2016 级商务信息管理硕士研究生培养方案

所属学科门类：管理学
所属一级学科：工商管理
所属院系：商务信息学院

一、培养目标

按照国家关于研究生培养的总体要求，培养具有现代管理学、经济学理论基础，掌握系统理论、信息管理、数据分析等知识，具有较高的信息技术应用能力，有较强的创新和实践能力，能够应用现代信息技术从事商务管理活动或自主创业的高级复合型人才。

二、学制

本专业学制为 2.5 年。在规定时期完成课程学习，但未完成学位论文者，可申请延长学习年限，累计延长学习年限一般不超过一年。

三、研究方向

1. 商务数据挖掘
2. 智能信息系统
3. 网络信息管理

四、课程设置与学分要求

本专业硕士研究生在攻读硕士学位期间应修满 39 学分，其中包括公共必修课 7 学分，学位基础课 15 学分，选修课 14 学分（其中跨专业选修课最少必须选择 2 学分），名师讲座 2 学分，社会实践 1 学分。具体课程安排和学分见附表。

五、社会实践及科研能力的培养

根据本专业的培养方案，对于商务信息管理高级研究人才的培养，要求掌握高级数据库技术、管理学研究方法、运筹学、数据挖掘、电子商务、ERP 理论与实践等学位基础课，掌握这些课程在科学研究中的应用能力。

对于商务信息管理应用型人才的培养，要求学生在研究生期间参加一定的社会实践。通过社会实践，培养学生的实践能力、分析问题和解决问题的能力以及综合运用所学基础知识和基本技能的能力，同时也为增强学生适应社会的能力和就业竞争力。社会实践内容的考核办法主要包括以下几个方面：（1）运用课堂学过的商务信息管理知识来分析和思考社会实践过程中发生的事情；（2）总结社会实践中的经验与教训，并将这些经验与教训总结成案例；（3）掌握与实习单位有关行业的基本知识与基本技能；（4）总结有关行业的管理知识与基本技能。成果是围绕上述内容写一篇社会实践报告。

为了提高研究生学术科研能力，发挥研究生导师的研究指导作用，研究生在校期间必须在导师的指导下，从事科学研究，并得到导师的认可。

六、培养方式与成绩考核

商务信息管理专业的课程均采取讲授、讨论和专题研究的方式进行，对硕士研究生的培养实行导师负责制。

七、学位论文

硕士研究生的学位论文开题报告应在第四学期初完成，由本学科硕士生指导小组组织进行。学位论文的写作要求见《上海对外经贸大学硕士学位论文内容和格式要求（2013 年修订）》。

附表：

类别		课程名称	第1学期	第2学期	第3学期	学时	学分	开课部门
公共课		中国特色社会主义理论与实践研究（学位课）	2			36	2	人文社科部
		马克思主义与社会科学方法论研究	1			18	1	人文社科部
		英语高级口语与写作	2			36	2	外语学院
		商务信息管理前沿（英）		2		36	2	商务信息学院
学位基础课		高级数据库技术	3			54	3	商务信息学院
		管理学研究方法	2			36	2	工商管理学院
		运筹学	3			54	3	商务信息学院
		数据挖掘	3			54	3	商务信息学院
		电子商务			2	36	2	经贸学院
		ERP理论与实践		2		36	2	商务信息学院
选修课	理论型	面向对象系统方法		2		36	2	商务信息学院
		信息系统工程		2		36	2	商务信息学院
		机器学习			2	36	2	商务信息学院
		复杂系统与复杂网络			2	36	2	商务信息学院
	应用型	高级程序设计		3		54	3	商务信息学院
		文本挖掘技术		2		36	2	商务信息学院
		统计软件（R语言）			2	36	2	商务信息学院
		技术创新管理			2	36	2	商务信息学院
		云计算平台与商务模式			2	36	2	商务信息学院
	跨专业（最少必须选修2学分）	高级微观经济学II		2		36	2	经贸学院
		国际物流与供应链管理			2	36	2	经贸学院
		国际贸易实务		2		36	2	经贸学院
		工商管理专题			2	36	2	工商管理学院
		运营管理专题			2	36	2	工商管理学院
		创业管理专题			2	36	2	工商管理学院
		国际金融研究			2	36	2	金融学院
		金融风险管理			2	36	2	金融学院
		财务管理研究			2	36	2	会计学院
		知识产权法			2	36	2	WTO学院
		经济时间序列分析		2		36	2	商务信息学院
名师讲座				8次		36	2	商务信息学院
社会实践							1	商务信息学院

Master Program in Business Information Management 2016

Academic Field: Management

Primary Discipline: Business Administration

School offering the program: School of Business Information

I. Program Objectives

This program aims to qualify students as professionals needed in senior business information management. Students are expected to have solid theoretical foundation in modern economics and management, and to master the basic methods in information management. They will be able to solve practical problems in economics and management using the combination of System Theory and Information Management. They will have strong skills in data processing, analyzing and computer applications. They will be able to use their knowledge to start a small company.

