

# 中国社会科学院大学《ERP 企业经营竞争模拟》课程大纲

课程基本信息 (Course Information)					
课程编号 (Course ID)	1232021010	*学时 (Credit Hours)	32	*学分 (Credits)	2
*课程名称 (Course Name)	ERP 企业经营竞争模拟 ERP Business Competition Simulation				
先修课程 (Prerequisite Courses)	无				
*课程简介 (Description)	<p>《ERP 企业经营竞争模拟》为商学院的一门专业选修课程。通过模拟企业四年的经营，使受训者在分析市场、制订战略、营销策划、组织生产、财务管理等一系列活动中，参悟科学的管理规律，全面提升管理能力。《ERP 企业经营竞争模拟》是一种有角色扮演的“亲验式教学”。本课程采用“约创云平台”软件，生动形象地演示了一家制造企业的生产经营过程的全部环节。模拟过程中，将学生分组组建若干企业展开模拟竞争，一般每组由四名同学组成，并分别担任首席执行官、财务总监、营销总监与生产总监等职务。在教学中，让学生站在企业各个层面上来分析、处理企业面对的战略、运营问题，亲身体验企业各种决策中的“酸、甜、苦、辣”，使学生领悟作为企业经营管理者所应掌握的“意会性知识”。本课程的重点是熟悉企业的模拟经营规则、制订适宜的经营战略、协调有序开展企业经营活动；难点是如何制订经营战略和有效实施经营战术以获取竞争优势。本课程要求学生全程参与和全身心投入，在成绩评定中注重过程评价与反馈，特别重视课堂表现、模拟经营业绩和作业完成情况，综合评定成绩。</p> <p>本课程积极开展课程思政教育，坚定学生理想信念，围绕诚信经营、法规意识、道德修养等优化课程思政内容供给，通过课堂讲授、模拟经营、案例讨论等进行社会主义核心价值观和中华优秀传统文化教育。通过本课程的学习，使学生切身体验从筹资、投资到企业经营管理的创业全过程，感受创业型企业发展的典型历程，感悟正确的经营思路和管理理念，引导学生关注现实问题，培育学生经世济民、诚信敬业、德法兼修的职业素养。同时，使每个学生更深切地体会局部与整体的关系，树立团队精神、责任意识。学生可通过模拟经营，将以前所学的各方面知识综合运用到经营过程中，从而获得综合能力的提高。</p>				
*课程简介 (Description)	<p>ERP Enterprise Management Competition Simulation is a professional elective course of business school. By simulating the four-year operation of the enterprise, the trainees can understand the scientific management law and comprehensively improve their management ability in a series of activities such as market analysis, strategy formulation, marketing planning, production organization and financial management. ERP enterprise management competition simulation is a kind of "hands-on teaching" with role -playing. This course uses the software "Yue Chuang cloud platform" to vividly demonstrate all links of the production and operation process of a manufacturing enterprise. In the process of simulation, students are divided into groups to form several enterprises to carry out simulation competition. Generally, each group is composed of four students, who hold the posts of CEO, CFO, marketing director and production director respectively. In the teaching, students are allowed to analyze and deal with the strategic and operational problems faced by enterprises at all levels of the enterprise, personally experience the "sour, sweet, bitter and spicy" in various decisions of the enterprise, and make students understand the "perceptual knowledge" that should be mastered by enterprise managers. The focus of this course is to be familiar with the</p>				

	<p>simulated business rules of enterprises, formulate appropriate business strategies, and coordinate and orderly business activities; The difficulty is how to formulate business strategy and effectively implement business tactics to gain competitive advantage. This course requires students to participate in the whole process and devote themselves to it. In the performance evaluation, they should pay attention to the process evaluation and feedback, especially the classroom performance, simulated business performance and homework completion, and comprehensively evaluate the performance.</p> <p>This course actively carries out ideological and political education, strengthens students' ideals and beliefs, optimizes the ideological and political content supply of the course around integrity management, legal awareness, moral cultivation, etc., and carries out education on socialist core values and Chinese excellent traditional culture through classroom teaching, simulated operation, case discussion, etc. Through the study of this course, students can personally experience the whole process of entrepreneurship from fund-raising, investment to enterprise operation and management, feel the typical process of entrepreneurial enterprise development, understand the correct business ideas and management concepts, guide students to pay attention to practical problems, and cultivate students' professional qualities of helping the world and the people, integrity and dedication, and morality and law. At the same time, make each student more deeply understand the relationship between the part and the whole, and establish team spirit and sense of responsibility. Students can comprehensively apply all aspects of knowledge learned before to the business process through simulated business, so as to improve their comprehensive ability.</p>
<p>*教材 (Textbooks)</p>	<p>约创沙盘——模拟企业经营实训教程, 张占军、郝帅、徐利飞主编, 中国财政经济出版社, 2019年第1版, ISBN: 9787509589823</p>
<p>参考资料 ( Other References )</p>	