

MBA Program Curriculum (2020)

In order to ensure the training quality of the Master of Business Administration (MBA), this training program is formulated in accordance with the National MBA Education Steering Committee's *Basic Requirements for Professional Degrees in Business Administration* and the *Standards for Master of Business Administration of Guangdong University of Foreign Studies*.

I. Training Objective

The program strives to train socially responsible international management talents conversant with both Eastern and Western learning, with global visions, innovativeness, international business communication skills, the knowledge and skills of international management, a sound understanding of international rules, familiarity with the domestic environment, and strong cross-cultural communication skills, adept at solving local problems and capable of directly participating in international cooperation and competition.

II. Research Orientations

Strategic management, human resource management, marketing management, financial management, and operation management.

III. Length of study

Students can study on a full-time or part-time basis. The regular length of study for full-time master's students is 2 years, and the maximum length of study is 4 years (including suspension). The regular length of study for part-time master's students is 3 years, and the maximum length of study is 5 years (including suspension). Class B is a full-time class, and Classes C/D/E are part-time classes.

IV. Literature

Students are required to read the literature and other learning materials related to their graduation dissertation as required by their supervisor.

V. Curriculum Structure

Course Type		Course ID	Course	Teaching hours	Credit
Compulsory Course		27513351	Orientation	8	0.5
			Sum:		0.5
	Public Course	27513114	The Study of Theory and Practice of Socialism with Chinese Characteristics	48	3
		27513112	Foreign Languages for International Business 1	32	2
		27513113	Foreign Languages for International	32	2

			Business 2		
			Sum:		7
	Fundamental Course	27513212	Managerial Economics	32	2
		27513218	Organizational Behavior	32	2
		27513306	Business Ethics & Social Responsibility	32	2
		27513327	Business Research & Statistical Analysis	32	2
		27513213	MBA Thesis Writing	32	2
			Sum:		10
	Core Course	27513214	Strategic Management	32	2
		27513215	Human Resource Management	32	2
		27513216	Accounting (Financial Accounting & Managerial Accounting)	32	2
		27513207	Corporate Finance	32	2
		27513217	Marketing Management	32	2
		27513312	Managerial Communication	32	2
		27513208	Operations Management	32	2
		27513211	Entrepreneurship and Innovation Management	32	2
			Sum:		16
	Forum	27513325	Executive Forum	24	1.5
			Sum:		1.5
	Thesis		Graduation Thesis		
	Elective Course	27513304	International Financial Management	32	2
		27513352	International Investment	32	2
		27513370	International Settlement	32	2
		27513341	Enterprise Merger and Acquisition	32	2
		27513359	Internet Finance	32	2
		27513333	Leadership Development	32	2
		27513313	Career Development	32	2
		27513356	High-Performance Team Management	32	2

	Management	27513342	Equity Incentive Design	32	2
	Marketing Management	27513343	Chinese Cultural Marketing	32	2
		27513305	Consumer Behavior	32	2
		27513320	Branding Management & Marketing Planning	32	2
		27513367	Sales Management and New Retail	32	2
		27513336	Digital Marketing	32	2
		27513338	Nonprofit Organization Marketing	32	2
	Operations Management	27513358	Internal Control & Risk Management	32	2
		27513339	Project Management	32	2
		27513369	International Procurement	32	2
		27513208	Global Supply Chain Innovation and Application	32	2
		27513206	Data, Model and Decision Making	32	2
	The Belt and Road and Bay Area Construction	27513331	Path of Chinese Business and Guangdong Merchant Culture	32	2
		27513702	International Culture Lecture Series	16	1
		27513701	The Belt and Road Lecture Series	16	1
		27513703	New Technologies Lecture Series	16	1
		27513301	International Business Law	32	2
		27513362	Cross-border E-commerce	32	2
		27513307	Corporate Governance and Enterprise Sustainable Development	32	2
	Practical Teaching	27513209	Management Information System	32	2
		27513373	Business Consulting	32	2
		27513335	Entrepreneurial Practice & Case Study ¹	--	1
		27513346	International Experience ²	--	1

¹ Students who get awards in competitions at provincial level or above can get one credit.

² International Exchanges include short-term study trips abroad, students exchange programs,

Sum (Minimum Credits Required in this Module)	10
Total	45

VI. Dissertations

1. Topic Requirements

Students should determine the topic of their MBA professional degree dissertation based on management practice, discover problems in the actual operation of business management, and establish the research focus, ideas and methodologies of their dissertation revolving around the key issues.

2. Literature Requirements

An MBA professional degree dissertation requires a literature review around the core concepts in the selected topic, which can comprehensively reflect the research background, results and the cutting edge of the field.

3. Formats & Standards

An MBA professional degree dissertation can be a practice-oriented special study, a survey and research report, a corporate diagnosis report, or a corporate management case analysis, etc, which should be written in accordance with the *Postgraduate Dissertation Format of Guangdong University of Foreign Studies*, and the internationally accepted APA format for bibliography.

