



深圳技术大学  
SHENZHEN TECHNOLOGY UNIVERSITY



商学院  
BUSINESS  
SCHOOL

# 深圳技术大学 商学院 本科专业手册

SZTU Business School  
Undergraduate  
Program Handbook

AACSB

Business  
Education  
Alliance  
Member

国际视野 唯实求精  
GLOBAL VISION  
SEEK TRUTH PURSUE EXCELLENCE

# MESSAGE FROM THE DEAN

## 院长寄语



**霍尔格·哈顿旺**

Prof. Dr. Holger Haldenwang

院长、讲席教授、鹏城学者

Dean, Chair Professor,

Pengcheng Scholar

作为深圳技术大学商学院的创始院长，我十分了解“德国应用技术型高校模式”。该模式在培养下一代商业领袖方面，具有无与伦比的前瞻性、实践性和产业导向性。深圳技术大学商学院得益于其得天独厚的区位优势，与众多国际与本土跨国公司为邻。同时，在国际交流合作方面，也得益于深圳技术大学驻德国海外办公室的大力支持，我们的学生将通过合作院校交流项目、大公司与初创企业实习活动、领先企业孵化器实践计划等发展提升个人创新能力。

更重要的是，商学院具有丰富及多样化的国际师资队伍，他们具有在德国、奥地利、法国、瑞士、比利时等国的海外商业领域工作经验，可为学生传授与产业活动紧密相关的理论知识及商业见解。

我诚挚地邀请您参观商学院！

As the founder dean of SZTU Business School, I'm very proud of the Germany-inspired Applied Sciences model, one of the essential concepts of SZTU, which offers an incomparable future-looking, hands-on and industry-oriented education to develop the next generation of leaders.

Ideally located in Shenzhen, a city with numerous international and home-grown multinational companies, we benefit not only from city geographic advantage, but also the strong support of SZTU overseas liaison office in Regensburg, Germany. Students will have hands-on experience in a progressive overseas environment through exchange programs with partner universities, internships within major corporations, gaining entrepreneurial knowledge at start-ups and by building their own personal innovation capabilities at leading business incubators.

Furthermore, students will interact with a group of leading Business Faculty with intellectual caliber and solid work experience overseas in countries like Germany, Austria, France, Switzerland and Belgium who are able to offer theories along with an expansive range of real-life industrial and commercial insights.

I would like to cordially invite all of you to explore our Business School.

# 商学院简介

深圳技术大学商学院成立于2018年6月，是一所立足粤港澳大湾区、辐射全国、对标国际的高水平研究应用型商学院。现有在校生900余名，学院对标德国普福尔茨海姆大学商学院（第一个获得AACSB国际商学院协会认证的德国应用技术大学商学院），采用小班化全英文教学模式，拥有国际化高层次人才师资队伍，注重政产教融合，旨在培养善于创新、唯实求精、具备国际视野并能够以负责任的方式塑造全球经济和社会的未来领导者，培养可持续意识、贡献社会、造福人类。

学院现有师资队伍40余人，外籍教师占比近40%，100%师资具有博士学位，90%以上师资拥有海外学习或工作背景，毕业院校包括宾大沃顿、牛津大学、伦敦大学学院、得克萨斯大学达拉斯分校等世界知名院校。学院共设有三个研究中心，分别为循环经济研究中心、商业案例研究中心、金融创新和金融科技研究中心；配备先进的实训设备，包括数字经济实验室、智能会计实训室、商业模拟中心、新媒体录播室等。目前学院共设有三个本科专业（国际商务、财务管理、市场营销）和一个联合培养MBA硕士项目。学院于2023年11月正式获批进入AACSB（国际商学院协会）国际认证流程，正式加入国际商学院的建设标准行列。

**胜任力目标：**合作能力、全球思维、就业能力

**商学院可用4i代表：**协同、智慧、创新、国际化

## BUSINESS SCHOOL INTRODUCTION

The Business School of Shenzhen Technology University, founded in June 2018, is a high-level research-oriented and application-driven academic institution aligning with international standards. Strategically anchored in the Guangdong-Hong Kong-Macao Greater Bay Area, it extends its impact nationwide and globally. With more than 900 students, the School is benchmarked against the Business School of Pforzheim University of Applied Sciences (the first

Business School of German University of Applied Sciences accredited by AACSB). We adopt all-English teaching mode with small class size, have an international high-level teaching team, and prioritize government-industry-education integration. Business School aims to cultivate future leaders who are innovative, pragmatic, and excellence-driven, with an international vision to shape the global economy and society in a responsible way, while instilling a sense of sustainability to contribute to society.

