

学院简介

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陕西师范大学国际商学院是陕西师范大学顺应大学综合化、研究型和教育创新的要求，于2002年4月创立的学院。2018年1月，学院正式获得国际顶级商学院认证机构——国际精英商学院协会（The Association to Advance Collegiate Schools of Business，简称AACSB）会员资格。学院秉承“天道酬勤”的院训，以“创经济与管理新知，培养具有社会责任感的优秀商业人才”为使命，立足中西部，面向全国，对标全球精英商学院标准，已发展成为一所具有重要影响力的经济与管理学院。现任院长雷宏振，党委书记思培峰。

The International Business School of Shaanxi Normal University was founded in April 2002 in response to the requirements of comprehensive, research-oriented, and innovative education at the university. In January 2018, the

school officially obtained membership of the Association to Advance Collegiate Schools of Business (AACSB). Adhering to the motto of "Life lies in diligence" the school's mission is to create knowledge in economics and management, nurture the business elites with strong social responsibility. Based in the central and western regions of China but with a national focus, the school benchmarks global elite business school standards and has developed into an economically and management influential institution. The current dean is Lei Hongzhen, and the party secretary is Si Peifeng.

学院现有教职员工99人，其中专职教师78人，教授20人，副教授50人，博士生导师12人，学术类硕士生导师48人，专业学位硕士生导师54人。学院有“长江学者”讲座教授 1人，教育部“新世纪优秀人才支持计划”入选者1人，“陕西青年科技人才”1人，“西安青年科技人才”1人，1人连续三年获Elsevier高被引学者。学院现有全日制本科生709人，学术类硕士研究生271人，专业学位硕士研究生496人，博士研究生45人，留学生6人。

The school currently has 99 faculty and staff members, including 78 full-time faculty, 20 professors, 50 associate professors, 12 doctoral supervisors, 48 academic master's supervisors, and 54 professional master's supervisors. The school has 1 "Yangtze River Scholar Distinguished Professor", 1 faculty members were supported by program for New Century Excellent Talents of the Ministry of Education, 1 recipient of the "Shaanxi Youth Science and Technology Talent" award, 1 recipient of the "Xi'an Youth Science and Technology Talent" award, and 1 scholar who has been highly cited by Elsevier for three consecutive years. There are currently 709 full-time undergraduate

students, 271 academic master's students, 496 professional master's students, 45 doctoral students, and 6 international students.

学院设有经济学、金融学、国际金融管理、商业智能与数据科学、组织管理、财务与会计等6个系。现有陕西省软科学研究基地——陕西区域创新与改革发展软科学研究基地，有中国经济发展研究中心、中国西部金融研究中心、交叉过程感知与控制实验室、扶贫政策与评估研究中心（中国智库CTTI来源智库）等4个校级科研平台；拥有省级实验教学示范中心——数字商学实验教学中心、省级虚拟仿真实验教学中心——经济与管理虚拟仿真实验教学中心。

The school has six departments: Economics, Finance, International Financial Management, Business Intelligence and Data Science, Organizational Management, and Finance & Accounting. It also has the Shaanxi Provincial Soft Science Research Base - Shaanxi Regional Innovation and Reform Development Soft Science Research Base, along with four university-level research platforms: the China Economic Development Research Center, the Western China Financial Research Center, the Laboratory of Cross-process Perception and Control, and the Center for Poverty Alleviation Policy and Evaluation Studies (the China Think Tank Index). Additionally, the school has a provincial-level Experimental Teaching Demonstration Center - the Digital Business Experimental Teaching Center, and a provincial-level Virtual Simulation Experimental Teaching Center - the Economic and Management Virtual Simulation Experimental Teaching Center.

学院拥有理论经济学、工商管理两个博士后流动站，有理论经济学和工商管理博士学位授权一级学科，国民经济学博士学位授权二级学科、理论经济学、应用经济学、工商管理硕士学位授权一级学科，拥有工商管理（MBA）、会计学（MPAcc）专业学位授权项目。国民经济学为省部级重点学科，理论经济学被列为学校一流学科重点支持学科。学院依托学校雄厚的人文底蕴和基础科学学科背景，突出马克思主义政治经济学在当代的发展，聚焦中国发展经济学、行为经济与管理重点学科建设方向，集中优势，打造特色。

The School has two post-doctoral stations in theoretical economics and business administration. IBS has doctoral degree program in theoretical economics and business administration and master's degree program in theoretical economics, applied economics and business administration. And the School also provides MBA and MPAcc degree program. National Economics is a key discipline at the provincial and ministerial level, and Theoretical Economics is designated as a key discipline supported by the university as part of its first-class discipline initiative. The School leverages the university's strong humanities background and foundational science disciplines, emphasizes the development of Marxist Political Economy in contemporary times, and focuses on key areas such as Chinese Development Economics, Behavioral Economics, and Management to build its unique strengths.

