

**Peking University Guanghua School of Management**  
**“Future Leaders” International Undergraduate Double-Degree Program**  
**Study Plan for International Students Entering PKU 2022**

\*\*\* The information included in the chart below is for reference purposes only. Students will need to work with their home institution to develop a course plan that meets the graduation requirements of their home institution and the graduation requirements at Peking University. This course plan will also need to be vetted by Guanghua. \*\*\*

**Total Required Units: 120 Units (with at least 60 units taken at Guanghua)**

**1、University-wide Fundamentals: 36 Units**

**1-1、University-wide Requirements: 20 Units**

Course Code	Course Name	Units	Weekly Teaching Hours	Out-of-Class Hours	When Taken	Notes
00130201	高等数学 (B) (一) Advanced Mathematics 1	5	4	32 (exercise class)	Y1 or Y2	
E2800280	计量经济学 Econometrics	3	3	0	Y1 or Y2 or Y3	For students who are unable to meet the credit requirements for math using courses offered by their home institution, there will be an additional math class offered at Guanghua to make up the units.
02834720	概率统计 Probability Statistics	4	4	0	Y1 or Y2	
	商务中文 Business Chinese	4	3	0	Y3	The Chinese courses consist of 3 difficulty levels: A, B and C. Students are required to complete 2 courses at 2 levels, each with 2 units, according to their grades of entrance test.
02830150	中国经济 Chinese Economy	2	3	0	Y3 T1	
02839080	中国金融 Finance in China	2	3	0	Y3 T2	

**1-2、General Education Electives: 16 Units**

Course Code	Course Name	Units	Weekly Teaching Hours	Out-of-Class Hours	When Taken	Notes
	I.人类文明及其传统 Human Civilization and Its Traditions II.现代社会及其问题 Modern Society and Its Problems III.艺术与人文 Arts and Humanities IV.数学、自然与技术 Mathematics, Nature and Technology	16			Y1-Y4	The courses are offered by various schools of Peking University and are subject to change based on PKU's arrangements.  PKU offers an “On China” course series, and these courses will be used to fulfill general education requirements.

**2、Major Classes: 51-52 Units**

**2-1、School-wide Fundamentals: 22-23 Units**

Course Code	Course Name	Units	Weekly Teaching	Out-of-	When	Notes
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			Hours	Class Hours	Taken	
02831520	会计学 Accounting	3	3	0	Y1 or Y2	
02832110	微观经济学 Microeconomics	3	3	0	Y1 or Y2	
02832120	宏观经济学 Macroeconomics	3	3	0	Y1 or Y2	Can be substituted with E2800210 "China in the Global Political Economy"
E2833431	公司财务管理 Corporate Finance	3	3	0	Y1 or Y2	
E2800040	组织行为与领导力 Organizational Behavior and Leadership	3	3	0	Y1 or Y2	
02831100	组织与管理 Organization and Management	3	4	16 (discussion)	Y1 or Y2	
02832640	营销学 Intro. to Marketing	2 or 3	3	0	Y1 or Y2	Can be substituted with "Marketing Management" or "Marketing in China"
02838440	市场数据分析 Data Analysis	2	3	0	Y1 or Y2	

## 2-2、School-wide Core: 23 Units

Course Code	Course Name	Units	Weekly Teaching Hours	Out-of-Class Hours	When Taken	Notes
E2800050	经济史 Economic History	2	3	0	Y3 T1	
E2800160	国际经济 International Economics	2	3	0	Y3 T2	
E2800030	管理科学与信息管理 Management Science and Information Management	3	3	0	Y3 T1	
E2800020	中国管理 (一) Chinese Management 1	2	3	0	Y3 T1	
E2800100	中国管理 (二) Chinese Management 2	2	3	0	Y3 T2	
E2800010	跨文化沟通 Cross-Cultural Communication	2	3	0	Y3 T2	
E2800270	创新理论与实践 Theory and Practice of Innovation	2	3	0	Y3 T2	
E2800120	企业伦理与社会责任 Business Ethics and CSR	2	3	0	Y3 T2	
02830240	运营管理 Operations Management	2	3	0	Y3 T2	
02834390	战略管理 Strategic Management	2	3	0	Y3 T1	
E2800300	沉浸式中国发展探索 China Immersion	2	3	To be	Y3T2	



	Project			determined	
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### 2-3、Graduation Thesis: 6 Units

Course Code	Course Name	Units	Weekly Teaching Hours	Out-of-Class Hours	When Taken	Notes
E2800150	顶石课程 Capstone Project	2	3	To be determined	Y4 T1	
E2800200	经管学术研讨会 Research Seminar	2	3	0	Y4 T1	
	毕业论文 Graduation Thesis	2			Y4	