Business School has a teaching team of over 40 faculty members, of which nearly 40% are foreign teachers, 100% have Doctoral Degrees, more than 90% have overseas study/work backgrounds, and graduated from world-renowned universities, such as Wharton School of University of Pennsylvania, University of Oxford, University College London, University of Texas at Dallas, etc. The School has three research centers, which are the Center for Circular Economy, Business Case Center, and Finance Innovation & Fintech Research Center. Equipped with advanced training equipment, there are: Digital Economy Laboratory, Intelligent Accounting Laboratory, Business Simulation Center, and New Media Studio. So far, the School has set up three undergraduate programs (International Business, Financial Management, Marketing) and a joint-training MBA program. In November 2023, the School was officially approved to enter the AACSB accreditation process, which represents to officially join the ranks of international business school construction standards.

Competency Objectives: Collaborative Skills, Global Thinking, and Employability

Business School stands for 4I: Interactive, Intelligent, Innovative and International



# PROGRAM INTRODUCTION

## 专业介绍

### 国际商务 专业

Program: International Business (IB)

学位 管理学学士

Degree: Bachelor of Management

学制 四年全日制本科

Study Duration: Four-year Full-time Undergraduate

授课语言 全英文

Teaching Language: English

国际商务专业聚焦数字经济时代全球化运营需求，构建“通识教育+专业核心+数字商务”三维课程体系。核心培养跨国经营决策能力，涵盖国际投融资、跨文化谈判、全球供应链管理等模块，配套建设“数字贸易实训中心”、“商业模拟实验室”等实践平台。毕业生就业前景广阔，广泛任职于行业头牌企业、跨国金融机构及涉外政府机构。

International Business Undergraduate Program addresses global operational demands in the digital economy era through its 'tripartite curriculum' integrating General Education, Professional Core Studies, and Digital Commerce. This framework systematically cultivates transnational management decision-making capabilities, with specialized modules covering international investment and financing, cross-cultural negotiation, as well as global supply chain management. The School provides immersive experiential learning with various practice platforms, such as Digital Trade Simulation Center and Business Simulation Laboratory. Graduates demonstrate exceptional employability, securing strategic positions with global market leaders, multinational financial institutions, and foreign affairs government agencies.

### 专业课程包含

MAJOR-RELATED COURSES INCLUDE

管理学

Management

国际经济

International Economy

商法基础

Foundation of Business Law

公司金融

Corporate Finance

人力资源管理

Human Resource Management

市场营销学

Marketing

供应链管理

Supply Chain Management

组织行为学

Organizational Behavior

公司治理

Corporate Governance

会计学原理等

Accounting Principles, etc.





# 财务管理 专业

Program: Financial Management (FM)

学位 管理学学士

Degree: Bachelor of Management

学制 四年全日制本科

Study Duration: Four-year Full-time Undergraduate

授课语言 全英文

Teaching Language: English

财务管理专业以企业价值创造为主线，打造“智能财务+智慧决策”双核体系。课程融合ACCA、CFA框架，开设财务大数据可视化、金融科技等前沿课程，配套智慧财务实验室，强化数据分析与商业决策能力。毕业生将具备双语财务报告编制、跨国税务筹划等核心能力，掌握财务建模、商业智能仪表盘等数智技能，现有学生深受四大会计师事务所及跨国企业青睐。

Financial Management Undergraduate Program centers on corporate value creation, developing a 'dual-focus framework' integrating Intelligent Finance and Strategic Decision-Making. The curriculum incorporates ACCA and CFA frameworks while pioneering cutting-edge courses in Financial Big Data Visualization and FinTech, and with a smart finance laboratory, aims to strengthen capabilities in data analysis and business decision-making. Graduates will possess core competencies such as bilingual financial reporting preparation and cross-border tax planning, and master digital and intelligent skills including financial modeling and business intelligence dashboards. Current students demonstrate strong recruitment potential with Big Four accounting firms and multinational corporations.

