

International Economics and Trade

Program Objective

The Bachelor Program of International Business is designed to help undergraduates :

- Have a good master of professional knowledge in the area of international business including international business laws, conventions and skills.
- Acquaint students with Chinese politics, economics, and culture, and contribute to friendly international exchange and cooperation.
- Obtain practical operational capabilities in business via this program, such as business planning, international business management, business legal consultancy, business environmental research, and business English communication.

Graduates of this program are prepared for careers in multinational companies, consultant agencies, international trade business, and economic departments in government and in research institutions.

Program Requirement

The program requires that students have a good master of theory and analytical methods of economics, basic knowledge and technical ability in conducting international business activities such as international marketing, and that they could use metrology, statistics and other analytical research methods. They should also be familiar with the development of economics and international trade theory, trends in economics, policy, and development in main countries and regions, and familiar with a special emphasis on the dynamics of Chinese economic policies and regulations. Finally they should demonstrate a master of computers and other economic analytical tools used in international business.

Main Courses

Skill Courses: Comprehensive Chinese, Business Chinese, Outline of China, and

Advanced Application of Office Software

Compulsory Courses: Principles of Management, Economics, Accounting, Financial Management, and Marketing

Core Courses: International Business English, International Business Planning, Organizational Behavior, and International Market Analysis

Elective Courses: International Business Etiquette, International Marketing, Human Resource Management, Business Negotiation, E-commerce, Brand and Image Strategies, Enterprise Strategic Management, Project Management, International Settlement, International Finance, International Commercial Law, International Investment, Customer Relationship Management, Cross-cultural Communication, Network Marketing, Outsourcing Management, China Industrial Policy and Trade Environment, Chinese Culture and Business Etiquette, Corporate Governance in China , Chinese Consumer Behavior.

Faculty

There are 16 full-time lecturers in department of international business who are highly professionally qualified. Most of them have doctor's degree and overseas experience with global vision. Among them 3 are professors, 10 are associate professors, 3 are lecturers. Department of international business also owns a dynamic, high-level research team which has been successfully funded by the government at various levels for a range of research topics.

Length, Credits and Degree

The length of curriculum is four years. Minimum credits for graduation: 126 credits.

Qualified students will be granted Bachelor Degree of Management in International Business.

Instruction Language

- All the courses are delivered in English except some of Chinese language courses.
- Dissertation is required to be written in English