificates of graduation and Master Degree of Management.

Instruction Language
■ All the courses are delivered in English except some of Chinese language courses.
■ Dissertation is required to be written in English.

2. Science of Business Administration

Program Objectives
Master program of Science of Business Administration is a course designed for those international students who have acquired BA/BSc degrees or above prior to applications. This course seeks to equip international students with systematic knowledge of Chinese business administration in academia as well as in research; as a

result, it is tailored for business managers and active researchers. Through this course, students will achieve the following objectives:

- Be familiar with the ways in which business administration has evolved overtime;
- Firmly grasp characters of Chinese business reform and business development;
- Be able to apply research methodologies and analyses managerial issues by using statistics, game theory and other relevant research methods or theories;
- Be able to carry out research independently

Main Courses
Compulsory courses: China Panorama, Chinese, Organizational Behavior, Research Methods on Business Administration, Strategic Management, Finance Management, Human Resource Management ,Marketing, Microeconomics, Macroeconomics

Optional courses: Chinese Industrial Policies and Business environment, Chinese Culture and Business Etiquette, Chinese Corporate governance, Project Management, Chinese Consumer Behavior, Management Statistics, Chinese Writing and Advanced Chinese, Management of Multinational Company, Dissertation Writing.

Faculty
This program is supervised by a team of 81 full-time teachers, among whom 20 professors, 39 associate professors; 54 doctors, and 19 post-doctorates. There are 53 experts, among whom 15 are professors and 38 assistant professors, most of whom are young and middle-aged under 45.

Length of Study: 2.5 years

Required Credits: 36-42 credits are required

Certificate of Graduation and Degree
Qualified students will be granted certificates of graduation and Master Degree of Management.

Instruction Language
■ All the courses are delivered in English except some of Chinese language courses.
■ Dissertation is required to be written in English

3. Tourism Management

Program Objectives
The Program of Master of Tourism Management aims to cultivate high-end compound tourism professionals who have good moral characters, international view, and solid bases of theoretical knowledge, high level of professional skills, excellent

management qualities and innovation abilities.

Research Directions
Master program in Tourism Management aims to equip students with a solid and deep theoretical foundation, fluently English and management competencies.
There are six research directions as below:
A) Transformation and industrial upgrading of tourism enterprises:
B) Tourism Economy and Management:
C) Urban and Rural Tourism Planning and Management:
D) Tourism Destination Development and Management
E) Tourism Resources and Heritages Protection and Management
F) International Hospitality Management:

Main Courses
Tourism Transformation Theories and Practices, Tourist Decision - making Methods and Statistical Analysis, Tourism Economic Analysis, Tourism Planning Theories and Methods, Research of Travel Agency Operation and Management , Hotel Business Management, Attractions Management, Application and Management of Wisdom Tourism, Tourism Planning Techniques and Case Studies, Exhibition and Festival Management, Theory and Research Methods of International Tourism Management, Hotel Management and Case Studies, Investment and Management of Tourism Projects ,and so on.

Faculty
There are 34 qualified and competent faculty members in the school. The academic staffs have a wide range of research interests and have been involved in several major research projects sponsored by government. More than 90 percent of teachers hold doctorate degrees and more than 50 percent of faculties have the oversea studying or working experience. There are three doctoral supervisors and 20 master tutors. There are 8 professors; 13 associate professors, including 2 second level selected candidates of Zhejiang Province "151 Talents Project"; 2 Zhejiang young discipline leaders.

Length of Study: 2.5 years

Required Credits: 34 credits are required

Certificate of Graduation and Degree
Qualified students will be granted certificates of graduation and Master Degree of Management.

