

中国社会科学院大学商业案例分析课程大纲

课程基本信息 (Course Information)					
课程编号 (Course ID)	102132022071	*学时 (Credit Hours)	32	*学分 (Credits)	2
*课程名称 (Course Name)	商业案例分析				
先修课程 (Prerequisite Courses)	无				
*课程简介 (Description)	<p>课程意义：运用英文阅读相关文献和案例，在案例中学习经管类相关知识</p> <p>课程目标：</p> <ol style="list-style-type: none"> 1、熟练使用英文进行文献和案例阅读 2、掌握经济管理类相关基本概念和知识点 3、体验案例教学法，增加学生商业谈判的能力和综合思维的素质 <p>教学方法为案例分析法。</p> <p>教学重点难点：将普通授课课程转变为案例教学课程，学生参与度高。</p> <p>基本要求：考勤和课堂参与</p> <p>作为管理学分支的课程，商业案例分析课程引导学生关注现实问题，深入社会实践，以马克思主义为指导，坚定思想道德素质和商业道德，培养文化素养、法治意识和道德修养。</p> <p>课程将以案例讨论的模式开展，案例选自哈佛商学院或者毅伟商学院的商业案例。主要案例将围绕投资学，公司理财，国际贸易，战略管理，商业运作等相关知识，培养学生的批判性思维和数量分析的能力，将他们在其他学科中学到的知识综合运用到案例当中，进行头脑风暴的讨论，并从案例中学习经济管理的相关知识。哈佛商学院从 20 世纪 20 年代开始开展案例教学的教学模式，毅伟商学院也是加拿大最早开展案例教学的顶尖商学院。案例教学可以增强学生的课堂互动，以课堂讨论的方式开展，很多商学院使用这种模式进行教学。学生在课程参与度，专注力，知识获取量方面都较普通课堂有不同程度的提高。</p>				
*课程简介 (Description)	<p>As a management course, the business case analysis course guides students to pay attention to practical problems and use Marxism as a guide to strengthen the business code of ethics.</p> <p>The course will be conducted in the form of case discussions. Cases are selected from Harvard Business School Publishing or Ivey Business School Publishing. The main cases will focus on investment, corporate finance, international trade, strategic management, business operation and other related business knowledge, cultivating students' ability of critical thinking and quantitative analysis, and comprehensively applying the knowledge they have learned in other disciplines to the cases. Brainstorm discussions in class will improve their understanding of economic and management concepts from case studies. Harvard Business School introduced the case study teaching method in the 1920s; Ivey Business School is the first top business school to carry out case study method in Canada. Compared with ordinary classrooms, students' class participation, concentration, and</p>				

	knowledge acquisition ability have been improved.
*教材 (Textbooks)	Cases selected from: Harvard business publishing education Ivey Publishing
参考资料 (Other References)	无