1. **专业经典阅读书目及期刊目录**

（1）专著

[1] Fred R. David, 2013, *Strategic Management: Concepts and Cases* (13th edition), Tsinghua Press, ISBN 978-7-302-31467-7.

[2] G.Johnson, R.Whittington, K.Scholes, *Fundamentals of Strategy* (2nd edition), Tsinghua Press.

[3] F.R.David, Xu Fei (translate), *Strategic Management: Concepts and Cases* (13th edition), China Renmin University Press，ISBN 978-7-300-15855-6.

[4] *Human Resource Management 11th edition. John M.Ivancevich. ISBN 978-7-111-32926-8.*

[5] A Framework for Human Resource Management 3rd Edition China Machine Press

[6] R. Glenn Hubbard & Anthony P. O’Brien; *Macroeconomics* (5th edition); China Machine Press; ISBN: 978-7-111-35870-1

[7] R. Glenn Hubbard & Anthony P. O’Brien; Economics (3rd edition); China Machine Press; ISBN: 978-0-13-602182-7

[8] Essentials of Economics, by N.Gregory Mankiw, Third Edition, High Education Press, Beijing, China, 2005.4. ISBN: 7-04-017136-8

[9] Liang xiaomin; What is Economics; Beijing University Press; ISBN: 9787301052150, 7301052154

[10] Frederic S. Mishkin 2010 ‘The economics of Money, Banking, and Financial Markets’ Business School Edition (2nd Edition) Pearson/China Machine Press, Beijing, China, ISBN: 978-7-111-43395-8

[11] Jeff Madura 2012 ‘Financial Markets and Institutions’ (10th Edition) South Western Cengage Learning, ISBN: 978-0-538-48213-4

[11] Floyd A. Beams, Joseph H. Anthony, Robin P. Clement, Suzanne H. Lowensohn, 2014， Advanced Accounting (10th edition), Pearson ISBN 978-7-300-15053-6

[12] *Corporate Finance (9th Edition)* Written by Stephen A. Ross & Randolph W. Westerfield & Jeffrey Jaffe, Published by *China Machine Press*, ISBN 9787111351283.

[13] RichardLynch，STRATEGICMANAGEMENT（7th Edition), CHINA RENMIN UNIVERSITY PRESS, 2021.ISBN：978-7-300-28890-1

（2）期刊

[1] Mintzberg, H., Ahlstrand, B., & Lampel, J. (2006). *Strategy Safari.* Beijing: China Machine Press.

[2] Mervelskemper, L., & Streit, D. (2017). Enhancing market valuation of ESG performance: Is integrated reporting keeping its promise. *Business strategy and the environment, 26*, 536-549.

[3] 莫兰.(2022).积极践行可持续发展模式的ESG投资. 金融市场研究(02),66-69.

[4] Noh, K. S. [노규성]. (2021). A study on Digital-based Strategic Management on the New Normal Era. *Journal of the Korea convergence society, 12*, 151-160.

[5] Strine, L. E., Smith, K. M., & Steel, R. S. (2021). Caremark and ESG, perfect together: A practical approach to implementing an integrated, efficient, and effective caremark and EESG Strategy. *Iowa law review, 106*, 1885-1922.

1. **培养目标与毕业要求矩阵图**

| **培养目标**  **毕业要求** | | 目标1：掌握扎实的会计、金融和财务管理知识 | 目标2：具备卓越的跨文化沟通能力和全球视野 | 目标3：熟练运用人工智能、大数据分析等技术 | 目标4：具备系统化的战略思维和领导力 | 目标5：具备强烈的社会责任感和伦理意识 |
| --- | --- | --- | --- | --- | --- | --- |
| 毕业要求1  知识要求 | 1.1：掌握扎实的会计、金融和财务管理专业知识，理解商业运作机制。 | H | M | H | M | H |
| 1.2：熟悉国际会计准则和财务管理规范，具备全球化视野。 | H | H | H | H | H |
| 1.3：掌握人工智能、大数据分析等现代技术的基本原理和应用方法。 | H | M | H | H | H |
| 1.4：了解企业战略管理和运营管理的基本理论 | M | M | M | H | M |
| 1.5：具备跨学科知识储备 | H | M | H | H | M |
| 毕业要求2  能力要求 | 2.1：自主学习能力 | H | M | H | H | M |
| 2.2：沟通表达能力 | M | H | M | H | H |
| 2.3：专业技术能力 | H | M | H | M | M |
| 2.4：创新思维能力 | H | M | H | H | M |
| 2.5：团队协作与领导能力 | M | H | M | H | H |
| 毕业要求3  素质要求 | 3.1：政治素质过硬 | H | H | H | H | H |
| 3.2：道德品质良好 | H | H | H | H | H |
| 3.3：富有职业精神 | M | H | M | M | H |
| 3.4：体魄心理健康 | M | M | L | M | M |

