

English	Required	IMBA171042	Financial Management	36	2						
English	Required	IMBA171052	Accounting	36	2						
English	Required	IMBA171061	Strategic Management	36	2						
English	Required	IMBA172011	Business Research Method	36	2						
English	Required	IMBA172023	Social Responsibility	36		2					
English	Required	IMBA172033	Art of Leadership	36		2					
English	Required	IMBA172042	Business Communication	36	2						
English	Required	IMBA172052	Culture Communication	36	2						
English	Required	IMBA172062	Frontiers of Management and Industry Hotspots	36	2						
English	Required	IMBA173012	Practice	36	1	1					
English	Required	IMBA173021	Outward Bound Training	18	1						

III. Course Introduction

1. Chinese

(1) Course Description Course Description

Course Introduction: Fundamental Oral Chinese is a practical course to train and improve the oral expression ability of Chinese non-native speakers. The teaching object of this course is the learners who have never learned Chinese before or at the beginning stage. Starting from the pronunciation of Chinese, and taking the Chinese Language Vocabulary and outline hierarchy as reference, the course teaches the basic vocabulary,

common sentence patterns, simple dialogue and paragraph expression in daily life.

(2) Course Objectives

Learners are guided to learn and imitate Chinese pronunciation, vocabulary, grammar and speech patterns, helping them to use appropriate language, correct grammar, and to be comfortable with their voice and intonation, so that their language will be as close as possible to the oral expression habits of native Chinese speakers.

Learn what to say and how to say it in specific language contexts, using basic vocabulary and basic sentence patterns, around certain functional items, and in conversations where learners are guided to distinguish between spoken and written vocabulary and understand cultural differences.

(3) Course Contents

The lessons are based on situations and functions in a step-by-step manner, so that learners can learn first and use immediately. Each lesson includes intonation, core vocabulary, standard sentences, examples of key points, alternative expressions, classroom activities, cultural introduction, etc. After the lecture and pronunciation, learners are led through mechanical conversation exercises, extended conversation exercises and practical conversation exercises to practice their ability to respond, ask questions, converse and express themselves in paragraphs.

(4) Course Methods

We use a hybrid online and offline teaching method to carry out the course. Offline teaching is student-oriented, teacher-led and combined with lecture and practice, including teacher demonstration, student imitation, teacher questioning and student rehearsal. While continuing the offline teaching method, the online course makes full use of modern information technology and new media resources to achieve the optimal

combination of teaching methods.

(5) Teaching Language

Chinese.

(6) Reference Books

- ① 戴悉心、王静 《汉语口语教程》，北京语言文化大学出版社，2015。
- ② 康玉华、来思平 《汉语会话 301 句》，北京语言大学出版社，第四版。
- ③ 毛悦 《标准汉语会话 360 句》，北京语言大学出版社，2018。
- ④ 王淑红、么书君、严禔、张葳，《发展汉语：初级口语》(III)，北京语言大学出版社，第二版。
- ⑤ 国家汉办 《国际汉语教学通用课程大纲》，北京语言大学出版社，2014。
- ⑥ 郭颖雯，《汉语口语体口语教学语法体系的建立与量化》，《汉语学习》2002 年第 6 期。
- ⑦ 刘德联、刘晓雨，《汉语口语常用句式例解》，北京大学出版社，2005。
- ⑧ 张继华，《常用口语语汇》，北京燕山出版社，1988。
- ⑨ 张旺熹，《汉语口语成分的话语分析》，北京语言大学出版社，2012。
- ⑩ 赵金铭 《汉语可以这样教—语言技能篇》，商务印书馆，2006。

2. Chinese History and Culture

(1) Course Description Course Description

The course mainly introduces Chinese history and traditional Chinese culture.

(2) Course Objectives

This course is designed for international postgraduate students undertaking 1st year degree programme of MBA at Beijing International Studies University to help them have a basic knowledge about Chinese culture and history which has great influences on

today's business development in China. Upon completion, students should be able to demonstrate a reasonable comprehensive understanding of the main wisdom, beliefs, customs and dynasties in ancient China which have importance influences to modern Chinese people's work and life. Students should have the abilities of finding problems, understand and solve problems from a cross-cultural perspective.

(3) Course Contents

The main contents of this course include: introduction to Chinese history and culture, China's relationship with the world, China's basic political and economic situation, Chinese Confucian and Taoist culture, Chinese traditional festivals, Chinese catering culture, Chinese medicine, Chinese Paper Cuttings, Chinese zodiac, Chinese classical architecture.