Instruction Language
■　All the courses are delivered in English except some of Chinese language courses.
■　Dissertation is required to be written in English

4. Statistics (Business Data Management)

Program Objectives

This program is designed to bring up senior specialized statistical talents who possess good basic statistical knowledge, as well as proficient skills for data process and analysis. Student will be well trained in analyzing big data, especially for business data and management, and will become internationalized and highly-competent talents for business intelligence and business data analysis. The graduates are not only competent for basic statistical works in financial institutions and companies, but also eligible for market survey, economic information analysis, macroeconomic decision making and other economic managements. They would also be exposed to China's politics, economy and culture so that they can participate and contribute to friendly exchanges and cooperation between China and their own country. The graduates can build their career in multiple choices, such as multinational corporation, bank, security, insurance, consulting agency, government management department and education institute.

Program Requirements

The program demands the students have a sound foundation in economics, management and finance. They will master the basic theory of statistics, statistical methods, and have a preliminary ability in statistical designing, survey project designing, data collection, data processing and quantitative analysis. They also should understand the situation and development tendency of regional and national economy and be familiar with the skills for analysing and management of business data. Finally they can make full use of information technology and marketing research methods, and will be good at collecting and utilizing business intelligence and commercial intelligence, which could service for enterprise decision.

Main Courses

Degree Courses: Outline of China, Chinese, Statistics, etc.
Compulsory Courses: Applied Regression Analysis, Business Statistics, Applied Multivariate Analysis, Financial Time Series Analysis, etc.
Elective Courses: International Economics, Corporate Finance, Marketing Survey, Nonparametric Statistics in Finance, Financial Data Mining, Management Decisions and Analysis, Advance Chinese Writing, Professional Chinese

Faculty

Our faculty with 37 qualified teachers is outstanding, including 12 professors and 24 associate professors, most of them have overseas experience. All of the teachers have Doctor's degrees. Of all members, one teacher obtained his Ph.D. in Indiana University, and one teacher get a postdoctoral fellow at Cornell University in USA. These teachers can teach in English. They not only have ample experience in teaching,

but are also good at doing research to support teaching.

Length of Study: 2.5 years

Required Credits: 24 credits are required
Certificate of Graduation and Degree
Qualified students will be granted certificates of graduation and Master Degree of Economics.

Instruction Language
■ All the courses are delivered in English except some of Chinese language courses.
■ Dissertation is required to be written in English

5. Financial Statistics, Risk Management and Insurance Actuarial

Program Objectives
The primary objective of the Master- Finance and Insurance Program is to cultivate seniors those are suitable for international finance and insurance market development, able to master the basic knowledge and skills of Finance and insurance and the practice of Finance and insurance, able to adapt to the bank, insurance, securities and other positions of senior financial and insurance professionals.

Program Requirements
The basic requirements include
(1) to build solid theoretical base, systematic knowledge & knowledge framework, and the ability to undertake research work;
(2) to acquire excellent practical skills, be able to use modern finance, insurance, statistics and related field of expertise to solve practical problems.

Main courses
Degree Courses: Outline of China, Chinese Language.
Compulsory Courses: Statistics, Probability Theory, An Introduction to Insurance, Foundations of Finance.
Elective courses: LifeInsurance, Non-LifeInsurance, Life and Health Insurance, Applied Regression Analysis, Financial Risks Management, Data Analysis, Statistical Software.

Faulty
Our faculty with 25 qualified teachers is outstanding, including9 professors and 15 associate professors, most of them haveoverseas experience.Of all members, one teacherobtained his PhD in Indiana University, and one teacher get a postdoctoral fellow at Cornell University in USA. These teacherscan teach in English. They not only have ample experience in teaching, but are also good at doingresearchto support

teaching.

Length of Study: 2.5 years

Required Credits: 30 credits are required

Certificate of Graduation and Degree
Qualified students will be granted certificates of graduation and Master Degree of Economics.

