

China University of Geosciences

**Training Program of Academic
Master's Degree**

First-level Discipline Code	1202
Discipline	Business Administration

Graduate School of China University of Geosciences

June 1, 2023

I. Discipline Introduction

The discipline of Business Administration at China University of Geosciences was established in the early 1980s. It started to offer master's degree programs in the directions of Enterprise Management, Accounting, and Tourism Management in 2003. A master's degree program in the discipline of Business Administration began in 2005. The discipline was rated as B- in the fourth round of Discipline Ranking of China. It offers professional master's degree programs of MBA and MPAcc. It also boasts two National First-Class Majors, two Provincial First-class Majors, two National First-Class Courses, and three Provincial Excellent Courses.

Its main research fields and characteristics include: (1) Strategic and Marketing Management studies the formation mechanism of green brands, Chinese brands' paths to internationalization, new media marketing and jewelry marketing strategy, consumer behavior and marketing strategy under digital context, corporate donation behavior and strategy, corporate green behavior and strategy as well as other relevant issues. It excels in sustainable brand management and research on green marketing and strategy. (2) Operations and Supply Chain Management studies the formation mechanism, management mechanism, and optimization strategy of digital intelligence operations and intelligent digital supply chain, and the operation mechanism and management of sustainable enterprise supply chain. It excels in sustainable supply chain management. (3) Resource-Based Enterprise Management studies technology management, innovation and entrepreneurship management, organizational behavior and human resource management, transformation and upgrade of industry, systematic techno-economic assessment and development analysis of resource-based enterprises. It excels in sustainable utilization of natural resources, resource industry/regional sustainable development, research on transformation and upgrade of resource-based enterprises, and emerging strategic industry innovation. (4) Tourism Management has secured notable achievements in geo-park planning, development of the recreational belt around metropolis (ReBam), tourism and rural revitalization, and activation of cultural heritage tourism. (5) Accounting and Financial Management features its particular emphasis on issues in accounting, auditing, and financial management of economic entities in natural resources management.

Faculty of the discipline boasts 16 professors and over 30 associate professors, among whom nine are doctoral supervisors. Currently, it has a provincial-level teaching team of Business Administration, one faculty member selected as New Century Talent of Ministry of Education, one awarded the honor of Excellent Teacher of Hubei, five selected into the national 10,000 outstanding supervisors' talent pool for innovation and entrepreneurship, and seven provincial or ministerial level industry experts and consultants. Remarkable scientific research achievements have been accomplished in the past five years, with 17 national-level projects currently under research, over 60 provincial and ministerial level projects as well as private-sector projects, 20 papers published in authoritative journals including those in FT50 Journals List, 48 papers published in Class A journals of the Ministry of Education, and more than 30 monographs

or textbooks.

The development of this discipline is enhanced by doctoral programs in the first-level disciplines of Management science and Engineering as well as Applied Economics. It currently boasts valuable platforms including Innovative Pilot Zone for Global-oriented Talent Development in Business Administration of the Ministry of Education, Key Laboratory of Carrying Capacity Assessment for Resources and Environment of the Ministry of Natural Resources, Hubei Ecological Civilization Research Center (Reform Think Tank of Communist Party of China Hubei Provincial Committee), Research Center of Resources and Environment (Key Research Base of Humanities and Social Sciences of Hubei Province), Hubei Regional Innovation Capability Monitoring and Analysis Soft Science Research Base (Soft Science Base of Department of Science and Technology of Hubei Province) and Tourism Academy (university-level platform), and Wuhan International Conference on E-Business (WHICEB). The discipline is equipped with a wide range of facilities for teaching and scientific research, including Electroencephalogram (EEG) Analysis Platform and portable eye trackers, practical training platforms for big data of economic management, virtual platform teaching softwares for accounting, business administration training softwares, business operation analysis and prediction systems as well as other labs or simulation systems. With access to electronic resources of laboratories at department, school, and university levels, it offers sufficient facilities and resources for the development and cultivation of graduate students.

Centering on the training objectives and standards, the discipline has been constantly improving its talent training model and quality assurance system. Its graduates have achieved bright career development by progressing to PhD study in renowned universities at home or abroad, taking up positions in well-known enterprises or engaging in teaching and scientific research in higher education institutions.

