



上海电机学院

课程教学大纲

商学院分册

(国际经济与贸易(中美合作)专业)

(2022版)

上海电机学院

2022年7月



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The growth miracle of
China's economic
development under the
leadership of the Communist
Party of China.

The importance and path of
the transformation of
China's economic growth
mode.

Showing China's
economic
development
through
comparison with
western
economic
development.

The Belt and
Road strategy,
big strategy of
big era and big



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1	<p>Opening - The Economic Growth in China</p> <p>The Opportunities and Challenges of The MNCs in China</p> <p>Opening - The Economic Growth in China</p> <p>1.1 The Economic Growth in China</p> <p>1.2 The Industry</p> <p>1.3 The MNCs in China</p> <p>1.4 Opportunities and</p>	4		1



Challenges

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International economics

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Basic concepts

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An Overview

2.1 History of International
economics

2.2 Basic concepts

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Labor Productivity

Comparative Advantage The
Ricardian Model

3.1 Mercantilism

3.2 The theory of absolute
advantage

3.3 The theory of comparative
advantage





Tariffs and Export Subsidies

model

standard

trade

model

The standard trade model

5.1 A Standard Model of a

Trading Economy

5.2 International Transfers of

Income: Shifting the RD Curve

5.3 Tariffs and Export

Subsidies: Simultaneous Shifts

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		<p>Form groups by the ones who have the same tail number of your student numbers.</p> <p>The score of the presentation will be the same for each members of the group.</p> <p>Answer the questions from other groups, each group should ask one formal question at least.</p> <p>Start from 6th week, one group each class.</p> <p>Each group should hand in the final paper of the presentation.</p>					

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	International Trade Finance						
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	Cultivating students' ideals and beliefs, value orientation, political belief and social responsibility			Laws and international customs and practice which are related to international trade		Discussion	
	Cultivating students' integrity spirit and professional ethics as personnel engaged in international trade			The preparation of bill of exchange		Case study	
				Making out the drafts under traditional international payment techniques			
				Analysis of risks in collection			

		The examination and amendment of letters of credit	
		The different payment methods	
	Cultivating students' careful and rigorous professional quality and team spirit	Group Project	Project presentation

1	1 mastering the application of various types of negotiable instruments and other documents in the transaction of international trade	4-10	4
2	2 mastering the payment methods in the transaction of international trade 3: mastering the financing techniques employed in international trade	4-11 :	4

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Wei Zhao, International Settlement and Finance , Southeast University Press, 2nd Edition, 2015.

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Xu Nan, Zhang Ya, Li Jiangjun, International Settlement, China Renmin University Press, 2nd Edition, 2021.

Lu Xueliang, International Settlement, University of International Business and Economics Press, 2021.

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	Cultivating students' careful and rigorous professional quality and team spirit	Group Project	Project presentation
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1	1 To enable students to master the principles of business letter writing 2 To become acquainted with the general layout of most business letters	6-1	6
2	3 To skillfully write structural parts of business English letters with proper styles	8-1	8
3	4 To be familiar with the procedures of foreign trade, parties and documents involved	4-10	

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1	<p>Layout of a business letters The format of the envelopes The principles of business Letter Writing</p> <p>Layout of a business letters</p> <p>Basic Knowledge of Business Letter</p>	2.5 0.5	Mastering the structure and parts of a business letter; Understanding the principles of business Letter Writing	1 2
2	<p>The channels to establish business relationship; The structure of a start letter; The writing skill of the start letter Words and sentence patterns used frequently</p> <p>The structure of a start letter; The writing skill of the start letter</p> <p>Establishing Business Relations</p> <p>Cultivating students' integrity spirit and professional ethics as personnel engaged in international trade through the case Case 1 How to find the customers? Case 2 How to impress the customers?</p>	2 1	Being familiar with the channels to establish business relationship; Master the business letter writing skill to establish business relationship	1 2 3 4
3	<p>The structure of an enquiry letter; The writing skill of an enquiry letter; Words and sentence patterns used frequently;</p> <p>The structure of an</p>	1.75 1 0.25	having a thorough understanding of enquiry; being able to write enquiry letters and	1 2 3 4

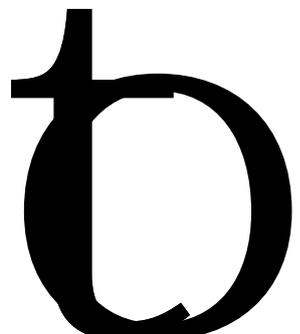
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	<p>enquiry letter; The writing skill of an enquiry letter;</p> <p>Cultivating students' integrity spirit and professional ethics as personnel engaged in international trade through the case Case 1 General Enquiry from New Client Case 2 Specific Enquiry from Old Business Partner Cultivating students' integrity spirit and professional ethics as professionals engaged in international trade cultivating students' careful and rigorous professional quality and team spirit in the process of completing group projects</p>		<p>replies; grasping the words and sentence patterns used frequently</p>	
4	<p>The structure of an offer letter; The writing skill of an offer letter; Words and sentence patterns used frequently;</p> <p>The structure of an offer letter; The writing skill of an offer letter;</p> <p>Cultivating students' integrity spirit and professional ethics as personnel engaged in international trade through the case Case: Making a Firm Offer</p>	<p>1.75</p> <p>1</p> <p>0.25</p>	<p>having a thorough understanding of firm offer and non-firm offer; being able to write offer letters ; grasping the words and sentence patterns used frequently</p>	<p>1 2 3 4</p>

