



华南理工大学广州学院
Guangzhou College of South China University of Technology



Self-Study
for the Accreditation of Business Programs
by the IACBE
IACBE 正式会员资格申请—自评报告

Institution: 学校名称:	Guangzhou College of South China University of Technology 华南理工大学广州学院
Academic Business Unit: 商科教学单位/学院:	School of Management 管理学院
Self-Study Year: 自评年份:	Academic Year 2016-2017 学年

Appendix E-1: Public Disclosure of Student Learning
附件 E-1: 学生学习信息公开表

Date of Submission 提交日期:
2017-11-30 (first draft)
2018-03-31 (revised version)

Directions

Separate Student Learning Assessment and Assessment Results tables must be provided for each IACBE-accredited program.

An example of a completed form can be found in a separate document that is available for download on the IACBE's website at: www.iacbe.org/accreditation-documents.asp.

Add tables, and insert or delete rows in the tables as needed in order to accommodate the number of your (i) business programs and (ii) intended student learning outcomes. In the sections of the assessment results tables entitled "Summary of Achievement of Intended Student Learning Outcomes," **DO NOT ADD OR DELETE COLUMNS**. Space is provided in these sections for four direct measures of student learning and four indirect measures of student learning. If you are employing fewer than this number of assessment instruments, simply leave cells in the unused columns blank. If you are employing more than this number of instruments, you will need to create additional summary-of-achievement tables to report your assessment information.

In the sections of the tables entitled "Summary of Achievement of Intended Student Learning Outcomes," enter "Met" in a given cell of the table if the performance target for the instrument in that column was achieved for the intended outcome in that row; "Not Met" if the performance target for the instrument in that column was not achieved for the intended outcome in that row; or "NA" (Not Assessed) if the instrument in that column does not measure the intended outcome in that row.

At the end of the assessment tables for each program, space is provided to identify changes and improvements that you plan to make as a result of your assessment activity.

Italicized entries in the form represent areas where the academic business unit should insert its own student learning information.

Be sure to delete these directions from the document before you publicly post your form.

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Report of Student Learning and Achievement 学生学习和表现报告
Guangzhou College of South China University of Technology 华南理工大学广州学院
Management School 学院名

For Academic Year: 学年度 2016-2017

Mission statement of the Name of your Academic Business Unit 学院办学宗旨

The mission of School of Management is to cultivate students into application-oriented talents who have the ability to apply their theory and knowledge gained through education into practical application, a strong work ethic and an international vision. It is also the mission of the School to develop qualified faculty members. The comprehensive education system of School of Management aims to provide students with theoretical and practical training courses that are taught with instructional methodologies.

管理学院以培养好的学生，造就好的老师为宗旨，通过打造一个综合性的教育体系以及设计理论与实践兼备的教学模式，致力于培养经管类“有人品，有理论，有专长”，具有国际化视野的应用型与创新型管理人才。

Student Learning Assessment for Bachelor of Management with a concentration in Marketing

管理学学士学位市场营销专业的学生学习评估

Program Intended Student Learning Outcomes (Program ISLOs) 专业预期学生学习成果（专业 ISLO）

1. Students will be able to explain the major concepts, theories, and practices in the functional areas of accounting, marketing, finance, and management.