学院现有经济学、金融学（含数量金融校级非师范拔尖人才创新实验班）、市场营销、大数据管理与应用、人力资源管理、财务管理等7个本科专业（方向），其中，经济学专业为国家一流本科建设

专业，财务管理专业、金融学专业为省级一流本科建设专业。学院在借鉴国内外优秀商学院经验的基础上，设置了较为完善的课程体系，旨在培养具备扎实的经济学、管理学理论基础，具有一定研究能力，能够综合运用经济、管理、信息技术、外语等方面知识在政府、企业、金融或高校等部门从事相应工作的高素质人才。学院建有国家级一流课程2门，省级精品资源共享课3门，校级精品课程17门，校级双语示范课5门，校级全英语教学示范课7门，校级教学团队6个，校级信息化课程29门，并为全校开设了创新创业理论与实践大规模公共必修课(线上/线下)。学院建有省级大学生校外实践教育基地1个，校级实习实践基地30个，为学生综合能力提升搭建了发展空间和平台。

IBS currently offers seven undergraduate programs (or specializations) in Economics, Finance (including a non-teacher training innovation experimental class in Quantitative Finance at the university level), Marketing, Big Data Management and Application, Human Resource Management, and Financial Management. Among these, the Economics program is recognized as a national first-class undergraduate program, while the Financial Management and Finance programs are recognized as provincial first-class undergraduate programs. The School, drawing on the experiences of top business schools both domestically and internationally, has established a comprehensive curriculum system aimed at cultivating high-quality talent. These individuals are expected to have a solid theoretical foundation in economics and management, possess research capabilities, and be able to apply knowledge in economics, management, information technology, and foreign languages in government, enterprises, financial institutions, or academia.

IBS has developed two national-level first-class courses, three provincial-level excellent resource-sharing courses, 17 university-level excellent courses, five university-level bilingual demonstration courses, seven university-level full English teaching demonstration courses, six university-level teaching teams, and 29 university-level informatized courses. Additionally, it offers a large-scale public compulsory course on innovation and entrepreneurship theory and practice (both online and offline) for the entire university. The college also has one provincial-level off-campus practice education base for university students and 30 university-level internship practice bases, providing a solid platform and ample development opportunities for enhancing students' comprehensive abilities.

自2016年起，学院实行本科大类招生和培养，学院设有经济学、工商管理学两大本科招生类别，在学生大一第二学期中期开始进行专业分流，大一主要开设通识教育核心课程以及学科专业公共基础课程，后三年主要学习相关专业课程。整个课程设置体现个性化和多样性的培养理念，给学生更多的课程学习选择机会。同时，学院坚持理论与实践相结合，增大实践课程比例；坚持必修与选修相结合，增大选修课程比例；在教学方法上注重教学创新，突出案例教学、实践教学和计算机模拟实验教学。

Since 2016, IBS offers two main admission majors at the beginning in undergraduate program: Economics and Business Administration. Students begin to choose their specific majors in the second semester of their freshman year. During the first year, the curriculum primarily consists

of core general education courses and public foundational courses in the discipline. In the remaining three years, students mainly study courses related to their chosen specific majors. The overall course design reflects a philosophy of personalized and diverse training, providing students with more options in their course selections. Additionally, the School emphasizes the combination of theory and practice by increasing the proportion of practical courses. It also balances required and elective courses by increasing the proportion of electives. In terms of teaching methods, the college focuses on teaching innovation, emphasizing case-based teaching, practical teaching, and computer simulation experiments.