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for Shoes on Price and Payment
Terms
Cultivating students' integrity
spirit and professional ethics as
professionals engaged in
international trade
cultivating students' careful and
rigorous professional quality
and team spirit in the process
of completing group projects

The structure of a counteroffer
letter;
The writing skill of a counteroffer
letter
Words and sentence patterns
used frequently; V

The structure of a counteroffer;
The writing 2 5



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	<p>The structure of a conclusion letter;</p> <p>The writing skill of a conclusion letter;</p> <p>Words and sentence patterns used frequently;</p> <p>The structure of a conclusion letter;</p> <p>The writing skill of a conclusion letter;</p> <p>Cultivating students' ideals and beliefs, value orientation, political belief and social responsibility through the case</p> <p>Case: Compare two letters---Which one is better? Why?</p> <p>Cultivating students' integrity spirit and professional ethics as professionals engaged in international trade</p> <p>cultivating students' careful and rigorous professional quality and team spirit in the process of completing group projects</p>		<p>order and a confirmation or a contract;</p> <p>knowing the particulars or main terms in a contract;</p> <p>mastering the strategies and contents for writing a letter or fax for signing contract</p> <p>grasping the words and sentence patterns used frequently when enquiry and reply</p>	
7	<p>The structure of business letters related to payment;</p> <p>The writing skill of an letters related to payment;</p> <p>Words and sentence patterns used frequently;</p> <p>The structure of letters related to payment;</p> <p>The writing skill of letters related to payment;</p>	<p>1.75</p> <p>1</p> <p>0.25</p>	<p>having a thorough understanding of payment;</p> <p>being able to write letters related to payment;</p> <p>grasping the words and</p>	<p>1 2</p> <p>3 4</p>

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	<p>Cultivating students' integrity spirit and professional ethics as personnel engaged in international trade through the case Case: Check the L/C with the contract. Write the amendment Letter</p> <p>Cultivating students' integrity spirit and professional ethics as professionals engaged in international trade</p> <p>cultivating students' careful and rigorous professional quality and team spirit in the process of completing group projects</p>		<p>sentence patterns used frequently when enquiry and reply</p>	
8	<p>The structure of letters aiming at shipment;</p> <p>The writing skill of letters aiming at shipment;</p> <p>The structure of letters aiming at packing</p> <p>The writing skill of letters aiming at packing</p> <p>Words and sentence patterns used frequently;</p> <p>The structure of letters aiming at shipment;</p> <p>The writing skill of letters aiming at shipment;</p> <p>The structure of letters aiming at packing;</p> <p>The writing skill of letters aiming at packing</p> <p>Cultivating students' integrity</p>	<p>1.75</p> <p>1</p> <p>0.25</p>	<p>having a thorough understanding of shipment and packing; being able to write letters aiming at shipment and packing;</p> <p>grasping the words and sentence patterns used frequently when enquiry and reply</p>	<p>1 2</p> <p>3 4</p>

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	<p>spirit and professional ethics as personnel engaged in international trade through the case Case 1 Read the emails about shipment below and match the labels with the emails. Then put them in order of time sequence. Case 2 Understanding packaging</p> <p>Cultivating students' integrity spirit and professional ethics as professionals engaged in international trade</p> <p>cultivating students' careful and rigorous professional quality and team spirit in the process of completing group projects</p>			
9	<p>The structure of letters aiming at insurance;</p> <p>The writing skill of letters aiming at insurance;</p> <p>Words and sentence patterns used frequently;</p> <p>The structure of letters aiming at insurance;</p> <p>The writing skill of letters aiming at insurance;</p> <p>Cultivating students' integrity spirit and professional ethics as personnel engaged in international trade through the case Case: Write a letter concerning enquiries for the insurance rate on behalf of Cao Ziyang</p> <p>Cultivating students' integrity spirit and professional ethics as</p>	<p>1.75</p> <p>1</p> <p>0.25</p>	<p>making arrangements on cargo insurance under different terms of delivery; being able to write letters aiming at insurance;</p> <p>grasping the words and sentence patterns used frequently when enquiry and reply</p>	<p>1 2</p> <p>3 4</p>

