

# **Instructive Cultivation Plan for the Program of Investment**

**(Grade 2020)**

**Program Code: 020304**

## **1. Orientation**

This program aims to train qualified applied professional talents for the investment and financing activities of enterprises according to the level and demand of the development of China's capital market.

## **2. Cultivation Objectives**

### **2.1 General Objective**

This program trains qualified applied talents specializing in investment and financing. They will have the solid theoretical foundation of economics, finance and investment; master the knowledge related to accounting, financial management, investment and capital operation; be familiar with the principles, policies, laws and regulations in respect of finance; investment and taxation; have good professional ethics and professional quality; be proficient in the basic knowledge and operation skills of investment and wealth management; have strong ability in financial investment planning, decision-making or financial advice, risk assessment and management based on the financial characteristics of an enterprise or individual; be able to engage in relevant posts of relevant consulting agencies, financial institutions and non-financial enterprises.

### **2.2 Cultivation Value**

Guided by Xi Jinping's thoughts on socialism with Chinese characteristics in the new era and the spirit of the 19th National Congress of the Communist Party of China, the program is to train all-round professional talents by closely following the Party's educational guideline. Emphasis is thus put on the building of student's value and personality while teaching knowledge and train their abilities.

## **3. Basic Requirements**

### **3.1 Requirement on Quality**

3.1.1 This program always adheres to the socialist direction of running a school, trains qualified professionals who are patriotic, abide by laws and regulations, have a strong sense of risk, passionate, dedicate themselves to lifelong learning, keep forging ahead, and have good professional ethics.

### **3.2 Requirement on Knowledge**

3.2.1 Master the basic principles of economics and investment.

3.2.2 Master relevant knowledge of investment, wealth management and risk management, covering risk management, credit management and insurance.

3.2.3 Master the specific content of economic law, securities law, banking law, tax law and other relevant laws, and know common economic and other regulations.

3.2.4 Master the content of accounting knowledge system, including the knowledge of financial management, wealth management, tax planning and audit.

3.2.5 Understand the theoretical frontier and development trend of this discipline and know well the international conventions and rules.

3.2.6 Master relevant knowledge of mathematical statistics, English for investment and other aspects and be proficient in computer technology.

### **3.3 Requirement on Ability**

3.3.1 Have a strong integrity and service concept, strong ability of social activity, coordination and organization, social communication, and analysis and judgement, as well as the awareness of teamwork and professional dedication;

3.3.2 Have the ability to collect and process information independently; be able to apply professional basic theories and knowledge of investment to solve important and key problems in the field of investment and ensure the achievement of the investment and wealth management targets;

3.3.3 Have a good command of and be able to apply relevant regulations in investment, taxation and finance, and be able to apply the conventions and laws of the surrounding countries and the international conventions and laws to solve and deal with the problems;

3.3.4 Have the ability of risk-based internal audit and third-party evaluation, and master the ability of writing simple risk assessment report, investment & financing information investigation and research report and professional work summary;

3.3.5 Have the preliminary ability to propose suitable priorities, modes and methods of work against the new development trend of the capital market and investment & financing environment, make professional judgment based on actual business development and properly adjust the scientific research.

3.3.6 Innovation and entrepreneurship requirement. Have the consciousness of innovation and entrepreneurship, can adapt to the requirements of social development, analyze and grasp entrepreneurial opportunities; master the methods of innovation and entrepreneurship, may complete research, demonstration, innovation and entrepreneurship proposal preparation by using the professional knowledge; have comprehensive management ability, be able to use various resources and implement innovation and entrepreneurship proposals.

Investment and wealth management is a profession with high requirements for skills, operability, professional foundation, professional ethics and personal quality. It requires students engaged in specific professional work to have specialized knowledge in currency, capital, wealth management, capital operation, taxation, laws, risk control, etc., to master basic theoretical knowledge of finance, to be skillful in applying specialized knowledge in investment to practical work of financial management services, and to have relevant professional operational ability.