(4) Course Methods

Lecture; Videos, Q&A.

(5) Teaching Language

English。

(6) Reference Books

- ① 薛荣主编 Xue, R., 《中国文化教程》修订版(英文版) Chinese Culture: A Course Book (Revised Edition), 南京 Nanjing: 南京大学出版社 Nanjing University Press, 2016.9。
- ② 曹大为 Cao, D. and 孙燕京 Sun, Y., China' s History 中国历史 英文, 北京 Beijing: 五洲传播出版社 China International Press, 2010.1
- ③ 朱良志、叶朗著 Zhu L. and Ye, L., 中国文化英语教程 Insights into Chinese Culture, 北京 Beijing: 外语教学与研究出版社 Foreign Language Teaching and Research Press, 2010.8

3. Human Resource Management

(1) Course Description Course Description

Human Resource Management (HRM) is considered as the major business activities in modern enterprises. HRM is an essential component of every organization's success. The course provides an overview of HRM, emphasizing on human resource planning and strategy, personnel selection, equal employment opportunity, training, performance appraisal, compensation, and contemporary issues in organizational behavior. The course is designed for (international) postgraduate students in non+HRM students.

(2) Course Objectives

To explain how the human resource management function contributes to a firm's successful performance ; To be familiar with the principles and practices of HRM through course readings and discussions. ; To develop an appreciation for the roles of managers and practitioners in the field through course readings, discussions, in-class exercises, provide students with opportunities to research and apply HRM techniques and critical thinking skills to real-world problems ; To discuss how technological developments are affecting human resource management ; To summarize the major laws affecting equal employment opportunity.

(3) Course Contents

Teaching contents includes the interdependence of such topics as HR related laws, technological change, manpower planning and forecasting, job design and analysis, selection, training and development, motivation, wage and salary administration, performance appraisal, discipline, personnel records, research, and equal employment

opportunity.

(4) Course Methods

A variety of teaching methods may be used depending on contents. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, learning experiences outside the classroom, and performance.

(5) Teaching Language

English

(6) Reference Books

- ① Armstrong, M. and Taylor, S., 2014. Armstrong's handbook of human resource management practice. 13th ed. London: Kogan Page.
- ② Boxall, P. and Purcell, J., 2011. Strategy and human resource management. 3rd ed. Basingstoke: Palgrave Macmillan education.
- ③ Wilton, N., 2011. An introduction to human resource management. 1st ed. London: Sage publications.
- ④ Gary Dessler Human Resource Management, Global Edition, 16th edition Published by Pearson (August 19th 2019)

4. Management Economics

(1) Course Description Course Description

Managerial economics is the specific application of economics in microeconomic management, which is the core basic course of business administration majors. The course is mainly based on microeconomics, which provides economic analysis and decision-making tools for business decision makers to allocate scarce resources

effectively and achieve business objectives.

(2) Course Objectives

By applying economic principles and analysis methods to the content arrangement of enterprise management decision-making, this course provides the thinking framework of economic theory and economic analysis for the practice of enterprise management decision-making, so that the decision-making of enterprises can be better adapted to the market system, and students can understand the position of enterprises in the market economic system. Improve students' ability and level of management and decision making under the condition of market economy.

(3) Course Contents

The main contents of this course include: Fundamentals of management economics, demand and supply, quantitative demand analysis, consumer behavior under "individual behavior Theory", budget constraints and indifference curve, decision-making of production process and production cost, firm organization, management of perfect competition, monopoly and monopoly competition market, game theory, etc.

(4) Course Methods

Based on the content of the textbook, this course adopts three teaching methods, namely classroom teaching, network teaching and practice teaching, and gives full play to the advantages of the three teaching methods, so as to combine classroom teaching and network learning, theoretical teaching and practice teaching, teacher teaching and students' self-study.

(5) Teaching Language

English

(6) Reference Books

① (美)迈克尔·贝叶(Michael R.Baye) 等,管理经济学 (第八版), 中国人民大学出版社。

② 克里斯托弗, R., 托马斯 (Christopher R.Thomas) 著, 管理经济学 (第12版), 机械工业出版社。

③ Michael R.Baye et al., Management Economics (8th edition), China Renmin University Press.