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	professionals engaged in international trade cultivating students' careful and rigorous professional quality and team spirit in the process of completing group projects			
10	<p>The structure of a claim letter; The writing skill of a claim letter; The structure of a settlement letter; The writing skill of a settlement letter; Words and sentence patterns used frequently;</p> <p>The structure of a claim letter; The writing skill of a claim letter; The structure of a settlement letter; The writing skill of a settlement letter;</p> <p>Cultivating students' integrity spirit and professional ethics as personnel engaged in international trade through the case Case 1 Who should take the responsibility? Case 2 Dos and don'ts for settling claims Cultivating students' integrity spirit and professional ethics as professionals engaged in international trade cultivating students' careful and rigorous professional quality and team spirit in the process of completing group projects</p>	1.75 1 0.25	<p>having a thorough understanding of claim and settlement; being able to write claim letters and settlement letters;</p> <p>grasping the words and sentence patterns used frequently when enquiry and reply</p>	1 2 3 4

			100-90	89-75	74-60	59-0	
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	International Financial Economics					
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International Economics is a course which researches on international economy activities and relationship, a core curriculum of international economy and trade specialty, scheduled after the study of micro-economics & macro-economics. The mission of this course is to achieve the global view and the skill to analyze and handle the variation of international economy activities and the international trade activities.

1 An opportunity for students to develop critical understanding of the current policy debate on foreign direct investment and multinational corporations, international migration and labor market issues, regional

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I 1 An opportunity for students to develop critical understanding of the current policy debate on foreign direct investment and multinational corporations, international migration and labor market issues, regional



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1	<p>Opening - How The Economic Machine Works</p> <p>Fiscal policy and Monetary policy</p> <p>How The Economic Machine Works</p>	2	Ray Dal i o	1
2	<p>International Investment</p> <p>The international capital flow</p> <p>International Investment - From Micro to Macro</p> <p>1.1 From Micro Economics to Macro Economics</p> <p>1.2 International Investment</p> <p>1.3 The international capital flow</p>	6	International Investment,	1
3	<p>National Income Accounting and the Balance of Payments</p> <p>The Balance of Payments Accounts</p> <p>National Income Accounting and the Balance of Payments</p> <p>3.1 The National Income Accounts</p> <p>3.2 National Income Accounting for an Open Economy</p> <p>3.3 The Balance of Payments Accounts</p>	6	National Income Accounting the Balance of Payments	2
4	Exchange Rates and the Foreign Exchange Market An	8	Exchange Rates and the Foreign	2

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	<p>Asset Approach</p> <p>Equilibrium in the Foreign Exchange Market</p> <p>Exchange Rates and the Foreign Exchange Market, An Asset Approach</p> <p>4.1 Exchange Rates and International Transactions</p> <p>4.2 The Foreign Exchange Market</p> <p>4.3 Exchange Rates and International Transactions</p> <p>4.4 The Demand for Foreign Currency Assets</p> <p>4.5 Equilibrium in the Foreign Exchange Market</p>	Exchange Market An Asset Approach	Foreign Exchange Market	
5	<p>Money, Interest Rates, and Exchange rates</p> <p>Aggregate Money Demand The Equilibrium Interest Rate</p> <p>Money, Interest Rates, and Exchange rates</p> <p>5.1 Money Defined: A Brief Review</p> <p>5.2 The Demand for Money by Individuals</p> <p>5.3 Aggregate Money Demand The Equilibrium Interest Rate</p>	8 Money, Interest Rates, and Exchange rates	The Linkage Analysis of Domestic Money Market and Foreign Exchange Market	3
6	<p>Price Levels and the Exchange Rate in the Long Run</p> <p>Purchasing Power Parity</p> <p>Price Levels and the Exchange Rate in the Long Run</p> <p>6.1 The Law of One Price</p> <p>6.2 Purchasing Power Parity</p> <p>6.3 A Long-Run Exchange Rate Model Based on PPP</p>	8 Price Levels and the Exchange Rate in the Long Run Purchasing Power Parity	Price Levels and the Exchange Rate in the Long Run Purchasing Power Parity	3

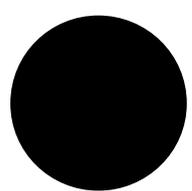
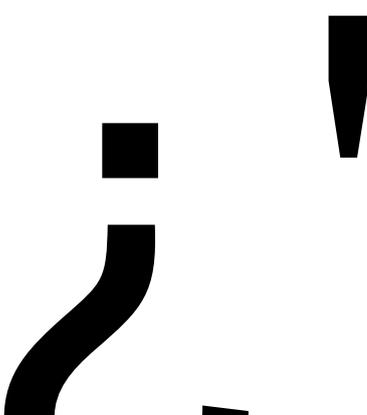


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Output and the Exchange Rate in the Short Run		Determinants of Aggregate Demand in an Open Economy	
Temporary Changes in Monetary and Fiscal Policy		Short-Run Equilibrium for an Open Economy: Putting the DD and AA Schedules Together	
7			
Output and the Exchange Rate in the Short Run			
7.1 Determinants of Aggregate Demand in an Open Economy			
7.2 The Equation of Aggregate Demand			
7.3 How Output Is Determined in the Short Run		Temporary Changes in Monetary and Fiscal Policy	
7.4 Output Market Equilibrium in the Short Run: The DD Schedule		Permanent Shifts in Monetary and Fiscal Policy	4
7.5 Asset Market Equilibrium in the Short Run: The AA Schedule			
7.6 Short-Run Equilibrium for an Open Economy: Putting the DD and AA Schedules Together			
7.7 Temporary Changes in Monetary and Fiscal Policy			
7.8 Permanent Shifts in Monetary and Fiscal Policy			

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1	1						25%
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Form groups by the ones who have the same tail number of your student numbers.