II. Discipline Research Direction and Characteristics

NO.	DISCIPLINE RESEARCH DIRECTION	MAIN RESEARCH FIELDS, CHARACTERISTICS AND ADVANTAGES	DISCIPLINE LEADERS AND ACADEMIC BACKBONES
1	Marketing and Strategic Management	This direction focuses on corporate competition and competitive advantages, organizational evolution and business models, social network and strategic alliance, strategic change and transformation, mergers and acquisitions (M&A) and internationalization strategy, and innovation and entrepreneurship	Discipline Leaders: Guo Rui and Hou Jundong Academic Backbones: Xie Xiongbiao,

		management. It features corporate social responsibility (CSR) marketing and strategy, digital marketing and intelligent business management and excels in green marketing and strategy, corporate donation behavior and strategy, e-commerce platform governance and value creation.	Ma Haiyan, Chen Man, Liu Jiaguo, Lyu Jie, and Wang Xiaochuan
2	Operations and Supply Chain Management	The main research areas include the formation mechanisms, management mechanisms and optimization strategies of smart logistics, digital intelligence operations, and digital intelligence supply chains, and the sustainable operation mechanisms and management of the sustainable supply chains of enterprises, with a relative advantage in the field of sustainable supply chain management.	Discipline Leaders: Shi Yangyan and Xiong Ying Academic Backbones: Chi Maomao, Zhou Guohua, Zhang Qi, Zhang Yao, Liu Geng, and Wu Jian
3	Resource- Based Enterprise Management	This direction focuses on technology management of resource-based enterprises, innovation and entrepreneurship management, organizational behavior and human resource management, transformation and upgrade of industry, and systematic techno-economic assessment and analysis of resource-based enterprises. It especially focuses on sustainable utilization of natural resources, resource industry/regional sustainable development and research on transformation and upgrade of resource-based enterprises. The direction excels in the evaluation of security and ecological efficiency of resources, theories and methods of energy transition and sustainable development of resource-based enterprises, and emerging strategic industry innovation.	Discipline Leaders: Yan Liang and Yu Jing Academic Backbones: Sun Lijun, Wang Baixuan, Diao Fengqin, Chen Lianfang, Wang Ping, Zhang Junjie, Duan Xiaohong, Zhou Min and Zhang Jing
4	Accounting and Financial	This direction studies the theories and methods of accounting and financial management, with its focus on the conceptual framework for financial	Discipline Leaders: Yang Jie and

	Management	accounting, international accounting principles, recognition and measurement of accounting, theories and research methods of financial accounting. It also focuses on cost management accounting theories and methods including strategic cost management, risk management, and human resource cost management. Furthermore, the direction explores capital market accounting and corporate governance. It integrates accounting, environmental and resource management and sustainable development, forging its features in the research of resource and environmental accounting.	Peng Wuyuan Academic Backbones: Qu Wenbin, Deng Jiusheng, Wang Lin, Zhou Yuanqi, Tao Lan, Wang Ran, Li Jiangtao, Li Bin, Liu Huiling, Yang Haixia and Zhao Wenju
5	Tourism Planning and Tourism Management	This direction focuses on tourism development planning and tourism industry development and management. Supported by economic management platforms, it features the integration of tourism and geology, the integrated development of tourism and culture, and the integration of tourism and rural economy. It excels in the development and management of geo-parks and mine parks, active use of cultural and tourism resources, and tourism stimulus for rural revitalization and regional innovation.	Discipline Leaders: Li Jiangmin and Li Huiqin Academic Backbones: Dai Shanshan, Liu Jingjing, Huang Ke, Xiao Yongjun, Zhou Ling, Liang Yuelin, Chai Haiyan, Yan Zhiwu, Tang Jiayao, and Zhang Junxia.

III. Training Objectives and Duration of Study

Training Objectives

This discipline aims to develop scientific research workers of great morality, innovative ability and high-level economic management talents of competitive comprehensive abilities. The specific requirements are:

1. Students are expected to have down-to-earth scientific spirit and rigorous academic

- morality;
2. Students are expected to have a solid theoretical foundation, systematic expertise and understanding of the dynamic frontiers of the discipline;
 3. Students are expected to have a strategic and global vision, an innovative mind and entrepreneurial spirit;
 4. Students are expected to have proficiency in the use of computer and information technology and great capability in business analysis;
 5. Students should be able to analyze, make decisions for and solve real-world problems in the fields of the discipline;
 6. Students are expected to be competent for management, research and teaching positions in enterprises, economic administrative departments and higher education institutions.

Duration of Study

A flexible length of study is offered. For academic master's degree students, the basic length of study is three years with a maximum of five years. Within the basic length, students can apply for graduation up to one year ahead of schedule.