学生能解释商科功能领域如会计、市场营销、金融和管理的主要概念、理论和实践。

2. Students will be able to evaluate the legal, social, and economic environments of business.

学生能评估商业法律环境、社会环境和经济环境。

3. Students will be able to describe and explain the ethical obligations and responsibilities of business.

学生能描述并解释商业道德义务与责任。

<p>4. Students will be able to apply decision-support tools to business decision making. 学生能够运用决策支持工具来做出商业决策。</p>	
<p>5. Students will be able to construct and present effective oral and written forms of professional communications. 学生能有良好的口头和书面表达能力。</p>	
<p>6. Students will be able to apply knowledge of business concepts and functions in an integrated manner. 学生能综合运用商科概念和知识。</p>	
<p>7. Students will be able to work effectively with diverse colleagues in team situations. 学生能够在各种环境中进行团队协作。</p>	
<p>8. Students will be able to explain of fundamental marketing concepts, theories and principles in areas of marketing policy, market and consumer behavior, product distribution, promotion and pricing. 学生能描述出基础的营销概念、理论、和营销政策、市场和消费者行为学、产品分销、促销和定价等领域的原理。</p>	
<p>9. Students will be able to identify the critical problem of enterprise marketing, make a complete enterprise marketing planning scheme independently by using the theory and method in marketing. 学生能够应用市场营销的理论与技能，识别企业营销关键问题。</p>	
<p>10. Students will be able to acquire and apply the skills of marketing in specific industries and marketing areas to make a complete enterprise marketing planning scheme independently. 学生能够掌握且应用聚焦相关行业及特殊专业领域的营销知识，独立完成企业营销策划方案。</p>	
<p>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning: 预期学生学习成果评估工具——学生学习直接措施</p>	<p>Performance Objectives (Targets/Criteria) for Direct Measures: 学生表现目标/直接措施指标:</p>
<p>1. Comprehensive Examination 综合性考试 Program ISLOs Assessed by this Measure: 1,2,3,6,8,9,10</p>	<p>At least 90% students in marketing will score at least 60% on each core-outcome-related set of questions and at least 60% on each marketing-outcome-related set of</p>

<p>请列举此措施评估的 ISLO: 1,2,3,6,8,9,10</p>	<p>questions on the comprehensive examination. 至少 90% 市场营销专业的学生在上述与核心成果相关的问题中得分至少 60%，在上述与市场营销专业学习成果相关的问题中得分至少 60%。</p>
<p>2. Graduation Thesis Evaluation 毕业论文评价 Program ISLOs Assessed by this Measure: 1,2,4,5,6,7,8,9 请列举此措施评估的 ISLO: 1,2,4,5,6,7,8,9</p>	<p>At least 85% students will score at least 3.5point in the graduation thesis. 至少 85% 的学生通过毕业论文评价/得分至少 3.5 分（6 分制）。</p>
<p>3. Supervisor Evaluation of Internship 实习评价 Program ISLOs Assessed by this Measure: 2,3,4,5,6,7,8,9,10 请列举此措施评估的 ISLO: 2,3,4,5,6,7,8,9,10</p>	<p>On the Supervisor Evaluation of Student Internship Performance rubric, At least 85% of graduating students on each core-outcome-related evaluation criterion will be 4 or higher and on the marketing-outcome-related evaluation criterion will be 3.5 or higher 学生实习指导教师评价表中，85% 市场营销专业的学生在上述与核心成果相关的评价标准中得分至少 4 分，在上述与市场营销专业学习成果相关的评价标准中得分至少 3.5 分。</p>
<p>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning: 预期学生学习成果评估工具——学生学习间接措施</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures: 学生表现目标/间接措施指标:</p>
<p>1. Internship Survey 实习调查 Program ISLOs Assessed by this Measure: 1,2,3,4,5,7 请列举此措施评估的 ISLO: 1,2,3,4,5,7</p>	<p>On the internship survey instrument, at least 80% of graduating students will indicate that to a “moderate extent” or “great extent” learning in their internship contributed to the successful achievement of each core-outcome-related evaluation and the marketing-outcome-related evaluation criterion. 在实习调查中，至少 80% 的准毕业生表示“从某种程度”或“从很大程度”上实习对于实现核心成果和市场营销类类的学习成果非常有帮助。</p>
<p>2. Senior Exit Survey 大四学生离校前调查 Program ISLOs Assessed by this Measure: 1,2,3,4,5, 6,7,8,9,10</p>	<p>On the Senior Exit Survey, at least 80% of graduating students will indicate that to a “moderate extent” or “great extent” learning in their program contributed to the successful achievement of each core-outcome-related evaluation and the marketing-</p>

请列举此措施评估的 ISLO: 1,2,3,4,5, 6,7,8,9,10	outcome-related evaluation criterion. 在大四学生离校前调查中, 至少 80%的准毕业生表示“从某种程度”或“从很大程度”上专业学习对于实现核心成果和市场营销类的学习成果非常有帮助。
3. Indirect Measure 3 间接措施 3 Program ISLOs Assessed by this Measure: Outcomes List 请列举此措施评估的 ISLO	Objective (Target/Criterion) for Indirect Measure 3 间接措施 3 的指标
4. Indirect Measure 4 间接措施 4 Program ISLOs Assessed by this Measure: Outcomes List 请列举此措施评估的 ISLO	Objective (Target/Criterion) for Indirect Measure 4 间接措施 4 的指标