The score of the presentation will be the same for each members of the group.

Answer the questions from other groups, each group should ask one formal question at least.

Start from 6th week, one group each class.

Each group should hand in the final paper of the presentation.

Accounting Principles

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1	1 Accounting Cycle 2	1, 1	2
2	3 Financial Statements	2, 1	4
3	4	3, 1	9



Understand why ethics is a fundamental business concept, understand the Generally Accepted Accounting Principles (GAAP).

Understand the definition of accounting, identify the users and uses of accounting.

Understand the elements of accounting equation.

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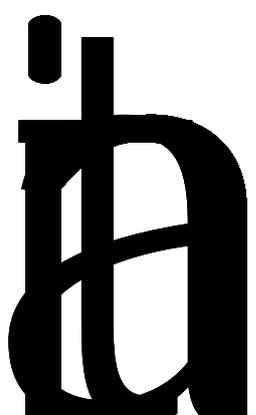
1. State the accounting equation, and can define its components.
2. Analyze the effects of business transactions on the accounting equation.
3. Understand the four financial statements and how they are prepared.

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Understand what an account is and how it

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what posting is and how it helps in the recording process. 4. Prepare a trial balance and explain its purposes.

time period assumption and adjusting entries. Understand the reasons of adjusting entries.

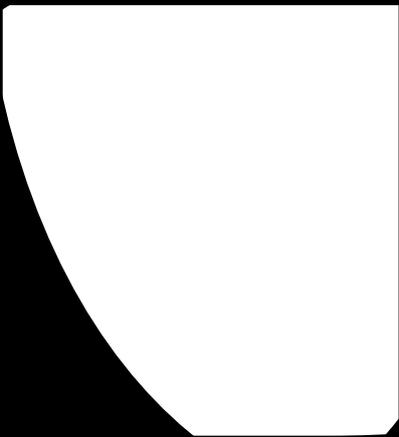
- 3. 1. Explain the time period assumption and the basis of accrual accounting.
- 2. Understand the reasons for adjusting entries and identify the types of adjusting entries.
- 3. Prepare adjusting entries for accruals.

Worksheet

Correcting entries

- 4. 1. Prepare a closing entry. Understand the process of closing the books and the content and purpose of a post-closing trial balance. 2. State the required steps in the accounting cycle. 3. E1

Understand why time is important to accounting



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how to classify inventory and inventory quantities. Explain the accounting for inventories and apply the inventory cost flow methods;

Accounting Elements

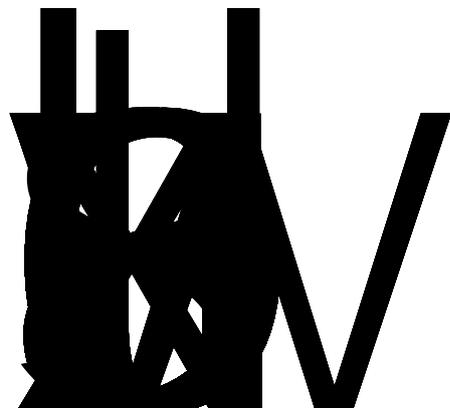
Assets classification

1 Determine how to classify inventory and inventory quantities. Explain the accounting for inventories and apply the inventory cost flow methods; Explain the financial effects of the inventory cost flow assumptions. Explain the lower-of-cost-or-market basis of accounting for inventory. (4 hours)

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2 Indicate how plant assets

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accounting for intangible assets. (4 hours)

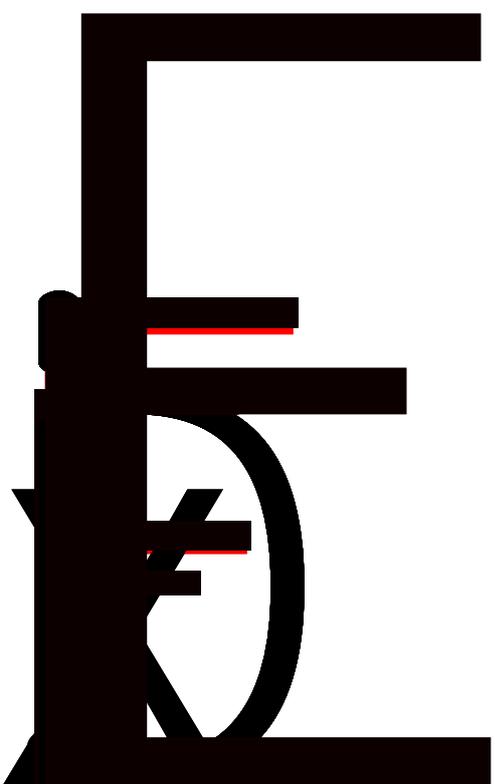
3 Identify the different types of receivables.

