



國際商學院
INTERNATIONAL BUSINESS SCHOOL

北京外国语大学



BEIJING FOREIGN STUDIES UNIVERSITY

INTERNATIONAL BUSINESS SCHOOL

SHAPING BUSINESS
LEADERS FOR A GLOBAL
COMMUNITY

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Welcome to join

INTERNATIONAL BUSINESS SCHOOL



In keeping with the international vision of Beijing Foreign Studies University, long held ever since its foundation almost 80 years ago, we have a unique educational offering for students wishing to play a leading role in the imminent global dominance of the Chinese economy.

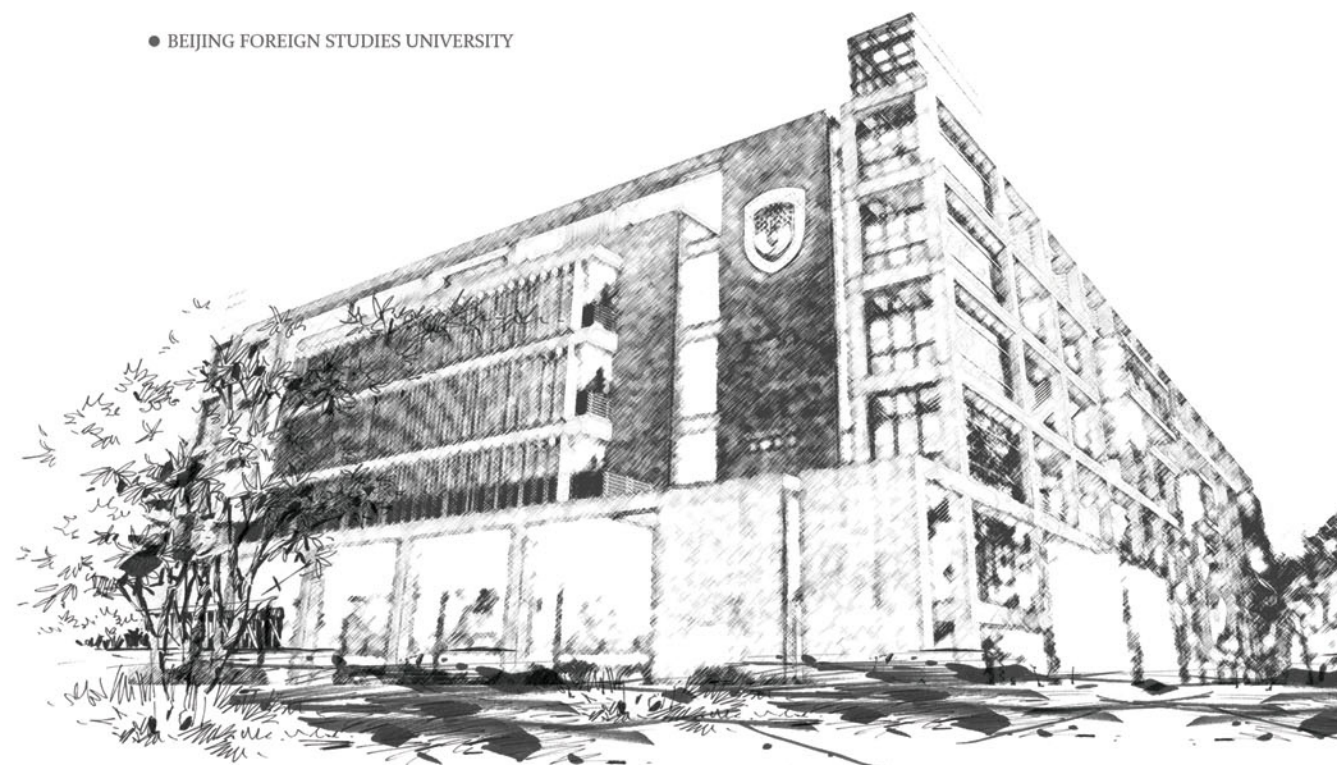
The International Business School (IBS) is ideally positioned, both geographically and historically, to offer students the unique opportunity to immerse themselves and explore this evolving and most dynamic economic context in the world, while at the same time gaining a world-class business education from leaders in the international business community.

China has grown exponentially in recent years with vast currency reserves, record trade and budget surpluses, and foreign direct investments that make it the focus of the world. In order to maintain this vigorous pace of growth, China calls for the brightest young minds to join in its success and you will have the unique opportunity to learn about this exciting and changing business environment.

IBS enables students from different parts of the world to share their own ideas and appreciate ideas from others in a friendly atmosphere. Students are encouraged to challenge business models and ideas that may need to be changed in the context of the Chinese economy.

Welcome to IBS!

