The Master of International Business

I. Aims of the Program

The program is aimed at cultivating multi-lingual and inter-disciplinary business talents that are in tune with economic globalization with outstanding language efficiency and communicative ability. They are expected to familiarize themselves with international business environment and have a good command of international rules in trade and investment and international business convention, laws and regulations. They should, upon graduation, be able to conduct negotiation in international trade and investment and manage transnational projects in terms of business operation, market expansion, trade and investment. Also in the graduates’ capacity repertoire are cross-cultural communication, legal risk management and public relations management.

Specifically speaking, the aims of the program can be described in the following four aspects:

1. Regional business environment and transnational operation

(1) The students would be exposed to basic theories of international business and transnational operation and the rules and conventions of international business. They should familiarize themselves with local politics, law, society, culture and business environment as well as the consumers’ behavior and business convention in particular locale.

(2) The students would be equipped with multi-language, strong cross-cultural communication and management ability. They would be capable of analyzing local market, business environment and consumers’ behavior and base their decisions on the information they gathered as for the operation strategy and operation activity that best fit the locality.

2. International trade and investment

(1) The students would be exposed to theories of international trade and investment, the conventions and rules of international trade, national trade and investment environment, which would enable them to manage and operate trade and investment
projects.
(2)The students would have good mastery of language and can communicate and negotiate in multi-cultural environment. They are capable of expanding market and manage import and export projects in local language as needed.

3. Business diplomacy: serve the coordination, negotiation, disputes-resolving and cross-cultural public relations management
(1)The students would have a systemic command of international economic theory and knowledge of diplomacy and foreign-related affairs. They are expected to understand international economic rules, international coordination mechanism of economic policy and disputes-resolving as well as national policy environment.
(2)The students would be in possession of strong abilities of cross-cultural communication, negotiation and coordination and crisis management. This underpinned that they can deal with conflicts and risks brought about by cultural differences and can play significant role in resolving disputes in international trade and investment and negotiating related rules. An effective tackling of international economic frictions and disputes is also expected of the students.

4. International business law: understand investment law and legal affairs in the context of economic globalization
(1)The students would be proficient in international trade both theoretically and practically by apprehending hotspot legal issues in bilateral investment, policy arrangement of international investment and dispute resolving and national legal environment for investment.
(2)The students, with high language efficiency and communication and negotiation ability in varied legal culture, can manage and operate investment projects in local language as needed. Meanwhile, they would also be able to prevent, avoid and minimize legal risks in various business environment.

II. Program Length and Training Approaches
The master program of international business is a full-time program with the length of two years. The program is made up of lectures, profession-oriented internship and master thesis.
The training approach combines lecturing, case study and mock training. In-class training and field work at enterprises and profession-oriented internship and training are involved to complement each other. And each student would have two tutors providing guidance in academic and practical terms.

III. Admission and Enrollment

Potential applicants mainly cover:
(1) applicants holding bachelor’s degrees and have considerable language proficiency
(2) applicants with high language proficiency engaging in foreign-related affairs in government bodies or enterprises; holding a junior college degree or have two years’ or above working experience and having academic attainments equivalent to the undergraduates
(3) international students with certain level of English or Chinese

New college graduates admission will be through advanced enrollment and the national entrance exam to postgraduate schools. The latter includes two rounds of tests.

International applicants would be enrolled according to their application and competitiveness. They must either have a valid record of the International English Language Testing System (IELTS) with a minimum score of 6 or Test of English as a Foreign Language (TOEFL iBT) with a minimum score of 80 or HSK 5.

IV. Curriculum and Credits

The student would be required to take a minimum amount of 34 credits. The curriculum is composed of four parts:

non-professional courses, 4 for 11 credits
professional compulsory courses, 5 for 10 credits
professional optional courses, 4 for 8 credits, at least 3 courses in chosen direction
social practice and lectures, 5 credits, the former for 4 credits

Students can choose to take the 1-term exchange program abroad and take four courses with identical or similar content, compulsory or optional, to exchange with performance report for the credits.

Students can apply to skip courses or the exam of the courses and the credit gap can
be closed by taking more courses in the module of second language and culture or regional business environment.