Assessment Results: Bachelor of Management with a concentration in Marketing

评估结果: 管理学学士学位市场营销专业

Summary of Results from Implementing Direct Measures of Student Learning: 执行学生学习直接措施的结果总结

1. Comprehensive Examination 综合性考试

Number of Students Achieving a sub score of 60% or Higher on Each of the Program-ISLO-Related Set of Examination Questions: 综合性考试中与学习成果相关的问题得分至少 60% 的学生人数:

Fundamentals of Management 管理学原理 (Program ISLO 1)	118 (81.9% of Total)
Legal Environment of Business 商业法律环境(Program ISLO 2)	114 (79.2% of Total)
Business Ethics 商业道德(Program ISLO 3)	130 (91.7% of Total)
Integrative Business Application Skills 商科综合应用能力(Program ISLO6)	114 (79.2% Of Total)
Fundamentals of Marketing 营销学原理 (Program ISLO8)	118 (81.9% of Total)
Marketing analysis skills 营销分析技能(Program ISLO9)	112 (77.8% of Total)
Marketing knowledge and planning skills in specific areas 行业知识与 策划能力 (Program ISLO 10)	80 (55.56% of Total)

(Total Number of Students Examined 学生考试总人数: 144)

2. Graduation Thesis Evaluation 毕业论文评价

Number of Students scored at 3.5point or Higher on Each of the Program-ISLO-Related Evaluation Rubric :得分 3.5 分或以上的学生人数:

Fundamentals of Management 管理学原理 (Program ISLO 1)	107 (74.82% of Total)
Legal Environment of Business 商业法律环境(Program ISLO 2)	114 (79.72% of Total)
Quantitative methods 定量方法 (Program ISLO 4)	46 (32.17% of Total)
Oral and Written Communication Skills 口头与书面表达能力 (Program ISLO 5)	114 (79.72% of Total)
Integrative Business Application Skills 商科综合应用能力(Program ISLO 6)	115 (80.42% Of Total)
Fundamentals of Marketing 营销学原理 (Program ISLO8)	123 (86.01% of Total)
Marketing analysis skills 营销分析技能(Program ISLO9)	122 (85.31% of Total)
Marketing knowledge and planning skills in specific areas 行业知识与 策划能力 (Program ISLO 10)	115 (80.42% of Total)

(Total Number of Students Assessed 学生评估总人数: 143)

3. Supervisor Evaluation of Internship 实习评价

Number of Students scored at 4.0 point or Higher on Each of the Program-ISLO-Related Evaluation Rubric :得分 4.0 分或以上的学生人数:

Multi-Disciplinary simulation Internship 跨专业实习:

Legal Environment of Business 商业法律环境 (Program ISLO 2)	123 (89.13% of Total)
Business Ethics 商业道德(Program ISLO 3)	128 (92.75% of Total)
Quantitative methods 定量方法 (Program ISLO4)	117 (84.78% of Total)
Oral and Written Communication Skills 口头与书面表达能力 (Program ISLO 5)	130 (94.20% of Total)
Integrative Business Application Skills 商科综合应用能力(Program ISLO 6)	118(85.51% Of Total)

Interpersonal and Teamwork Skills 人际和团队合作能力(Program ISLO 7) 128 (92.75% Of Total)

(Total Number of Students Assessed 学生评估总人数: 138)

Graduation Internship 毕业实习:

Quantitative methods 定量方法 (Program ISLO4)	124 (91.85% of Total)
Oral and Written Communication Skills 口头与书面表达能力 (Program ISLO 5)	123 (91.11% of Total)
Integrative Business Application Skills 商科综合应用能力(Program ISLO 6)	124(91.85% Of Total)
Interpersonal and Teamwork Skills 人际和团队合作能力(Program ISLO 7)	128 (94.96% Of Total)
Fundamentals of Marketing 营销学原理 (Program ISLO8)	124 (91.85% of Total)
Marketing analysis skills 营销分析技能(Program ISLO9)	124 (91.85% of Total)
Marketing knowledge and planning skills in specific areas 行业知识与 策划能力 (Program ISLO 10)	124 (91.85% of Total)