学院大力实施科研强院战略，以研究中心为载体，构建科研团队，定期举办学术报告，邀请国内外知名的企业家、学者和政府管理人员进入讲堂，与师生进行面对面的沟通和交流，教师科研实力持续提升。建院来，学院教师承担教育部哲学社会科学重大攻关项目1项，国家社科基金重点项目1项，国家自然科学基金、国家社科基金69项，其他省部级课题604项。在主流学术期刊发表论文1314余篇，出版专著与教材241余部。教师获省级及其它各类教学成果奖百余项，其中,省级微课比赛一等奖2项，三等奖1项；省级课堂教学创新大赛一等奖1项，二等奖1项；省级青年教师教学竞赛一等奖1项；省部级科技成果奖4项，校青年教师基本功大赛一等奖2项、二等奖3项、三等奖6项、优秀奖23项，校级教学质量优秀奖多项。

IBS vigorously implements a strategy to strengthen the institution through research. It builds research teams centered around research teams, regularly organizes academic lectures, and invites well-known entrepreneurs,

scholars, and government officials from both domestic and international backgrounds to give talks. These initiatives facilitate face-to-face communication and interaction with faculty and students, leading to continuous improvement in the research capabilities of the faculty. Since its establishment, the School's faculty has undertaken significant research projects, including one major project funded by the Ministry of Education for philosophy and social sciences, one key project funded by the National Social Science Foundation, 69 projects funded by the National Natural Science Foundation and the National Social Science Foundation, and 604 other provincial and ministerial-level projects. Faculty members have published over 1,314 papers in mainstream academic journals and have authored or co-authored more than 241 monographs and textbooks. The faculty has also received over 100 provincial and other various teaching achievement awards, including two first prizes and one third prize in the provincial micro-lecture competition, one first prize and one second prize in the provincial classroom teaching innovation competition, one first prize in the provincial young teachers' teaching competition, and four provincial and ministerial-level scientific achievement awards. Additionally, they have won two first prizes, three second prizes, six third prizes, and 23 excellence awards in the university's young teachers' basic skills competition, along with multiple university-level awards for teaching quality excellence.

学院设有MBA、MPAcc专业学位教育中心，负责MBA、MPAcc专业硕士的培养和管理工作。聘请一批国内著名经济学家和管理学家作为学院兼职教

授，指导MBA、MPAcc学员的学习和研究。专业学位中心配备有现代化的教学与实践场所，包括专用多媒体教室，情景实践室、小型研讨室、图书阅览室、行为经济与管理实验室、电子商务实验室、实践培训基地等一批教学场所，为学员学习提供保障。

IBS has established an MBA and MPAcc Professional Degree Education Center, responsible for the training and management of MBA and MPAcc professional master's students. It has appointed a number of renowned domestic economists and management experts as part-time professors to guide MBA and MPAcc students in their studies and research. The Professional Degree Center is equipped with modern teaching and practice facilities, including dedicated multimedia classrooms, scenario practice rooms, small seminar rooms, a library reading room, behavioral economics and management laboratories, e-commerce laboratories, and practical training bases. These facilities provide strong support for the students' learning.

学院自成立以来，坚持走国际化道路，已与美国东卡罗莱纳大学、佐治亚大学、密苏里大学、爱达荷大学、北佛罗里达大学，澳大利亚埃迪斯科文大学和新英格兰大学、新西兰怀卡托大学和梅西大学、日本名古屋大学、英国卡迪夫大学和格林威治大学、法国南锡高等商学院等院校建立了学术互访和交换生制度。学院引进多名外教和名师进课堂，累计为我院研究生和本科生开设课程10余门次。学院每年开设暑期课程，邀请国外知名教授为学生讲授学术前沿知识。近年来，学院师生参加国际学术会议20余次,出国访问交流30余次，学院主办各种国际国内学术会议50余次。

Since its establishment, IBS has been on the way of internationalization, and it has established academic exchange and students exchange programs with various institutions such as the East Carolina University, University of Georgia, University of Missouri, University of Idaho, University of North Florida, University of Edith Cowan, University of New England, University of Waikato and Massey University in New Zealand, Nagoya University of Japan, Royal University of Canada, University of Cardiff of Britain, University of Greenwich, Nancy Business School in France. A number of foreign faculty members and famous professors have been introduced, offering more than 10 courses for graduates and undergraduates cumulatively. Every year, IBS holds summer schools and invites foreign professors to introduce frontier academic knowledge for students. Our faculty and students have participated in more than 20 international academic conferences and engaged in over 30 overseas visits and exchanges. The school has held more than 50 various international and domestic academic conferences.