Instruction Language
■ All the courses are delivered in English except some of Chinese language courses.
■ Dissertation is required to be written in English

6. International Trade (Chinese Business)

Program Objectives
This master program is designed for international students who are interested in international trade and China's business. In this program, there will be courses like Modern Economics, International Economics, China's Policies of International Trade, International Trade and Practice, Chinese Business Law and other eight courses. Students are expected to have a better understanding of the main theories in economics, of the latest development of China's economy since the reform in late 1970s and of China's international trade, especially the trade between China and the home country of the students. The program aims to help students master the economic theories well and succeed in applying these theories into analyzing the economic issues around us.

Main Courses
The courses focus on training qualified personnel with skills in international trade in the field of Chinese business by enhancing their abilities of analyzing and capabilities of dealing with real issues in business and trade.
Degree Courses: Outline of China, Modern Economics, International Economics,
Compulsory Courses: China's Policies for International Trade, China's Policies for Finance , Practice of International Trade and Simulated Experiment
Elective Courses: Marketing Strategies in China, Enterprise Management in China, Development of E-commerce in China , China's Contemporary Economy, China's Law for Business and Trade, Comprehensive Chinese
Practice: Social Practice

Faculty
The outstanding academic programs are led by 76 faculty members and 22 of these are full professors. Most faculty members have studied overseas or had research

experience abroad. The school of Economics also provides students with the opportunity to study in international academic institutions in US, Canada, UK, Australia, Japan, Denmark and other countries. And two professors have been awarded the title of young experts with outstanding contribution in Zhejiang Province.

Length of Study: 2 years

Required Credits: 36 credits are required, including 6 credits for dissertation.

Certificate of Graduation and Degree

Qualified students will be granted certificates of graduation and Master Degree of Economics.

Instruction Language

■   All the courses are delivered in English except some of Chinese language courses.

■   Dissertation is required to be written in English

7. Finance

Program Objectives

Finance provides students the opportunity to access to an interpretation of new knowledge, a systematic acquisition and understanding of a substantial body of knowledge at the forefront of an academic discipline or professional practice, the ability to conceptualize, design and implement a project for the general of new knowledge.

Program Requirements

At the end of the course, the students are supposed to:

1. Demonstrate a systematic understanding of knowledge and a critical awareness of current problems and/or new insights informed by the forefront of their discipline, field of study or professional practice.

2. Have the ability to accomplish an academic research at the forefront independently and innovatively.

Main courses

Degree Courses: Introduction of China; Chinese language, Intermediate Macroeconomics, Intermediate Microeconomics, Intermediate Econometrics, Research Methodology

Selective Courses: Financial Economics, Chinese Writing, Financial Data Mining, Behavioral Finance, Corporate Theory.

Practice and Research are also required.

Faulty

All the faculties are professional both in teaching in English and in academic research. Three graduated from overseas universities, three foreign staffs and four graduated from renown domestic universities.

Length of Study: 2.5 years

Required Credits: 33 credits are required, including dissertation.

Certificate of Graduation and Degree
Qualified students will be granted certificates of graduation and Master Degree of Economics.

Instruction Language
■ All the courses are delivered in English except some of Chinese language courses.
■ Dissertation is required to be written in English.

8. Computer Science and Technology (E-Commerce & Big Data Technology)

Program Objectives
The training objective of the specialty is to develop innovative research and independent ability to solve engineering problems in the field of data science and big data technology, students can be engaged in data mining, data analysis and scientific research, system design and system integration based on cloud computing platforms and other aspects of the work of the senior specialized personnel. Through study, students should have the following knowledge and ability:1) have the basic skills of managing data, analyzing and dealing with big data;2) strong data security and privacy awareness and legal awareness;3) master the solid basic theory and broad professional skills in the field of data science and big data technology;4) Good capability in research, design, development and application of big data systems;5) In e-commerce, Internet banking, Internet of things, cloud computing and big data industry, there are strong data thinking and data decision-making advantages;6) understanding the theoretical frontiers, applications and developments of data science;7) master the basic methods of document search and data inquiry, have strong ability to analyze and solve practical problems, and have the basic ability to do research on Data Science.