(Total Number of Students Assessed 学生评估总人数: 135)

4. Summary of Results for Direct Measure 4 直接措施 4 的结果总结

Summary of Results from Implementing Indirect Measures of Student Learning: 执行学生学习间接措施的结果总结

1. Internship Survey 实习调查

Number of Students Rating Their Extent of Success in Achieving the Program ISLOs as “Moderate Extent” or “Great Extent”:
表示“从某种程度”或“从很大程度”上有帮助的学生人数:

Multi-Disciplinary simulation Professional Internship Survey 跨专业与专业实习调查:

Fundamentals of Management 管理学原理 (Program ISLO 1)	119 (86.90% of Total)
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Legal Environment of Business 商业法律环境 (Program ISLO 2)	120 (87.60% of Total)
Business Ethics 商业道德 (Program ISLO 3)	129 (94.10% of Total)
Quantitative methods 定量方法(Program ISLO 4)	114 (83.20% of Total)
Oral and Written Communication Skills 口头与书面表达能力 (Program ISLO 5)	122 (89% of Total)
Interpersonal and Teamwork Skills 人际和团队合作能力(Program ISLO 7)	133 (97% of Total)

(Total Number of Students Surveyed 学生调查总人数: 137)

Graduation Internship Survey 毕业实习调查:

Fundamentals of Management 管理学原理(Program ISLO 1)	107 (90% of Total)
Business Environment 商业法律环境(Program ISLO 2)	117 (98% of Total)
Business Ethics 商业道德 (Program ISLO 3)	113 (95% of Total)
Quantitative methods 定量方法(Program ISLO 4)	112 (94% of Total)
Oral and Written Communication Skills 口头与书面表达能力(Program ISLO 5)	118 (99% of Total)
Interpersonal and Teamwork Skills 人际和团队合作能力(Program ISLO 7)	117 (98% of Total)

(Total Number of Students Surveyed 学生调查总人数: 119)

Survey of Curriculum Internship, Metalworking Experience & Sand Table 见习、金工与沙盘实训调查:

Fundamentals of Management 管理学原理 (Program ISLO 1)	95 (84.07% of Total)
Business Environment 商业法律环境 (Program ISLO 2)	89 (78.76% of Total)
Business Ethics 商业道德(Program ISLO 3)	102 (90.27% of Total)
Quantitative methods 定量方法(Program ISLO 4)	87 (76.99% of Total)
Oral and Written Communication Skills 口头与书面表达能力 (Program ISLO 5)	77 (68.04% of Total)
Interpersonal and Teamwork Skills 人际和团队合作能力(Program ISLO 7)	107 (94.69% of Total)

(Total Number of Students Surveyed 学生调查总人数: 113)

2. Senior Exit Survey 大四学生离校前调查

Number of Students Rating Their Extent of Success in Achieving the Program ISLOs as “Moderate Extent” or “Great Extent”:
表示“从某种程度”或“从很大程度”上有帮助的学生人数:

Fundamentals of Management 管理学原理(Program ISLO 1)	102 (86.44% of Total)
Business Environment 商业法律环境 (Program ISLO 2)	86 (72.88% of Total)
Business Ethics 商业道德 (Program ISLO 3)	103 (87.29% of Total)
Quantitative methods 定量方法 (Program ISLO 4)	93 (78.82% of Total)
Oral and Written Communication Skills 口头与书面表达能力 (Program ISLO 5)	110 (93.22% of Total)
Integrative Business Application Skills 商科综合应用能力 (Program ISLO 6)	104 (88.14% of Total)
Interpersonal and Teamwork Skills 人际和团队合作能力(Program ISLO 7)	106 (89.83% of Total)
Fundamentals of Marketing 营销学原理 (Program ISLO8)	103 (87.28% of Total)
Marketing analysis skills 营销分析技能(Program ISLO9)	98 (83.05% of Total)
Marketing knowledge and planning skills in specific areas 行业知识与 策划能力 (Program ISLO 10)	90 (76.27% of Total)

