



商学院概览

SOUTHERN METHODIST UNIVERSITY COX SCHOOL OF BUSINESS

SMU 的考克斯商学院经常被评为世界上最优秀的商学院之一。学校位于国际商业中心的市中心，拥有出类拔萃的师资和良好的声誉，使我校的毕业生具备了得天独厚的优势。

工商管理学士(BBA)课程

工商管理学士课程教授商业运行方面的广泛而深入的基础知识。教师们注重学术研究和企业实践相结合，为学生提供扎实且有益于他们未来发展的学习机会。

商务专业必修的核心课程有：

- 财务会计入门
- 管理会计入门
- 信息系统管理
- 财务管理
- 运营管理
- 经济全球化或企业家精神的策略管理：创办企业
- 组织管理
- 商业统计学
- 商务沟通与领导力
- 法律环境和伦理入门
- 营销学基础

考克斯商学院的工商管理专业的学生除了完成商务核心课程以外，还要在以下七个主修中选择一个：

会计
一般商务

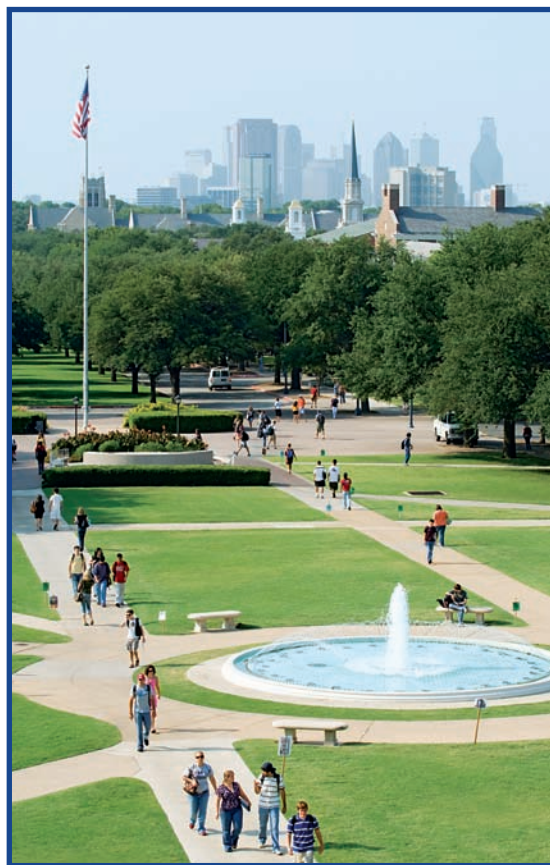
金融
管理

营销

财务咨询
房地产金融

考克斯学院的每个学术部门都注重理论教学与企业实践相结合。会计专业的学生在大四时可在本地或外地的会计师事务所实习。学生在高年级的财务课上学习对冲基金如何管理资金、利用数据实施交易策略，还经常有基金经理来作客座演讲。营销专业的学生能同《福克斯体育》频道、达拉斯星队（冰球）、斯巴鲁美国公司等一起开发区域性和全国性的营销活动。

学生还能从能源管理、创业管理、风险管理和保险业这3者中挑选一个作为他们的关注点。非商务专业的学生可以选修我们的两个辅修课中的一个。



“我在《德勤中国》实习期间的咨询实践中，体会到考克斯商学院教会了我许多基本的方法和必要的技能，让我能充分展现我的能力，从而为客户提供了满意的服务。”

Mark Yang

三年级，管理专业



“我们给学生提供亲临其境和自己动手的学习机会，这在传统的课堂环境中是无法实现的。”

Judy Foxman

营销专业 高级讲师



AT A GLANCE

SOUTHERN METHODIST UNIVERSITY COX SCHOOL OF BUSINESS

SMU's Cox School of Business is consistently ranked as one of the top business schools in the world. The school's location in the heart of an international business center, exceptional faculty, and strong reputation give our graduates an advantage.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) CURRICULUM

The BBA curriculum provides a broad foundation in business fundamentals plus in-depth coursework in a student's major. Faculty combine industry experience with academic research so our students have an education that is both academically rigorous and relevant to their future.

The following are the **Business Core** courses required for all business majors:

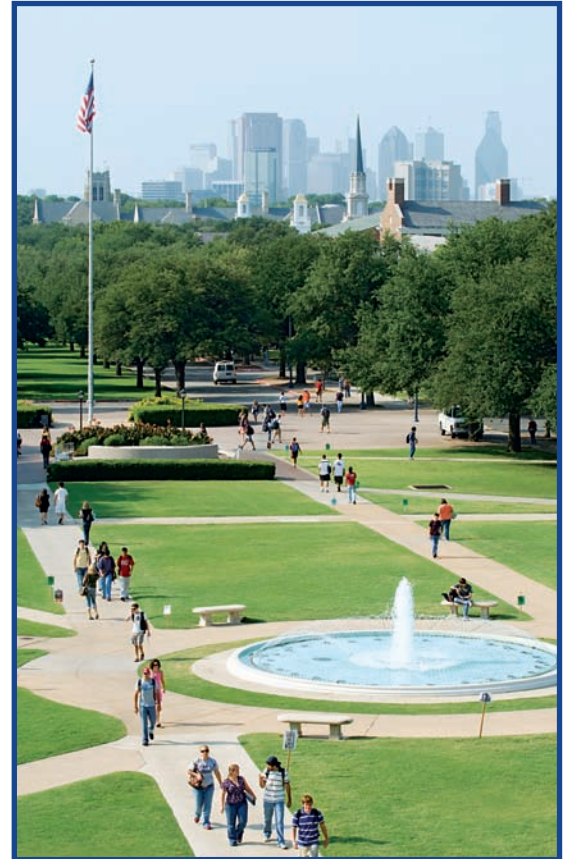
- Introduction to Financial Accounting
- Introduction to Managerial Accounting
- Information Systems for Management
- Financial Management
- Operations Management
- Strategic Management in a Global Economy or Entrepreneurship: Starting a Business
- Management of Organizations
- Business Statistics
- Business Communication & Leadership
- Intro to Legal Environment and Ethics
- Fundamentals of Marketing

In addition to completing the **Business Core**, BBA students select one of seven majors in the Cox School of Business:

- Accounting**
- Finance**
- Financial Consulting**
- General Business**
- Management**
- Marketing**
- Real Estate Finance**

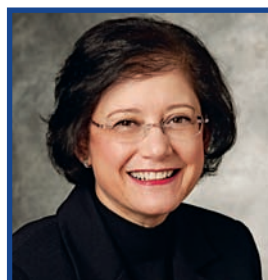
Each Cox academic department is actively involved in exciting research that combines academic learning and real business experience. **Accounting** students may choose to spend part of their senior year working in a full-time internship with a CPA firm in Dallas or elsewhere. In a senior level **Finance** course, our students learn about how hedge funds manage money, use data to implement trading strategies and listen to portfolio managers who serve as frequent guest speakers. Also, our **Marketing** students have worked with clients such as Fox Sports Network, the Dallas Stars, and Subaru of America, to develop regional and national marketing campaigns.

Students can also add one of three concentrations: Energy Management, Entrepreneurship or Risk Management & Insurance. Students not majoring in business can pursue one of two minors in business offered.



"During my internship with Deloitte China's consulting practice I found that the Cox School provided me with the fundamental tools and skills necessary to perform and meet client expectations."

Mark Yang
Junior, Management major



"We provide immersive, hands-on learning opportunities that cannot be duplicated in a traditional classroom setting."

Judy Foxman
Senior Lecturer in Marketing