### **3.4 Professional Certificate Requirement**

3.4.1 Examinations and certificates conducted and issued by the Securities Association of China.

3.4.2 Securities Qualification Certificate, Funds Qualification Certificate, Futures Qualification Certificate.

### **3.5 Suitable Posts**

3.5.1 Investment and financing posts of financial institutions and enterprises, financial reporters and editors of the media industry.

#### **4. Schooling System**

Four-year undergraduate education

#### **5. Duration**

Generally four years. The shortest duration is not less than three years, and the longest is not more than six years.

#### **6. Graduation and Academic Degree Awarding**

Minimum Credits of Curriculum (required courses, practical trainings & extracurricular classes): 149.

Degree Awarded: Bachelor of Economics

#### **7. Major Disciplines**

Applied Economics, Theoretical Economics

#### **8. Core Courses**

##### **8.1 Western Economics 64 course hours**

Western Economics is a professional basic course of the program of Investment and a required course for the degree. The teaching objective of this course is to help the students understand the role of market mechanisms, master basic analytical methods in economics, understand the causal relationship of microeconomic activities, have the ability to preliminarily analyze an economic entity's behaviors and the market, and lay a good foundation for the study of other professional courses or further study. The main course contents include law of supply and demand, theory of consumer's behavior (utility theory), theory of the firm, theory of market structure, and theory of production factors, Pareto Optimality conditions, market failure and role of the government.

##### **8.2 Accounting Principles 48 course hours**

Accounting Principles is a professional basic course of the program of Investment and a required course for the degree. The teaching objective of this course is to help the students acquire basic accounting knowledge through learning of accounting principles. The main course contents include basic principles of financial accounting, composition of manual recording system, basic operation procedures of the system, basic management methods and basic accounting skills. Besides, the course also introduces the overview of financial accounting, double-entry bookkeeping, account setting, filling and approval of accounting documents, book registration, trial balancing, adjusting and reversal, property check, brief introduction of financial statement, procedure and organization of accounting calculation.

##### **8.3 Management 48 course hours**

Management is a professional basic course of the program of Finance and a course of unified examination of the college. The teaching objective of this course is to help the students

systematically master the basic concept, theory and method of management through learning and improve their ability of learning, research and management knowledge application. The main course contents include the generation and development of management theory, organizational environment, and basic functions of management.

#### **8.4 Finance 48 course hours**

Finance is a professional basic course of the program of Investment and a required course for the degree. The teaching objective of this course is to train the students to systematically understand and master the basic concepts and basic theories of currency, credit, bank, financial market and financial macro-control. They will master the operation mechanism of currency and financial system and the mutual relation between financial operation and economic operation. The students are required be able to use relevant knowledge to independently analyze and solve the new problems, new policies and development trend in international and domestic money and banking at present, improve the ability to understand and grasp the economic and financial laws, and lay necessary foundation for further study of other specialized knowledge. The main contents include currency, currency system, credit, interest and interest rate, financial market and system of financial institutions, commercial bank and central bank, theory of money supply and demand and inflation.

#### **8.5 International Trade Theory and Practice 48 course hours**

International Trade Theory and Practice is a required basic professional course. The objective of the course is to help students understand the theories, polices, laws and practices of international trade. They will acquire knowledge about international business and develop abilities to analyze and resolve issues in foreign trade. The main contents cover three parts, including international trade theories, international trade policies and international trade practices. The theoretical part mainly examines the historical evolution and laws of international trade to illustrate the motivation of international trade, trade layouts, interest balance in trade, and roles of the flowing of production elements in international trade. The policies part stresses on the analysis of the tariff, non-tariff barriers and their economic influences. This part will also elaborate main policies in encouraging exports, as well as the strategies and policies for a country to participate in the international economic integration and world trade organizations. The practice part mainly studies the business procedures and practical operations of the export and import of general products in foreign trade, and takes purchase and sales contracts as the center to introduce the negotiation of contracts, terms and conditions of contract, performance of contracts, etc.