(Total Number of Students Surveyed 学生调查总人数: 118)

Summary of Achievement of Intended Student Learning Outcomes:预期学生学习成果的表现总结

Intended Student Learning Outcomes 预期学生学习成果	Learning Assessment Measures 学习评估措施
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Program ISLOs 专业 ISLO	Comprehensive Examination 综合性考试	Graduation Thesis Evaluation 毕业论文评价	Supervisor Evaluation of Internship1:" Multi-disciplinary virtual simulation Internship" Evaluation 跨专业虚拟仿真实习评价	Supervisor Evaluation of Internship2: Graduation Internship 毕业实习评价	1.Multi-disciplinary simulation and professional internship survey 跨专业与专业实习问卷调查	2.Graduation Internship survey 毕业实习调查	3.Trainee, metalworking and sand table training survey 见习、金工与沙盘实训调查	Senior Exit Survey 大四离校调查
	Performance Target Was 90% 指标是 90%	Performance Target Was 85% 指标是 85%	Performance Target Was 85% 指标是 85%	Performance Target Was 85% 指标是 85%	Performance Target Was 80% 指标是 80%	Performance Target Was 80% 指标是 80%	Performance Target Was 80% 指标是 80%	Performance Target Was 80% 指标是 80%
1. Students will be able to explain the major concepts, theories, and practices in the functional areas of accounting, marketing, finance, and management. 学生能解释商科功能领域如会计、市场营销、金融和管理的主要概念、理论和实践。	81.90% (91% target fulfilled)	74.82% (88.02% target fulfilled)	NA	NA	86.9% (Met)	90% (Met)	84.07% (Met)	86.44% (Met)
2. Students will be able to evaluate the legal, social, and economic	79.2% (88% target)	79.72% (93.79%)	89.13% (Met)	NA	87.6% (Met)	98% (Met)	78.76% (98.45%)	72.88% (91.1%)

environments of business. 学生能评估商业法律环境、社会环境和经济环境。	fulfilled)	target fulfilled)					target fulfilled)	target fulfilled)
3. Students will be able to describe and explain the ethical obligations and responsibilities of business. 学生能描述并解释商业道德义务与责任。	91.70% (Met)	NA	92.75% (Met)	NA	94.1% (Met)	95% (Met)	90.27% (Met)	87.29% (Met)
4. Students will be able to apply decision-support tools to business decision making. 学生能够运用决策支持工具来做出商业决策。	NA	32.17% (37.85% target fulfilled)	84.78% (99.74% target fulfilled)	91.85% (Met)	83.2% (Met)	94% (Met)	76.99% (96.24% target fulfilled)	78.82% (98.53)
5. Students will be able to construct and present effective oral and written forms of professional communications. 学生能有良好的口头和书面表达能力。	NA	79.72% (94.79% target fulfilled)	94.2% (Met)	91.11% (Met)	89% (Met)	99% (Met)	68.04% (85.05% target fulfilled)	93.22% (Met)
6. Students will be able to apply knowledge of business concepts and functions in an integrated manner. 学生能综合运用商科概念和知识。	79.2% (88% target fulfilled)	80.42% (94.61% target fulfilled)	85.51% (Met)	91.85% (Met)	NA	NA	NA	88.14% (Met)
7. Students will be able to work			92.75%	94.96%	97%	98%	94.69%	89.83%

effectively with diverse colleagues in team situations. 学生能够在各种环境中进行团队协作。			(Met)	(Met)	(Met)	(Met)	(Met)	(Met)
8.Students will be able to explain of fundamental marketing concepts, theories and principles in areas of marketing policy, market and consumer behavior, product distribution, promotion and pricing 学生能描述出基础的营销概念、理论、和营销政策、市场和消费者行为学、产品分销、促销和定价等领域的原理。	81.90% (91% target fulfilled)	86.01% (Met)	NA	91.85% (Met)	NA	NA	NA	87.28% (Met)
9. Students will be able to identify the critical problem of enterprise marketing, make a complete enterprise marketing planning scheme independently by using the theory and method in marketing. 学生能够应用市场营销的理论 with 技能，识别企业营销关键问题。	77.80% (86.44% target fulfilled)	85.31% (Met)	NA	91.85% (Met)	NA	NA	NA	83.05% (Met)
10. Students will be able to acquire and apply the skills of marketing in specific industries and marketing	50% (55.56% target fulfilled)	80.42% (94.61% target fulfilled)	NA	91.85% (Met)	NA	NA	NA	76.27% (95.34)