### 3、School-wide Electives: 32-33 Units

Course Code	Course Name	Units	Weekly Teaching Hours	Out-of-Class Hours	When Taken	Notes
E2800170	中国营销 Marketing in China	2	3	0	T1	
02838350	渠道管理 Channel Management	2	3	0	T2	
02838950	社会影响力营销 Marketing for Social Impact	2	3	6	T1	
02839200	人工智能和社会经济 AI and Economics	2	3	0	T2	
E2800220	投资中国 Investing in China	2	3	0	T2	
02833230	金融市场与金融机构 Financial Markets and Institutions	3	3	0	T1	
E2834421	证券投资学 Security Analysis and Investment	3	3	0	T2	
02839060	风险资本与创新融资 Venture Capital and the Finance of Innovation	2	3	0	T2	
02838180	财务报表分析 Financial Statement Analysis	2	3	0	T1	
02832690	物流与供应链管理 Logistics and Supply Chain Management	2	3	3	T1	
E2832231	商战模拟 Business Simulation Games	2	3	0	T1	
E2800240	中国法与经济改革 Chinese Law and Economic Reform	2	3	0	T1	
02838130	中国社会与商业文化 Chinese Society and Business Culture	2	3	0	T2	
E2800250/E2800260	实用商务中文 Practical Business Chinese	2	3	0	T1/T2	
02830230	商业活动在中国：管理视角 Doing Business with the Chinese People	3	3	0	T2	
02837020	投资银行 Investment Banking	2	3	0	T2	
02839160	定量推理法 Quantitative Reasoning	2	3	0	T1	
02801960	中国社会（上） Understanding Chinese Society, 1700-2000	2	3	0	T1	
02801970	中国社会（下） Contemporary Chinese Society	2	3	0	T1	
02830260	影子中央银行 Shadow PBoC	2	3	0	T1 or T2	
02839430	发展经济学 Development Economics	2	3	0	T1	
02839340	风险管理 Risk Management	2	3	0	T1	
E2800210	世界政治经济环境中的中国 China in the Global Political Economy	2	6	0	T1	
E2800230	营销管理 Marketing Management	2	6	0	T2	
02837170	策略与博弈 Game Theory	3	3	0	T2	



Chinese-taught Courses (list subject to updating)						
02839000	中国经济改革与发展 China's Economic Reforms and Developments	2	3	0	T2	
02838160	数据分析与统计软件 Data Analysis and Statistical Software	2	3	0	T1	
02834730	创业管理 Innovation Management	2	3	2	T2	
02838250	人生规划与职业发展 Career Planning	2	3	0	T2	
02838092	中国企业经营与管理 Operation and Management of Enterprises in China	1	3	0	T1	
02838150	应用计量经济学 Applied Econometrics	3	3	0	T1	
02838280	中国社会、经济研究专题 Research Topics in Chinese Society and the Chinese Economy	2	3	0	T1	
02834750	创新管理 Innovation Management	2	3	0	T1	
02834860	可持续创业 Sustainable Entrepreneurship	2	3	3	T1	
02834800	综合商业计划书竞赛 Business Plan Competition	2	3	0	T1	
02839190	创业思维 Theory of Entrepreneurship	2	3	0	T2	
02839030	共演战略：从创业到企业转型 Co-evolution Strategy: From Start-up to Transition	2	3	0	T1	
02833680	生产作业管理 Manufacturing Management	2	3	0	T2	
02830110	人力资源管理 Human Resources Management	3	3	0	T2	
02838070	从案例学习管理 Case Study Management	3	3	0	T2	
02834890	互联网与商业模式创新 Internet and Business Model Innovation	3	3	0	T2	
02837190	供应链管理 Supply chain management	2	3	0	T2	
02838320	随机分析与应用 Stochastic Analysis and its Applications	2	3	0	T2	
02834370	企业伦理 Enterprise Ethics	2	3	0	T2	
02834870	创业与创新实践 Practice of Innovation and Entrepreneurship	3	3	25	T2	
02832540	高级管理会计 Advanced Managerial Accounting	2	3	0	T2	
02838310	财务分析与量化投资 Financial Analysis and Quantitative Finance	2	3	0	T2	
02838330	价值投资 Value Investing	2	3	0	T1	
02831270	时间序列分析 Time Series Analysis	3	3	0	T2	
02831888	社会主义政治经济学 Socialist Political Economy	3	3	0	T2	
02838480	信息技术与企业战略 Information Technology and Business Strategy	2	3	0	T1	
02804020	管理学中的回归方法 Regression Analysis in Management Research	2	3	0	T1	
00136970	高等多元统计分析 Advanced Multivariate Statistical Inference	2	3	0	T1	
02811820	产业经济学专题 Topics in Industrial Economics	3	3	0	T2	
02801890	大样本统计理论 Asymptotic Statistics	3	3	0	T2	
02838930	金融服务信息系统的演化与创新 Financial Services Information Systems	2	3	0	T1	
02839050	统计文化和实践 Statistical Culture and Practice	3	3	0	T1	
02838510	沃土计划 Wotu Program	1		2 weeks		