学院以“立足中西部，成为国内一流、国际知名的商学院为愿景”，倡导“教学相长、师生互促；塑造优秀品格，自信自立，坚信天道酬勤，创新者强的学院价值观”，致力于培养具有社会责任感、勇于担当、胸怀宽广、富于创新、热爱生活、具有国际视野、受人尊敬的优秀人才。把学院建设成为一个师生向往的知识殿堂和社会敬重的智慧高地！

The vision of IBS is to become the national top and internationally renowned business school rooted in the Midwest China. We uphold two-way process of teaching and research, insist mutual promotion of teachers and

students. We value outstanding character with self-confidence and self-independence and we believe fortune favors the diligent and innovator gains the power. We are committed to nurturing talents with a sense of social responsibility, generosity, creativity, passion and global vision. With the support of all faculty and students, we will endeavor to develop the school into a sought-after knowledge palace and an esteemed wisdom highland.

经济学专业ECONOMICS

培养目标Educational Objectives

培养学生具有扎实的马克思主义经济理论和现代经济学理论基础，系统掌握现代经济理论，并能熟练运用经济管理和其它金融、统计、应用经济学知识、方法和手段分析实际问题；熟悉国家经济政策与经济法规和国内外商务通用的规划与惯例；知识面宽广，应用能力强，具备对经济问题做定性研究与定量分析的能力，有向经济学相关领域扩展渗透的能力，具备创新思维与创新意识的，最终达到厚基础、宽口径、高素质、强能力、重创新，能够适用市场经济需求，适合政府机关、事业单位与国内外企业从事相关工作的中高级管理人才与应用人才。

The major aims to cultivate students with a solid foundation of Marx's economic theory and modern economics theory and be proficient in the use of knowledge and methods in economics, management, finance, statistics and applied economics to analyze and solve practical issues. Students are supposed to be familiar with national economic policies, laws and regulations and the domestic and foreign general business planning and practices; possess broad knowledge and application ability; be able to do qualitative

research and quantitative analysis on economic issues; have the innovative thinking and innovation consciousness. This specialty is designed to nurture senior specialized professionals for government departments, financial institutions, enterprises, and institutions of higher learning.

主干课程Core Courses

政治经济学、宏观经济学、微观经济学、《资本论》研究、计量经济学、博弈论与信息经济学、数理经济学、发展经济学、区域经济学、产业经济学、劳动经济学、人口、资源与环境经济学、金融学、国际金融、国际经济学、经济理论史、经济史、企业理论。

Political Economics, Macroeconomics, Microeconomics, Study on Marx's Das Capital, Econometrics, Game Theory and Information Economics, Mathematical Economics, Development Economics, Regional Economics, Industrial Economics, Labor Economics, Population & Resource & Environmental Economics, Finance, International Finance, International Economics, History of Economic Theories, Economic History, Theory of the Firm.

金融学专业FINANCE

培养目标Educational Objectives

培养德、智、体、美、劳全面发展，身心健康，能适应社会主义市场经济建设的需要，具有创新精神和责任感，具备良好的经济管理素质，掌握金融及投资等方面基本理论和基本技能，能在银行、证券、保险等金融机构及其他经济管理部门和企业从事相关工作的应用型高级专门人才。

The specialty of Finance aims to promote the students' moral, intellectual, physical and aesthetic development. It

trains high-quality applied talents who could adapt to the needs of socialist market economy development, and with innovative spirit and a sense of responsibility. Besides, students are expected to have good competencies in economics and management and could master the basic theory and skills in finance and investment. They are supposed to have the ability to work in banks, securities, insurance companies and other financial institutions, as well as economic management departments and enterprises, as applied senior professionals.

主干课程Core Courses

微观经济学、宏观经济学、金融学、保险学、管理学、会计学、统计学、中央银行学、金融中介学、公司金融学、投资银行学、国际金融学、金融市场学、证券投资学、商业银行经营管理、银行信贷管理、保险公司经营管理、博弈论与信息经济学、计量经济学、金融工程学、行为金融学、互联网金融、个人理财、随机过程、数学建模等。

Basic Microeconomics, Basic Macroeconomics, Finance, Insurance, Management, Accounting, Statistics, Central Banking, Financial Intermediaries, Corporate Finance, Investment Banking, International Finance, Financial Market, Securities Investment, Commercial Bank Management, Bank of Credit Management, Game Theory and Information Economics, Econometrics, Financial Engineering, Behavior Finance, Internet Finance, Personal Finance, Stochastic Process, Mathematical Modeling etc.