## 专业课程包含

MAJOR-RELATED COURSES INCLUDE //

中级财务会计  
Intermediate Financial Accounting  
管理会计  
Management Accounting  
财务管理  
Financial Management  
资本市场与投资组合管理  
Capital Market and Portfolio Management

高级财务会计专题  
Advanced Topics in Financial Accounting  
审计学  
Auditing  
数据科学基础  
Fundamentals of Python Data Science  
货币金融学等  
Money, Banking and Financial Market, etc.



# 市场营销 专业

Program: Marketing (MKT)

学位 管理学学士

Degree: Bachelor of Management

学制 四年全日制本科

Study Duration: Four-year Full-time Undergraduate

授课语言 全英文

Teaching Language: English

市场营销专业构建“数字营销+创新创业”双核驱动体系，开设消费者行为分析、社交媒体运营、数据驱动营销分析等模块。联合企业开展数字营销实训实践、用户画像分析等实战课程，配套建设电商实训基地。近三年，该专业学子在全国大学生市场调查与分析大赛、创新创业大赛等国家级赛事中累计斩获36项荣誉。本专业已构建起“前沿理论+数智工具+真实场景”的创新型人才培养模式，毕业生将全面具备进入头部互联网企业、4A广告机构及新消费品牌任职的核心竞争力。

Marketing Undergraduate Program establishes a dual-driven framework integrating Digital Marketing and Innovation & Entrepreneurship. Core modules include Consumer Behavior Analysis, Social Media Operations, and Data-Driven Marketing Analytics. Collaborating with enterprises, it delivers hands-on courses including digital marketing practical training, user profiling analysis, and other experiential content, supported by the construction of an e-commerce training base to reinforce practical capabilities. Over the past three years, students from this program have cumulatively won 36 national-level honors in competitions such as the National College Students' Market Research and Analysis Competition and the Innovation and Entrepreneurship Competition. This program has culminated in the development of an innovative talent cultivation model characterized by "cutting-edge theories + digital and intelligent tools + real-world scenarios." Graduates will be fully equipped with the core competitiveness required for positions in leading internet companies, 4A advertising agencies, and new consumer brands.

## 专业课程包含

MAJOR-RELATED COURSES INCLUDE

国际营销学  
International Marketing

品牌管理  
Brand Management

广告学  
Advertising

消费者行为  
Consumer Behavior

服务营销  
Services Marketing

全球化与贸易营销  
Globalization and Trade Marketing

营销研究方法  
Research Methodology for Marketing

营销渠道管理等  
Marketing Channel Management, etc.

# FACULTY

## 师资力量

商学院致力于组建具备海内外商业领域经验的优质师资团队。学院师资队伍有着丰富的海内外工作背景，部分教授曾工作于德国、奥地利、法国、瑞士、比利时等。我们的学生将从多样的授课模式中，例如研讨会、案例模拟、小组学习，充分学习到这批优秀师资团队与时俱进的商业知识与理念。以下为商学院部分师资简介：

Business School is committed to building a team of high-quality faculty with experience in the business field at home and abroad. Some of the faculty members have worked in Germany, Austria, France, Switzerland, and Belgium, etc. Our students will learn from a variety of teaching modes, such as seminars, case simulations, and group learning, to fully understand the business knowledge and concepts of this excellent teaching team. Information below briefly introduces some of our teaching faculty:



**Dr. Holger Haldenwang**  
霍尔格·哈顿旺

院长、讲席教授、鹏城学者  
Dean, Chair Professor, Pengcheng Scholar



**Dr. Li Jie**  
Vice Dean, Professor  
Director of Shenzhen Auditing  
Research Base

李杰 副院长/教授  
深圳市审计科研基地主任



**Dr. Cheng Yun**  
Vice Dean  
Associate Professor  
程云 副院长/副教授



**Dr. Wang Yunxia**  
Director of IB Major  
Associate Professor

王云霞 / 副教授  
国际商务专业主任



**Dr. Jacky Chau**  
Director of FM Major  
Associate Professor

周元杰 / 副教授  
财务管理专业主任



**Dr. Wang Qian**  
Deputy Director of MKT Major  
Assistant Professor

王倩 / 助理教授  
市场营销专业副主任  
(主持工作)