※注：空格处填入H、M或L，其中H表示高相关性，M表示中相关性，L表示低相关性。

1. **毕业要求与课程体系矩阵图**

| **毕业**  **要求**  **课程**  **名称** | 毕业要求1 | | | | | 毕业要求2 | | | | | 毕业要求3 | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 2.1 | 2.2 | 2.3 | 2.4 | 2.5 | 3.1 | 3.2 | 3.3 | 3.4 | |
| 思想道德修养与法律基础 |  |  |  |  | √ |  | √ |  |  |  | √ | √ | √ | √ | |
| 大学生心理健康 |  |  |  |  |  |  |  |  |  |  | √ | √ | √ | √ | |
| 毛泽东思想和中国特色社会主义理论体系概论 |  |  |  |  |  |  |  |  |  |  | √ | √ | √ | √ | |
| 马克思主义基本原理概论 |  |  |  |  |  |  |  |  |  |  | √ | √ | √ | √ | |
| 形势与政策 |  |  |  |  | √ |  | √ |  | √ |  | √ | √ | √ | √ | |
| 中国近现代史纲要 |  |  |  |  | √ |  | √ |  |  |  | √ | √ | √ | √ | |
| 习近平新时代中国特色社会主义思想概论 |  |  |  |  |  |  |  |  | √ |  | √ | √ | √ | √ | |
| 大学英语 |  |  |  |  | √ | √ | √ | √ | √ | √ |  |  |  |  | |
| 应用写作 |  |  |  |  | √ | √ | √ | √ | √ | √ |  |  |  |  | |
| 微积分 |  |  | √ |  | √ | √ | √ | √ | √ | √ |  |  |  |  | |
| 线性代数 |  |  | √ |  | √ | √ | √ | √ | √ | √ |  |  |  |  | |
| 概率论与数理统计 |  |  | √ |  | √ | √ | √ | √ | √ | √ |  |  |  |  | |
| 体育 |  |  |  |  |  | √ |  |  |  | √ | √ | √ | √ | √ | |
| 人工智能导论 |  |  | √ |  | √ | √ |  | √ | √ |  |  |  |  |  | |
| 人工智能素养 |  |  | √ |  | √ | √ |  | √ | √ |  |  |  |  |  | |
| 军事理论 |  |  |  | √ |  |  |  |  |  | √ | √ | √ | √ | √ | |
| 国家安全教育 |  |  |  | √ |  |  |  |  |  | √ | √ | √ | √ | √ | |
| 管理与商业导论 | √ |  |  | √ | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| 会计学原理 | √ | √ |  |  | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| Power BI在商业中的应用 |  |  | √ | √ | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| 微观经济学 | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| 宏观经济学 | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| 人力资源管理 | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| 商业伦理 | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | |
| 新智商业演讲力 | √ |  |  | √ | √ | √ | √ |  | √ | √ |  |  |  |  | |
| 市场营销学 | √ |  | √ | √ | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| 管理统计学 | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| 商法/(ACCAF4) | √ |  |  | √ | √ | √ | √ | √ |  | √ |  |  | √ |  | |
| 税法/(ACCAF6) | √ |  |  | √ | √ | √ | √ | √ |  | √ |  |  | √ |  | |
| 财务报告/(ACCAF7,SBR) | √ | √ |  |  |  | √ | √ | √ | √ | √ |  |  | √ |  | |
| 业绩管理(ACCAF5,APM) | √ | √ |  |  |  | √ | √ | √ | √ | √ |  |  | √ |  | |
| 金融学/（ACCCAF9,AFM） | √ | √ |  |  |  | √ | √ | √ | √ | √ |  |  | √ |  | |
| 审计/（ACCAF8,AAA） | √ | √ |  |  |  | √ | √ | √ | √ | √ |  |  | √ |  | |
| 战略管理 | √ |  |  |  |  | √ | √ | √ | √ | √ |  |  | √ |  | |
| 运营管理 | √ |  |  |  |  | √ | √ | √ | √ | √ |  |  | √ |  | |
| 学术写作与研究方法 |  |  |  |  | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| 可持续发展导论 |  |  |  |  | √ | √ | √ | √ | √ | √ |  | √ | √ |  | |
| ESG报告披露 |  |  |  |  | √ | √ | √ | √ | √ | √ |  | √ | √ |  | |
| 数智笔端：国际商务英语读写实践 |  |  |  |  | √ | √ | √ | √ | √ | √ |  |  |  |  | |
| 碳管理与碳会计 | √ | √ |  |  | √ | √ | √ | √ | √ | √ |  | √ | √ |  | |
| AI智能体 |  |  | √ |  | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| AI智能大模型应用 |  |  | √ |  | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| 智语听说 |  |  |  |  | √ | √ | √ | √ | √ | √ |  |  | √ |  | |
| 微信小程序设计与开发 |  |  |  |  | √ | √ | √ | √ | √ | √ |  |  | √ |  | |

**十一、课程修读及培养流程图**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **第一学年** | | **第二学年** | | **第三学年** | | **第四学年** | |
| **一** | **二** | **三** | **四** | **五** | **六** | **七** | **八** |

思想政治课

思想政治课

思想政治课

思想政治课

体育课

体育课

体育课

体育课

学科基础课、专业核心课

专业提升课

数学课

数学课

数学课

第二课堂、创新创业教育；通识教育选修课；专业拓展课

毕业实习或毕业设计（论文）

英语课

英语课

英语课

数智素养课

数智素养课

通识教育必修课

专业教育

辅修、双学位

中文课

辅修证书

**毕业证**

**学位证**

**毕业证**

**学位证**

**辅修证**

**双学位**