市场营销专业MARKETING

培养目标Educational Objectives

培养德、智、体、美、劳全面发展，身心健康。具有创新精神和实践能力；掌握管理学、经济学和信息技术基础知识，具有市场营销新理念和市场营销环境分析、市场营销战略规划、市场营销策略实施等的能力，熟悉国际营销业务规则，具备现代营销理论与方法，能够较好地应用外语和营销职业技能，能在企、事业单位从事市场开拓、营销管理、营销咨询和策划、市场调查与研究工作的高级专门人才。

The specialty of Marketing aims to promote students' moral, intellectual, physical and aesthetic development, physical and mental health development. The specialty will cultivate students in: the innovative spirit and practical ability; mastery of management, economics and information technology knowledge; the new marketing concept and marketing environment analyzing; marketing strategy planning and implementation; international marketing business rules; modern marketing theories and methods, etc.. Students are supposed to use the marketing professional skills in enterprises and institutions and deal with issues related to marketing, marketing management, marketing consulting and planning, market investigation and research.

主干课程Core Courses

管理学、市场营销学、消费行为学、网络营销、市场调研与预测、国际市场营销、服务营销、战略管理、运营管理、营销与广告策划、营销案例研究、商务谈判、分销管理、定价理论与策略、产品管理、品牌管理、客户关系管理、会计学、广告学、营销预算与控制、营销研究、供应链与物流管理等、零售管理、营销工程。

Management, Marketing, Modern Sales Strategies, Consumer Behavior, Network Marketing, Marketing Research and Predicting, International Marketing, Service Marketing, Marketing Information System Management, Marketing Strategy Management, Operations Management, Marketing and Advertising Planning, Marketing Case Research, Business Negotiation, Consumer Economics, Distribution Management, Pricing Theory and Strategy, Product Management, Brand Management, FMCG Marketing, Customer Relationship Management, Accounting, Advertising, Marketing Budget and Control, Marketing Consulting Management, Supply Chain and Logistics Management, Retail Marketing, Marketing Engineering.

大数据管理与应用专业 **The Big Data Management and Application**

培养目标Educational Objectives

培养德、智、体、美、劳全面发展，身心健康，在新一轮科技革命背景下，能适应数字经济发展的需要，具备扎实的大数据管理理论功底，熟练掌握大数据管理技术与方法，且具有智能量化分析商务数据的实践能力，能在企事业单位、政府部门、金融机构等领域，从事大数据开发、大数据分析、数据挖掘及大数据可视化等工作的复合型高级专门人才。

The major of Big Data Management and Application mainly aims to cultivate students with all-round moral, intellectual, physical and aesthetic grounding with a hard-working spirit, who can adapt to the needs of the digital economic development in the context of a new technological revolution, possess a solid theoretical foundation in big data management, master technologies

and methods in big data management and have practical skills in analysis of business data intelligently and quantitatively. The students of this specialty can engage in big data development, big data analysis, data mining and big data visualization in fields such as enterprises and institutions, government departments, and financial institutions.

主干课程Core Courses

应用统计学、概率论与数理统计、大数据商业模式、数据仓库与数据挖掘、大数据科学导论、大数据技术、大数据治理、数据结构与算法导论、机器学习算法、Python语言基础与网络爬虫、商务数据分析及可视化、商务智能分析、数据库与数据管理、社交网络分析、网络用户行为画像、文本分析与文本挖掘、电子商务

Applied Statistics, Probability & Mathematical Statistics, Cyber-Big Data Business Model, Data Warehouse and Data Mining, Introduction to Data Science, Big Data Technologies, Big Data Governance, Introduction to Data Structure and Algorithms, Machine Learning Algorithms, Python Programming Basics and Web Crawler, Business Data Analysis and Visualization, Business Intelligence, Database Principle and Application, Social Network Analysis, Internet User Behavior Portrait, Text Analysis and Text Mining, E-commerce Introduction.