The curriculum and credits are illustrated in the following chart:

<table>
<thead>
<tr>
<th>Category</th>
<th>Course title</th>
<th>Class hour</th>
<th>Credit</th>
<th>Terms</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Professional Courses</td>
<td>Theory and Practice of Socialism with Chinese Characteristics</td>
<td>36</td>
<td>2</td>
<td>1</td>
<td>Exam/Term paper</td>
</tr>
<tr>
<td></td>
<td>Main Foreign Language (En/Sp/Fr)</td>
<td>72</td>
<td>4</td>
<td>1-2</td>
<td>Exam</td>
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<tr>
<td></td>
<td>Economics: Analysis and Application</td>
<td>48</td>
<td>3</td>
<td>1</td>
<td>Exam</td>
</tr>
<tr>
<td></td>
<td>International Business</td>
<td>36</td>
<td>2</td>
<td>1</td>
<td>Exam/Term paper</td>
</tr>
<tr>
<td>Professional Compulsory Courses</td>
<td>International Trade: Policy and Practice</td>
<td>36</td>
<td>2</td>
<td>1</td>
<td>Report/Term paper</td>
</tr>
<tr>
<td></td>
<td>International Finance: Theory and Practice</td>
<td>36</td>
<td>2</td>
<td>2</td>
<td>Exam/Term paper</td>
</tr>
<tr>
<td></td>
<td>International Investment and Transnational Business Management (instructed in En)</td>
<td>36</td>
<td>2</td>
<td>2</td>
<td>Exam/Term paper</td>
</tr>
<tr>
<td></td>
<td>International Business Law</td>
<td>36</td>
<td>2</td>
<td>2</td>
<td>Exam/Term paper</td>
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<tr>
<td></td>
<td>International Business Negotiation</td>
<td>36</td>
<td>2</td>
<td>1</td>
<td>Exam/Term paper</td>
</tr>
<tr>
<td>Direction-Specific Compulsory Courses</td>
<td>Regional Business Environment</td>
<td>36</td>
<td>2</td>
<td>2</td>
<td>Exam/Term paper</td>
</tr>
<tr>
<td></td>
<td>International Marketing</td>
<td>36</td>
<td>2</td>
<td>1</td>
<td>Exam/Report</td>
</tr>
<tr>
<td>Topic</td>
<td>Credits</td>
<td>Hours</td>
<td>Examination Type</td>
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<tr>
<td><strong>International Supply Chain Management</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
<td></td>
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<tr>
<td><strong>International Trade of Service and Outsourcing</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
<td></td>
<td></td>
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<tr>
<td><strong>International Trade Conventions and rules</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
<td></td>
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<tr>
<td><strong>Electronic Commerce</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
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<tr>
<td><strong>International Political Economy</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
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<tr>
<td><strong>Public Diplomacy</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Report</td>
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<tr>
<td><strong>Crisis Management and Dispute Resolving</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
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<tr>
<td><strong>FDI: Laws and Practice (instructed in En and Ch)</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
<td></td>
<td></td>
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<tr>
<td><strong>ODI: Laws and Practice (instructed in En and Ch)</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
<td></td>
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<tr>
<td><strong>International Investment Treaties</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
<td></td>
<td></td>
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<tr>
<td><strong>Case Study on Regional Business Environment</strong></td>
<td>72</td>
<td>4</td>
<td>1-2 Exam/Term paper</td>
<td></td>
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</tr>
<tr>
<td><strong>International Market Research</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
<td></td>
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<tr>
<td><strong>Financial Management in Multi-national Enterprise</strong></td>
<td>36</td>
<td>2</td>
<td>Exam/Term paper</td>
<td></td>
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<tr>
<td>Course</td>
<td>Credits</td>
<td>Attendance</td>
<td>Notes</td>
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<tr>
<td>Cross-cultural Communication and Management</td>
<td>36</td>
<td>2</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Capital Market: Law and Practice (instructed in En and Ch)</td>
<td>36</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
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<tr>
<td>International Financial Derivatives: Law and Practice (instructed in En and Ch)</td>
<td>36</td>
<td>2</td>
<td>2</td>
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<tr>
<td>International Business Document Writing (instructed in En)</td>
<td>36</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Nation Branding</td>
<td>36</td>
<td>2</td>
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<td>Exchange Program</td>
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<tr>
<td>1 term in partner school abroad</td>
<td>8</td>
<td>3</td>
<td>Performance Report</td>
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<tr>
<td>Practice and Lectures</td>
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<tr>
<td>Social Practice</td>
<td>4</td>
<td>3-4</td>
<td>Certificate by intern hosts</td>
<td></td>
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<tr>
<td>Lectures</td>
<td></td>
<td>1</td>
<td>Attendance</td>
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</tbody>
</table>