#### **8.6 International Finance 48 course hours**

International Finance is a professional basic course of the program of Investment and a required course for the degree. The teaching objective of this course is to help the students systematically understand and master the basic theories and basic policies of international finance and the preliminary knowledge of international financial market and lay a solid foundation for carrying out international economic transaction and engaging in international financial management in the future. The course contents mainly include: (1) international expenses and receipts; (2) foreign exchange and exchange rate; (3) foreign exchange risks and their management; (4) international reserves; (5) international monetary system; (6) international financial market; (7) foreign

exchange transactions; (8) international capital flow; (9) international financial integration and European monetary union; (10) international debt.

### **8.7 Econometrics 48 course hours**

Econometrics is a professional basic course of the program of Investment and a Required course for the degree. The teaching objective of this course is to help the students master basic theories and main model specification methods of econometrics and get familiar with the basic contents and working procedure of econometric analysis. They will be able to use econometric software for practical operation, build and apply simple econometric models, use quantitative analysis technique for empirical analysis of social and economic problems in reality, and take it as an effective tool in theoretical and practical studies on their posts. The course contents mainly include the following parts. Part I introduces the function of econometric analysis course in the development of economic disciplines and practical economic work. Part II introduces the basic theories and methods of classic econometrics, as well as the extension and new development of the theories and methods of econometrics. Part III introduces the simple application of econometric models and conducts practical analysis on the quantitative relation in practical economic understanding. The core knowledge points involved include the theory and method of single-equation econometric model, expanded theory and method of single-equation econometric model, the theory and method of simultaneous equation econometric model, applied single-equation econometric model and macro-econometric model.

### **8.8 Applied Statistics 48 course hours**

Applied Statistics is a professional basic course of the program of Investment and a required course for the degree. The teaching objective of this course is to help students master basic principles and methods of statistics, explain and use common statistical indicators correctly, and improve their ability to collect and process statistic data. They will acquire the ability to solve practical problems in economic management with quantitative analysis methods and make statistical analysis on practical problems with EXCEL or SPSS statistical analysis software skillfully. The main course contents include brief introduction, collection and sorting of statistic documents, description of statistic document, basic inference theory, parameter estimation, hypothetic test, variance analysis, regression analysis, time-series analysis and indicators.

### **8.9 Financial Statement Analysis 32 course hours**

Financial Statement Analysis is a professional required course. Financial report is an important product in accounting system. It is widely used in various commercial decision. The administrators in businesses supervise and manage business performances, communicate with investors, make decisions, evaluate and realize acquisition in accordance with the financial reports. Securities analysts use the financial reports to assess a company's value. Commercial banks use it to decide whether to issue a loan. Investment banks use it for issuing pricing and analysis of acquisition. Consultant companies use it to help customers with competitive analysis. This course will introduce the basic framework of business analysis based on financial reports, various kinds of analysis tools, and how to apply these tools to different kinds of commercial decisions.

### **8.10 Corporate Finance 48 course hours**

As a professional course, Corporate Finance is a required course for the degree. The teaching objective of this course is to help the students master the financial decision-making theories related to corporate funds movement, including the knowledge in financing management, investment management, assets management, financial budget, financial analysis and control and dividend decision, and acquire certain basic ability to carry out corporate financing activities according to the accounting and other relevant information. The teaching should emphasize the training of basic skills of the students, to comply with the cultivation objectives of applied talents and to lay a foundation and provide necessary tools and methods for learning subsequent courses and professional courses.

## 9. Practical Training

The program teaches professional knowledge and carries out practices in terms of sub-industries of economics, management, accounting and finance on and off the campus from the summer semester of freshman year. On-campus practical trainings and production internships in enterprises out of the campus will start simultaneously from year 2, including practice activities in relevant enterprises and financial institutions for on-site training and learning. On this basis, the students' comprehensive practical abilities will be further improved by going out of the campus. The writing of the academic thesis and the professional internship in relevant financial institutions and enterprises of the program start from the end of the autumn semester of year 4.

Main practice bases:

- (1) On-campus laboratory (including laboratories for public use, financial affairs, applied economics and other uses).
- (2) Off-campus practice bases: FX168 Group, Orient Securities, Hua Chuang Securities, Wurui Nonferrous Metals Group, Shu Lun Pan CPAs, Sinotrust, Shenzhen Development Bank and some commercial banks.