Program Requirements
International postgraduate students majoring in computer science and technology should have the following abilities, for example, master basic Chinese knowledge, understand the general situation of China, master the advanced knowledge and professional skills of computer science with advanced computational thinking.

Minimum credit requirements: no less than 40 credits to be completed in order to participate in the thesis defense.

Main courses
General Course:Chinese(1),Chinese(2),Outline of China

Subject Public Course:Advanced Probability and Statistics,Optimization Method,Introduction to Frontier Technology in Data Science,Big Data Analysis

Basic Specialization Courses:Big data programming,Parallel programming and development,Introduction to big data systems.Data science and engineering practice

Specialization Course:Natural language processing,Advanced Machine Learning

Specialized elective course: Deep Learning, Pattern recognition and image processing image, Specialized Chinese, Graph mining and social network analysis,Intelligence and cluster computing,Big data and complex networks, Recommendation system design and Implementation, Big data security and privacy,Big data visualization technology, Chinese writing.

Faulty
The faculty team of this discipline is composed of 35 members of which 10 are full professors and 25 are associate professors, including professors with titled "National Talents project", "Provincial Talents Project", "Qianqian Distinguished Professor" or the "151 Talent Project" at first, second and third class. Meanwhile, more than 30 of our faculty members have overseas study experience for a period of more than 3 months.

Length of Study: 3 years

Required Credits: 40 credits are required

Certificate of Graduation and Degree
Qualified students will be granted certificates of graduation and Master Degree of Engineering.

Instruction Language
■ All the courses are delivered in English except some of Chinese language courses.
■ Dissertation is required to be written in English

9. Computer Science and Technology

Program Objectives

The training objective of the specialty is to develop innovative research and independent ability to solve engineering problems in the field of Computer Science and Technology. Students can be engaged in Development of complex computer engineering system. Through study, students should have the following knowledge and ability:

1)have a wide range of basic theory and professional knowledge of computer science and technology fields, which cover network computing, visual media computing, service computing, big data processing, Internet application system analysis and design, e-commerce and internet finance an so on;

2)master the basic methods of literature search and data query, understand the theoretical frontiers, application prospects and development trends of computer science, and use advanced computer hardware and software technology methods to analyze and solve practical complex engineering problems;

3)have a sense of innovation and a realistic, serious and rigorous scientific style;independently engage in computer frontier scientific knowledge research, complex engineering system development and project management. After graduation, students can provide high-level professional technical services for the economic and social development of the "Belt and Road" region and other countries (regions), and become the backbone of technology and management in five years.

Program Requirements

Graduates should master the computer professional knowledge and skills, should be qualified for positions of research, application development and management in the departments of computer related industry and should be good at communicating with people.

Minimum credit requirements: no less than 32 credits to be completed in order to participate in the thesis defense.

Main Courses

General Core Course: Basic Chinese,Outline of China,

Specialized Core Course: Advanced Python program Design and Practice, Advanced Computer Architecture, Advanced Technique of Database, Advanced Operating Systems

Specialized Required Course: Computer Network and Communication, Information Security Technology, Computer Engineering Practice

Specialized Elective Course: Algorithm Analysis and Design, Digital Image Processing, Matlab and Mathematical Modeling, Design and Implementation of Embedded System, Computer Frontier Topics, Artificial Intelligence, Software Development for Handheld Device, Research Paper Writing, Communication Practice 1, Communication Practice 2

Faculty

The Teaching team is composed by 14 teachers, 10 professors and 4 associate professors. All of the teachers have Doctor's degrees. All of the teachers can teach in English. They not only have ample experience in teaching, but are also good at doing research to support teaching.

Duration: 3 years

Required Credits: 32 credits are required to get the graduation certification.

Certificate of Graduation and Degree
Qualified students will be granted certificates of graduation and Master Degree of Engineering.