④ Christopher R.Thomas, Economics of Management (12th edition), Mechanical Industry Press.

5. Marketing

(1) Course Description Course Description

This course focuses on the major decisions that marketing managers face in their efforts to realize the organization's objectives. It presents conceptual tools and frameworks for analyzing marketing problem. It may benefit students in their future career either as marketing researchers or marketing leaders.

(2) Course Objectives

Through the course, students may acquire marketing-related skills such as ; Developing marketing strategies and plans ; Capturing marketing insights and performance; Connecting with customers; Building strong brands; Shaping the market offerings; Delivering and communicating value; Creating successful long-term growth.

(3) Course Contents

The course will cover fundamental topics such as segmentation, targeting, and positioning as well as concepts such as brand equity, customer value analysis, database marketing, e-commerce, value networks, supply chain management, and integrated

marketing communications.

(4) Course Methods

One-way delivery, two-way discussion, class participation is high valued.

(5) Teaching Language

English.

(6) Reference Books

① Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Siew Meng Leong, & Chin Tiong Tan, Marketing Management: An Asian Perspective (6th edition), Pearson.

6. Financial Management

(1) Course Description Course Description

Financial Management is a compulsory professional course for Financial Management major and other related Economics and Management majors. It is a very important basic course in the whole learning process of the major. The course mainly builds on the trade-off between risk and return, takes the financial decision framework as the main line, establishes a structural system which includes time value of money, risk and return, investment decision, financing choice, dividend policy, etc., focuses on the basic principles of financial management and how the financial managers make decisions based on these fundamental theories.

(2) Course Objectives

The main aim of this course is to strengthen students' comprehensive understanding of the financial management theory and practice; cultivate good habits of in-class discussion and out-class reading and writing; guide the students to think over the problems related to the modern enterprise financial management, so that the students can

acquire the knowledge and skills required to be a qualified middle level financial executive.

(3) Course Contents

The course is given in 5 units, embracing discussions in the following aspects: The Goals and Activities of Financial Management; Financial Analysis and Planning; Working Capital Management ; The Capital Budgeting Process and Long-term Financing.

(4) Course Methods

Lectures and discussion; case study.

(5) Teaching Language

English

(6) Reference Books

- ① Stanley B. Block. et al., Foundations of Financial Management, 16th edition, China Renmin University Press, 2019
- ② Stephen A. Ross. et al., Corporate Finance, 11th edition, China Machine Press, 2017
- ③ Robert C. Higgins, Analysis for Financial Management, 9th edition, Peking University Press, 2015

7. Accounting

(1) Course Description Course Description

The Accounting as introductory course, is a compulsory module for accounting and financial management major. It mainly teaches the basic theories, methods, skills and practical knowledge of accounting. This module acts the leading position and foundation in the curriculum system. Students could consolidate the theoretical foundation, stimulate

interest in learning, and lay the foundation for the subsequent study of accounting through this module.

(2) Course Objectives

To introduce the principles and concepts of accounting ; To understand the mechanics of preparation and presentation of the accounting records and financial statements prepared by a business ; To know the use and misuse of accounting information.

(3) Course Contents

The course is embracing discussion in the following aspects: Importance of Accounting, Fundamentals of Accounting, Transaction Analysis, Financial Statements, Analyzing and Recording Process, Analyzing and Processing Transactions, Trial Balance, Timing and Reporting, Adjusting Accounts, Preparing Financial Statements, Work Sheet, Closing Process, Accounting Cycle, Classified Balance Sheet, Merchandising Activities, Merchandising Sales, Accounting Cycle and Financial Statement Formats, Inventory Basics, Inventory Costing under a Perpetual System, Inventory Valuation and Errors

(4) Course Methods

Lecture and group discussion.

(5) Teaching Language

English.

(6) Reference Books

① John J. Wild, Ken W. Shaw, Barbara Chiappetta, Fundamental Accounting Principles, the 21st Edition, 2013.

② Jerry J. Weygandt, Paul D. Kimmel and Donald E. Kieso, Accounting Principles, the 21st Edition, China Renmin University Press, 2012.

8. Strategic Management

(1) Course Description Course Description

The Strategic Management course offers an introduction to the fundamental theory and key themes of strategic management. The Strategic Management course is designed to explore an organization's vision, mission, examine principles, techniques and models of internal and external environmental analysis, discuss the theory and practice of strategy formulation and implementation for the development of effective strategic leadership. This course aims to help students understand the strategic decisions that organizations make and have an ability to engage in strategic planning.