Explain how companies recognize accounts receivable. Distinguish between the methods and bases companies use to value accounts receivable.

Describe the entries to record the disposition of accounts receivable.

Explain how companies recognize notes receivables. (4 hours)

4 Explain a current liability, and identify the major types of current liabilities. Describe the accounting for notes payable. Explain the accounting for other



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investing, and financing activities. Prepare a statement of cash flows using the indirect method. Use the statement of cash flows to evaluate a company. (4 hours)

2 Understand the contribution of bal an

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	<p>product period costs. Explain the difference between a merchandising and a manufacturing income statement. Identify trends in managerial accounting. (4 hours)</p> <p>2 Distinguish between variable and fixed costs; Explain the significance of the relevant range; Explain the concept of mixed costs; List the five components of cost-volume-profit analysis; Indicate what contribution margins are and how they can be expressed; Identify the three ways to determine the break-even point; Give the formulas for determining sales required to earn target net income; Define margin of safety, and give the formulas for computing it. (4 hours)</p>			
8	<p>Financial analysis Analysis of disposal of PPE.</p> <p>1) The review of the accounting fundamental principles: familiarize the accounting equation and accounting cycle; adjusting the accounts and etc.</p> <p>2) The review of all the</p>	4		2&3 &4

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chapters I learned before:
inventories; accounting JV
for receivables; plant
assets; natural resources,
and intangible assets;
current liabilities; basic
financial statements and
fundamental ~~managements~~
accounting.

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Accounting
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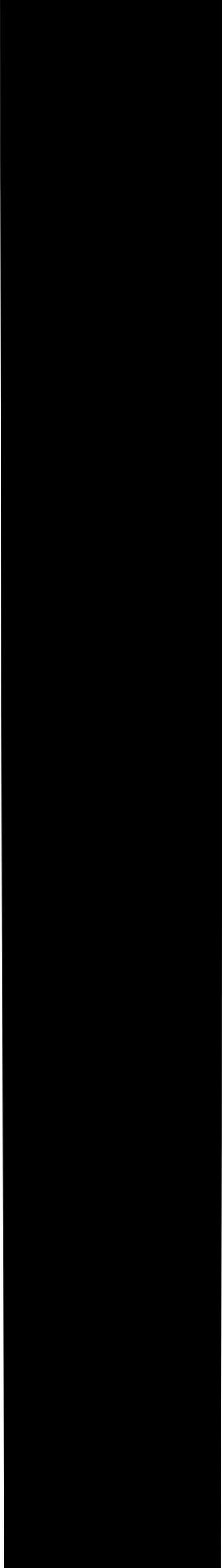
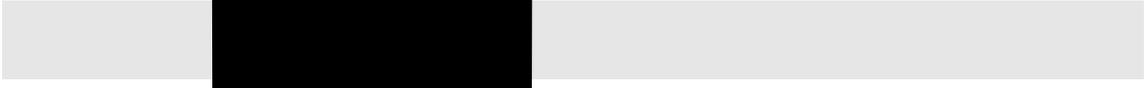
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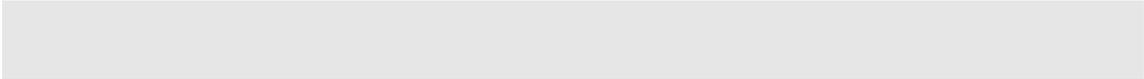


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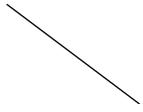
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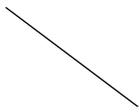
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Import and Export Trade Practice

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1	<p>Export and Import Procedures</p> <p>1.1 Reasons for International Trade, Differences between International Trade and Domestic Trade</p> <p>1.2 Classification of International Trade, Export and Import Procedures</p>		4	1
2	<p>Basics of Incoterms 2020</p> <p>Determinants of Choice of Trade Terms</p> <p>2.1 Three Sets of Rules</p> <p>2.2 Basics of Incoterms 2020</p> <p>2.3 Application Issues, Determinants of Choice of Trade Terms</p>		8	2
3	<p>Calculation of Price</p> <p>Understanding the Price, Communication of Price</p> <p>3.1 Expression of Export Price, Pricing Considerations</p> <p>3.2 Calculation of Price</p> <p>3.3 Understanding the Price, Communication of Price</p>		6	2
4	<p>Specifying Quality</p> <p>4.1 Name of Commodity, Specifying Quality</p> <p>4.2 Measuring Quantity, Packing and Marking</p>		4	2