Ps. Students of any direction can choose to take non-direction-specific courses or compulsory courses of other directions after finishing the required courses in his or her own direction.

**V. Social Practice**

The students of the master program of international business are required to take part in rewarding and profession-related social practice for at least six months. The practice is a part of the credit. Specific requirements are as follows:

(1) internship at MNEs, Chinese-funded enterprises, international law firm, Chinese-funded law firms concerning foreign affairs or personnel, courts of all level and government organizations with internship report, 2 credits per semester

(2) participation in mock business contest, international mock court, mock UN with reports or award-winning performance, 2 credits per semester

(3) business consultation project or research project supported by enterprise with report or certificate, 2 credits per semester
field work and international exchange activities organized by the university with report, 1 credit

(5) business case writing, 2 credits

Only students that have the credits required can submit thesis or graduation design. The social practice will be supervised by specially-assigned tutors. One of the platforms for students is Investment Promotion Agency of Ministry of Commerce with which the school has a partnership. The students can also get practical training in the “off-campus training bases” in Beijing, the “MNE club” and the “diplomat club”. With serious devotion of students and guidance of teachers, the students can exploit business case individually or by team through research, analysis and case writing; produce survey report with unique insights about the problems they discover at the training bases; or participate in the mock business meetings to offer new ideas about business operation and management. These internships would strengthen their professionalism.

VI. Mid-term Assessment
The students would fill in the mid-term assessment form for BFSU students and their integrity, academic performance, professional level and practical ability would be examined.

VII. Thesis/Graduation design
Besides practices, the students must submit a thesis or graduation design in order to graduate. The thesis can take various forms such as paper on different topics of international business, research report on organizations or business cases, market report and project feasibility report with the minimum length of 15,000-20,000 characters.

Thesis or graduation design should be supervised by professors and professionals. There must be 1-2 experts with senior title of professional post in the supervisors, reviewers and thesis’s oral defense committee. The students should finish the thesis independently under the guidance of the supervisor combining practical training.

VIII. Degree Granting
For students to attain the degree, he or she must meet the following criteria:
(1) have the minimum of 30 course credits and 4 practice credits
(2) submit thesis or graduation design
(3) boast fluency in working language and can communicate in second foreign language
(4) pass oral defense and expert review of thesis or graduation design

IX. Main Course Descriptions

Course title: Economics: Analysis and Application

Main Content: This course is aimed at exposing students to the framework and development of macro- and micro-economic theory and the approach of economic analysis. Specifically, it would include dynamic equilibrium of market mechanism, price theory and its application, the theory of consumer behavior, the theory of production, market structure and welfare effect, the dysfunction of market and economic policy, income determination and dynamic optimization, unemployment and inflation, economic growth and economic cycle, macroeconomic policy and its coordination mechanism, information economics and so on. The students are required to take a good command of the basic structure, proving approach and economic significance of the theories. Meanwhile, the learning would be reinforced by after-class practices and readings. It requires students to have basic knowledge of calculus and economics before going to the class.