(2) Course Objectives

Summarize and compare the development history and main genres of strategic management theory and practice in Mainland China and overseas, help students understand the origin, meaning and related theories of strategic management; Describe theories/activities/techniques that allow a firm to understand the external environment of an industry; Describe theories/activities/techniques that allow a firm to conduct an internal assessment of its resources and capabilities; Explain the various strategies used by firms at business/competitive level and corporate level; Understand the processes and methodologies businesses use to set prices for their products and services; Develop strategies using knowledge learned in this course.

(3) Course Contents

The main contents of this course include: Strategic Management Overview; The External Environment Analysis; The Internal Capability Analysis; Business-Level Strategies; Corporate-Level Strategies; Pricing Strategies; Pricing Strategies II; Innovation

Strategies; Branding Strategies I; Branding Strategies II; Data Analysis and Reporting; Summary.

(4) Course Methods

Lectures, case studies and discussion.

(5) Teaching Language

English.

(6) Reference Books

- ① Reed Kennedy (2020) Strategic Management
- ② John Gamble, Arthur Thompson, and Margaret Peteraf (2016) Essentials of Strategic Management: The Quest for Competitive Advantage (5th Edition)
- ③ J. -C. Spender (2014) Business Strategy: Managing Uncertainty, Opportunity, and Enterprise
- ④ John P. Kotter (2014) Accelerate: Building Strategic Agility for a Faster-Moving World
- ⑤ Kevin Keller (2013) Strategic Brand Management

9. Business Research Method

(1) Course Description Course Description

Research issues have become increasingly complex and are getting harder to address, e.g. in new topic areas. Consequently, qualitative and quantitative research has become widely accepted and research methods are increasingly used in both academic and practical research. It is therefore important to understand these methods in order to be able to apply them to practical and academic problems; and to critically evaluate qualitative and quantitative research conducted by others. The research process includes

several stages, i.e. the formulating of research questions, the framing and design of the work, the methodology and methods; the data analysis; and the final conclusions and recommendations. This course emphasizes literature reading and ethics. This course covers theoretical and practical aspects on: epistemology and research designs, data collection methods, data analysis methods and reporting results.

(2) Course Objectives

The aim of this course is to impart basic knowledge of empirical business research. The purpose of this course is to provide students with deep understanding of qualitative and quantitative research methodology and to familiarize them with specific techniques for qualitative and quantitative data analysis. After the course, students understand qualitative and quantitative research approaches and related techniques as an analytical tool to investigate and solve problems. They understand philosophy of science behind the techniques as well as ethics, acquire information, understanding and skills to solve problems and build up theories in their field of study. The course assignments aim to improve students' ability to use, analyze and document qualitative and quantitative research and to demonstrate their knowledge of the methods literature and its application in practice. After successfully participating at this course, students will have an overview of different empirical research methods in business and social sciences and understand the strengths and weaknesses of each approach. This course also aims to foster critical thinking such that students learn to evaluate empirical research and their validity.

(3) Course Contents

In this course, students will learn the basic logic of research designs and discuss a selection of statistical and causal analysis of real world phenomena frequently used in empirical business and social research. The course focuses on the following interrelated

issues: the nature of scientific uncertainty, the logic of available research designs, the significance of quantitative as well as qualitative empirical research, the strengths and weakness of these research designs, ethics and the limits to knowledge that scientific research provides.

(4) Course Methods

Classroom lecture, group discussion, research and design training, and class report.

(5) Teaching Language

English.

(6) Reference Books

Business Research Methods (Eleventh edition), Donald R. Cooper, Pamela S. Schindler

10. Social Responsibility

(1) Course Description Course Description

Social Responsibility explains the connection and difference between social responsibility and corporate management, the rise and development of social responsibility, social responsibility market, social responsibility behavior, social responsibility positioning, social responsibility concept innovation, social responsibility marketing planning, 7 variable combination strategies of social responsibility, as well as social responsibility culture and social responsibility performance evaluation.

(2) Course Objectives

Understand the factors affecting corporate social responsibility, discuss the optimization of management in the organization, and explore the concept of social responsibility in the enterprise movement.

(3) Course Contents

This course mainly includes: CSR overview , Globalization and CSR, The principles of CSR, Stakeholders, The social contract, Sustainability and CSR ,CSR in NGOs ,Performance and report, CSR and leadership ,CSR and strategy.

