《商务运营管理（双语）》课程中英文简介

Business Operations Management（Bilingual）

课程代码：081662B **Course Code：** 081662B

课程名称：商务运营管理（双语） **Course Name：**Business Operations Management

（Bilingual）

学时：32 **Periods：**32

学分：2 **Credits：**2

考核方式：考查 **Assessment：**Check

先修课程：无 **Preparatory Courses：**No

人们注重企业流程再造、质量、基于时间的竞争、增值过程及全球化竞争，出色的运营管理已成为企业生存的关键。商务运营管理是信息网络经济时代研究商务管理理论和方法的新兴学科，主要研究知识经济时代商务项目的运作规划、决策、计划、组织、控制及协调的理论和手段。

商务运营管理主要介绍商务运营管理的知识，包括运营管理的含义，运营经理的角色和作用，运营管理的具体内容：如质量管理、计划与控制、项目管理、供给与需求管理、物料流的计划与控制和运营战略。

As people focus on business process reengineering, quality, time-based competition, value-added process and global competition, excellent operation and management has become the key to business survival. Business Operation Management is the emerging discipline of the theory and method of business management in the era of information economy. It mainly studies the theory and methods of operational planning, decision making, organizing, control and coordination of business projects in the era of knowledge economy.

Business Operation Management mainly covers the knowledge of business operation management, including the contents of Operation and Management, the role and function of operation manager. Operation and Management includes: quality management, planning and control, project management, supply and demand management, material flow plan & control, and operational strategy.