● BEIJING FOREIGN STUDIES UNIVERSITY



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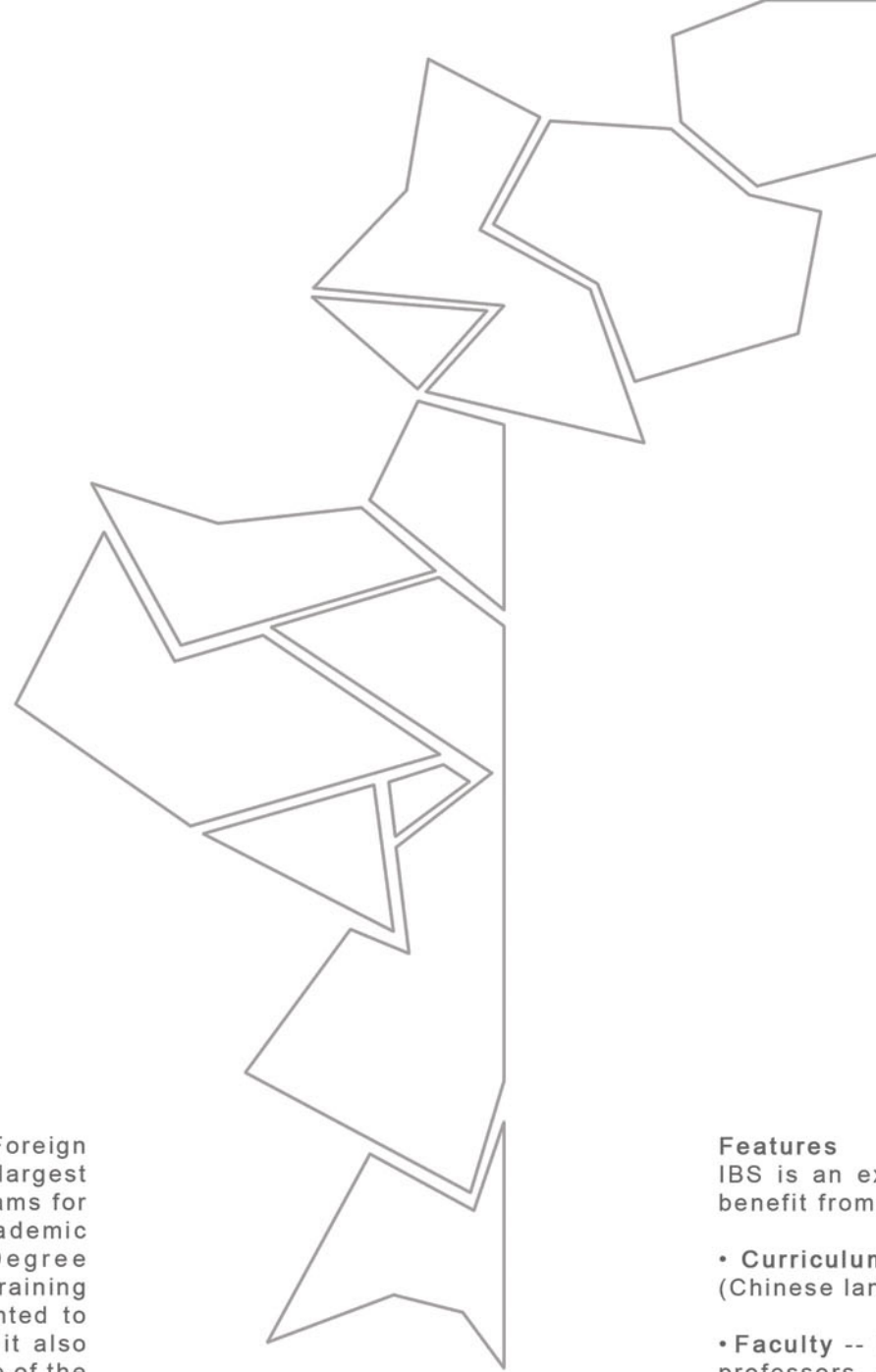
The International Business School (Abbreviated as IBS) of Beijing Foreign Studies University was established in 2001 and has grown into one of the largest schools at BFSU in terms of the teaching scale. It offers multiple programs for talent cultivation which include Planned Undergraduate Education, Academic Postgraduate Program, General Postgraduate Program, Double Degree of Undergraduate in Economics and Management, Senior Management Training Program and others. Now, IBS enrolled full-time students have amounted to over 2,000 currently, with nearly 400 international students. Besides, it also offers learning programs for 200 students from the Studying Abroad Base of the Ministry of the Education. Students of IBS come from nearly 60 countries.

Vision

We strive to be an international business school that bridges China to the rest of the world by providing a platform of learning for future business leaders through shared understanding of global business practices, culture and languages.

