《企业战略领袖（英语）》教学大纲

课程编号：021464A

课程类型：□通识教育必修课 □通识教育选修课

□学科基础课 □专业核心课

专业提升课

总 学 时：64 讲课学时：64 实验（上机）学时：0

学　　分：4

考试类型：考试 □考查

适用对象：会计学国际会计班（ACCA）

□是 ☑否 同意作为其他专业学生选修的专业拓展课

（类型为“通识教育必修课”“通识教育选修课”的课程不需勾选）

先修课程： 管理学 财务管理学

一、教学目标

This course is about how to analyse and evaluate the problems faced by an organization and how to resolve those problems based on the latest technology and management tools. This course is also concentrated on the professional skills of students. Students need to learn how to deal with tasks with professional skills such as analysis, evaluation, commercial acumen and so on.

**Target 1: Knowledge teaching objectives**

Ensure students have an understanding about different management models and theories, can clearly clarity and question the assumptions used in the management accounting information, identify and assess the risk faced by an organization.

**Target 2: Ability cultivation objectives**

Ensure students have the ability to use 5 professional skills in the real work environment, can persuade using compelling and logical arguments demonstrating the ability to counter argue when appropriate, can use judgement to identify key issues in determining how to address or resolve problems and in proposing and recommending the solutions to be implemented can question facts, opinions and assertions, by seeking justifications and obtaining sufficient evidence for their support and acceptance.

**Target 3: Quality-oriented education objectives**

Ensure students have understanding about the real requirements for an employee, management and consultant. Observe the ethical requirements through their whole career.

二、教学内容及其与毕业要求的对应关系

|  |  |  |
| --- | --- | --- |
| **Course objectives** | **Support the graduation requirements** | **Support the graduation requirements point** |
| Have main understanding about management tools and theories that can be used in the management of an organization. | Have knowledge about financial, risk management, technology and strategic decision. This knowledge can be used in management or consultation. Have common sense about management and understand the technology trends and how those technology can be used in operation. | Have knowledge about management counting, risk management, internal control, use od IT, and have the ability to use those knowledges to resolve problems faced by an organization. |
| Have the ability of using 5 professional skills in the real work environment.  (analysis, evaluation, communication, commercial acumen, skepticism) | Have professional judgement and can use professional skills properly. Can show commercial acumen when analyse the problem faced by the organization, analyse and find the best solution. | Have a solid professional foundation and good moral standards。  Use judgement to identify key issues in determining how to address or resolve problems and in proposing and recommending the solutions to be implemented.  Show insight and perception in understanding work-related and organisational issues, including the management of conflict, demonstrating acumen in arriving at appropriate solutions or outcomes. |
| Ensure students have understanding about the real requirements for an employee, management and consultant. Observe the ethical requirements through their whole career. | Understand and obey laws, regulations and ethical standards. Have strict working attitude. | Understand the ACCA ethical requirements and obey the rules.  Obey professional standards and ethical rules through their career. |

三、各教学环节学时分配

**教学课时分配**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 序号 | 章节内容 | 讲课 | 实验 | 其他 | 合计 |
| **1** | Leadership | **5** | Practice 1 |  | **5** |
| **2** | Governance | **14** | Practice 2 |  | **14** |
| **3** | Strategy | **14** | Case Discussion |  | **14** |
| **4** | Organizational Control and Audit | **4** | Case Discussion |  | **4** |
| **5** | Risk | **6** | Case Discussion |  | **6** |
| **6** | Finance in planning and decision making | **5** |  |  | **5** |
| **7** | Innovation, Performance Excellence and Change Management | **8** | Case Discussion |  | **8** |
| **8** | Technology and Data Analytics | **8** | Case Discussion |  | **8** |
| **合计** | **64** | **64** |  |  | **64** |

四、教学内容

**Chapter 1: Leadership**

**Teaching content**

1.1 Leadership

1.2 The Public Interest and Ethics

**Key Learning Points:**

1.Understand the role of effective leadership in an organization and the basic ethical requirement for each profession.

