

Training Program for Overseas Students Majoring in International Business

Major Code: 120205

I. Training Objectives

This major is intended to cultivate innovative and entrepreneurial talents specialized in economics and management, who will be well developed in moral, intellectual, physical and aesthetic aspects in an all-round way, being able to adapt to the needs of the “Belt and Road” constructions and China’s modernization constructions, having the ability to use English fluently for cross-cultural communication, systematically mastering the basic theoretical knowledge and skills in management and economics, being familiar with internationally prevailing business laws and regulations, having the ability to analyze and solve practical problems in international business, being able to be engaged in international investment and financing management, the operation and management of multinational enterprises, etc., in international organizations, multinational corporations, foreign-related enterprises, financial institutions, research institutes and government departments with the qualities of “Integrity, Industriousness, Incorruptibility and Perseverance”.

II. Admission Requirements

Students who apply for the undergraduate programs in English should have ELTS scores no less than 6.0, or TOEFL scores no less than 75, or have passed the English entrance examinations organized by the university. The mathematics scores should also reach the requirements set by the English and Mathematics Entrance Examinations.

III. Program Features

1. Characteristics of the Major: This major is centering around international business in its curriculum design, highlighting the advancement and practicability, and focusing on case teaching methods in teaching, so as to cultivate students’ ability to innovate and solve practical problems. Through learning the basic theories and basic knowledge of management and economics, and through training of professional qualities in international business, the students are expected to master the analytical methods and skills in the field of operation and

management of multinational enterprises, international business planning, etc., having the basic ability to analyze and solve problems.

2. Features of Teaching Methods. This program lays emphasis on the case teaching method, the situational teaching method and the inquiry teaching method, focusing on improving students' ability to discover, analyze and solve problems. By combining classroom teaching with practical problems in the field of international business, the students will acquire their knowledge and cultivate their skills through "learning by doing and learning in doing". Some management personnel from the related departments will be invited to be the practical mentors.

3. Practical Features. A comprehensive capacity improvement platform is to be established, so as to improve students' qualities and abilities. An undergraduate tutor system is to be established, by which the students will be guided to make their career planning, participate in research projects, participate in the second and third classroom activities, so as to realize the "three classroom connected, and the three practices mutually promoted" prospect, and to improve students' comprehensive ability and comprehensive Quality.

4. Features of Innovation and Entrepreneurship. Taking the cultivation of talents for international business operations and management as the commanding point, the overall quality improvement as the basis, the core competence training as the outline, the vocational basic skills training as the utility, this program is intended to develop students' creative and entrepreneurial potential, enhance students' sense of social responsibility and give full play to their innovative and entrepreneurial advantages.

IV. Employment Prospects

The graduates may find jobs in international organizations, multinational corporations, foreign-related enterprises, financial institutions, research institutes or the government departments and the foreign-related enterprises in the countries along the Belt and Road, being engaged in the management of international investment and financing, the operation and management of multinational enterprises, etc.

V. Program Duration and Degree Awarding

The standard duration of this major is 4 years, and 3-6 years for the flexible study

applicants. Graduation is allowed when the credit requirement is satisfied. After completing the required credits and meet the graduation requirements, the students will be awarded a diploma, those who meet the qualifications for national and school bachelor degrees will be awarded a bachelor's degree in management.

VI. Core Curriculum

Mainly includes: Microeconomics, Macroeconomics, International Trade, Management Principles, Accounting, Statistics, Money and Banking, Customer Psychology and Behavior, International Business, Introduction to Multinational Corporations, International Marketing, International Macroeconomics, Practice of International Trade, International Investment, etc.

VII. Requirements for Graduate Credit

Students in this major are required to take a variety of courses in accordance with the training program, the minimum total score is 120 credits.