



上海海事大学

经济管理学院

Shanghai Maritime University
School of Economics & Management



School of Economics & Management (SMUSEM) aims to develop future business leaders with competitiveness in global maritime and logistics industries, and to increase the body of knowledge in the areas of applied economics, business administration, management science and engineering, with particular emphasis on the applications in maritime and logistics community.

www.smusem.shmtu.edu.cn

Welcome



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- **Major Master's Candidate Development Program**

Enterprise Management

The Master Degree Program entitled “Enterprise Management” was approved and operated from 1998. There are four professors and nine associate professors majoring in this program, now. With all efforts contributed by both professors and students in more than one decade, the academic achievement and reputation have been significantly upgraded.



Research Area

Management for transport and logistics related enterprises
Supply Chain Management
Service Marketing
Human resource management
Statistical research of shipping and logistics economics





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Courses

<i>Course Categories</i>	<i>Course Name</i>	<i>Hours</i>	<i>Credits</i>	<i>Semester</i>
Public Degree Course (Required 6-8 credits)	Chinese traditional culture	36	2	first
	modern Chinese culture	36	2	first
	Intermediate Chinese listening and speaking	36	1.	first
	Intermediate Chinese reading	36	1	first
	Intermediate Chinese interpretation	36	1	second
	Intermediate Chinese translation	36	1	second
Degree Basic Course (Required 9 credits)	Principle of Management	54	3	second
	Operations Research	54	3	first
	Quantitative Techniques	54	3	first
	Managerial Economics	54	3	second
Major Degree Course (Required 9 credits)	Marketing	54	3	first
	Supply Chain Management	54	3	second
	Strategic Management	36	2	second
Major Optional Course (Elective 6-8 credits)	Maritime Law	36	2	second
	Maritime Economics & Management	36	2	second
	Operations Management	36	2	second
	International Commercial Negotiation	36	2	second
	Human Resource Management	36	2	second
Academic dissertation	The third or fourth semester			



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Tourism Management

With the rapid economic development of our country, the tourism industry has grown dramatically. Therefore, qualified manpower concerned is in urgent need. The Master Degree Program entitled “Tourism Management” in SMU was approved in 2011 and started to enroll students in 2012. There are two professors, one associate professor, four lecturers under the program now.



Research Area

Ocean Tourism Development and Planning

Water Tourism Management

Cruise & Catamaran Operations





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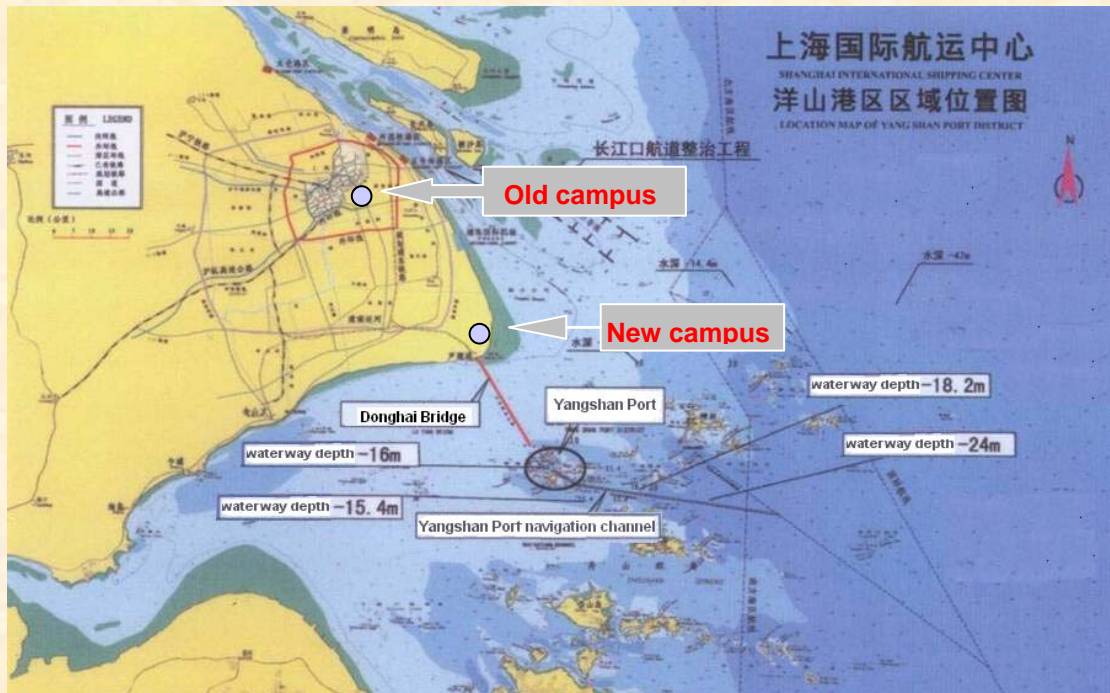
<i>Course Categories</i>	<i>Course Name</i>	<i>Hours</i>	<i>Credits</i>	<i>Semester</i>
Public Degree Course (Required 6-8 credits)	Chinese traditional culture	36	2	first
	modern Chinese culture	36	2	first
	Intermediate Chinese listening and speaking	36	1.	first
	Intermediate Chinese reading	36	1	first
	Intermediate Chinese interpretation	36	1	second
	Intermediate Chinese translation	36	1	second
Degree Basic Course (Required 9 credits)	Quantitative Techniques	54	3	second
	Ships and shipping management	54	3	first
	Principle of Management	54	3	first
Major Degree Course (Required 9 credits)	Theory of Ocean tourism development	54	3	second
	Water tourism management	54	3	first
	Cruise ship operations & management	54	3	second
	Managerial Economics	36	2	first
	the industrial economy theory and policy	36	2	first
Major Optional Course (Elective 6-8 credits)	the operation and management of cruise reception industry	36	2	second
	Water tourism culture	36	2	second
	Marine ecotourism	36	2	second
	Operations Management	36	2	second
	Port modernization management	36	2	second
Academic dissertation	The third or fourth semester			



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Contact Us

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Lingang campus

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