4. Acceptance Requirements

In principle, an MBA dissertation should be over 20,000 words in English, and should comprehensively reflect the author's ability to independently use the knowledge he has learned to discover, analyze and solve problems, as well as the ability to investigate, research and express in words. It should also contain substantial and practical content, clear views, sufficient arguments, reliable conclusions, and standard writing. Clear concepts, logical arguments, and coherent writing are required.

5. Procedures

An MBA professional degree dissertation will go through such procedures as proposal, writing, plagiarism detection, anonymous review, revision, and defense.

(1) Supervisors

The School of Business offers MBA students a pool of dissertation supervisors with reasonable structures of knowledge, ages and ranks. When full-time students complete one semester of study, or when part-time students complete one academic year of study, they can choose their supervisor and submit *GDUFS MBA Supervisor Preference Form* to SoB.

SoB assigns supervisors to students in a two-way selection manner. In principle, no more than five students in the same grade should be supervised by each supervisor. Students should submit *GDUFS MBA Supervisor Confirmation Form* signed by their supervisor to the MBA Education Center for registration and management.

(2) Research Proposal Approval

dual-degree programs and other executive programs abroad. Students participating in any of these programs or acting as a volunteer when SoB receives delegates from counterpart countries will be awarded one credit.

1) Time

Students who have selected a supervisor can apply for the approval of their research topic and proposal after three months of preparation and their supervisor's approval. SoB approves students' proposals at the end of each season (four times a year, that is, on the last weekend of March, June, September, and December). Participating students should submit relevant materials to the MBA Teaching Director 10 days in advance.

2) Required Materials

① An application form (*GDUFS MBA Application Form for Research Proposal Approval*);

② Three copies of a student's proposal reviewed and signed by his supervisor.

Note: Students who meet the requirements for approval but request a delay due to work or physical reasons should submit *GDUFS Application Form for Delayed Approval of Research Proposal* to SoB two weeks in advance.

(3) Defense

Defense takes place twice a year, in mid-May and Mid-November, with the following procedures.

1) Anonymous Review

Students whose proposal is approved start writing their dissertation. Students who complete their dissertation as required and guided by their supervisor can apply for the anonymous review of their dissertation.

2) Required Materials

① *GDUFS Master's Degree Application* (two copies);

② *GDUFS MBA Degree Dissertation Submission Form*;

③ Submit 2 copies of a dissertation (with the name of the student, the name of the supervisor, and acknowledgement concealed);

④ Submit the electronic version of the dissertation to the graduate student system.

3) Application for Defense

Students who meet the following requirements can apply for dissertation defense.

① All tuition fees have been paid;

② Have obtained at least 45 credits, of which 35 are credits for compulsory courses (refer to *Curriculum Setting & Credit Requirements*), and 10 credits for elective courses;

③ The dissertation has passed plagiarism detection and anonymous review.

4) Defense Material Submission

① *GDUFS MBA Dissertation Defense Application*;

② 3 copies of the dissertation signed by the supervisor.

Note: For students who need to delay their defense due to work or physical reasons, they should submit *GDUFS Application Form for Delayed Defense of MBA Dissertation* to SoB three weeks before the defense.

5) Printing, Binding & Submission

① Printed Dissertation

Double-side printing is required for all graduate dissertations. The cover of an MBA dissertation should be yellow goffered paper (a sample can be found in the GDUFS printing room). “Guangdong University of Foreign Studies Master's Dissertation” and the Chinese title of the dissertation should be printed on the spine of the dissertation. The font should be 12-pt Song.

Two copies of the MBA degree dissertation should be printed and submitted to SoB (one of which is to be kept by the Graduate School and the other by the MBA Education Center). After the dissertations are collected and inspected by SoB, they will be transferred out of SoB.

② Electronic Dissertation

Apart from printing dissertations accordingly, an electronic dissertation (in PDF format) whose content is the same as the printed one should also be submitted. Before leaving the university, students should submit the electronic version of their dissertation to the library in accordance with the requirements of the university.

6) Dissertation Format & Requirements

GDUFS Postgraduate Dissertation Format Specification, and the internationally accepted APA format for bibliography.

7) Notice for Defense

① Students should wear formal attire to attend a defense, and copy the presentation slides to the computer of the defense location 15 minutes before the start of the defense;

② The chairman of the defense committee should preside over the defense;

③ Students should make a dissertation statement in English (10 minutes, Powerpoint slides);

④ Members of the defense committee ask questions and students respond (both Chinese and English can be used);

⑤ The defense committee discusses, reviews and votes on the defense results;

⑥ The chairman of the defense committee announces the results of the defense.

(4) Graduation & Degree Conferral

MBA students who have obtained the required credits in accordance with the provisions of the training program, completed the master's dissertation as required and passed the defense, will be conferred a master's degree certificate.

The evaluation and defense of dissertations are carried out in accordance with the *Rules for Degree Conferral of GDUFS*. Those who meet the requirements for degree conferral can be conferred a master's degree in Business Administration and a master's degree certificate of the People's Republic of China after being reviewed by the GDUFS Academic Degree Committee.