Mission

- Inspire students' curiosities towards knowledge and the undiscovered part of the world
- Cultivate global citizens with a sense of responsibility
- Help business leaders build a strong mind
- Encourage judgment and creativity in the business realm



Features

IBS is an excellent choice for bright young minds. They will be able to benefit from:

- **Curriculum** -- Internationalized curriculum coupled with Chinese studies (Chinese language, culture, economics, business, laws and social studies)
- **Faculty** -- International faculty and internationally experienced Chinese professors, offering both the international and Chinese perspectives on contemporary business issues
- **Immersion Week** -- Visit Fortune 500 companies and top Chinese companies every semester
- **Internships and Employment** -- Opportunities in multinational companies and organizations in China
- **Culture Diversity** -- Students come from over 60 countries and are able to develop cross-cultural communication skills in everyday life
- **Building Local Networks** -- Full Integration with the Chinese students: sitting in the same class with the top Chinese students, building your future social network
- **Homestay & Extended Family Experience** -- Opportunities for living with local Chinese families and immersing yourself into the real Chinese community
- **Scholarship** -- Available for excellent students.

北京外国语大学

BEIJING FOREIGN STUDIES UNIVERSITY



Beijing Foreign Studies University (BFSU) is a key university directly affiliated with the Ministry of Education (MOE) of the People's Republic of China. Founded in 1941, BFSU is the first institution specializing in foreign language studies. It has the longest history among universities of its kind in China, offering a complete range of degrees, diplomas and programs at various levels, with the largest number of foreign language programs in the country. BFSU has a very good reputation both nationally and internationally for its teaching and research.

BFSU consists of 14 schools, colleges and institutes, and 7 academic departments. In addition, BFSU is home to over 65 research centers, such as European and American Literature Research Center, Foreign Languages Research Center, and American Studies Center among others. BFSU hosts the only National Research Centre for Foreign Language Teaching.

BFSU was one of the first academic institutions in China authorized by the MOE to offer programs for Master and Doctoral degrees. A Post Doctoral program in foreign language research is offered alongside 12 Ph.D. programs in English, Russian, German, Japanese, Spanish, Arabic, European Languages and Culture, Linguistics and Applied Linguistics, and Comparative Literature and Culture. Furthermore, 42 MA programs are offered in 34 languages, as well as Chinese as a Foreign Language, Law, Diplomacy, and 67 BA degree programs in 55 languages.

BFSU has a highly-qualified, experienced and conscientious faculty of more than 700, among whom 400 are either professors or associate professors. In addition, each year the university invites approximately 140 international teachers and experts from more than 40 countries to teach in various academic programs. Among the more than 8,000 registered BFSU students, there are approximately 1,400 international students. To date, BFSU has established extensive academic partnerships with 281 universities and educational institutions in 88 countries and regions of the world. As one of the top Chinese universities to lecture in Chinese language and culture, BFSU has played a leading role in establishing 21 Confucius Institutes around the world.

As one of the leading universities in China, BFSU admits fewer than 2,000 students from over 10 million applicants from across the country each year. These numbers are hardly surprising when it is considered that research has shown BFSU graduates to be among the top earning young professionals in China today. Furthermore, the university is known for producing numerous Chinese ambassadors and diplomats. More than 400 ambassadors and over 1000 diplomatic counselors in China graduated from BFSU.

With an ideally located campus and diverse and advanced language programs, BFSU provides a unique and vibrant environment for both Chinese and overseas students to master their target languages as well as develop knowledge and skills in business, laws, journalism and other fields.

OTHER CAMPUS

Beijing Foreign Studies University has built two new campus. One is located at Foshan, China and the other is located at Daejeon, South Korea, where our international students have opportunities to study and do internships.

BFSU South China Institute (Foshan, China)

BFSU South China Institute (SCI) is located in the Zhongde Industry Service Centre in Foshan City, Guangdong province, which is a key governmental project that creates an innovative brand-new educating system for both Chinese and international students. BFSU cooperates with South China local government, companies and industries to produce the new power for the development of Chinese enterprises and the globalization process of South China area.



BFSU Korea Institute (Daejeon, South Korea)

BFSU Korea Institute is located in the center of South Korea, Daejeon, which is about 50 minutes away from the capital city Seoul by high speed train. Daejeon features a technology cluster known as Daedeok Innopolis and surrounded by corporate research centers and venture companies.



ACADEMIC PROGRAMS

Undergraduate Program (4 Years) :

- BM ---- Business Administration in International Business
- BM ---- Business Administration in International Finance
- BM ---- Business Administration in International Marketing
- BM ---- Business Administration in Chinese Business Studies
- BEc ---- International Economics and Trade

* BM--- Bachelor of Management

**BEc--- Bachelor of Economics

Graduate Program (1.5-2 Years) :

Specialty delivered in English:

- MIB---- International Business

Specialty delivered in Chinese:

- MF---- Finance

* MIB---Master of International Business

**MF--- Master of Finance

Undergraduate Program

All the students will study the fundamental courses together for the first two years and study specialization courses separately in the third and fourth year.

International Business

International Business introduces students to the world of global business. Courses cover the basics of the global economy, cultural influences on business, the impact of government decisions on business, what form of business to choose, importing and exporting goods and services, foreign exchange, and international management topics.

