附件二：课程中英文介绍

* Product Marketing and Management产品市场营销与管理

Description: This course will teach student to define markets for products and services, segment these markets, and target critical customers within segments. Strategies to position products and services within segments. The critical role of pricing as well as market research, product management, promotion, selling, and customer support.

简介：这一课程帮助同学们明确和区分商品市场和服务市场，并帮助他们找到市场的目标群体。学会对特定的商品和服务采用不同的商业策略。市场定价的主要方式以及市场研究、产品管理、促销、销售和服务支持。

* Organizational Leadership组织领导力

Description: This course will study alternative organizational structures, their stakeholders and cultures and use in meeting strategic enterprise priorities. Insights into motivational factors, communications networks, alternative leadership styles, and change management. Attention given to what the organization measures, controls, and rewards.

简介：这一课程学习不同形式的组织架构，了解他们的优势和文化因素以及在企业发展中的应用方式。充分理解激励机制、网络交流、领导方式和区别化管理。在组织评估、控制和激励方面给予建议。

* Global Business Strategy全球市场策略

Description: This course will examine the advantages and complications of the multinational organization with emphasis on translating marketing, financing, and operating plans in light of geographical, cultural, and legal differences across the globe. It will also cover strategic considerations for transglobal management.

简介：这一课程重点讨论跨国企业在交易市场、金融市场和管理方式上由于地域、文化和法律差异所带来的优势和问题。课程还将介绍跨国管理部门的战略选择。