**Dr. Chen Hao**  
Director of Business  
Case Center  
Associate Professor

陈昊 / 副教授  
商业案例研究中心主任



**Dr. Liu Gang**  
Director of Student Career  
Development Center  
Associate Professor

刘刚 / 副教授  
学生职业发展中心主任



**Dr. Lin Fangying**  
Deputy Director of Centre  
for Circular Economy  
Associate Professor

林芳莹 / 副教授  
循环经济研究中心副主任  
(主持工作)



**Dr. Chen Leqin**  
Deputy Director of Finance  
Innovation &  
Fintech Research Center  
Assistant Professor

陈乐勤 / 助理教授  
金融创新和金融科技研究中心  
副主任(主持工作)

# BUSINESS SCHOOL



**Dr. Jiang Qingyun**  
Professor  
江清云 / 教授



**Dr. Sascha Schweitzer**  
Professor  
教授



**Dr. Hak Yeung**  
Professor  
杨克平 / 教授



**Dr. Tu Nan**  
Professor  
涂南 / 教授



**Dr. Anis Bensadi**  
Associate Professor  
副教授



**Dr. Cui Di**  
Associate Professor  
崔顥 / 副教授



**Dr. Janghyuk Lim**  
Associate Professor  
副教授



**Dr. Li Yanafei**  
Associate Professor  
李彦斐 / 副教授



**Dr. Lutz Hecker**  
Associate Professor  
副教授



**Dr. Woo Kok Lian**  
Associate Professor  
胡国联 / 副教授



**Dr. Yuri Shenshinov**  
Associate Professor  
副教授



**Dr. Zhang Yahui**  
Associate Professor  
张雅慧 / 副教授



**Dr. Liu Ou**  
Associate Professor  
刘鸣 / 副教授



**Dr. Liu Yijiao**  
Assistant Professor  
刘义皎 / 助理教授



**Dr. Duan Xu**  
Assistant Professor  
段旭 / 助理教授



**Dr. Daniel Berg**  
Assistant Professor  
助理教授



**Dr. Guo Jin**  
Assistant Professor  
郭瑾 / 助理教授



**Dr. Liu Yi**  
Assistant Professor  
刘艺 / 助理教授



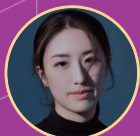
**Dr. Liu Jingyang**  
Assistant Professor  
刘敬洋 / 助理教授



**Dr. Sun Shuyun**  
Assistant Professor  
孙舒云 / 助理教授



**Dr. Xu Xin**  
Assistant Professor  
徐欣 / 助理教授



**Dr. Yang Qiulin**  
Assistant Professor  
杨秋琳 / 助理教授



**Dr. Zhang Bowen**  
Assistant Professor  
张博文 / 助理教授



**Dr. Li Pengpeng**  
Lecturer  
李鹏鹏 / 讲师



## CAREER PROSPECT AND INTERNATIONAL COMMUNICATION

# 就业与国际交流

随着中国国际影响力与日俱增，掌握商业理论知识、实践经验，具备全球化视野，尤其深谙中国及亚洲市场的高层次人才炙手可热。

商学院学生可在跨国企业、金融机构、涉外经济贸易部门及政府机构等从事经营管理、国际投融资、国际商务营销、国际商务谈判、会计、审计、财务管理和国际化的商务管理工作。在拥有多年的工作实践经验后，学生将成为具有国际化视野、可进行企业战略规划的高层次应用型管理人才。

商学院高度重视实习实训基地的建设。通过与大湾区知名企业建立合作关系，为学生提供专业的实习场所与实习指导。截至目前，学院已与十余家企业签订了战略合作协议或实习基地协议，建立了十余家校外实习实训基地。同时，通过与企业联合建设实验室和开设合作教学课程，学院进一步加强校企合作与人才培养，致力为企业精准输送人才。

迄今为止，我校的国际合作伙伴已覆盖20余个国家和地区，与100余所合作院校、机构签署合作协议，共建7个国际联合实验室，出国、出境学生累计超过700人次，累计接收国际学生200余人次。