International Finance

International Finance is the branch of economics that studies the dynamics of exchange rates, foreign investment, and how these affect international trade. It also studies international projects, international investments and capital flows, and trade deficits. Courses include the study of futures, options and currency swaps.

International Marketing

International Marketing examines the impact of economic, cultural, political, legal and other environmental influences on international marketing. Within this context, the focus is on how to identify and analyze worldwide marketing opportunities and examine product, pricing, distribution and promotion strategies.

Chinese Business Studies

Chinese Business Studies is a well-tailored, economics-based, multi-disciplinary program focusing on specific areas relevant to doing business in China. With relevant business theories and up-to-date applications, the program aims to provide students with systematic knowledge of business practices and the ability to analyze changes in government policies and regulations that affect business operations in China.

International Economics and Trade

This major aims to produce the elites who master theoretical knowledge of international economics and management, who are equipped with the basic knowledge and skills of international economics and trade, who can sophisticatedly handle businesses concerning international trade, finance, investment and management, and who can independently handle international economic affairs.

Fundamental Courses

- Mathematics for Business I
- Application of Information Technology
- Introduction to Business
- Business Communication
- Academic Writing
- Mathematics for Business II
- Introduction to Microeconomics
- Statistics for Business
- Cross-cultural Management
- Principles of Marketing
- Introduction to Macroeconomics
- Principles of Management
- Principles of Accounting
- Business Law
- Organizational Behavior
- Business Ethics
- Introduction to Corporate Finance
- Human Resource Management
- International Trade



Specialization Courses

- International Investment Analysis
- International Finance
- M&A and Investment Banking
- Financial Markets and Institutions
- International Marketing Management
- Consumer Behavior
- Brand Management
- Marketing Research Methods
- Strategic Management
- International Business
- Entrepreneurship
- International Business Negotiation
- Chinese Business Environment
- Chinese Culture & Business Etiquette
- China Business Law
- Doing Business in China
- International Contracts and Payments

**Students are required to accomplish all compulsory specialization courses of their own majors. Besides, they need to select 7 more specialization courses from other majors.*

Language Courses

- Chinese – Grammar
- Chinese – Reading
- Chinese – Speaking
- Chinese – Writing

Humanistic Courses

- Elementary Spanish
- Introduction to Philosophy
- World History
- International History of the Twentieth Century
- International Relations
- China Encounter with the West
- Public Communication and Critical Thinking
- European Integration-Interdisciplinary Perspectives Geopolitics and Global Changes
- Sports (Chinese-Based)
- Chinese Kungfu/Basketball/Swimming/Football/Badminton/Table Tennis/Tennis, etc.

(IBS reserves the right to change the listed courses based on the academic rules of the university)



Graduate Program

International Business

The program is aimed at cultivating multi-lingual and inter-disciplinary business talents whom are equipped with outstanding language proficiency and communication ability. The program is made up of lectures, profession-oriented internships and the master thesis. In-class training and field work at enterprises are involved in this program.

Besides basic theories of international business, students will be exposed to theoretical or practical knowledge of the regional business environment and transnational operations, international trade and investment, business diplomacy and international business law.

Core courses

- Economics for Managers
- International Business
- Global Business Strategy
- International Business Law
- International Trade and Policy
- Chinese

Finance

The program is designed to cultivate international inter-disciplinary financial talents who can meet the demands of economic globalization and be familiar with the financing environment and financial market regulations of the target country. Four distinctive aspects will be involved in this program: Management of transnational financial institutions, Financial management of transnational corporations, International Capital Market Operation and Risk Management of Financial Information.

The program is composed of course learning, professional practice and the dissertation. The teaching method is conducted through a combination of lectures, experiments and case studies. Academic instructors and practice instructors in relative fields would be tutored collectively.

Core Courses

- Investment Science
- Mergers & Acquisitions
- Financial Markets and Institutions
- Financial Theory and Policy
- Corporate Finance



Short-Term Program

Certificate in Chinese Business Studies (One Semester)

The program is designed for non-degree seeking short-term and exchange students who will spend one semester in China. The content of courses range from introductory to specialized, focusing on contemporary Chinese business concerns.

Core Courses:

- Chinese Culture & Business Etiquette
- Strategic Management in China
- Doing Business in China
- The Government and Politics in China
- Marketing in China/Financial Markets and Institutions (available in fall semester)
- Basic Chinese

Summer/Winter Camp (One Week or Two Weeks)