IV. Must-read Classic Monographs, Academic Journals, and Professional Websites

No./Name of Work or Journal/Author or Publisher
Must-read Monographs
1. Wren, D. (1986). <i>The Evolution of Management Thought</i> . Beijing: China Social Sciences Press.
2. Rubins, S. (2008). <i>Management</i> . Beijing: China Renmin University Press.
3. Kotler, P. (2015). <i>Marketing management</i> (15th ed.).
4. Porter, M. (1997). <i>Competition Strategy</i> . Beijing: Huaxia Publishing House.
5. Porter, M. (1997). <i>Competitive Advantage</i> . Beijing: Huaxia Publishing House.
6. Demsetz, H. (1991). <i>Ownership, Control and the Firm</i> . Beijing: Economic Science Press.
7. Yang, X., & Huang, Y. (1999). <i>Specialization and Economic Organization</i> . Beijing: Economic Science Press.
8. Putnam, L., & Kroszner, R. (Eds.). (2000). <i>Academic Works in Economics</i> . Shanghai: Shanghai University of Finance and Economics Press.
9. Chandler, A. (1987). <i>The Visible Hand: The Managerial Revolution in American Business</i> . The Commercial Press.
10. Coase, R. (1994). <i>The Firm, the Market, and the Law</i> . SDX Joint Publishing Company.
11. Williamson, O. E., et al. (1996). <i>Business Systems and Market Organization</i> . SDX Joint Publishing Company & Shanghai People's Publishing House.

12. Putnam, L., & Kroszner, R. (Eds.). (2000). *Academic Works in Economics*. (Jingwei Sun, Trans.). Shanghai: Shanghai University of Finance and Economics Press.
13. Zhang, H., Yuan, Z., & Hua, M. (1994). *Modern Enterprise System Discussion*. Shanghai: Fudan University Press.
14. Yang, R. (1996). *The Property Rights System of Modern Enterprises*. Beijing: China Renmin University Press.
15. Deng, R. (1995). *Introduction to Modern Enterprise System*. Beijing: China Renmin University Press.
16. Wu, X. (2000). *Comparison of Property Rights Theories*. Beijing: Economic Science Press.
17. Cheng, F., & Wu, S. (2001). *Enterprise Doctrine and Corporate Change*. Shanghai: Shanghai University of Finance and Economics Press.
18. Zhang, W. (1995). *An Entrepreneurial-Contractual Theory of the Firm*. Shanghai People's Publishing House & Sanlian Publishing House.
19. Zhang, W. (1996). *Game Theory and the Economics of Information*. Shanghai People's Publishing House & Sanlian Publishing House.
20. Yang, H., et al. (2002). *Theory of Core Expertise of Enterprises*. Shanghai: Shanghai University of Finance and Economics Press.
22. Shi, D. (2002). *Theory of Core Competitiveness*. Beijing: Peking University Press.
23. Wu, J. (2004). *Contemporary Chinese Economic Reform*. Shanghai: Shanghai Far East Publishers.
24. Li, W., et al. (2001). *Corporate Governance*. Tianjin: Nankai University Press.
25. Zou, T. (2022). *Schools of Academic Thought on Tourism (4th ed.)*. Tianjin: Nankai University Press.
26. Liu, J. (2016). *Two Inheritance: Qualitative and Quantitative Research in Social Sciences*. Truth & Wisdom Press.
27. Li, T. (2014). *Introduction to Tourism (7th ed.)*. Tianjin: Nankai University Press.
28. Jennings, G. (2010). *Tourism Research Methods*. (Yanjun Xie & Li Chen, Trans.). Beijing: Tourism Education Press.
29. Xie, Y. (2011). *Basic Tourism*. Beijing: China Tourism Press.
30. Bao, J. (2005). *Research on Tourism Development--Principles, Methods and Practices*. Science Press.
31. Wu, B. (2004). *Principles of Regional Tourism Planning*. Beijing: China Tourism Press.
32. Xin, J. (2006). *Principles of Tourism Geology*. Wuhan: China University of Geosciences Press.
33. Chen, A., et al. (1991). *Introduction to Tourism Geography*. Beijing: Peking University Press.
34. *Tourism Geology and Geopark Construction, Proceedings of Tourism Geology Series*. (2011).
35. Xin, J., & Zhang, J. (2007). *Planning and Management of Tourism Areas*. Tianjin: Nankai University Press.
36. Zhu, Z. (1992). *The Development of Vacation Lands and Their Management*. Beijing: Tourism Education Press.
37. Rojek, C. (2010). *Leisure Theory Principles and Practice*. (Lingyun Zhang,