II. Duration of the Program

The normal duration of the program is two years and a half. Students who have successfully completed the coursework within the required time can apply for an extension of half a year, if they have not completed their dissertation. But generally, the total amount of time obtained by extensions cannot exceed one year.

III. Field of Research

1. Business Data Mining

2. Intelligent Information System

3. Network Information Management

IV. Courses and Credits

All students must earn 40 credits, including 7 "common required course" credits, 16 "required course" credits, 14 "optional course" credits (including 2 or more "cross-specialty optional course" credits), 2 "lecture course" credits and 1"social practice" credit. Specific course structure can be found in the appendix.

V. Occupational Apprenticeship and Academic Training

According to the program plan, students who are going to be researchers are required to have a good knowledge of courses, such as Advanced Database Technology, Methods in Management Research, Operational Research, Data Mining, Electronic Commerce and ERP Theory and Practice. They are also required to apply the learned knowledge in scientific research.

For students who are going to be practical personnel, they are required to take part in social practice. Through social practice, we can equip students with practical abilities to analyze and solve problems by using the basic knowledge and skills they learned in this program. Hence, we can enhance the social adaptability and employment competitiveness. Social practice is to be assessed by the following: 1) Analyze and consider the events occurring in the course of social practice by knowledge of business information management learned in classrooms. 2) Sum up the experiences and lessons in social practice for case studies. 3) Command the basic knowledge and skill of the internship and the relevant industry. 4) Summarize the management knowledge and skills of the relevant industry.

The outcome of social practice is a report covering the above points.

To enhance postgraduate students' academic and scientific capability, the postgraduate student during his or her school period is required to undertake scientific research under his or her supervisor's instruction and gain the supervisor's approval.

VI. Education Modes and Performance Assessment

All the courses will take the forms of intensive lectures, discussions and study in special topics. Master supervisors are responsible for the cultivation of their master students.

VII. Dissertation

The proposal for dissertation should be completed at the beginning of the 4th semester, with the guidance by members of a panel. Please refer to "Layout Requirements for Graduates of Shanghai University of International Business and Economics (revised edition 2013)" for details.

Attached Table：

Category		Course Name	Semester			Credit Hours	Credit	Department
			1	2	3			
Common Required Courses		Socialist Theory and Practice with Chinese Characteristics (Degree Course)	2			36	2	Department of Social Sciences
		Research on Marxism and Methodology of Social Science	1			18	1	Department of Social Sciences
		Advanced Speaking & Writing	2			36	2	School of Languages
		Frontiers in Business Information Management		2		36	2	School of Business Information
Required Courses		Advanced Database Technology	3			54	3	School of Business Information
		Methods in Management Research	3			54	3	School of Management
		Operational Research	3			54	3	School of Business Information
		Data Mining	3			54	3	School of Business Information
		Electronic Commerce			2	36	2	School of Finance
		ERP Theory and Practice		2		36	2	School of Business Information
Optional Courses	Theoretical	Method of Object-Oriented System		2		36	2	School of Business Information
		Information Systems Engineering		2		36	2	School of Business Information
		Machine Learning			2	36	2	School of Business Information
		Complex Systems and Networks			2	36	2	School of Business Information
	Applied	Advanced Programming		3		54	3	School of Business Information
		Text Mining Technology		2		36	2	School of Business Information
		Statistical Software (R)			2	36	2	School of Business Information
		Technology Innovation Management			2	36	2	School of Business Information
		Cloud Computing Platform and Business Model			2	36	2	School of Business Information
	Cross-specialty(Students are required to take at least one cross-specialty course for 2 credits)	Advanced Micro Economics （II）		2		36	2	School of Business
		International Logistics and Supply Chain Management			2	36	2	School of Business
		Practice of Import and Export		2		36	2	School of Business
		Monographic Study on Business Administration			2	36	2	School of Management
		Monographic Study on Operation Management			2	36	2	School of Management
		Entrepreneurial Management			2	36	2	School of Management
		Research in International Finance			2	36	2	School of Finance
		Financial Risk Management			2	36	2	School of Finance
		Research on Financial Management			2	36	2	School of Accounting
		Intellectual Property Law			2	36	2	School of WTO
		Time Series Analysis in Economy		2		36	2	School of Business Information
Lectures			8 times			36	2	School of Business Information
Social Practice							1	School of Business Information