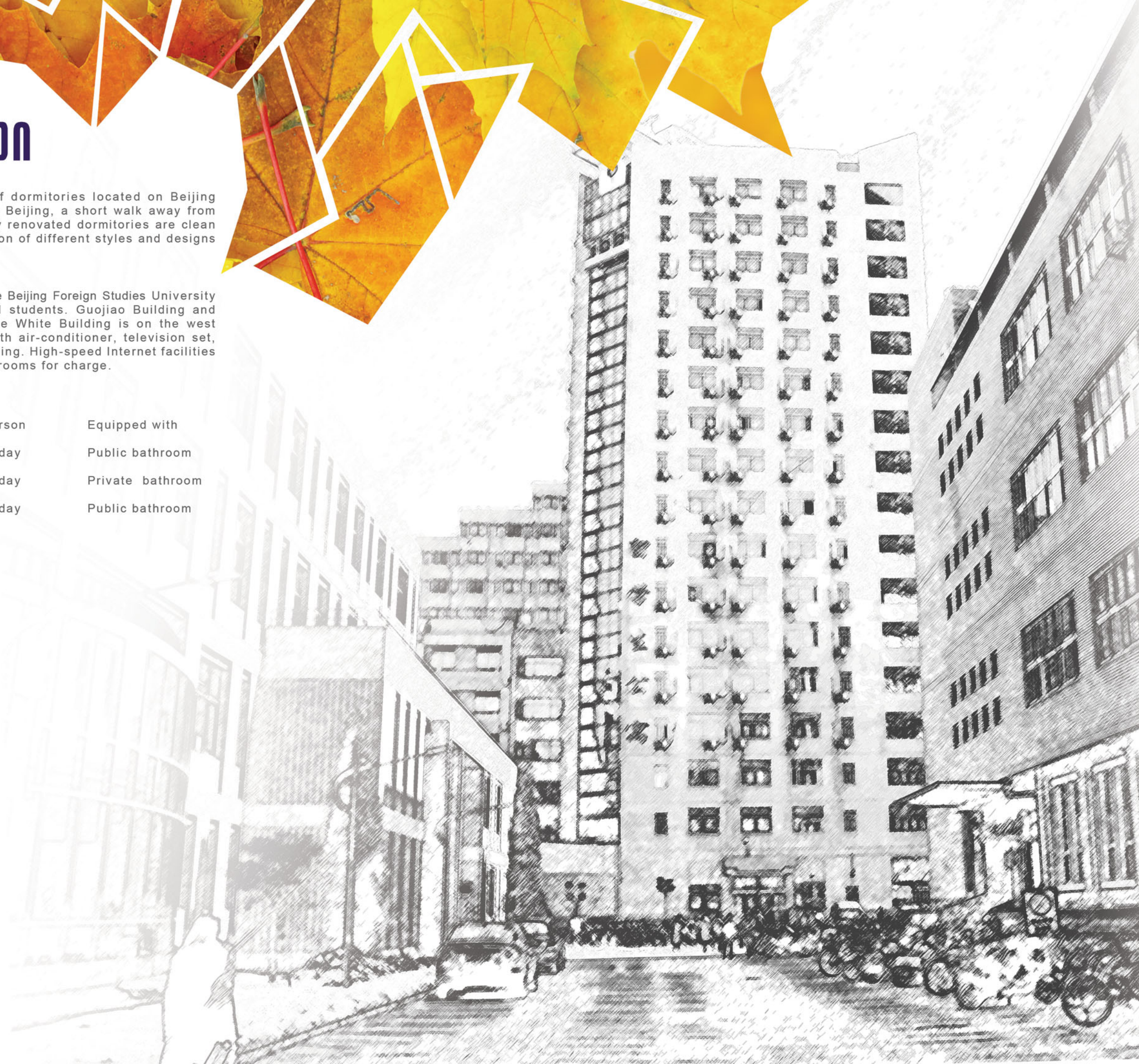
The Summer and Winter Camps at IBS are designed as entertaining and educational culture tours for high school students from around the globe. Students will spend one to two weeks learning about Chinese culture, language and history, with an option to include introductory business and economy courses. Lectures are conducted on campus at Beijing Foreign Studies University and are arranged to incorporate visits to culturally and historically significant sites around Beijing, China's cultural and political capital. Groups of 15 students or larger may apply to have a tour specially tailored to their needs and schedule. Summer camps typically occur during July and August, while winter camps are scheduled for January each year.

ACCOMMODATION

IBS students enjoy the convenience of dormitories located on Beijing Foreign Studies University's campus in Beijing, a short walk away from classrooms and cafeterias. Our recently renovated dormitories are clean and comfortable. Students have the option of different styles and designs in accommodation.

Several dormitory buildings, located on the Beijing Foreign Studies University campus, are allocated for international students. Guojiao Building and Building 1 are on the east campus, the White Building is on the west campus. All the rooms are equipped with air-conditioner, television set, telephone, desk and chair, bed and bedding. High-speed Internet facilities and services are available in dormitory rooms for charge.

Room Type	Room Rate/person	Equipped with
Single room	CNY 60 or 70/day	Public bathroom
Single room	CNY 70 or 90/day	Private bathroom
Double room	CNY 30 or 40/day	Public bathroom





Homestay Service

Homestay with local Chinese families is the best way to learn Chinese language through the day-to-day communication with the host family. It also provides the opportunity to be truly involved into local life and gain the unique Chinese cultural experience!