## 10. Course Category and Course Hours (excluding extracurricular classes)

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
<b>General Education</b>	44.5	30	848	784	64
<b>Basic Course</b>	35	23	768	506	62
<b>Professional Course</b>	31	21	496	441	55
<b>Practical Training</b>	28.5	19	832	0	832
<b>General Course</b>	10	7	160	0	160
<b>Total</b>	149	100	2904	1731	1173
<b>Theory : Practice (%)</b>	60:40				

### 11. Teaching Schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
General Education	Required	School of Marxism	b1080001	Basic Theory of Marxism	test	3	48	42	6	autumn 1
	Required	School of Marxism	b1080003	Morality and Laws	non-test	3	48	42	6	autumn 1
	Required	School of Marxism	b1080006	Outline of Modern Chinese History	non-test	3	48	42	6	spring 1
	Required	School of Marxism	b1080004	Introduction to the Thought of Mao Zedong and Theories of Socialism with Chinese Characteristics I	test	3	48	42	6	autumn 2
	Required	School of Marxism	b1080007	Introduction to the Thought of Mao Zedong and Theories of Socialism with Chinese Characteristics II	test	2	32	28	4	spring 2
	Required	School of Marxism	-----	Situation and Policy (Module 1-4)	non-test	2	32	28	4	autumn 1 - spring 2
	Required	School of Marxism	b1080008	Labor Education A	non-test	0.5	16	16		spring 1
	Required	College of Arts and Sciences	b1020082	Advanced Mathematics B1	test	4	64	64		autumn 1
	Required	College of Arts and Sciences	b1020083	Advanced Mathematics B2	test	2	32	32		spring 1
	Required	College of Arts and Sciences	b1020012	Linear Algebra	test	2	32	32		autumn 2
	Required	College of Arts and Sciences	b1020013	Probability Theory and Mathematical Statistics	test	2	32	32		autumn 2
	Required	College of Arts and Sciences	b1020018	College Chinese	non-test	2	32	32		autumn 1
	Required	Department of Physical Education	-----	PE I-VI	non-test	3	160	160		autumn 1 - autumn 4
	Required	Other	g1110003	Military Skills	non-test	0.5	2W			autumn 1
	Required	College of Arts and Sciences	g1110002	Military Theories	non-test	0.5	32	32		spring 1
	Required	Engineering Training Center	g1090001	Basic Engineering Training	non-test	2	32		32	spring 1
	* College English (Selective, 1 module required, 10 credits)	Module A	b1020003	General English III	test	3	48	48		autumn 1
			b1020004	General English IV	test	3	48	48		spring 1
			b1020005	General Academic English A	test	2	32	32		autumn 2
		Module B	-----	English Extension	non-test	2	32	32		spring 2
b1020002			General English II	test	3	48	48		autumn 1	
b1020003			General English III	test	3	48	48		spring 1	
b1020006			General Academic English B	test	2	32	32		autumn 2	
Module C		-----	English Extension	non-test	2	32	32		spring 2	
		b1020001	General English I	test	4	64	64		autumn 1	
		b1020002	General English II	test	3	48	48		spring 1	
* College of Arts and		b1020003	General English III	test	3	48	48		autumn 2	
		b1020040	German I	test	3	48	48		autumn 1	

	College German	Sciences								
		College of Arts and Sciences	b1020041	German II	test	3	48	48		spring 1
		College of Arts and Sciences	b1020042	German III	test	4	64	64		autumn 2
	* College Japanese	College of Arts and Sciences	b1020077	Japanese I	test	3	48	48		autumn 1
		College of Arts and Sciences	b1020078	Japanese II	test	3	48	48		spring 1
		College of Arts and Sciences	b1020079	Japanese III	test	4	64	64		autumn 2
<b>Sub-total General Education)</b>						<b>44.5</b>	<b>848</b>	<b>784</b>	<b>64</b>	
<b>General Course</b>	Selective	Other	b0----	Social Sciences and Humanities Literacy (4 credits) Natural Science and Technological Innovation (4 credits) Public Arts (2 credits)	non-test	10	160	160	0	autumn, spring
<b>Sub-total (General Course)</b>						<b>10</b>	<b>160</b>	<b>160</b>	<b>0</b>	

(\*Notes: A total of 10 credits for the First Foreign Language, including College English, College German and College Japanese, students may choose one from the above-mentioned three foreign language according to their own needs; students, who choose College English as their First Foreign Language, shall select one module from Module A, Module B and Module C to learn.)