学生可选择参加多样化的国际交流项目，以及出国深造。在学校积极支持下，商学院与国际多所知名大学建立合作关系，为学生创造国外学习机会，包含国际交换生项目与暑期课程项目。我院学生已参加的国际交换生项目所属高校包括：德国东巴伐利亚应用技术大学（雷根斯堡）、德国肯普滕应用技术大学、德国波恩-莱茵-锡格应用技术大学、德国奥格斯堡应用技术大学、德国兰茨胡特应用技术大学、德国纽伦堡应用技术大学、德国奥斯纳布吕克应用技术大学、奥地利维也纳管理与传播应用科学大学、奥地利布尔根兰应用科技大学、瑞士苏黎世大学等。2023年12月，我院与英国爱丁堡龙比亚大学举行了MBA项目签约仪式。2024年6月，我校与德国雷根斯堡应用技术大学（OTH Regensburg）正式签署首个本科双学位项目，该项目基于我院国际商务专业，为学生提供更广阔的学术视野和国际交流机会。



With China's growing international influence, high-level talents with theoretical knowledge, practical experience, global vision and especially with deep perception of the Chinese and Asian markets are in urgent demand.

Business School students can be engaged in business management, international trade, investment and financing, business marketing, business negotiation, business consulting, accounting, auditing, financial management, and business management in worldwide multinational enterprises, financial institutions, foreign economic, trade departments and government agencies, and can also undertake teaching and research in related fields. With several years of practical working experience, students would be able to become high-level, application-oriented managers with an international perspective and can conduct corporate strategic planning.

Business school attaches great importance to the construction of internship practice and training bases. Up to now, the school has signed strategic cooperation agreements or practice base agreements with more than ten enterprises, and established more than ten off-campus internship practice and training bases. Meanwhile, through the joint construction of laboratories and cooperative teaching courses with enterprises, the school further strengthens the cooperation among enterprises, and is committed to accurately conveying talents for enterprises.

So far, SZTU' s international partners have covered over 20 countries and regions. The university has signed cooperation agreements with more than 100 cooperative universities and institutions, built 7 international joint laboratories, had over 700 outbound students and more than 200 international students were accepted.

Students can choose to attend various international exchange programs, and further study abroad for Master Programs. With active support of university, Business School has established cooperative relations with many internationally renowned universities and continues to create opportunities for students to study abroad, including international exchange programs and summer school programs. BS students have joined the exchange program of universities, including: OTH Regensburg, Hochschule Kempten, Hochschule Bonn-Rhein-Sieg, Hochschule Augsburg, Hochschule Landshut, TH Nuernberg, HS Osnabrueck, FHWien der WKW, FH Burgenland, University of Zurich, etc. In December 2023, Business School has held a signing ceremony for the MBA program with Edinburgh Napier University, UK. In June 2024, our University officially signed the first undergraduate double degree program with the OTH Regensburg University of Applied Sciences in Germany, which is based on our International Business major to provide students with a broader academic vision and international exchange opportunities.





# BUSINESS SCHOOL

## 国际合作院校(部分)



德国雷根斯堡应用技术大学



德国维尔茨堡-施韦因富特应用技术大学



德国奥格斯堡应用技术大学



法国雷恩第一大学



德国慕尼黑应用科技大学



美国印第安纳大学



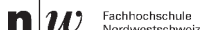
美国国际科技大学



瑞士苏黎世应用科技大学



德国纽伦堡应用技术大学



瑞士西北应用科学与艺术大学

## 校企合作(部分)



华润置地



金蝶



华为



大族激光



深圳地铁



华大基因



中国电信



中国南方航空



TCL



顺丰速运



周大福



嘉瑞集团



深圳日浩



比亚迪



中国联通



百泰投资





深圳技术大学  
SHENZHEN TECHNOLOGY UNIVERSITY



商学院  
BUSINESS  
SCHOOL

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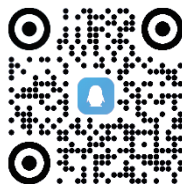
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商学院学生公众号  
BS News



招生办公室  
Admissions Office



商学院招生QQ群  
BS Admissions QQ Group

## Admissions Office 招生办公室

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