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5	<p>Transportation Documents B/L</p> <p>5. 1 Ocean Transportation, Other Modes of Transportation 5. 2 Transportation Documents 5. 3 Shipment Clause in the Sales Contract</p>		6	2
6	<p>Coverage of Marine Cargo Insurance of CIC, Coverage of Marine Cargo Insurance of ICC</p> <p>Insurance Terms in the Sales Contract</p> <p>6. 1 Fundamental Principles of Cargo Insurance, Marine Risks and Losses 6. 2 Coverage of Marine Cargo Insurance of CIC, Coverage of Marine Cargo Insurance of ICC 6. 3 Other Types of Cargo Insurance, Procedures of Cargo Insurance, Insurance Terms in the Sales Contract</p>		6	2
7	<p>Basics of Letter of Credit</p> <p>Export Financing, Payment Problems.</p> <p>7. 1 Paying Instruments 7. 2 Basics of Letter of Credit, Types of Documentary Credit 7. 3 Remittance, Collection, Letter of Guarantee L G , Export Financing Payment Problems.</p>		6	3
8	<p>Basic Requirements for Export Documentation</p> <p>Clause Concerning Documents in the Sales Contract</p>		4	3

- 8. 1 Significance of Export Documentation, Basic Requirements for Export Documentation
- 8. 2 Information Bases for Export Documentation, Export Documents
- 8. 3 Clause Concerning Documents in the Sales Contract

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Microeconomics

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	and microeconomic policy adjustment.		
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3	master the influencing factors of demand, supply, demand elasticity and supply elasticity in microeconomics and their practical applications, and be able to comprehensively use the numerical analysis of elasticity to identify the relationship between products and their development.	4.1 4.3	4
4	excavate the ideological and political elements of microeconomics, interpret, revise and expand microeconomic theory with Chinese cases, and cultivate students' ideals, beliefs, value orientations, political beliefs and social responsibilities.	9.2	9

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3.3 The link between production and costs; Marginal products and the least-cost rule;

3.4

4.1 Short run and long run equilibrium

4.2 The characteristics of Perfectly Competitive Markets

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4.3 Monopoly

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4.4 Oligopoly

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4.5 Monopolistic competition

4.6 Why there exists imperfect competition?

4.7

5.1 Uncertainty

5.2 Dominant strategy

5.3 Nash equilibrium;

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5.4 The pollution game;

5.5 Winner take all society

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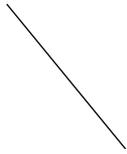
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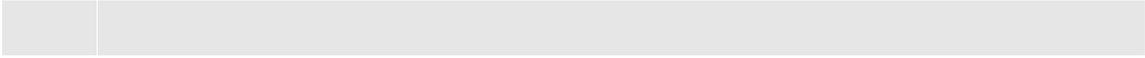
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	interdependence supply demand government policies efficiency of the market		



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	<p>elasti ci ty and tax i nci dence</p> <p>1. Law of supply and demand</p> <p>2.</p> <p>--- ceiling (floor)</p> <p>3.</p> <p>4.</p>		<p>--- ceiling (floor)</p> <p>3.</p> <p>--- surplus (shortage)</p> <p>4.</p> <p>5.</p>	
	<p>free market effi ci ency</p> <p>consumer surplus</p> <p>producer surplus</p> <p>total surplus</p> <p>1.</p> <p>2.</p> <p>3.</p> <p>4. equal i ty (effi ci ency)</p> <p>5.</p>	<p>1</p> <p>1</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4. equal i ty (effi ci ency)</p> <p>5. fai lure</p>	<p>1</p>
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GDP components
 (GDP) measurement

1. income expenditure
 2. (GDP) measurement
 3. (GDP) components
 4. real nominal
 5. GDP

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	<p>3. CPI PPI</p> <p>4. CPI</p> <p>5. GDP deflator CPI</p> <p>6.</p>		<p>4. CPI --- substitution</p> <p>bias</p> <p>5. GDP CPI</p> <p>6.</p>	
	<p>public policy (economic growth)</p> <p>1. GDP real GDP per capita</p> <p>2.</p> <p>3.</p> <p>4.</p>	<p>2</p> <p>1</p>	<p>1. GDP GDP</p> <p>2.</p> <p>3. ---</p> <p>4. ---</p>	3
	<p>system intermediates instrument ,</p> <p>(national income accounts)</p> <p>1.</p> <p>2. —</p>	<p>2</p> <p>1</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4. identity —</p>	3

	<p>3. — mutual fund</p> <p>4. national bank accounts</p> <p>5. the market for loanable funds</p> <p>6.</p>		<p>5.</p> <p>6.</p> <p>7.</p>	
	<p>1. TVM</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5. —</p> <p>6.</p>	<p>2</p> <p>1</p>	<p>1. — time value of money (TVM)</p> <p>2. $FV = PV(1+r)^t$</p> <p>3. utility function</p> <p>4. —</p> <p>5. —</p> <p>6. effective market hypothesis</p>	<p>3</p>