### 11. Teaching Schedule (2)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
<b>Basic Course</b>	Required	School of Economics and Management	b2030159	Applied Statistics	test	3	48	40	8	spring 2
	Required	School of Economics and Management	b2030037	Management	test	3	48	48		autumn 1
	Required	School of Economics and Management	b2030145	Western Economics	test	4	64	64		spring 1
	Required	School of Economics and Management	b2030060	Accounting Principles	test	3	48	48		autumn 1
	Required	School of Economics and Management	b2030081	Finance	test	3	48	48		autumn 2
	Required	School of Economics and Management	b2030384	Econometrics	test	4	64	48	16	autumn 3
	Required	School of Economics and Management	b2030187	Theory and Practice of International Trade	test	3	48	40	8	autumn 2
	Required	School of Economics and Management	b2030284	Political Economy	test	3	48	40	8	spring 1
	Required	School of Economics and Management	b2030082	Economic Law	test	3	48	48		autumn 1
	Required	School of Economics and Management	b2030043	International Finance	test	3	48	42	6	spring 2
	Required	School of Economics and Management	b2030010	Public Finance	non-test	2	32	28	4	autumn 2
	Required	School of Economics and Management	b2030188	Introduction to Investment	non-test	1	24	12	12	summer 1
<b>Sub-total (Basic Course)</b>						<b>35</b>	<b>568</b>	<b>506</b>	<b>62</b>	
<b>Professional Course</b>	Required	School of Economics and Management	b2030189	Investment Portfolio Management	test	3	48	45	3	spring 3
	Required	School of Economics and Management	b2030190	Financial Statement Analysis I	non-test	2	32	32		autumn 2
	Required	School of Economics and Management	b2030191	Securities Investment I	test	3	48	48		spring 2
	Required	School of Economics and Management	b2030385	Corporate Finance	test	4	64	52	12	autumn 2
	Required	School of Economics and Management	b2030197	Design and Marketing of Financial Products	non-test	2	32	26	6	spring 3
	Required	School of Economics and Management	b2030195	Project Investment Management	test	3	48	48		autumn 3
	Required	School of Economics and Management	b2030196	Investment Banking	test	2	32	26	6	autumn 3
	Required	School of Economics and Management	b2030197	Financial Risk Management	test	3	48	40	8	spring 3

Required	School of Economics and Management	b2030198	Data Mining	non-test	3	48	40	8	autumn 3
<b>Sub-total (Required Professional Course)</b>					<b>25</b>	<b>400</b>	<b>357</b>	<b>43</b>	
* Selective (6 credits)	Module A	b2030199	Data, Model and Investment Decisions	non-test	2	32	26	6	spring 3
		b2030172	Asset Appraisal	test	2	32	26	6	autumn 3
		b2030200	Real Estate Investment and Financing	non-test	2	32	32		autumn 4
	Module B	b2030386	Finance and Leasing	non-test	2	32	26	6	spring 2
		b2030192	Behavioral Finance	test	2	32	26	6	autumn 3
		b2030203	Special Lectures on Financial Frontiers	non-test	2	32	32		autumn 4
		b2030345	Futures and Options	test	2	32	32		spring 3
	Module C	b2030204	Development History of Financial Market	non-test	2	32	32		spring 2
		b2030205	Practice of Quantitative Trading	non-test	2	32	26	6	autumn 3
		b2030206	Classical Case Study on Financial Market	non-test	2	32	32		autumn 4
		b2030225	Analysis of Key Indicators of Financial Market	non-test	2	32	26	6	autumn 3
	<b>Sub-total (Selective Professional Course)</b>					<b>6</b>	<b>96</b>	<b>84</b>	<b>12</b>
<b>Sub-total (Professional Course)</b>					<b>31</b>	<b>496</b>	<b>441</b>	<b>55</b>	