(4) Course Methods

Classroom teaching and Case analysis.

(5) Teaching Language

English.

(6) Reference Books

Corporate social responsibility and Chinese governance

11. Art of Leadership

(1) Course Description Course Description

Leadership, in modern societies, has become a highly valuable and sought-after asset, to both individuals and organizations. This course introduces and examines traditional and contemporary leadership theories. By the completion of this course, students can expect to answer some fundamental and important questions about leadership, such as what makes good leaders? How can one lead effectively? Can leadership be learnt and trained?

This course will also feature exploration in other aspects of leadership, such as power and delegation, ethical issues and how culture and gender may affect leadership, etc. Students will have opportunities to apply leadership theories to case studies and real-world scenarios in this course to enhance leadership awareness and strengthen leadership skills.

(2) Course Objectives

Upon successful completion of this course, students should be able to: Discover the complexities of leadership and the multi-disciplinary nature of leadership studies. Appreciate the relationship between ethics and leadership. Develop self-awareness through the exploration of values, beliefs, culture, and identity. Compare and contrast the whole spectrum of leadership traits, skills and styles. Discuss the basics of group roles, dynamics, and decision-making in order to function constructively in group settings. Apply critical thinking to leadership theories and practices. Begin to develop a personal philosophy of leadership.

(3) Course Contents

This course mainly includes: Introduction, Conceptualization, Leadership and Culture, Leadership and Gender, Leadership Traits, Leadership Skills, Followership, Power and Delegation, Leadership and Ethics, Leading Teams and Changes, Leadership Styles, Developing Leadership.

(4) Course Methods

Lectures and case discussions.

(5) Teaching Language

English.

(6) Reference Books

- ① The Art and Science of Leadership, 7th Ed. by Afsaneh Nahavandi.
- ② Leadership, 8th Ed. by Peter G. Northouse.

12. Business Communication

(1) Course Description Course Description

Through the study of theories and principles in business communication, this course

aims to enhance students' communication skills in business English, particularly in the use of business language. Using case-based teaching and group discussions, students will be inspired to flexibly apply their English listening, speaking, and writing skills in real-life business scenarios, with an emphasis on practicality, operability, and flexibility. Students will also learn to draft standardized, well-organized business documents and master the etiquette and skills of business communication, establishing effective communication in the workplace.

(2) Course Objectives

The course aims to help students master the basic knowledge and principles of business communication and apply them in practice, especially in mastering and applying basic communication skills to become outstanding communicators. Through this course, students will be able to proficiently use various communication methods and tools in their work, enabling them to engage in effective communication.

By the end of the course, students are expected to achieve the following in terms of knowledge, skills, and language proficiency: understand the basic theories and principles that international business communication activities should follow; understand contemporary issues in international business communication; familiarize and master the skills of international business communication, including written and oral communication in different business environments, as well as cross-cultural communication in the international business context; and enhance their abilities in international business communication activities.

(3) Course Contents

The teaching content of the business communication course includes the following aspects:

Business communication theory and principles: Introducing the basic theory and principles of business communication, such as the elements of effective communication, communication barriers, and the advantages and disadvantages of different communication methods.

Personal communication skills: Introducing how to improve personal communication ability, including how to effectively express one's opinions and views, how to listen and understand others, and how to handle conflicts.

Team communication skills: Introducing how to communicate effectively in a team, including how to divide labor reasonably, how to coordinate communication, and how to make effective team decisions.

Business speech and expression skills: Introducing how to prepare and deliver business speeches and expressions, including how to prepare speech manuscripts, how to master speech skills, and how to deal with problems during speeches.

Business writing skills: Introducing how to draft and write various business documents, such as reports, memorandums, emails, etc., including how to accurately express intentions, how to organize documents reasonably, and how to pay attention to language style.

Cross-cultural communication skills: Introducing how to communicate effectively in a cross-cultural environment, including understanding communication differences between different cultures, how to respect and understand the other party's culture, and how to deal with cultural conflicts.

The above content can be emphasized and expanded according to the specific requirements of the course and the needs of the students.

(4) Course Methods

The course will be taught through lectures, seminars, case analyses, and group activities.

(5) Teaching Language

English.

(6) Reference Books

Required reading:

1. "Business Communication: Principles and Practice" by Ronald B. Adler and Jeanne Marquardt Elmhorst, 10th edition, Peking University Press, October 2013.