Detailed information regarding the application process and host families will be available on the request. After receiving a completed application, IBS will select proper students to join this program based on family hosts and student applicant preferences.

Extended Family

The 'Extended Family' project aims to help international students find their 'second home' in Beijing. This project is designed for those students who want to make friends with local people and to get a better understanding of Chinese culture.

By getting involved in the 'Extended Family' project, students will meet with local Beijing families. Local families will invite students to their home for weekends and holidays. They may also go out and do activities together in their leisure time. Apart from enriching after-school life, this will also be a great opportunity for foreign students to experience the local culture of Beijing.



University Life

Our Student Services Office provides efficient and timely information to students from the time they arrive at Beijing Capital International Airport, through orientation, dormitory settling, class registration, and throughout their stay at IBS. Assistance with travel documents, bank accounts, immigration registration, health issues and getting to know China and Beijing are provided. Our student support services staff is purposely comprised of men and women from many cultural and geographic backgrounds to better understand the needs of our students.

IBS students organize and participate in a wide range of clubs and activities. These activities allow them to interact socially with each other and the faculty to gain valuable “soft curriculum” experience. This can help with the creation of their own student organization.

The Student Union is an important student body at Beijing Foreign Studies University. It is dedicated to fostering a strong relationship between lecturers and students. In addition, the student union encourages dialogue among students, and other various student activities. Other popular clubs and organizations at Beijing Foreign Studies University include the Glee Club, the Film Club, the Dance Club, the Model Club, the Comic and Animation Club, MUN (Model United Nations) and more. Students are also welcome to join the international non-profit organization, SIFE (Students in Free Enterprise) through the University.

Our academic and leisure facilities allow students to spend their free time visiting the library, playing basketball, swimming, exercising and various other hobbies and sports. Students will find many leisure facilities available both on and near our campus, such as fitness centers, museums, parks, a national library and more.

The University gymnasium is a comprehensive multi-functional complex equipped with swimming pools, a sports hall, exercise equipment, a chess and card room, and a coffee/snack bar. Both swimming pools are filled with natural hot spring geothermal water.

Various group activities and outings are regularly scheduled throughout the year in order to help students relax and develop camaraderie among their peers while learning more about Chinese culture and history.

Beijing Foreign Studies University has its own hospital and medical services for students on campus. Furthermore, several hospitals are located in close proximity to BFSU campus. If a student needs medical care the Student Services Team will direct and, if possible, accompany the student to the appropriate medical care facility.