Instruction Language
■   All the courses are delivered in English except some of Chinese language courses.
■   Dissertation is required to be written in English

10. Management Science and Engineering (International E-Business)

Program Objectives
The primary objective of the master program of management science and engineering is to cultivate professionals who have solid professional knowledge and superior comprehensive quality, with the ability to design and execute cross-border business strategy. Graduates are expected to work as senior managers in big data analyzing department and international companies or to do related research work in university or other research institution.

Program Requirements
The requirements of this program are (1) to build solid theoretical base, systematic knowledge about the developing trend of cross-border technology, and the ability to undertake innovative research work to solve practical problems with management method and analysis with quantitative and qualitative methods; (2) to acquire excellent practical skills and scientific spirit to carry on research or specific technical task independently.

Main courses
Chinese, Outline of China, Operations Research & Decision, International E-commerce, Network Marketing Planning, Supply Chain Management, Innovation and Application of Internet Business Models, Advanced Technology of E-commerce, Transport Engineering, International Logistics Management, Thesis Writing, Logistics System Modeling and Simulation, Production and Operations Management, Internet Product Design, Project Management, Analysis of Logistics Case, Microeconomics, IT and Enterprise Management, Distribution and Distribution Center, Warehouse Management and Inventory Control, etc.

Faulty
The school has over 70 teachers (including fifteen professors) and over 80% teachers

have obtained PhD degree. For all teachers, many have been awarded National Thousand Talents, National New Century Talents and New Century 151 Talents in Zhejiang Province. Moreover, three teachers were awarded Provincial Young Leaders, and other three were awarded E-commerce Star Teachers in Zhejiang Province, respectively.

Length of Study: 2.5 years

Required Credits: 32 credits are required

Certificate of Graduation and Degree
Qualified students will be granted certificates of graduation and Master Degree of Engineering.

Instruction Language
■ All the courses are delivered in English except some of Chinese language courses.
■ Dissertation is required to be written in English

11. Logistics Engineering and Management (Supply Chain Management)

Program Objectives
The training objective is to cultivate students with solid professional foundation, excellent overall quality, and be able to apply modern scientific methods and technological achievements, clarify and reveal the laws of supply chain management and logistics activities, apply and develop management theories and methods of engineering and science, business management and systems engineering. Cultivate compound talents who can formulate and implement cross-border e-commerce strategies for enterprises. To be competent in the logistics and supply chain departments of production and distribution enterprises, professional logistics companies and related institutions, or to conduct scientific research in logistics and supply chain in universities and scientific research institutions.

Program Requirements
1. Students should have solid knowledge and professional skills in economics, management, informatics, system planning theory, etc., be good at integrating theory with practice, and master high-level management talents with both strict logical thinking and strong innovation ability. Be able to use advanced theoretical methods and methods in the supply chain and logistics fields to solve practical engineering problems;
2. Students should have a rigorous style of study, a scientific spirit of seeking truth from facts and the courage to innovate, and the ability to engage in scientific research

or independently undertake specialized technical work.

Main courses

Chinese, Outline of China, Operations Research & Decision, International E-commerce, Network Marketing Planning, Supply Chain Management, Innovation and Application of Internet Business Models, Advanced Technology of E-commerce, Transport Engineering, International Logistics Management, Thesis Writing, Logistics System Modeling and Simulation, Production and Operations Management, Internet Product Design, Project Management, Analysis of Logistics Case, Microeconomics, IT and Enterprise Management, Distribution and Distribution Center, Warehouse Management and Inventory Control, etc.

Faulty

The school has over 70 teachers (including fifteen professors) and over 80% teachers have obtained PhD degree. For all teachers, many have been awarded National Thousand Talents, National New Century Talents and New Century 151 Talents in Zhejiang Province. Moreover, three teachers were awarded Provincial Young Leaders, and other three were awarded E-commerce Star Teachers in Zhejiang Province, respectively.

Length of Study:2.5 years

Required Credits: 32 credits are required

Certificate of Graduation and Degree

Qualified students will be granted certificates of graduation and Master Degree of Engineering.

