课程简介

《企业战略领袖（英语）》课程中英文简介

Strategic Business Leader (English)

课程代码：021464A **Course Code：** 021464A

课程名称：企业战略领袖（英语） **Course Name：**Strategic Business Leader (English)

学时：64 **Periods：64**

学分：4 **Credits：4**

考核方式：考试 **Assessment：Examination**

先修课程：管理学、财务管理学 **Preparatory Courses：Management, Financial Management**

《企业战略领袖》是为国际会计（ACCA）专业开设的一门有关企业综合管理的核心课程。课程致力于如何分析、评估并解决企业组织在发展过程中遇到的战略性问题。希望通过课程教学，学生不仅能够掌握有关企业战略发展的基本理论，掌握相关的基本技能，提高商业嗅觉，而且能够应用较新的信息分析与企业管理工具解决相关的企业战略发展问题。课程的讲授内容主要包括领导力理论、公司治理理论、公司战略理论、企业控制理论、管理风险理论、企业创新与管理理论及数据分析方法等，同时采取课堂讨论、案例分析等多种灵活、生动的教学形式，以加深学生对相关内容的理解。该课程需要学生对基本的经济学原理、管理学原理和财会知识有一定的了解。最终，通过本课程的学习，学生可以在一定程度上站在企业高管的角度和战略性的高度，运用相关的知识、技能，分析、解决企业在发展过程中所遇到的各类问题。

This course is is an integrated enterprise management course for ACCA major. It is concentrated on how to analyse, evaluate and resolve the strategic problems faced by an organization. Through the course teaching, students will not only be able to master the basic theories and relevant basic skills about corporate strategic development, improve business sense, but also be able to apply the latest information analysis and corporate management tools to solve related corporate strategic development issues. The teaching content of the course mainly includes basic leadership theory, corporate governance theory, corporate strategy theory, corporate control theory, management risk theory, corporate innovation management theory and data analytics, etc. A variety of flexible and vivid teaching methods such as classroom discussion and case analysis are also adopted to deepen students' understanding of relevant content. This course requires students to have a certain understanding of basic economics, management and accounting knowledge. Finally, through the study of this course, students can use relevant knowledge and skills to analyse and solve various problems encountered in the development of the company, standing on the perspective of corporate executives and at a strategic height.