LIVING IN BEIJING

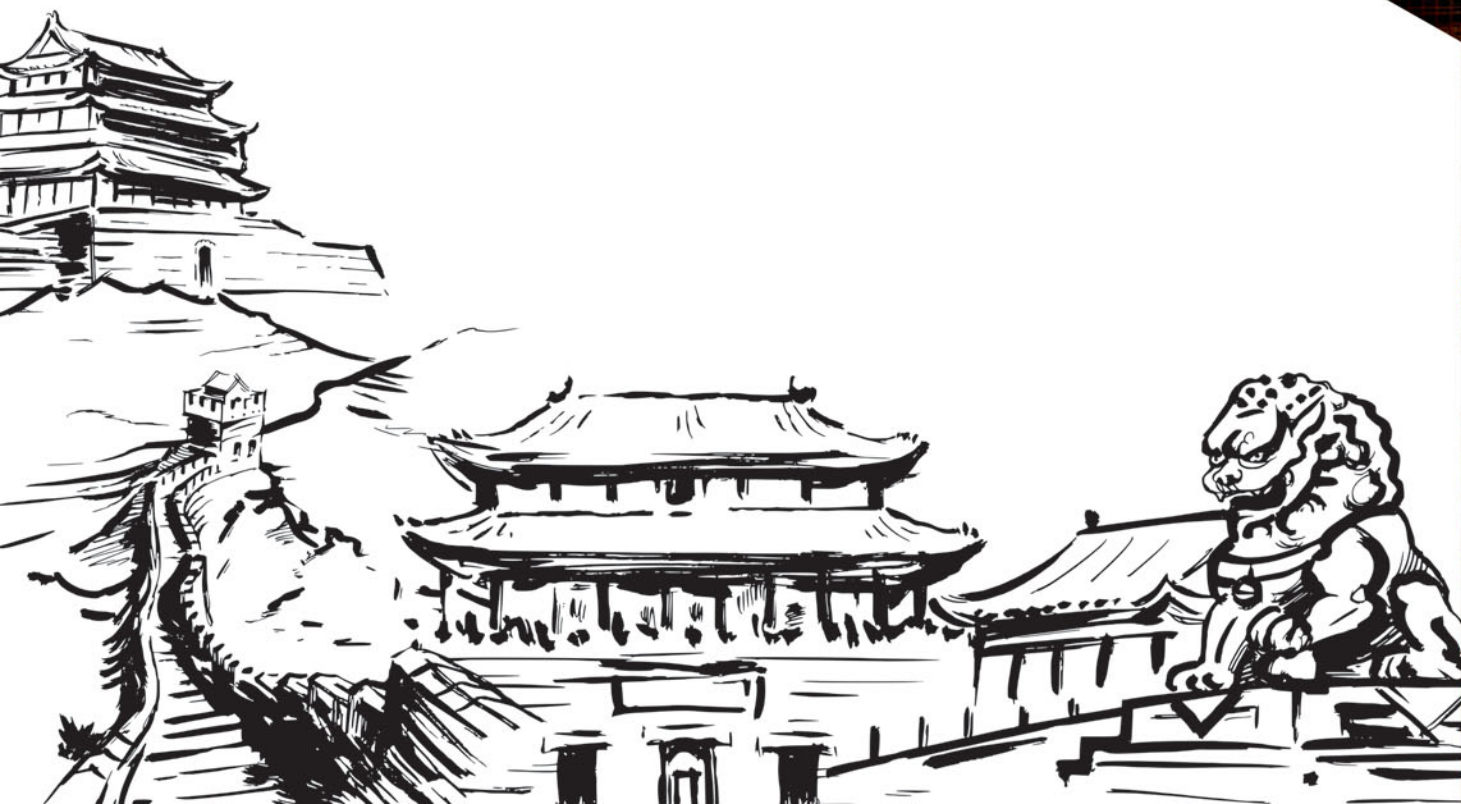


Beijing is the vibrant capital of the People's Republic of China. Governed as a municipality under direct administration of the central government, Beijing is recognized as the political, educational, economic, and cultural center of China, as well as being a node for international events. It is a major transportation hub, with dozens of railways, roads and motorways. Every part of China can easily be reached via fast and convenient airlines, express trains and buses. With a population of over 17 million residents, Beijing comprises 18 districts and counties and covers an area of 16,807 square kilometers.

As the capital of China, Beijing is amongst the most developed cities in China. In 2011 Beijing's nominal GDP was 1.6 trillion RMB, a year-on-year growth of 8% from the previous year. The development of Beijing continues to proceed at a rapid pace. At present, Beijing is one of five most developed economic areas in China, whose annual total GDP has been over 1 trillion RMB.

Beijing is increasingly becoming known for its innovative entrepreneurs and high-growth start-ups. This culture is backed by a large community of both Chinese and foreign venture capital firms, such as Sequoia Capital, whose head office in China resides in Beijing. Beijing is the first choice of most foreign companies that invest in China. There are nearly 50,000 foreign companies registered in Beijing including 44 Fortune Global 500 companies whose businesses started up in Beijing. It is the second most in the world behind Tokyo.

Beijing is the home of the best universities in China including Beijing Foreign Studies University, Peking University and Tsinghua University and other 70 colleges and universities. Beijing is the first target city for international students who are from Korea, North America, Europe, Southeast Asia, and elsewhere. Now there are more than 70,000 foreigners living in Beijing from all over the world.



welcome to Beijing

北京欢迎你



University Life

CAREER

China, already the second largest economy in the world, provides broad career opportunities for students who wish to find their bright future. Almost all Fortune 500 multinationals are doing business in China and significantly increasing numbers of Chinese companies like Haier, Huawei, ZTE, Lenovo, Geely and CNPC are going global. In both cases, demands for qualified international talents are great. Our business education prepares those bright students to get ready for the opportunities from the fastest-growing world economic engine. So, are you the one we are looking for?

Because of the well structured programs from the most renowned Professors and Staffs, IBS has taken me to a higher level of becoming a Professional in Business as well as foreign languages. I want to thank my family, Professors, Office Staffs and my brothers and sisters at IBS and I really miss them a lot. Currently, I work at the International Sales Department in Samsung in Korea, which specializes and produces cargo ships, steel pipes, offshore plants, wind power plants and etc. This job requires me to travel all over the world and I love it! Life goes on and it really does. It is IBS to decide where you want to go.

-----Dong Woo Huh (Korea)



Chinese Companies in the World

Banking & Finance

Bank of China (BOC)
Industrial and Commercial Bank of China (ICBC)
China Construction Bank (CCB)
Agricultural Bank of China (ABC)
China Merchants Bank
China Everbright Bank
China CITIC Bank

Energy

China Petroleum & Chemical Corporation (Sinopec Group)
China National Petroleum Corporation (CNPC)
China National Offshore Oil Corporation (CNOOC)
China's Sinochem Corporation (SINOCHEN GROUP)
China National Chemical Corporation (CHEMCHINA)
China Huaneng Group

Construction

China State Construction Engineering Corporation (CSCEC)
China Communications Construction Group Company
China Sinohydro Corporation (Sinohydro Corporation)
China Three Gorges Corporation (CTG)
Sany Heavy Industry Co., Ltd.
CGC Overseas Construction Co., Ltd.