Course title: International Trade Policy and Practice

Main content: This course offers a systemic introduction of practices, conventions, laws and regulations of international trade. Also involved are the basic factors and functioning principles that shape these policies as well as Chinese policy of operation and management in international trade. The main content includes international trade procedures, conventions and treaties, major theories and their rheology, principles of policy and multi-lateral trading. The course is also objected to offer insights in terms of the foreign trade policy measures, coordination among trade policy of different countries, the development of world trade and the key issue in China’s foreign trade.
Course title: International Business Negotiation
This course would introduce to students the basic knowledge and theory of business negotiation. Through mock business meeting, students’ understanding in this regard would be enhanced, their skills sharpened and their ability to make convincing speech increased. The course would be instructed in English and Chinese students would have the class with foreign students, which is expected to enhance their cross-cultural communication. Students’ language proficiency including listening, speaking, reading and writing would be developed at the same time.

Course title: International Finance: Theory and Practice
Main content: This course exposes students to important theoretical issues in international finance and the basic principles and approaches in multi-national enterprise operation and foreign exchange management. The main content includes international currency system, international financial market and tools, exchange rate determination and international balance of payments, foreign exchange transaction and settlement, assessment and management of foreign exchange exposure, international capital flow management and international investment analysis and management.

Course title: International Investment and Transnational Business Management
Main content: This course offers a systemic introduction of MNE, transnational financial organization and how organizations or individuals develop capital or material possession under their name into material, intangible or financial assets through transnational flowing and allocation and realize their value increase through cross-border operation. Specifically, the course would include international investment environment and risks, foreign indirect investment and security investment, theory and discipline of foreign direct investment, theory of MNE, globalized operation strategy and management pattern, strategy of transnational direct investment, governance structure and organization of MNE, political risks in the operation of MNE and international investment of financial institutions and so on.
Course title: Global Business Environment

Main content: The course’s objective is to introduce to students the most important contextual factors influencing international business activities. This contains local political, economic, cultural, social, legal and ethical environment as well as technological, trade, investment and financial environment. Via case study, the course analyzes the basic principles and secrets of international business competition, demonstrates various operational features of business in different regions and the conventional approaches of gaining international competitiveness. Last but not least, the course gives a clear idea of globalization of business environment and the challenges this poses to business people.

Course title: International Marketing

Main content: The course is devoted to different facets of international marketing, such as basic knowledge, environment, research and prediction, combination and choice of target market, strategy and so on. Supported by abundant cases, the course illustrates and analyzes the theory and practice of international marketing. Students’ marketing ability would be strengthened with training in marketing management and specific marketing strategies. They are expected to become more insightful about trends of marketing.

Course title: International Business Law

Main content: This course is designed to prepare students with understanding of key legal issues in international trade and investment. It would expose students to basic theory and frontier issue in this regard and enhance their understanding of laws and policies. Attaching much emphasis to the cultivation of practical ability, the course is aimed at raising students’ awareness of legal risks entailed in international business activities through case study and contract negotiation. Grows along with that is students’ ability to control operational risks according to relative laws. The main content includes introduction and laws concerning commercial subjects, contract, the
international sales of goods, international investment and international disputes resolving.

Course title: International Trade of Service and Outsourcing
Main content: Main ingredients of this course are the theory and policy of international trade of service and basic disciplines and development of the industry. Students would get to know theory, treaties, policies and status quo of international trade of service as well as the mechanism and effects of service outsourcing, typical experience of developing trade of service by service outsourcing and international trade of service in transportation, traveling, financial insurance, business, education and culture.

Course title: International Trade Conventions and Rules
Main content: The course offers a detailed description and analysis of effective conventions and rules involved in international trade. The course is mainly composed of four parts: terms, transportation, insurance and accounts settling. In addition, it would also cover INCONTERMS2000, ISBP and independent letter of guarantee.

Course title: International Supply Chain management
Main content: This course is devoted to analyze the strategy, distribution channel, storage, strategic purchase and supply, clients management, restructure of management process, logistics cost and efficiency management of international supply chain and the information technology, network planning and system simulation and coordination concerning international supply chain.

Course title: Financial Management of Multi-national Enterprise
Main content: The course introduces systemically how to ensure the rational arrangement and value-maintaining or increase of company assets under the strategic goal of financial management while in face of complex international financial environment and multi-risks involved in financial management. Specifically speaking,
the course covers the settling of international account and management of foreign exchange exposure, trans-border investment and assets management, international investment and financing, trans-border cash management, business credit and stock flow, TR transfer, international tax avoidance and tax planning.