<p>areas to make a complete enterprise marketing planning scheme independently.</p> <p>学生能够掌握且应用聚焦相关行业及特殊专业领域的营销知识，独立完成企业营销策划方案。</p>								
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Proposed program of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met :

针对学习成果中没有达成的指标所拟定的行动方案

1. Program ISLO 1: The knowledge and ability of the basic concepts in business function domain did not meet the criteria of comprehensive examination and graduation thesis evaluation. The test results showed that students did not achieve the expected objectives of accounting, finance, management and other disciplines. Teachers of school of management should comprehensively review core areas of business, and seek to strengthen students ' ability to comprehend concepts and theories of Accounting, Financial and Management. In the guidance of graduation thesis, we strengthen the requirements of literature review and the students ' ability of theory.

有关商科功能领域基本概念的知识与能力没有达到综合性考试和毕业论文的评估标准。考试结果表明，学生没有达到会计学、金融、管理学等学科领域的预期目标。管理学院的教师应该全面回顾商科核心领域，并努力寻求能够强化学生会计学、金融与管理学概念与理论的方法与途径。在毕业论文的指导中，更加强化文献综述的要求，加强学生的理论能力。

2. Program ISLO 2: The knowledge and ability of the commercial legal environment, social environment and economic environment did not meet the evaluation criteria of comprehensive examination, graduation thesis and internship evaluation. Although the curriculum of the economic / social / legal environment has been established, the results of the evaluation still failed to reach the goal. Guiding teachers should strengthen the depth and breadth to the curriculum content of the economic/social/legal environment, and increase dimensions of global business, broaden students ' horizons and cultivate awareness of global business environment. At the same time, there are errors caused by the teacher's lack of clarity in the scoring criteria in the graduation thesis.

有关商业法律环境、社会环境和经济环境的知识与能力没有达到综合性考试，毕业论文，实习评价的评估标准。尽管开设了关于经济/社会/法律环境的课程，但是评价的结果仍然没有达到目标。建议任课教师强化经济/社会/法律环境类课程内容的深度与广度，增加全球商业维度，开阔学生视野，培养全球商业环境意识。同时也存在教师在毕业论文打分中，对评分标准不够明确而造成的误差。

3. Program ISLO 3: The knowledge and ability of business ethics duty and responsibility did not meet the evaluation standard of comprehensive

examination and internship evaluation. Despite setting up the courses about ethical obligations and responsibilities, like Economic Law, Principles of Marketing, Advertising and so on, the results still did not reach the target of evaluation. Teachers should comprehensively review the core areas of business and integrate the related courses so that it is unified and standardized in content. And it is recommended to set up a course about case study of business ethics obligations and responsibilities.

有关商业道德义务与责任的知识与能力没有达到综合性考试和实习评价的评估标准。尽管开设了包含商业道德义务与责任的课程，比如，经济法、营销学原理、广告学等，但是评价的结果仍然没有达到目标。建议教师应全面回顾商科核心领域，整合相关课程，使其内容统一、规范，建议在涉及商业道德与义务的课程大纲中，更加明确此方面的教学要求和目标。

4. Program ISLO 4: The knowledge and ability to use decision support tools to make business decisions did not meet the evaluation criteria of graduation thesis evaluation and internship evaluation. The current courses on the auxiliary business decision-making are: Market Research, Marketing Analysis Tools, and Information Management Systems etc. However, The results of the evaluation and investigation showed that the knowledge and ability of decision-making were not good enough. It is recommended to increase the hours of the decision support tool courses, to re-discuss and arrange the course content, to introduce practical cases and to develop students' practical application ability.