02839010	数据思维：从数据分析到商业价值 Data Analytical Thinking: From Data Analysis to Business Value	2	3	0	T2
02833160	货币金融学 Money and Finance	3	3	0	T2
02836020	金融计量经济学 Quantitative Finance	3	3	0	T2
02833230	金融市场与金融机构 Financial Markets and Institutions	3	3	0	T1
02838460	国际金融 International Finance	2	3	0	T1
02833475	金融工程 Financial Engineering	2	3	0	T2
02831570	固定收益证券 Fixed Income Securities	2	3	0	T1
02831580	金融经济学 Financial Economics	3	3	0	T2
02831610	产业分析的理论与政策 Industrial Organization	3	3	0	T2
02834780	公共财政理论与政策 Public Finance	3	3	0	T2
02831560	计量经济学应用 Applied Econometrics	3	3	0	T1
02831620	劳动经济学 Labor Economics	3	3	0	T1
02838980	营销研究方法 Market Research Methods	3	3	0	T2
02832700	定价策略 Pricing Strategy	2	3	0	T2
02839040	新产品开发与管理 Product Development and Management	2	3	0	T1
02838440	市场数据分析 Market Data Analysis	2	3	0	T1
02838300	整合营销传播 Integrated Marketing Communications	2	3	0	T1
02833460	品牌管理 Brand Management	2	3	0	T1
02833540	中级财务会计 Intermediate Accounting	4	4	0	T2
02833600	税法与税务会计 Taxation Law and Taxation Accounting	2	3	0	T1
02834510	审计学 Auditing	3	3	0	T2
02832480	成本与管理会计 Cost and Managerial Accounting	3	3	0	T1
02832540	高级管理会计 Advanced Managerial Accounting	2	3	0	T2
02838370	中国金融市场与金融机构 Chinese Financial Market and Institution	2	3	0	T2
02831680	金融风险与管理 Financial Risk and Management	2	3	0	T1
02838920	技术创业中价值主张与商业模式设计 Value Proposition and Business Model Design for Technology Venture	2	3	0	T2
02839070	量化营销模型 Quantitative Marketing Models	2	4	0	T2
02802000	组织经济学 Organizational Economics	3	3	0	T2
New Course	批判性思维	2	3	0	T2
02831520	会计学	3	3	0	T2
02830140	社会心理学	3	3	0	T2
02812930	数据科学的Python基础	2	3	0	T1
02833720	计量经济学	3	3	0	T2
02831650	城市与区域经济学	2	3	0	T2
02839420	产业组织	2	3	0	T2
New Course	数智财务与管理创新	2	3	0	T2
02832430	金融企业会计	2	3	0	T1
02834660	服务营销	2	3	0	T2
02839310	营销沟通	2	3	0	T1
02839240	数字时代的营销研究与决策	2	3	0	T2



02812980	商务时间序列分析	2	3	0	T2
02838450	新媒体营销与精准广告	2	3	0	T2
02838400	行为金融	2	3	0	T1
02834760	金融时间序列分析	2	3	0	T2
02839360	衍生品定价及应用	2	3	0	T1
02838420	金融中的数学方法	2	3	0	
以实际课号为准	金融科技及区块链	2	3	0	T2
02839350	金融建模与量化投资	2	3	0	T1
02839300	公司估值	2	3	0	T2
02839440	机器学习与人工智能	2	3	0	T1
02839210	人工智能与商业创新	2	3	0	T1
02837170	策略与博弈	3	3	0	T2
02831160	行为经济学	2	3	0	T1
02839390	货币经济学	2	3	0	T2
02839270	公共经济学	3	3	0	T2
02833670	高级财务会计	2	3	0	T2
以实际课号为准	内部控制与合规管理	2	3	0	T2
以实际课号为准	消费者行为	2	3	0	T2
02839380	因果推断与商业应用	2	3	0	T1
02839280	仿真模型与智慧决策	2	3	0	T1
02839410	运筹优化与最优决策	2	3	0	T2
02812710	R语言与数据可视化	2	3	0	T1
02839320	智能网络与智能场景	2	3	0	T1
02839190	创业思维	2	3	0	T2
30330031/30330041	教师指导下的独立研究/教师指导下的小组研究	2			T2
02839140	人口经济学	3	3	0	T2
02812960	中国公司—会计视角	2	3	0	T2
02812970	中国管理实践与提案	2	3	0	T1
02837122	互联网时代营销新模式	2	3	0	T1
02839230	体育营销	2	3	0	T2