2. "Business Communication - Communication Skills in the Digital World" by Lenz et al., adapted by Zhu Chunling, 12th edition, Renmin University Press, 2012.

Reference reading:

① "Business Communication" by Scott Ober, translated by Qian Feng, 7th edition, World Book Publishing Company, 2012.

② "Management Communication - A Case Analysis Perspective" by Orozco, translated by Kang Qing, 4th edition, published by Renmin University Press, 2011.

③ "Cross-Cultural Business Communication" edited by Zhan Junying et al., Beijing Institute of Technology Press, 2013.

④ "Business Letter Handbook" by R.W. Poe, 3rd edition, Machinery Industry Press, 2004.

⑤ "Practical Business Writing and Examples" edited by Zhang Lizhang et al., Beijing Jiaotong University Press, 2011, 1st edition.

13. Culture Communication

(1) Course Description Course Description

This course focuses on Chinese culture, including Chinese traditional culture, contemporary Chinese culture and cross-cultural communication.

(2) Course Objectives

The course aims to cultivate students' dialectic cultural attitude to seek common ground while reserving differences and to respect respective beauties of different cultures. If the students can understand and even have good command of Chinese culture, in the long run, they will be cultural ambassadors of China and promote effectively Chinese culture in their homeland.

(3) Course Contents

This course mainly includes: Sunzi's Art of War: Source for All Books on War, The Temple of Heaven: Reverence with Awe and Gratitude, Eco-awareness in Traditional Chinese Culture, The Silk Road, Zheng He's Voyages to the Western Seas, The Great Wall, The Forbidden City: Glorious and Awe-inspiring, Music: Govern the Country, Nourish the Mind, A Silent Army, The Eternal Smile of the Buddha, Porcelain-Calling Card of Chinese Culture, Gardens South of the Yangtze River, A Variety of Splendid Folk Arts, Customs and Charms of Old Beijing, Culinary Delights in China, Life with Fragrant Tea.

(4) Course Methods

Communicative Method.

(5) Teaching Language

English.

(6) Reference Books

① 《中国文化读本》 英文版, 张桂萍主编, 外研社, 2010年.

② Adrian Holliday, Martin Hyde and John Kullman: Intercultural Communication, 北

京大学出版社, 2011.

③ Bennett: Basic Concepts of Intercultural Communication , Nicholas Brealey Publishing, 2013.

④ Molefi Kete Asante: The Global Intercultural Communication Reader , Routledge, 2007.

⑤ 朱耀伟, 《当代西方批评论述的中国图像》, 中国人民大学出版社, 2010.

14. Frontiers of Management and Industry Hotspots

(1) Course Description Course Description

Introduce the frontier applications of science and technology, and use frontier technology to carry out innovation and entrepreneurship. Including artificial intelligence, unmanned driving, VR/AR, regional chain, flying cars, unmanned aerial vehicles, etc. It focuses on the development hotspots of tourism industry, summarize their development models, analyze the existing problems in the development, and discuss the future development trend.

(2) Course Objectives

Understand the hot spots of technology industry development; Familiar with the laws of industrial development; Be able to conduct in-depth analysis of industrial development phenomenon.

(3) Course Contents

This course mainly includes the application and development of artificial intelligence; Application and development of automatic driving; Application and development of VR/AR; Application and development of regional chain; Application and development of flying vehicles; Application and development of robots; Application

and development of 5G; Application and development of commercial aerospace; Tourism industry development hotspots, such as rural tourism, characteristic towns and night tourism, summarize the development mode of industrial hotspots and discuss the future development trend.

(4) Course Methods

Lecture; Case study; Class presentation.

(5) Teaching Language

English.

(6) Reference Books

- ① 梅拉妮·米歇尔.AI3.0[M]. 王飞跃等,译.成都:四川科学技术出版社·湛庐, 2021.
- ② 克里斯托弗·梅森.未来 500 年[M]. 何万青等,译.北京:电子工业出版社,2022.
- ③ 奥赞·瓦罗尔.向火箭科学家那样思考[M].李文远,译.北京:北京联合出版公司,2020.
- ④ 王明华.特色小镇 4.0——浙江经济新引擎[M].杭州:浙江工商大学出版社,2019.
- ⑤ 徐虹、朱伟.乡村旅游创意开发[M].北京:中国农业大学出版社,2019.