有关运用决策支持工具来做出商业决策的知识与能力没有达到毕业论文评价、和实习评价的评估标准。目前开设的关于辅助商业决策的课程主要有：市场调研、营销分析工具、管理信息系统等，但是，评价与调查的结果均显示学生商业决策的知识与能力较弱。建议加大有关决策支持工具类课程的学时，重新讨论并安排课程内容，引入现实案例，培养学生的实际应用能力。

5. Program ISLO 5: The students' oral and written ability did not meet the evaluation criteria of graduation thesis and internship evaluation .It is suggested to add discussion and display in classrooms as means of assessment of the curriculum in a majority of the core areas of business courses, so that students can strengthen oral expression and written writing skills in the classroom; and to set up specialized courses to develop and improve students ' writing abilities. At the same time, there are errors caused by the teacher's lack of clarity in the scoring criteria in the graduation thesis.

学生的口头和书面表达能力没有达到毕业论文和实习评价的评估标准。建议大部分的商科核心领域课程增加课堂讨论与展示、课程小论文作为课程的考核手段，使学生在课堂中加强口头表达与书面写作能力；并建议开设专门培养与提高学生写作能力的课程。同时也存在教师在毕业论文打分中，对评分标准不够明确而造成的误差。

6. Program ISLO 6: Students' ability to apply business concepts and knowledge in a comprehensive way did not meet the assessment criteria of comprehensive examination, graduation thesis and internship evaluation. Teachers of management school should comprehensively review core areas of business, and seek to strengthen students ' ability to comprehensively use business concepts and knowledge.

学生综合运用商科概念和知识的能力没有达到综合性考试、毕业论文和实习评价的评估标准。管理学院的教师应该全面回顾商科核心领域，并努力寻求能够强化学生综合运用商科概念和知识的方法与途径。

7. Program ISLO 7: Students' ability of teamwork in various environments did not meet the evaluation criteria of internship evaluation. It is suggested to add team projects or team assignments in a majority of the core areas of business courses so that students can form teamwork consciousness in the usual habit.

学生在各种环境中进行团队协作的能力没有达到实习评价的评估标准。结果显示，学生在实习的过程中存在比较明显的个人自由主义意识，在一个团体中没有充分发挥其角色、职位或岗位的作用。建议大部分的商科核心领域课程增加小组项目或小组作业，使学生在平时就养成团体合作的意识。

8. Program ISLO 8: The knowledge of basic concepts of marketing did not meet the evaluation criteria of comprehensive examination and internship evaluation. Teachers of marketing department in management school should comprehensively review Marketing core areas of business , and try to seek ways and means to enhance the students ' level of basic marketing theory .It is recommended that teachers should strengthen the theoretical teaching methods in the usual teaching process and cultivate students' ability of knowledge restatement and theoretical presentation.

学生的营销学的基本概念的知识没有达到综合性考试与实习评价的评估标准。管理学院市场营销系的教师应该全面回顾市场营销专业的商科核心领域，努力寻求能够增强学生营销学基础理论水平的方法与途径，建议教师在平时的授课过程中，增强理论教学手段，要多锻炼学生的知识复述与理论表述能力。

9. Program ISLO 9: The skills of students' marketing analysis did not meet the evaluation criteria of comprehensive examination and internship evaluation. Teachers of marketing department in management school should strengthen the proportion of case studies in teaching, especially emphasis on students' ability of analyze problems by themselves. The teaching means and methods of the Marketing Mix Case Analysis needs to reform further, to enhance students ' capacity for independent analysis.

学生营销分析的技能没有达到综合性考试与实习评价的评估标准。管理学院市场营销系的教师应该在教学中加强学生案例学习的比重，特别强调学生自己动手分析问题的能力。《营销综合案例分析》课程需要进一步改革教学手段和方法，增强学生自主分析的能力。

10. Program ISLO 10: Students' special industry knowledge and marketing planning ability did not meet the evaluation criteria of comprehensive examination and internship evaluation. Teachers of marketing department in management school should strengthen the students ' knowledge of the industry and planning ability in relevant courses, especially like *Real Estate Market, Exhibition Management, Tourism and The Marketing Rights, Cultural and Creative Industries, Creative Mind and Method* and so on.

学生特殊行业知识和营销策划能力没有达到综合性考试与实习评价的评估标准。管理学院市场营销系的教师在相关课程中加强学生的行业知识和策划能力。特别是《房地产营销》、《会展管理》、《旅游市场营销》、《文化创意产业》、《创意思维与方法》等课程。