### 11. Teaching Schedule (3)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester	
Practical Training	Required	School of Economics and Management	b4000029	Innovation and Entrepreneurship of Investment	non-test	2	48		48	spring 3	
	Required	School of Economics and Management	b4030083	Application of Statistical Software	non-test	2	48		48	summer 1	
	Required	School of Economics and Management	b4030033	Practice of Accounting	non-test	1	24		24	summer 1	
	Required	School of Economics and Management	b4030066	Literature Retrieval and Review	non-test	1	24		24	summer 1	
	Required	School of Economics and Management	b4030174	Practice of Probability Theory and Mathematical Statistics	non-test	2	48		48	autumn 2	
	Required	School of Economics and Management	b4030084	Financial Investment Practice	non-test	2	48		48	summer 2	
	Required	School of Economics and Management	b4030099	Financial Analysis Simulation	non-test	2	48		48	summer 2	
	Required	School of Economics and Management	b4030174	Probability Theory and Mathematical Statistics Practice	non-test	2	48		48	autumn 2	
	Required	School of Economics and Management	b4030085	Probability Theory and Mathematical Statistics VBSE Practice	non-test	2	48		48	summer 3	
	Required	School of Economics and Management	b4030179	Practice of International Financial Market	non-test	2	48		48	summer 3	
	Required	School of Economics and Management	b4030200	Labor Education B	non-test	0.5	16		16	spring 3	
	Required	School of Economics and Management	b4030136	Graduation Internship and Graduation Design (Thesis) of Investment	non-test	6	288		288	spring 4	
	<b>Sub-total</b>						<b>23.5</b>	<b>712</b>		<b>712</b>	
	* Selective (5 credits)	Module A	b4030195	Practice of Financial Information and Data Management	non-test	3	72		72	summer 3	
			b4030089	Practice of Enterprise Investment and Financing	non-test	2	48		48	summer 3	
Module B		b4030196	Industry Analysis	non-test	3	72		72	summer 3		
		b4030197	Investment Data Analysis	non-test	2	48		48	summer 3		
Module C		b4030198	Practice of Commercial Banking Businesses	non-test	2	48		48	summer 3		
		b4030199	Preparation of Investment Analysis Report of Listed Companies	non-test	3	72		72	summer 3		
<b>Sub-total</b>						<b>5</b>	<b>120</b>		<b>120</b>		
<b>Sub-total (Practical Training)</b>						<b>28.5</b>	<b>832</b>		<b>832</b>		
Extracurricular Class	Required	Other	b5110001	Extracurricular Classes	non-test	1				Autumn, Spring,	

										Summer
<b>Total</b>						<b>149</b>	<b>2872</b>	<b>1715</b>	<b>1157</b>	

\*1. Guidance for selective modules of professional course and practical training:

Module A: Module of industrial investment

Module B: Module of financial investment

Module C: Module of investment expansion

Students may apply for the exemption of the 3-credit course in summer semester 3 after obtaining the Certificate of Qualification in Securities Industry; and may apply for the exemption of the 2-credit course in summer semester 3 after obtaining the Certificate of Qualification in Securities, Investment and Fund Management or the Certificate of Qualification in Futures.

## 12. Sequence of Course Study

No.	Course Name	Prerequisite Course	No.	Course Name	Prerequisite Course
1	Econometrics	Probability Theory and Mathematical Statistics	3	Analysis of Financial Statements of Listed Companies	Accounting Principles
		Linear Algebra			Corporate Finance
2	Design and Marketing of Financial Products	Securities Investment	4		

## 13. Extracurricular Classes

Through taking extracurricular classes, students are encouraged to take part in academic lectures, social practice activities, campus cultural and sports activities, innovative and entrepreneurial activities, voluntary activities, etc. to improve their social adaptability and enhance the competitiveness in the job market. Details are specified in Students' Manual.