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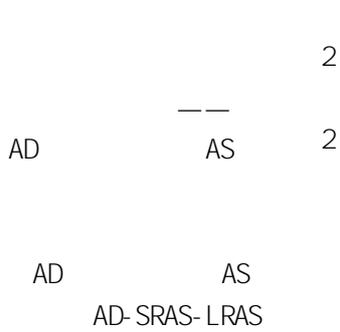
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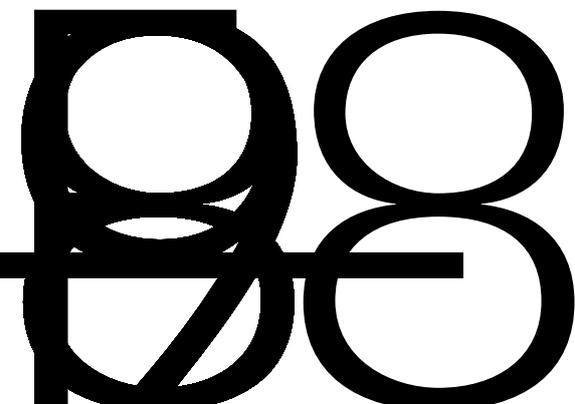
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	<p>velocity and quantity equation</p> <p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>classical dichotomy monetary neutrality</p> <p>5.</p> <p>6.</p>		<p>3.</p> <p>4.</p> <p>5.</p> <p>6.</p> <p>7.</p>	
	<p>open economy</p> <p>net export NX net capital outflow NCO</p> <p>NX NCO PPP</p> <p>1. goods</p> <p>2. capital</p> <p>3. (NX)</p> <p>4. (NCO)</p> <p>5.</p> <p>6. PPP</p> <p>7.</p> <p>8.</p> <p>NCO NX</p> <p>9.</p>	<p>3</p> <p>1</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p> <p>6.</p> <p>7.</p> <p>8.</p>	<p>4</p>



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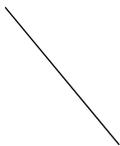
	<p>interaction</p> <p>1. the theory of liquidity preference</p> <p>2. AD</p> <p>3. expansionary contracti onary</p> <p>4.</p> <p>5.</p> <p>6. ---</p> <p>7.</p> <p>8. Automatic stabilizers</p>		<p>contracti onary</p> <p>3.</p> <p>4. monetary pol i cy</p> <p>5. fi scal pol i cy</p> <p>6.</p> <p>7. ---</p> <p>4</p> <p>8. ---</p> <p>9.</p>	
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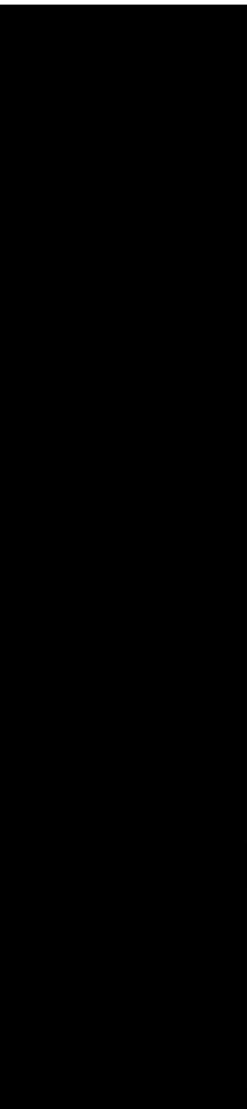
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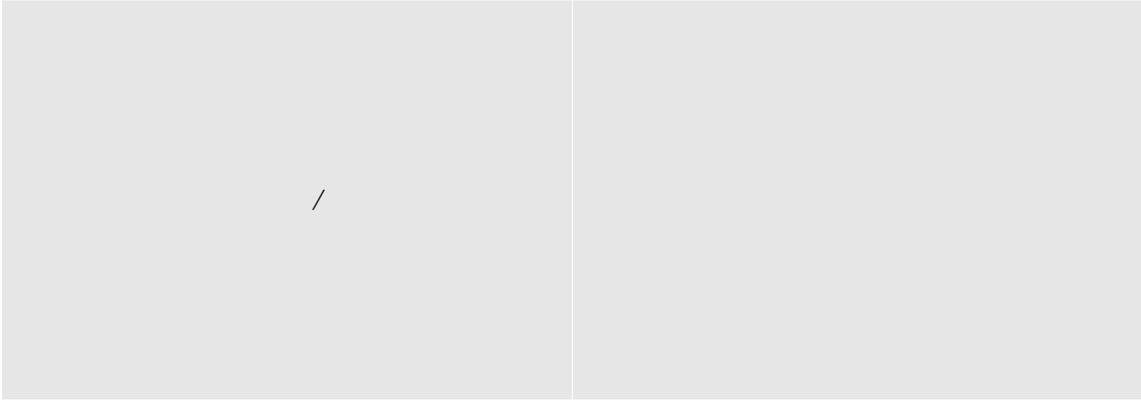
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	<ol style="list-style-type: none"> 1. Organizations 2. Transaction cost theory <ol style="list-style-type: none"> 1. Organizations and Information Systems 2. How Information Systems Impact Organizations and Business Firms 3. Using Information Systems to Achieve Competitive Advantage 		<p>need to know about in order to build and use information systems successfully</p> <p>Demonstrate how Porter's competitive forces model helps companies develop competitive strategies using information systems</p>	1
4	<p>IT infrastructure</p> <ol style="list-style-type: none"> 1. Infrastructure components 2. Contemporary hardware platform trends 3. Contemporary software platform trends 	<ol style="list-style-type: none"> 4 2 	<p>Define IT infrastructure and describe its components</p> <p>Identify and describe the stages and technology drivers of IT infrastructure evolution</p> <p>Assess contemporary computer hardware platform trends</p> <p>Assess contemporary software platform trends</p>	1
5	<ol style="list-style-type: none"> 1. Database management system 1. Organizing Data in a Traditional File Environment 2. The Database Approach to Data Management 3. Using Databases to Improve Business Performance and Decision Making 4. Managing Data Resources 	<ol style="list-style-type: none"> 4 2 	<p>Describe how the problems of managing data resources in a traditional file environment are solved by a database management system</p> <p>Describe the capabilities and value of a database management system</p> <p>Apply important database design principles</p> <p>Evaluate tools and technologies for accessing information from databases to</p>	1