Telecommunication

China United Network Communications Group Co., Ltd.
China Mobile Communications Corporation (CMCC)
Huawei Technologies Co., Ltd. (Hua Wei)
China Telecommunications Corporation (CTC)
ZTE Corporation

Manufacture

China Resources (Holdings) Co., Ltd.
COFCO Limited
Geely Holding Group
Shanghai Automotive Industry Corporation (Group)
Guangzhou Yuexiu Group Co., Ltd.
Midea Group Co., Ltd.
Haier Group Electric Industrial Co., Ltd.

IBS Partner Corporations



REQUIREMENTS

IBS seeks motivated individuals from diverse academic, economic, social, ethnic and geographic backgrounds. Students at IBS are expected to bring diversity and experience to the classroom. Acceptance to IBS is evaluated on a case by case basis, taking into account the student's academic records, personal statements, extra-curricular activities and letters of recommendation.



Program	Requirements
Undergraduate	<ul style="list-style-type: none">• Completed recognized upper secondary or equivalent Year 12 studies to the required standard.• Proof of English Proficiency: TOEFL (IBT)79/ IELTS 6.0 /TOEIC 750
Graduate	<ul style="list-style-type: none">• Completed undergraduate degree in a relevant field from a recognized tertiary institution.• Proof of English Proficiency: TOEFL (IBT)88/ IELTS 6.5 /TOEIC 800
Graduate (Chinese Taught)	<ul style="list-style-type: none">• Completed undergraduate degree in Finance or Economics field from a recognized tertiary institution.• Proof of English Proficiency: TOEFL (IBT)88/ IELTS 6.5 /TOEIC 800• Proof of Chinese Proficiency: HSK band 6
Certificate	<ul style="list-style-type: none">• Proof of English Proficiency: IELTS 6.0 or equivalent

ACADEMIC YEAR APPLICATION DEADLINES

The academic year has two semesters: Spring and Fall. Students may start their academic programs in either the Spring or Fall semester based on different programs. Admissions are made on a rolling basis. For this reason, students are encouraged to apply as early as possible to ensure sufficient time for application review and visa application procedures.

	Start Date	Application Deadline
<ul style="list-style-type: none">• Undergraduate• Certificate	Spring Semester: around March	30 th December
	Fall Semester: around September	30 th June
<ul style="list-style-type: none">• Graduate	Fall Semester: around September	30 th June

Students who are admitted but who are not able to complete visa arrangements prior to the start of the semester will be asked to defer enrollment to the subsequent semester.

HOW TO APPLY

Admission application forms may be downloaded from the IBS website at <http://solbridge.bfsu.edu.cn>. It is important that the application form be filled in accurately and completely and submitted with the required supplementary material. All instructions for application are included in the application form as well as on our website. Please refer to the website for the latest information.

Checklist of Required Items

- Application Form
- Custody Release Form
- Copy of Photo Page of Passport
- Copy of Guardian's Photo Page of Passport (Who Signed on the Custody Release Form)
- Proof of English Proficiency: TOEFL, IELTS or TOEIC
- Transcripts/Mark Sheets (Original or Validated Copies)
- Diploma or Degree Certificate (Validated Copies)
- Personal Statement
- Letter(s) of Recommendation (Postgraduate Applicants)
- Resume (Postgraduate Applicants)
- Application Fee CNY 800
- Interview (If Necessary)



Only original or validated documents are accepted with the application. Scores lower than admission requirements may be considered for conditional admissions under special circumstances. In such cases, students may be required to attend an interview and a conditional offer might be granted based on the results of the interview.

EXPENSES

Estimated Total Expenses for One Academic Year

Tuition and Fees	Undergraduate	Graduate(IB)	Graduate (Finance)	Short-Term
	(Year)	(Year)	(Year)	(Semester)
Tuition	CNY 34,900	CNY 45,000	CNY 50,000	CNY 18,000
Health Insurance	CNY 600	CNY 600	CNY 600	CNY 300
Total Cost	CNY 35,500	CNY 45,600	CNY 50,600	CNY 18,300

Note: Fees are subject to change over a period of time.

Estimated Additional Expenses

	Undergraduate	Graduate
Meals (per month)	CNY 900	CNY 900
Books	CNY 1,000	CNY 1,000
Personal Expenses (per month)*	CNY 1,200	CNY 1,200

* Personal Expenses include laundry, local transportation, and personal items. These expenses may vary based on an individual's lifestyle.

SCHOLARSHIP

Scholarships are awarded on a yearly basis to encourage academic excellence and reward outstanding performance in academic, extracurricular and research activities. Scholarships are limited and are intended primarily for gifted students who need financial assistance to help cover tuition fees. Qualified applicants need to submit a scholarship application form and will be screened according to criteria set by the University Scholarship Assessment Committee. Both new degree applicants to IBS and enrolled students in their second or third year of studies are eligible to apply for scholarships. The majority of scholarships are presented in the form of reduced tuition fees and students are expected to cover their own accommodation fees and living expenses without exception. Detailed scholarship application criteria and application forms are available for download at <http://solbridge.bfsu.edu.cn>.