2.Have knowledge about the traits of effective leaders and can discuss the requirement based a scenario.

3. Guide students to understand public interest and corporate development issues（思政切入点，公众利益问题）

**Practice 1:**

Analyse the traits of a famous leader.

**Teaching method**

Teaching and discussion.

**Supporting course objectives**

Have an understanding about different management models and theories.

**Chapter 2: Governance**

**Teaching content**

2.1 Agency

2.2 Stakeholder Analysis and Corporate Social Responsibility

2.3 Governance Scope and Approaches

2.4 The Board of Directors

2.5 Reporting to Stakeholders

2.6 Governance Issue on Public Sectors and NGO

Case discussion

**Key Learning Points:**

1.Understand the reasons for governance code.

2.Understand why and how to manage stakeholders of an organization.

3.Have knowledge about different corporate governance code.

4.Have knowledge about different report that an organization can provide to its stakeholders.

5. The relationship between corporate social responsibility and college students' social responsibility（思政切入点）

**Practice 2:**

Discuss the ethical requirements of a leader

**Teaching method**

Teaching, discussion and case analysis.

**Supporting course objectives**

Have an understanding about different management models and theories. Have understanding about the real requirements for an employee, management and consultant. Observe the ethical requirements through their whole career.

**Chapter 3: Strategy**

**Teaching content**

3.1 Concepts of Strategy

3.2 Strategic Analysis

3.3 Strategic Choice

3.4 Method of Strategic Development

Case discussion

**Key Learning Points:**

1.Understand the meaning of strategy.

2.Can apply related models to analyze and evaluate the strategic position of an organization and choice the appropriate strategy.

3.Have ability to evaluate the investment portfolio of an organization.

4. According to the enterprise strategy, how do college students plan their life strategy（思政切入点）

Homework 1:

Strategic analysis of an organization

**Teaching method**

Teaching, discussion and case analysis.

**Supporting course objectives**

Have an understanding about different management models and theories. Have the ability of using 5 professional skills in the real work environment.

**Chapter 4: Organizational Control and Audit**

**Teaching content**

4.1 Internal Control Systems

4.2 Audit

**Key Learning Points:**

1.Have understanding about the internal control system of an organization.

2.Have ability to discuss the control deficiencies.

3.Have knowledge about the internal control function of an organization.

4.Based on the problem of internal control, how to make college students realize self-regulation and self-discipline（思政切入点）

**Teaching method**

Teaching and discussion.

**Supporting course objectives**

Have an understanding about different management models and theories.

**Questions:**

What is the relationship between internal control system and external audit?

**Chapter 5: Risk**

**Teaching content**

5.1 Risk management

Case discussion

**Key Learning Points:**

1.Have knowledge about the risk management process.

2.Can apply the theory to identify, assess and management risk faced by an organization.

3.Self-risk management of college students（思政切入点）

**Homework 2:**

Analyse the risk faced by an organization and discuss how those risks can be managed.

**Teaching method**

Teaching and case analysis.

**Supporting course objectives**

Have an understanding about different management models and theories. Identify and assess the risk faced by an organization.

**Chapter 6: Finance in planning and decision making**

**Teaching content**

6.1 Financial Decision Making

6.2 Performance Analysis

**Basic requirements**

1.Have ability to apply the financial analysis to support strategic decisions.

2.Have ability to apply different models to analyze the performance of an organization.

3. Self-financial decision-making and individual development（思政切入点）

**Teaching method**

Teaching.

**Supporting course objectives**

Have an understanding about different management models and theories.

**Questions:**

How to make financial decision making?

**Chapter 7: Innovation, Performance Excellence and Change Management**

**Teaching content**

7.1 Project Management

7.2 Managing Strategic Change

7.3 Enabling success

**Basic requirements**

1. Have understanding about the project management theory.

2. Can apply the related theory to discuss how to manage a project properly.

3. Have knowledge about the change management models. And can apply those models in scenario.

4. Can discuss how can ensure the success operation of an organization.

5. National Innovation Development and College Students Responsibility（思政切入点）

**Teaching method**

Teaching and case analysis.