Course title: International Market Research
Main content: This course gives students a complete idea of international market research and helps students manage how to gain necessary information for business decisions in international market. The core contents include discovering and setting the approach to research questions, designing a research or survey, basic qualitative and quantitative research methods, data collecting (measuring, questionnaires and sample picking and process management) and data processing, common data analyzing approach and software, interpretation of data from the perspective of international market and its significance for operational decision.

Course title: Cross-cultural Communication and Management
Main content: This course prepares students to interpret management concepts and conduct internal communication in a cross-cultural context. Students would become keenly aware of cultural differences in management and learn about the studies of organization behavior. They would be exposed to the dimensions and connotations of culture, organizational culture and its diversity, culture's role in business, theories on cultural differences, cross-cultural communication and decision, negotiation, team values and conflict management in the context of globalization. The course would be instructed in English. And Chinese students and international students would have classes together and conduct mock business meeting and group work to enhance their problem-solving ability cross-culturally and train their negotiation, communication and convincing ability.

Course title: International Political Economy
Main content: The subject of this course is the international flow of economic factors
(including capital, technology, manpower and information) and its influence on the structure and process of international system, international relations and domestic politics and vice versa. The course focuses on three aspects: the first is on the global level, including international finance and currency system, international system of trade, transnational production and globalization; the second is on the regional level, including regional integration (E.g. Europe and Asia) and EU economy; the third is on the national level, including development, transformation, economic security and national competitiveness. The students would have a clear view of three relations in International Political Economy: the one between politics and economics, the one between domestic factors and international ones and the last between the state and society.

Course title: Public Diplomacy
Main content: The course helps students to understand the creation, development and change of public diplomacy by historical review, theory introduction, international comparison and case study. The students would be capable of observing and analyzing with the theories and approaches of public diplomacy and discussing its policy significance in contemporary international relations.

Course title: Nation Branding
Main content: The course would build around the nation branding of contemporary China and inspire students to think about how to combine Chinese traditional culture with the practice of reform and opening-up in order to establish a national image that is objective, with Chinese characteristics and in tune with international trends. In addition, the complementarity between local branding and national branding would also be examined to give students a dialectical lens of viewing these issues.

Course title: FDI: Law and Practice
Main content: The course mainly focuses on the relative laws on FDI. It includes the condition of entry for foreign investment including management mode of foreign
capital combining pre-establishment NT and negative list, conditions and management of business activities including the employment of labor, technology and venue, NT for foreign investment including super national treatment and so on.

Course title: ODI: Law and Practice
Main content: This course mainly discusses the laws and practice of overseas investment. It would cover the incentive and management of ODI (and especially China's policy), insurance for ODI, national security review, social responsibility of ODI enterprises and prediction and avoidance of major legal risk in ODI and so on.

Course title: International Investment Treaties
Main content: The course's main content is BITs and regional investment treaty. It would examine the history, textual structure, explanation and scope of application of investment treaties. The admission, promotion, establishment and common treatment of investment projects would also be looked at. Also covered are the articles of national obligation, the nationalization of investment as well as exception, amendment and termination of investment treaties and Sino-US bilateral talks on investment.

Course title: International Capital Market: Law and Practice
Main content: The course examines the main capital market system in the world. US multi-layer capital market and its legal system, the structure of main stock exchanges in US including New York and NASDAQ stock exchange, company and public-oriented tendency of stock exchanges and the M&A of stock exchanges would be studied. Similar studies would be carried out with the subjects of stock exchanges in Britain and Hong Kong.

Course title: International Financial Derivatives: Law and Practice
Main content: The course looks at common derivatives including forwards, futures, options and swaps. The definitions and categories of major financial derivatives, its basic legal features, the legal nature of contract on financial derivatives would be
under discussion. The students would gain knowledge about the history of US financial derivatives, the legal protection of British and American laws for investors and the rules and regulations of financial derivatives.

Course title: Business Document Writing (English)
Main content: The students are expected to enhance their understanding of the structure, main articles and functions of major business documents, contracts and agreements and learn to draft these texts.