人力资源管理专业 **HUMAN RESOURCE MANAGEMENT**

培养目标Educational Objectives

培养德、智、体、美、劳全面发展，具备一定的自然科学和人文社会科学素养，掌握管理学、经济学、心理学等方面基本理论，熟练掌握人力资源管

理理论体系、专业技能与方法，熟悉劳动法律与政策规定，具有分析与解决人力资源管理问题的一般能力，具备绩效改进思维和创新精神。能够在企业、政府、事业单位等组织中从事人力资源管理相关工作的管理人员、职业经理人、管理咨询师及研究人员。培养毕业生定位于能够胜任企业、政府、事业单位等组织中人力资源管理工作的应用型专门人才，为组织中管理问题的分析与解决提供管理、咨询与研究。

The specialty of Human Resource Management aims to promote the students' moral, intellectual, physical and aesthetic development, and to make students get certain accomplishment in natural science, humanities and social sciences, and to provide students with a solid theoretical foundation of Management, Psychology, and Sociology. On completion of the program, students are expected to have a mastery of the theoretical system, professional skills and methods of Human Resource Management, while also be familiar with labor law and relevant policies, be competent of analyzing and solving the problems in Human Resource Management. This specialty is designed to cultivate managerial staff, professional managers, management consultants, and researchers engaged in human resource management in enterprises, government departments, public institutions, and other organizations. This specialty is oriented to prepare graduates to be competent human resource management professionals, who are committed to providing management, consultancy and research for analyzing and solving management problems in organizations of enterprises, government departments, public institutions and other organizations.

管理学、劳动经济学、组织行为学、人力资源管理原理、人力资源规划、人才测评、社会保险学、冲突与沟通管理、工作分析与职务设计、招聘与选拔管理、培训管理、组织职业生涯管理、薪酬设计与激励机制、绩效管理、员工关系管理、人力资源管理咨询。

Management, Labor Economics, Organizational Behavior, Human Resource Management, Human Resource Planning, Personnel Assessment, Social Insurance, Management of Communication and Conflict, Job Analysis and Design, Recruitment and Selection, Training Management, Organizational Career Management, Salary Design and Incentive-payment Mechanism, Performance Management, Labor Relations Management, Human Resource Management Consulting.

财务管理专业**FINANCIAL MANAGEMENT**

培养目标Educational Objectives

培养德、智、体、美、劳全面发展，具备企业、事业单位等理财方面知识和能力，具有理论基础扎实、知识面宽、能力强、富有创新精神以及实践能力、能满足公司、金融部门、社会中介机构、企事业单位等经济管理需要的财务管理中高级专门人才。主要掌握会计业务处理和管理、财务筹资、投资、营运等方面的专门知识；具有一专多能的知识结构和一定的计算机应用能力。

The specialty of Financial Management aims to promote the students' moral, intellectual, physical and aesthetic development. It is designed to prepare students for the senior specialized professionals in financial management. With solid theoretical foundation of financial management, wide scope of knowledge, innovative spirit and practical ability, the students can develop a career of

financial management in business sectors, financial institutions, social agencies and enterprises. Students are expected to master accounting treatment and management, financial fundraising, investment, operations and other expertise, and have multi-skill knowledge structure and certain computer application competency.

主干课程Core Courses

会计学、中级财务会计、成本会计、财务报告分析、审计学、财务管理原理、中级财务管理、国际财务管理、会计信息系统、高级财务会计、管理会计、纳税筹划、证券投资学、投资银行学、内部控制等。

Accounting, Intermediate Financial Accounting, Cost Accounting, Financial Reporting Analysis, Auditing, Financial Management Principles, Intermediate Financial Management, International Financial Management, Accounting Information System, Advanced Financial Accounting, Management Accounting, Tax Planning, Securities Investment, Investment Banking, Internal Control, etc.

（以上数据截至2024年5月）

（The data is as of May 2024.）

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学院简介

院长致辞

学院简介

学院领导

历史沿革

组织机构

联系我们

联络我们

地 址：陕西省西安市长安区西长安街620号

电 话：+86-29-85310273

学院信箱：ibsmail@snnu.edu.cn

院长信箱：leihongzhen@21cn.com

书记信箱：sipeifeng@snnu.edu.cn

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