**Supporting course objectives**

Have an understanding about different management models and theories. Have the ability the use 5 professional skills in the real work environment.

**Questions:**

How to evaluate the effectiveness of an existing process?

**Chapter 8: Technology and Data Analytics**

**Teaching content**

8.1 E-business

8.2 Using IT

8.3 E-marketing

Case discussion

**Key Learning Points：**

1.Have understanding about E-business.

2.Have knowledge about how to use IT in supply chain management, how to use big data to improve the operation of an organization.

3.Have ability to discuss the use of IT in the whole marketing process.

Homework 3: discuss the use of technology in different industry.

**Teaching method**

Teaching, discussion and case analysis.

**Supporting course objectives**

Have an understanding about different management models and theories. Have the ability of using 5 professional skills in the real work environment.

**Questions:**

What is the ‘6ls’ of E-marketing?

五、考核方式、成绩评定

**1. Composition of assessment criteria**

|  |  |  |
| --- | --- | --- |
| **Regular grade** (30%) | Evaluation | |
| Classroom performance and learning attitude（50%） | |
| Homework（50%） | Homework 1（40%） |
| Homework 2（30%） |
| Homework 3（30%） |
| **Practical grade** (10%) | Analyse the traits of a famous leader（50%） | |
| Discuss the ethical requirements of a leader （50%） | |
| **Final exam** (60%) | Scenario analysis (100%) | |

**2. Evaluation of course objectives achievement**

The achievement of course objectives is evaluated by quantitative and qualitative methods, which mutually verify the achievement of course objectives.

(1) Quantitative evaluation is carried out with the method of course objective assessment result analysis. The calculation method is shown in the following table.

**Assessment of course objectives and grades**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course objectives** | **Support the graduation requirements** | **Assessment and evaluation methods and achievement ratio (%)** | | | | | | **Achievement ratio (%)** |
| **Usually results** | **Practice**  **(experiment)** | **Computer** | **Homework** | **Mid-term exam** | **Final exam** |
| Have an understanding about different management models and theories. | Have knowledge about management counting, risk management, internal control, use od IT. And have the ability to use those knowledges to resolve problems faced by an organization | 4 | 2 |  | 4 |  | 10 | 20 |
| Have the ability the use 5 professional skills in the real work environment. | Have a solid professional foundation and good moral standards。  Use judgement to identify key issues in determining how to address or resolve problems and in proposing and recommending the solutions to be implemented.  Show insight and perception in understanding work-related and organisational issues, including the management of conflict, demonstrating acumen in arriving at appropriate solutions or outcomes. | 3 | 5 |  | 10 |  | 40 | 58 |
| Ensure students have understanding about the real requirements for an employee, management and consultant. Observe the ethical requirements through their whole career. | Understand the ACCA ethical requirements and obey the rules.  Obey professional standards and ethical rules through their career. | 3 | 3 |  | 6 |  | 10 | 22 |
| 合计 | | 10 | 10 |  | 20 |  | 60 | 100 |

(2) According to the course objectives, design relevant questions and implement qualitative evaluation. Conduct a questionnaire survey on all or part of the sampled students of the course, and take students as the main body to evaluate how they have achieved the course objectives through the course learning.

六、主要参考书及其他内容

**1. Curse texts**

ACCA notes Strategic Business Leader, ZBG

**2. Supplementary Texts**

[1] ACCA paper Strategic Business Leader, BPP

[2] ACCA paper Strategic Business Leader, Kaplan

**3. Other teaching resources**

ACCA global website，https://www.accaglobal.com/

执笔人签字：马奔、侯德帅

教研室主任（或课程组组长、系主任）审核签字：　闫华红

教学主管领导审核签字：