Instruction Language

■ All the courses are delivered in English except some of Chinese language courses.
■ Dissertation is required to be written in English

12. International Law (LLM)

Program Objectives

According to regulations of the Ministry of Education of China and the overall educational goal of programs in Zhejiang Gongshang University for international students, the Program aims to develop students' comprehensive knowledge in international law, law practicing skills and legal ethics through theoretical courses and practical courses. The mission of the program is to educate excellent international legal professionals.

Program Requirements

Through this program, the students are expected to acquire as follows:
1) Comprehensive knowledge in legal theories;
2) Comprehensive understanding of Chinese legal system;
3) Systematic knowledge in international law;
4) Necessary legal skills needed to practice law under Chinese legal systems;
6) Better foundation of Chinese language skills, especially in legal writing and communication.

Main courses
Compulsory Courses:
Legal Research and Writing
Legal Negotiating Skills
Legal Systems of the World
Introduction to Chinese Law
Public International Law (for those with no undergraduate law pass)
Private International Law (for those with no undergraduate law pass)
Supervised Masters dissertation

Selective Courses:
Advanced Public International Law
International Dispute Resolution
Arbitration Workshop/Simulation
Global Trade & Investment Law
Global Competition Law and Policy
EU Law
International Institutions
International Environmental Law
Regional Human Rights Systems
Business and Human Rights
International Mooting Competitions

Faulty
School of Law has more than 80 full-time faculty members, amongst whom are 22 full professors and 35 associate professors. Up to date, more than half faculty members have been overseas for studying and doing research. 15 have earned doctoral degrees or master's degrees from some internationally renowned universities located in the United States, Canada, the United Kingdom, Australia and Japan. Currently, the number of faculty members ranks the nation's top 10 law schools. Many senior scholars enjoy national reputations in their fields, including the Law of Procedures, International Law, Civil Law and Business Law. Most scholars have been widely recognized at provincial level. In addition, a number of law professors and scholars from the United States and the United Kingdom have been appointed as guest professors to teach courses in the fields of foreign laws or comparative laws. So far, School of Law has one full-time foreign professor: professor Sanoj Rajan (from

India) in International Criminal Law and International Human Rights Law.

Length of Study: 2.5 years

Required Credits: 29 credits are required

Certificate of Graduation and Degree
Qualified students will be granted certificates of graduation and Master Degree of Law.

Instruction Language
■ All the courses are delivered in English except some of Chinese language courses.
■ Dissertation is required to be written in English

13. Linguistics and Applied Linguistics in Foreign Languages

Program Objectives
The 2.5-year MA program "Linguistics and Applied Linguistics in Foreign Languages" is provided by the School of Foreign Languages at Zhejiang Gongshang University. It aims to cultivate innovative teaching and research talents who are able to teach in universities and colleges with solid and systematical theory and practice ability. After this program, the students will be able to grasp the current affairs of global political, economical and social development; be able to master the basic theoretical knowledge of linguistics and applied linguistics and the academic development; be able to do scientific research and professional teaching independently with excellent spoken and written English application skills; be able to understand and apply the general methods for English teaching and research; be able to read and analyze the relevant literature materials and use computer devices to academic researches; be able to acquire a second language (Chinese);

Postgraduates are required to get enough credits by completing the degree courses, compulsory courses and optional courses. Great importance should be attached to compulsory course study so as to master the theoretical knowledge as well as the systematic expertise of linguistics and applied linguistics. Various teaching methods can be adopted such as lecturing, teacher-student discussion, self-study and book report, etc., according to the characteristics of the course. Teachers should focus on how to inspire postgraduates to acquire in-depth thinking and rational judgment, to cultivate their abilities in analyzing and solving problems. Options of interdisciplinary courses are encouraged as well. Thesis is an important part of postgraduates' cultivation, which equips postgraduates with the capability of doing scientific research, comprehensive abilities in independent discovering, analyzing and solving problems, rigorous academic attitude and practical learning attitude.