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			<p>improve business performance and decision making</p> <p>Assess the role of information policy, data administration, and data quality assurance in the management of firm's data resources</p>	
6	<p>1. Enterprise Systems</p> <p>1. Enterprise Systems Enterprise Systems</p> <p>2. Supply Chain Management Systems</p> <p>3. Customer Relationship Management Systems</p> <p>4. Enterprise Applications: New Opportunities and Challenges</p>	<p>4</p> <p>2</p>	<p>Evaluate how enterprise systems help businesses achieve operational excellence</p> <p>Describe how supply chain management systems coordinate planning production, and logistics with suppliers</p> <p>Explain how customers relationship management systems help firms achieve customer intimacy</p> <p>Identify the challenges posed by enterprise applications</p> <p>Describe how enterprise applications are used in platforms for new cross-functional services</p>	2
7	<p>1. Electronic Commerce</p> <p>2. M-commerce</p>	<p>4</p> <p>2</p>	<p>Identify the unique features of e-commerce, digital markets, and digital goods</p> <p>Describe the principal</p>	2



1. Electronic Commerce and the Internet
2. Electronic Commerce: Business and Technology
3. The Mobile Digital Platform and M-Commerce

e-commerce business model

Explain how e-commerce has transformed marketing and has affected business-to-business transactions

Evaluate the role of m-commerce in business, and describe the most important m-commerce applications

4. knowledge management and knowledge management

1. Knowledge management systems
2. Knowledge work systems
3. Intelligent techniques

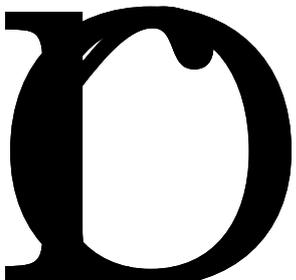
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1. The Knowledge Management Landscape

- 8 2. Enterprise-Wide Knowledge Management Systems

3. Knowledge Work Systems
4. Intelligent Techniques

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	<ol style="list-style-type: none"> 1. Decision Making and Information Systems 2. Business Intelligence in the Enterprise 		<p>of managers and management decision making</p> <p>Demonstrate how decision-support systems (DSS) differ from MIS and how they provide value to the business</p> <p>Evaluate the role of information systems in helping people working in a group make decisions more efficiently</p>	
10	<ol style="list-style-type: none"> 1. Core activities in the systems development process 2. Traditional systems life-cycle 3. Prototyping <ol style="list-style-type: none"> 1. Systems as Planned Organizational Change 2. Overview of Systems Development 3. Alternative Systems-Building Approaches 	4	<p>Demonstrate how building new systems produces organizational change</p> <p>Identify and describe the core activities in the systems development process</p> <p>Describe the principal methodologies for modeling and designing systems</p> <p>Compare alternative methodologies for building information systems</p>	2

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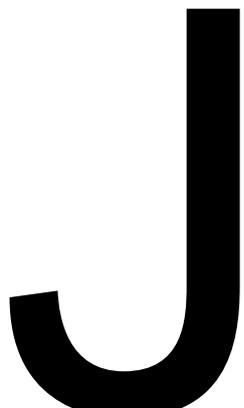
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2	2	Havi ng criti cal und erst andi ng of the curr ent use on ma nag eme nt info rma tion syst em, incl udi ng IT infr astr uct ure, data bas es, ent erpr ise appl icati ons, e-C	90%	75%	60%	60%	50%

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