

工商管理（英文授课） Business Administration (English-Taught)

【亚欧商学院简介 Asia Europe Business School Introduction】

华东师范大学亚欧商学院是一所新型国际性商学院，由华东师范大学与法国里昂商学院于 2015 年合作创立，致力于培养具有国际视野和创新能力的管理人才。学院以“科技商学”为定位，开设工商管理、市场营销学、国际商务、工程管理 etc 本科及硕士专业，并与上海国际首席技术官学院联合创立“技术与创新管理”博士点。学院采用全英文教学，师资团队由世界一流大学人才组成，学生来自全球 76 个国家，国际生占比达 64%。

学院在国际上率先创立“高端品牌管理”学科领域，优势学科“品牌战略与企业增长”享有高声誉。其中工商管理专业（智能商业实验班）获批国家级一流本科专业建设点，通过人工智能与商科教育的融合，培养技术驱动型管理人才。学院还与国内外知名企业合作建立教学和实习基地，强化科创产业实践教育，为世界市场输送具有全球化视野、跨国工作能力和社会责任感的领导型管理人才。

The Asia Europe Business School at East China Normal University is a new type of international business school, jointly established in 2015 by East China Normal University and the French Lyon Business School. It is committed to cultivating management talents with an international perspective and innovation capabilities. The school is positioned in “Technological Business Education” and offers undergraduate and postgraduate programs in Business Administration, Marketing, International Business, and Engineering Management. It also collaborates with the Shanghai International Chief Technology Officer College to establish a doctoral program in “Technology and Innovation

Management.” The school adopts full-English teaching, with faculty members recruited from world-class universities. Students come from 76 countries worldwide, and international students account for 64% of the total student population.

The Asia Europe Business School has pioneered the academic field of “High-end Brand Management,” and its specialty in “Brand Strategy and Corporate Growth” enjoys a high reputation. The undergraduate program in Business Administration (Intelligent Business Experiment Class) has been approved as a national first-class undergraduate program. By integrating artificial intelligence with business education, the school trains technology-driven management talents. It also collaborates with well-known domestic and international enterprises to establish teaching and internship bases, strengthening practical education in science and innovation industries. The school is dedicated to training leadership-oriented management talents with a global vision, cross-border working capabilities, and a sense of social responsibility for the global market.

【专业简介 Program Introduction】

工商管理留学生（中法创新实验班）是亚欧商学院开设的中法联合培养本科生项目。该项目以“知识创获、价值共创、责任担当”为理念，致力于培养具备国际视野、创新精神和跨文化能力的管理人才和企业家，满足数字化时代东西方文明交融的需求。

项目特色鲜明：

1. 多元化师资队伍：由亚欧商学院专任教师、法国里昂商学院资深教师、国际访问教授和华东师范大学资深教授组成。
2. 创新课程与教学方法：课程融合中法教育优势，注重创新创业能力与多

学科知识结合，采用启发式、数字化教学及跨国项目制训练模式，培养学生的综合素质和跨文化理解能力。

3. 国际化学习环境：专业课程全英文授课，中外学生同堂学习。学生从第三学年起可选择赴法国里昂商学院交流，符合条件者可获中法双学位。

4. 丰富实践与职业指导：项目安排多样化的实习、实践活动，提供中法实习机会，并开设职业发展课程，助力学生明确职业方向，适应国际化人才需求。

该项目为学生提供卓越的国际化教育体验，培养其成为具有全球竞争力、创新精神和社会责任感的未来商业领袖。

The Sino-French Innovation Experimental Class in Business Administration is an undergraduate program jointly offered by the Asia Europe Business School. Guided by the values of "knowledge creation, value co-creation, and responsibility," the program aims to cultivate management talents and entrepreneurs with an international vision, innovative spirit, and cross-cultural competence to meet the demands of the digital age and the integration of Eastern and Western civilizations.

The program features:

Diverse Faculty Team: Comprising dedicated faculty from the Asia Europe Business School, senior professors from the French Lyon Business School, international visiting professors, and senior professors from East China Normal University.

Innovative Curriculum and Teaching Methods: The curriculum integrates the strengths of Chinese and French education, focusing on entrepreneurial skills and interdisciplinary knowledge. It employs

“interactive, digital teaching methods and cross-border project-based training models” to develop students' comprehensive qualities and cross-cultural understanding.

International Learning Environment: Professional courses are taught in English, with Chinese and international students learning together. From the third year, students can study at the French Lyon Business School. Those who meet the degree requirements will be awarded double degrees from both universities.

Rich Practical Experience and Career Guidance: The program includes a variety of internships and practical activities, offering internship opportunities in both China and France. It also provides career development courses to help students clarify their career paths and meet the demands of international talents.

This program offers students an excellent international educational experience, preparing them to become future business leaders with global competitiveness, innovative spirit, and a sense of social responsibility.

校区 Campus	闵行校区 Minhang Campus	授予学位 Degree	文学学士 Bachelor of Arts (BA)
学制 (年) Study Period	4	学费 Tuition	54000 元/年 54000 RMB/Year
是否国际学生独立成班 If international students are taught in separate	否 NO	授课语言 Teaching Language	英文 English

classes			
申请专业背景要求 Admission Requirements for Academic Background	无 No	申请语言要求 Language Requirements for Application	IELTS (6.0 or above) / TOEFL (85 or above) / Cambridge English (B2 or above)
可申请奖学金种类 Scholarship Options for Applicants			No

【主要课程 Main Courses】

智能商业导论

Introduction to AI Business

财务管理

Financial Management

运营管理

Operations Management

人力资源管理

Human Resources Management

战略管理

Strategic Management

创造思维与商业创新项目

Creative Thinking and Business Innovation Project

管理研究方法

Research Methodology in Management

营销管理

Marketing Management

领导力与组织管理

Leadership & Organization Management

初级汉语听说 1

Elementary Chinese Listening and Speaking I

初级汉语读写 1

Elementary Chinese Reading and Writing1

初级汉语听说 2

Elementary Chinese Listening and Speaking 2

初级汉语读写 2

Elementary Chinese Reading and Writing2

College Computer 1

College Computer 1

大学计算机 II

college computer II

高等数学

Advanced Mathematics

微观经济学

Micro-Economics

宏观经济学

Macro-Economics

概率论与数理统计 B

Probability Theory and Statistics B

会计学导论

Introduction to Accounting

全球化与地缘政治

Globalisation & Geopolitics

消费者行为



Consumer Behaviour

企业咨询项目

In-Company Consulting Project (ICP)

中国商业环境

Chinese Business Environment

国际营销

International Marketing

商法概论

Introduction to Commercial Law

谈判与管理沟通

Negotiation and Management Communication

大数据分析与管理决策

Big Data Analysis and Financial Decision-making

管理信息系统

Management Information system

变革与创业领导力

Change and Entrepreneurial Leadership

创新管理

Innovation Management

国际商务

International Business

商业模式创新

Business Model Innovation

实习

Internship

毕业论文

Applied Research Thesis

企业探索项目

In-company Discovery Program

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