Main Courses

The program will provide such main courses as basic Chinese, Advanced English Reading and Writing, English Pedagogy, Academic English Writing ,Linguistic Theory, Foreign Language and Literature Research Methods,ESP Theories and Research Methods,Hot Issues in English Teaching ,Discourse Analysis,Comments on Business English Translation,Theory and Practice of Business English, Language Learning and Technology,etc.

Length of Study: 2.5 years

Required Credits: At least 35 credits are required to get the graduation certification.

Certificate of Graduation and Degree

Qualified students will be granted certificates of graduation and Master Degree of Arts.

Instruction Language

■ All the courses are delivered in English except some of Chinese language courses.

■ Dissertation is required to be written in English

14. MBA

Program Objectives

Master of Business Administration Program aims to equip business managers and entrepreneurs with ELITE characteristics, social responsibility and pioneering spirit, international vision and localized strengths, as well as strategic thinking and executing competence, and enable them to learn from the practice of Zhejiang Entrepreneurs, embodying the tenet of 'connecting with market demand and keeping pace with the development of the times'.

Program Requirements

Through the systematic training, the MBA School strives to prepare the students to become business elites with ELITE characteristics, namely 'Executing, Learning, Initiating, Thinking, and Exploring', and the details are explained as follows:

(1) Executing Competence -- Inheriting the Practical Orientation of Zhejiang Entrepreneurial Culture

Students should inherit and carry forward the practical spirit of Zhejiang entrepreneurial culture, pay attention to the 'unity of knowledge and practice, learning to apply', and enhance the ability of communication, coordination and execution through continuous practice.

(2) Learning Competence -- Lifelong Learning

Through the MBA learning process, students should be good at learning methods, and be capable of 'identifying, analysing and solving problems', so as to develop lifelong learning.

(3) Initiating Competence -- Sustainable Development and Social Responsibility

Studying in the School with the history of business education for a hundred years, student should have a deep understanding of the school educational philosophy of 'excellence in business and humanistic pragmatism', which turns out to be better in serving the individuals, enterprises and society, with the integration of global management knowledge and the awareness of responsibility.

(4) Thinking Competence -- The Insights into Essence of the Problems

Integrating management theory in the era of globalization and the management practice in China; being problem-oriented, and able to clarify the internal logics, cultivate keen insight, and be good at identifying the risks and opportunities of business operation.

(5) Exploring Competence --The Capability of Innovation to Adapt to the Changing Environment

Students should constantly keep pace with changing environments, pay attention to innovation with entrepreneurial spirit. They should also continuously explore their own potential, develop good psychological quality, and always embrace change.

Main courses
Compulsory Course: Orientation、Basic Chinese、Outline of China、Organizational Behavior、Strategic Management、Marketing Management、Operations Management、Accounting、Research Method.
Elective Course: Leadership、Corporate Social Responsibility、Social Media Marketing、Corporate Governance Practice、E-Commerce、Project Management、Big Data Analyzing and Processing、Business Simulation, etc.

Faulty
MBA School has 91full-time faculty and 24 part-time faculty. Over 90% of the faculty possess doctorate degrees with associate professors or above. 68.13% of the full-time faculty have experience in overseas visits and exchanges. Some of them studied for an overseas degree, or worked as post-doctor, visiting scholar and employee in foreign countries. With broad international backgrounds, they had a good command of the frontier knowledge of management and have gained a thorough understanding of practical problems. Their research areas cover enterprise management, technological economy and management, and management information systems.

Length of Study:2 years

Required Credits: 32 credits are required

Certificate of Graduation and Degree

Qualified students will be granted certificates of graduation and Master Degree of MBA.

Instruction Language

■ All the courses are delivered in English except some of Chinese language courses.

■ Dissertation is required to be written in English