- Trans.). Beijing: China Education Press.
38. Christensen, J., & Demski, J. (2006). Accounting Theory, (US). (Xiaoke Chen. et al. Trans.). Beijing: China Renmin University Press.
 39. Scott, W. (2001). Financial Accounting Theory. (Hanwen Chen, Trans.). Beijing: Machinery Industry Press.
 40. Jin, C., & Chen, M. (2012). Theory and Empirical Evidence of Higher Financial Accounting Research. Taiwan: Canghai Bookstore.
 41. Ge, J., & Lin, Z. (2011). Modern Western Accounting Theory (3rd, ed.). Xiamen: Xiamen University Press.
 42. Lu, Z., et al. (2009). Empirical Research on Financial Accounting and Capital Markets: An Introduction to Key Literature. Beijing: China Renmin University Press.
 43. Zhang, J. (2008). Experimental Research Methods in Accounting and Auditing. Tianjin: Nankai University Press.
 44. Wu, X. et al. (2012). Accounting Research Methodology. Beijing: China Renmin University Press.
 45. Copeland, T. E., Weston, J. F., & Shastri, K. (2012). Financial Theory and Corporate Policy (4th, ed.). (Ting Liu. et al. Trans.). Beijing: China Renmin University Press.
 46. Eckbo, B. (2011). An Empirical Study of Corporate Finance. (Dan Yang, Trans.). Dalian: Dongbei University of Finance and Economics Press.
 47. Tirole, J. (2007). The Theory of Corporate Finance (First and Second Books). (Yongqin Wang. et al. Trans.). Beijing: China Renmin University Press.
 48. Ferran, E. (2012). Principles of Corporate Finance Law. (Peixin Luo, Trans.). Beijing: Peking University Press.
 49. Lu, J. (2003). A Collection of Translated Essays on Capital Structure Theory Research. Shanghai: SDX Joint Publishing Company.
 50. Fu, J., & Tong, Y. (1996). Economics of Industrial Technology (3rd, ed.). Beijing: Tsinghua University Press.
 51. Fu, J. (1999). Technological Innovation. Beijing: Tsinghua University Press.

Journals

1. Academy of Management Journal
2. Academy of Management Review
3. Accounting, Organizations and Society
4. Administrative Science Quarterly
5. American Economic Review
6. Contemporary Accounting Research
7. Econometrica
8. Entrepreneurship Theory and Practice
9. Harvard Business Review
10. Human Relations*
11. Human Resource Management
12. Information Systems Research

13. Journal of Accounting and Economics
14. Journal of Accounting Research
15. Journal of Applied Psychology
16. Journal of Business Ethics
17. Journal of Business Venturing
18. Journal of Consumer Psychology
19. Journal of Consumer Research
20. Journal of Finance
21. Journal of Financial and Quantitative Analysis
22. Journal of Financial Economics
23. Journal of International Business Studies
24. Journal of Management*
25. Journal of Management Information Systems*
26. Journal of Management Studies
27. Journal of Marketing
28. Journal of Marketing Research
29. Journal of Operations Management
30. Journal of Political Economy
31. Journal of the Academy of Marketing Science*
32. Management Science
33. Manufacturing and Service Operations Management*
34. Marketing Science
35. MIS Quarterly
36. Operations Research
37. Organization Science
38. Organization Studies
39. Organizational Behavior and Human Decision Processes
40. Production and Operations Management
41. Quarterly Journal of Economics
42. Research Policy*
43. Review of Accounting Studies
44. Review of Economic Studies*
45. Review of Finance*
46. Review of Financial Studies
47. Sloan Management Review
48. Strategic Entrepreneurship Journal*
49. Strategic Management Journal
50. The Accounting Review
51. Journal of Management Sciences in China
52. System Engineering Theory and Practice
53. Management World
54. The Journal of Quantitative & Technical Economics
55. China Soft Science
56. Journal of Financial Research

57. Chinese Journal of Management Science
58. Journal of Systems Engineering
59. Accounting Research
60. Journal of Systems & Management
61. Business Review
62. Journal of Industrial Engineering and Engineering Management
63. Nankai Business Review
64. Science Research Management
65. Journal of the China Society for Scientific and Technical Information
66. Journal of Public Management
67. Journal of Management Science
68. Forecasting
69. Operations Research and Management Science
70. Studies in Science of Science
71. China Industrial Economics
72. Issues in Agricultural Economy
73. Economic Management Journal
74. Journal of Library Science in China
75. Tourism Tribune
76. Tourism Science
77. Journal of Journal of Travel Research
78. Tourism Management
79. Annals of Tourism Research
80. Cornell Hotel and Restaurant Administration Quarterly
81. Journal of Accounting Research
82. Journal of Accounting and Economics
83. Review of Accounting Studies
84. Contemporary Accounting Research
85. Accounting, Organization and Society
86. Journal of Accounting and Public Policy
87. Auditing: A Journal of Practice and Theory
88. Journal of Management Accounting Research
89. Journal of Financial Economics
90. The Journal of Finance
91. Economic Research Journal (Institute of Economics Chinese Academy of Social Sciences)
92. Accounting Research (Accounting Society of China)
93. Auditing Research (China Audit Society)
94. China Accounting Review (Peking University and other schools)
95. China Accounting and Finance Review (Tsinghua University, The Hong Kong Polytechnic University)

Professional Websites

1. Foreign Language Databases

- (1) The Database of National Bureau of Statistics of China, <https://data.stats.gov.cn/>
- (2) Elsevier ScienceDirect, <https://www.sciencedirect.com/>
- (3) Emerald Journals and Series, <https://www.emerald.com/insight/>
- (4) ORBIS Global Enterprise Database, <https://www.bvdinfo.com>.
- (5) Business Source Complete (EBSCO), <https://www.ebsco.com/>
- (6) United Nations World Tourism Organization, <https://www.unwto.org/>
- (7) Resources for academics, <https://www.ifrs.org/academics/>
- (8) FASB, ACADEMICS IN STANDARD SETTING, <https://fasb.org/info/academics>

2. Chinese Databases

- (1) China National Knowledge Infrastructure(CNKI), <http://www.cnki.net/>
- (2) WANFANG DATA, <https://www.wanfangdata.com.cn/>
- (3) VIP Chinese Journal of Science and Technology, <http://qikan.cqvip.com/>
- (4) Chao Xing Journal, <http://qikan.chaoxing.com/>
- (5) CSMAR Database, <https://www.gtarsc.com/>
- (6) Wind Database, <https://www.djyuanbao.com/>

V. Requirements for Scientific Research Ability and Quality

During the study period, the discipline aims to improve the students' scientific research ability. The assessment criteria are as follows:

1. Duration of study: flexible study is implemented with the duration of study generally of three years, and no more than five years.

2. Course credits: calculated from two parts: degree courses and elective courses. The total credits of the courses taken by master's degree students before the thesis proposal should be no less than 39 credits, among which, at least nine credits should be professional degree courses or professional elective courses. Literature reading or innovation and social practice accounts for two credits.

3. Academic activities: Master's degree candidates should deliver at least two academic presentations, and should participate in international academic conferences in their field at least once during their study years.

4. Literature review: Master's degree candidates should collect information under the guidance of supervisors, read more than 50 pieces of specialized literature (of which at least 50% are from the last ten years), carry out scientific investigation and research, and submit a report on literature review, as well as a public report.

5. Thesis Proposal: In accordance with the provisions of the relevant documents of the university, master's degree candidates should have a thesis proposal meeting six months prior to the defense of the Thesis.

6. Thesis Writing: Master's degree candidates should normally spend no less than one year on thesis research and writing.

VI. Requirements for Thesis and Academic Achievements

(I) Basic Requirements for MBA Degree Thesis

The thesis should be of academic value in this field with new insights, showing the ability of the author to engage in scientific research and independently tackle the problems in the field. Besides, the thesis should be completed independently under the supervisor's guidance. In addition, the thesis should contain at least 30,000 words. For specific requirements on the contents and formats of thesis, please refer to the relevant regulations of the University.

(II) Academic Achievement Requirements for Applying for an MBA Degree

Academic master's candidates are required to publish a paper at Tier 5 or above (according to the criteria for grading journal papers of CUG) during the study as the first author (any forms of supplements are not acknowledged), or as the second author with their supervisor as the first author. If there is no paper published, the school would not accept the application for thesis defense and the students would not be permitted to take part in the final defense. The thesis should be formally published, with DOI on accepted to-be-published papers or the copy of acceptance notification and official invoice for payment of page charges offered.

Other Notes: