

Instructive Cultivation Plan for the Program of International Business (Grade 2021)

Course Code: 120205

1. Orientation

This program aims to cultivate compound applied management talents who have a broad international view, strong cross-cultural adaptability, solid professional knowledge of international business, professional accomplishment and professional practice ability.

2. Cultivation Objectives

2.1 General Objective

This program cultivates compound applied management talents who are interested in engaging in international business, who have international view, professional accomplishment, professional credit, strong cross-cultural adaptability and initiative spirit.

Based on the mastering of basic theories of economics and management, the students of this program are required to comprehensively master the basic theories and professional skills of international business and international economic trade, fully understand skillfully apply the general international business rules, conventions and foreign trade policies, laws and regulations in international business activities.

2.2 Cultivation Value

Guiding by the spirit of model workers and the spirit of craftsmen, this program cultivates the student's value identity, good profession accomplishment, consistent contract spirit and integrity quality.

3. Requirement for Graduation

3.1 Requirement on Quality

- 3.1.1 Have proper moral, humanistic and professional qualities.
- 3.1.2 Have high professional ethics and professional credit quality.
- 3.1.3 Have good interpersonal skills and teamwork spirit.

3.2 Requirement on Knowledge

- 3.2.1 Master the basic theories and knowledge of advanced mathematics, probability theory and mathematical statistics, foreign language and other professional requirements.
- 3.2.2 Master the basic knowledge of management and economics, have the basic theoretical knowledge of international business, understand the theoretical frontier and development of international business.
- 3.2.3 Understand the economic development of China and major countries and regions in the world, and their economic and trade policies, fully understand and apply the general international

business rules, treaties and practices, and initially have the ability to use foreign trade policies and regulations to solve problems in the process of enterprise internationalization.

3.2.4 Understand the development of international business industry, pay attention to timely grasp the corresponding theories and knowledge.

3.2.5 Have the basic knowledge and skills in the informatization of business management.

3.3 Requirement on Ability

3.3.1 Master the professional skills in international business, have the ability for the practice of international business practice, the organization, planning and coordination of international business activities, and the management of a variety international business functions.

3.3.2 Be able to analyze, demonstrate and handle international business affairs by using computer, initially have the ability to manage cross-border e-commerce businesses and business processes, understand big data and initially have the ability to obtain and use big data.

3.3.3 Be proficient in foreign language listening, speaking, reading and writing, especially have the communication skills in Business English.

3.3.4 Have the ability to independently acquire knowledge related to this program under the international business competition environment, the ability to adapt to industry development, and the lifelong learning ability.

3.3.5 Master the basic methods of literature retrieval and data query, have certain research ability and critical thinking ability.

3.3.6 Initially have the ability to carry out international business activities by using the productive thinking, and the creativity, innovation and entrepreneurship ability based on multidisciplinary knowledge integration.

3.4 Professional Certificate Requirement

3.4.1 Securities Qualification Certificate, Funds Qualification Certificate, Certificate of China Banking Professional, Junior Accountant Certificate (one of the four).

3.4.2 Certified Documentary Credit Specialist (CDCS), authorized by the International Chamber of Commerce (ICC), cooperated by the Chartered Institute of Bankers (CIB) and the International Financial Services Association (IFSA).

3.5 Suitable Posts

3.5.1 The graduates are required to qualify for the international business practice and management in various economic departments, government agencies, modern manufacturing service industries with international business activities, and qualify for entrepreneurship in the field of international business.

4. Schooling System

Four-year undergraduate education

5. Length of Study

Generally four years. The shortest duration is not less than three years, and the longest is not more than six years.

6. Requirements for Graduation and Degree Conferring

Minimum Credits of Curriculum (required courses, practical trainings & extracurricular classes): 151.

Degrees Awarded: Bachelor of Management

7. Disciplines

Management, Economics

8. Core Courses

8.1 Management 48 course hours

It is a basic course for this program. Through the course, the students are able to master the basic functions, theories and methods of management. The main course contents include: development of management thoughts, basic features of management work and requirements on the skills of managers, basic procedures and theories of planning work, process and method of effective decision, basic structure of organization and basic theory of organization design, basic framework of HR management, basic theory of motivation and basic communication skills, basic theory and method of controlling, leadership and others. The goal of moral education in this course is to actively integrate socialist core values into management theory, adhere to Xi Jinping's socialist thought with Chinese characteristics in the new era, and emphasize value guidance and cultural inheritance.

8.2 Western Economics 64 course hours

The development of socialism market economy requires us to understand and master the basic knowledge of modern economics. Modern economics summarizes the laws and features of market economic activity theoretically, especially the operational status of economy in market system and the economic behaviors of government, manufacturers and consumers, proposes some management methods of macro and micro economy, and provides the basic tools used by the western economists to analyze problems. Through the course, the students are able to understand the basic contents and property of market economy so as to have a complete and systematic understanding of the basic theories of modern economics. The goal of moral education in this course is to actively integrate socialist core values into economics theory, adhere to Xi Jinping's socialist thought with Chinese characteristics in the new era, and strengthen the socialist road confidence, theoretical confidence, institutional confidence and cultural confidence.

8.3 Applied Statistics 48 course hours

The course mainly researches the basic theory and methods of statistics, introduces the process and methods of statistic works, like statistic investigation, statistic sorting and analysis, laying a foundation for students' learning of professional courses. The basic requirements of the course are as follows: understand the research objects of statistics and its basic concept; master the basic methods of statistic investigation, master the statistic grouping and collection, skillfully master the concept and calculation of total amount index, relative index and average index, get familiar with the application of those comprehensive indexes; master the main analysis indicators of dynamic numerical arrays; master the compiling methods and factor analysis of comprehensive indicators; understand the sampling inference, correlation and regression analysis methods. The goal of moral

education in this course is to actively integrate socialist core values into applied statistics theory, adhere to Xi Jinping's socialist thought with Chinese characteristics in the new era, and emphasize value guidance and cultural inheritance.

8.4 International Business 48 course hours

International Business is an introductory course for this program and a basic course, focusing on the introduction of basic concept and knowledge of business ethics, analysis of politics, economy, laws and cultural environment and difference confronting the international business activities, learning and understanding of basic fields of international business activities and development of different international economic organizations. Considering the development of free trade zones in China, the course explains on the regional economic group theories and development of economic groups in different regions or countries of the world. The course also analyzes and explains the organizational structural selection of enterprises and the entrance mode of international market from the perspective of cross-national company management. The goal of moral education in this course is to actively integrate socialist core values into international business theory, adhere to Xi Jinping's socialist thought with Chinese characteristics in the new era, and emphasize the importance of adhering to the socialist road confidence, theoretical confidence, institutional confidence and cultural confidence under the background of economic globalization.

8.5 International Economics 96 course hours

It is a basic course for this program, which is divided into two parts: The 1st part introduces the international trade theory, analyzes the different phenomenon of international trade, especially the development process, tariff and non-tariff trade measures of international trade policy. The 2nd part researches on the problems of synchronized realization of internal and external balance in opened economy from the perspective of currency finance. The main contents include: balance and regulation of international expenses and income, foreign exchange and exchange rate, especially the exchange rate determination theory, the exchange rate policy, international financial market and international capital flow, the world's international monetary system and regional monetary union. The goal of moral education in this course is to actively integrate socialist core values into international economics theory, adhere to Xi Jinping's socialist thought with Chinese characteristics in the new era, strengthen the socialist road confidence, theoretical confidence, institutional confidence and cultural confidence, and adhere to the unity of inheritance and innovation.

8.6 Practice of International Trade 48 course hours

Practice of International Trade is a basic course researching on the detailed process of international commodity exchanges, which is a comprehensive applied science with the features of international activity and practicability. The course contents include the application of basic theories and knowledge of international trade policy, international trade law and convention, transport insurance. The course mainly introduces the contents of articles and performance of cross-national tangible commodity contract, including the contract object, commodity price, transportation and insurance, receipt and payment, prevention and settlement of disputes, signing and performance of import and export contract. The goal of moral education in this course is to actively integrate socialist core values into international business practice theory, adhere to Xi

Jinping's socialist thought with Chinese characteristics in the new era, and create a fair, open and impartial trade environment.

8.7 Operations Management 32 course hours

Operations Management is a part of international business operation, researching on the management of product transformation process in enterprise (including manufacturing industry and service industry). Focusing on the systematical management, the course introduces the enterprise operational strategy, production organization, production plan, production control, successful systematic management mode (MRPII, JIT) and the development trends of system. The course requires the students to master the management thoughts, theory and methods of this course. The goal of moral education in this course is to actively integrate socialist core values into operations management theory, adhere to Xi Jinping's socialist thought with Chinese characteristics in the new era, and carry out operations management activities in accordance with the law.

8.8 E-commerce 48 course hours

The course pays attention to the practicability and effectiveness, introduces the basic concept and application of e-commerce and transnational e-commerce, the influences of Internet on enterprise's business activities, the key e-commerce technology - safety technology and e-payment, e-commerce application network and enterprise's e-commerce application, the browsing and searching of Internet, application of emails, construction and webpage making of transnational business websites. The goal of moral education in this course is to actively integrate socialist core values into e-commerce, adhere to Xi Jinping's socialist thought with Chinese characteristics in the new era, and carry out e-commerce activities in accordance with the law.

8.9 Advanced Business English 48 course hours

This course is a basic Specialized English course, focusing on the cultivation of students' reading and writing ability of business English. Through learning and corresponding exercises, the students are required to master the skills of reading business articles with mediate difficulty, translating general business materials and writing common business letters and documents, master the contemporary international business thoughts and conventions, and understand the conventions of communicating with foreign business men. The goal of moral education in this course is to actively integrate socialist core values into advanced Business English, adhere to Xi Jinping's socialist thought with Chinese characteristics in the new era, and cultivate students' patriotic feelings.

9. Practical Training

Cognitive Practice for the Program of International Business, Basic Practice for the Program of International Business, Comprehensive Skill Practice for the Program of International Business, Innovation and Entrepreneurship, Graduation Internship and Graduation Thesis.

10. Course Structure and Course Hours (excluding extracurricular classes)

Category	Total Credits	%	Total Course Hours	Theory Learning	Practical Training
General Education	44.5	29	848	784	64
Basic Course	26	17	416	400	16
Professional Course	42	28	672	588	84
Practical Training	27.5	19	808	0	808
General Course	10	7	160	160	0
Total	150	100	2904	1932	972
Theory : Practice (%)	67:33				

11. Teaching Schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
General Education	Required	School of Marxism	b1080001	Basic Theory of Marxism	test	3	48	42	6	autumn 1
	Required	School of Marxism	b1080003	Morality and Laws	non-test	3	48	42	6	autumn 1
	Required	School of Marxism	b1080006	Outline of Modern Chinese History	non-test	3	48	42	6	spring 1
	Required	School of Marxism	b1080004	Introduction to the Thought of Mao Zedong and Theories of Socialism with Chinese Characteristics I	test	3	48	42	6	autumn 2
	Required	School of Marxism	b1080007	Introduction to the Thought of Mao Zedong and Theories of Socialism with Chinese Characteristics II	test	2	32	28	4	spring 2
	Required	School of Marxism	-----	Situation and Policy (Module 1-4)	non-test	2	32	28	4	autumn 1 – spring 2
	Required	School of Marxism	b1080008	Labor Education A	non-test	0.5	16	16		spring 1
	Required	College of Arts and Sciences	b1020082	Advanced Mathematics B1	test	4	64	64		autumn 1
	Required	College of Arts and Sciences	b1020083	Advanced Mathematics B2	test	2	32	32		spring 1
	Required	College of Arts and Sciences	b1020012	Linear Algebra	test	2	32	32		autumn 2
	Required	College of Arts and Sciences	b1020013	Probability Theory and Mathematical Statistics	test	2	32	32		autumn 2
	Required	College of Arts and Sciences	b1020018	College Chinese	non-test	2	32	32		autumn 1
	Required	Department of Physical Education	-----	PE I-VI	non-test	3	160	160		autumn 1 - autumn 4
	Required	Other	g1110003	Military Skills	non-test	0.5	2W			autumn 1
	Required	College of Arts and Sciences	g1110002	Military Theories	non-test	0.5	32	32		spring 1
	Required	Engineering Training Center	g1090001	Basic Engineering Training	non-test	2	32		32	spring 1
	Required	College of Arts and Sciences	b1020003	General English III	test	3	48	48		autumn 1

	Required	College of Arts and Sciences	b1020004	General English IV	test	3	48	48		spring 1	
	Required	College of Arts and Sciences	b1020005	General Academic English A	test	2	32	32		autumn 2	
	Required	College of Arts and Sciences	-----	English Extension	non-test	2	32	32		spring 2	
	Selective (4 credits)	Module A	b2030017	Second Foreign Language I	test	2	32	32		autumn 2	
		Module B	b2030018	Second Foreign Language II	non-test	2	32	32		spring 2	
Sub-total (General Education)							44.5	848	784	64	
General Course	Required	Art Education Center	b0----	Aesthetic Education	non-test	2	32	32		autumn, spring	
	Selective	Each College	b0----	Social Sciences and Humanities Literacy (4 credits)	non-test	4	64	64		autumn, spring	
				Natural Science and Technological Innovation (4 credits) Public Arts (2 credits)							
				Natural Science and Technological Innovation	non-test	4	64	64		autumn, spring	
Sub-total (General Course)							10	160	160	0	

11. Teaching Schedule (2)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
Basic Course	Required	School of Economics and Management	b2030174	Management (in English)	test	3	48	48		autumn 1
	Required	School of Economics and Management	b2030082	Economic Law	test	3	48	48		autumn 1
	Required	School of Economics and Management	b2030145	Western Economics	test	4	64	64		spring 1
	Required	School of Economics and Management	b2030060	Accounting Principles	test	3	48	48		spring 1
	Required	School of Economics and Management	b2030081	Finance	test	3	48	48		autumn 2
	Required	School of Economics and Management	b2030159	Applied Statistics	test	3	48	40	8	autumn 3
	Required	School of Economics and Management	b2030163	Operations Management	test	3	48	40	8	spring 2
	Required	School of Economics and Management	b2030111	Business Intelligence	test	2	32	32		autumn 3
	Required	School of Economics and Management	b2030122	Marketing	test	2	32	32		autumn 3
Sub-total (Basic Course)						26	416	400	16	
Professional Course	Required	School of Economics and Management	b2030049	International Business (in English)	test	3	48	48		autumn 2
	Required	School of Economics and Management	b2030044	International Economics I (in English)	test	3	48	48		spring 2
	Required	School of Economics and Management	b2030045	International Economics II (in English)	test	3	48	48		autumn 3
	Required	School of Economics and Management	b2030047	Practice of International Business	test	3	48	48		spring 2
	Required	School of Economics and Management	b2030392	Business data analysis	non-test	2	32	30	12	autumn 3
	Required	School of Economics and Management	b2030019	E-commerce	test	3	48	36	12	spring 2
	Required	School of Economics and Management	b2030048	International Business Law	test	2	32	32		autumn 3
	Required	School of Economics and Management	b2030305	Advanced Business English	test	3	48	48		spring 3
	Required	School of Economics and Management	b2030306	Financial Management	test	3	48	48		autumn 2
	Required	School of Economics and Management	b2030182	Business Communication(English)	non-test	2	32	24	8	spring 3
	Required	School of Economics and Management	b2030051	International Investment	non-test	2	32	32		autumn 4
	Required	School of Economics	b2030307	Tax Law	non-test	2	32	32		spring 2

	and Management								
Required	School of Economics and Management	b2030092	Finance of Multinational Corporations	non-test	2	32	32		spring 3
Required	School of Economics and Management	b2030050	Cutting-edge Lectures on International Business	non-test	1	16	16		autumn 4
Sub-total (Required Professional Course)					34	544	508	36	
* Selective (8 credits)	Module A	b2030042	International Settlement	non-test	2	32	24	8	spring 3
		b2030308	International Logistics	non-test	2	32	16	16	autumn 3
		b2030309	Commodity Trade	non-test	2	32	16	16	spring 3
		b2030313	International Trade in Technologies and Services	non-test	2	32	24	8	autumn 4
	Module B	b2030035	Supply Chain Management	non-test	2	32	24	8	autumn 3
		b2030034	Corporate Governance	non-test	2	32	24	8	spring 3
		b2030310	Project Management	non-test	2	32	16	16	spring 3
		b2030314	Market Research and Forecasting	non-test	2	32	16	16	autumn 4
	Module C	b2030311	Cross-border E-commerce (in Chinese and English)	non-test	2	32	16	16	autumn 3
		b2030290	E-commerce Laws and Regulations	non-test	2	32	32		autumn 4
		b2030292	Cross-border E-commerce Supply Chain Planning (in Chinese and English)	non-test	2	32	28	4	spring 3
		b2030293	Cross-border E-commerce Data Operation Analysis (in Chinese and English)	non-test	2	32	32	16	spring 3
Sub-total (Selective Professional Course)					8	128	80	48	
Sub-total (Professional Course)					42	672	588	84	

11. Teaching Schedule (3)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
Practical Training	Required	School of Economics and Management	b4000026	Innovation and Entrepreneurship of International Business	non-test	2	48		48	spring 3
	Required	School of Economics and Management	b4030025	Introduction to International Business	non-test	1	24		24	autumn 1
	Required	School of Economics and Management	b4030151	Practice of Virtual Business and Social Environment (VBSE)	non-test	1	24		24	summer 1
	Required	School of Economics and Management	b4030152	Practice of Economic Law	non-test	1	24		24	summer 1
	Required	School of Economics and Management	b4030153	Practice of Accounting	non-test	2	48		48	summer 1
	Required	School of Economics and Management	b4030154	Practice of International Business Office Software	non-test	2	48		48	summer 2
	Required	School of Economics and Management	b4030155	Practice of International Trade	non-test	2	48		48	summer 2
	Required	School of Economics and Management	b4030156	Practice of Commercial Banks	non-test	1	24		24	summer 2
	Required	School of Economics and Management	b4030157	Tax Planning for International Enterprises	non-test	1	24		24	spring 3
	Required	School of Economics and Management	b4030009	Exhibition, Sales and Business Negotiations for Export Commodities	non-test	1	24		24	autumn 3
	Required	School of Economics and Management	b4030158	Practice of International Marketing	non-test	1	24		24	spring 3
	Required	School of Economics and Management	b4030159	Practice of Customs Clearance	non-test	2	48		48	autumn 3
	Required	School of Economics and Management	b4030160	Practice of International Settlement	non-test	2	48		48	summer 3
	Required	School of Economics and Management	b4030161	Practice of International Human Resources Management	non-test	2	48		48	summer 3
	Required	School of Economics and Management	b4030200	Labor Education B	non-test	0.5	16		16	spring 3
Required	School of Economics and Management	b4030132	Graduation Internship and Graduation Design (Thesis) of International Business	non-test	6	288		288	spring 4	
Sub-total (Practical Training)						27.5	808		808	
Extracurric	Required	Other	b5110001	Extracurricular Classes	non-test	1				autumn,

ular Class										spring, summer
Total						151	2904	1932	972	

***1. Guidance for the selective modules of professional course:**

There are different modules for professional course to be selected according to different ability requirements, students must select one module to learn and achieve the credits required by the module.

Module A:

The module of international trade focuses on the cultivation of talents who skillfully master the basic theory of international economics and international trade, the basic knowledge and skills of international trade, understand the development of contemporary international economic trade, get familiar with the general international trade rules and conventions and Chinese laws and policies of foreign trade, understand the social and economic situation of main countries or regions, and qualify for the practical international trade business in international economic trade department, foreign capital enterprises and government.

Module B:

The module focuses on the cultivation of applied talents with mixed knowledge of laws and economics, which have broad visions, solid fundamentals of international business management theoretical and practical knowledge and international business law, basically master international laws and conventions and skillfully apply the international laws and foreign language into the business activities. The students are required to skillfully master the international business skills and operational skills, have the ability of organization, planning and coordination of international business activities and multiple international business functional management ability. The students are required to be professional talents who can manage actual international business functions in multinational corporations, foreign-related economic and trade departments, foreign-funded enterprises and government agencies.

Module C:

The module of intelligent business focuses on the cultivation of innovative transnational e-commerce talents who are able to improve the transnational e-commerce operation and management levels of enterprises based on the transnational e-commerce business and business procedural management under network environments. The students are required to be professional talents who can engage in cross-border e-commerce activities of foreign trade operation and promotion posts in cross-border e-commerce (export) platforms.

2. Professional Certificates can be gained after learning following courses:

Upon the study of "Finance", "International Investment" and "Practice of Commercial Banks" courses, students may take the examinations for the professional qualification certificates related to this project: Securities Qualification Certificate, Funds Qualification Certificate, Certificate of China Banking Professional.

Students may apply the exemption of and the credits corresponding to the "Finance", "International Investment" and "Practice of Commercial Banks" courses after obtaining the Securities Qualification Certificate, Funds Qualification Certificate or Certificate of China Banking Professional (one of the three).

Upon the study of "Accounting Principles", "Financial Management" and "Finance of Multinational Corporations" courses, students may take the examinations for the professional qualification certificates related to this project: Junior Accountant Certificate.

Students may apply the exemption of and the credits corresponding to the "Accounting Principles", "Financial Management" and "Finance of Multinational Corporations" courses after obtaining the Junior Accountant Certificate.

Upon the study of "Practice of International Trade, "Practice of Customs Clearance", "International Settlement" and "Practice of International Settlement" courses, students may take the examinations for the professional qualification certificates related to this project: Certified Documentary Credit Specialist (CDCS).

Students may apply the exemption of and the credits corresponding to the "Practice of International Trade, "Practice of Customs Clearance", "International Settlement" and "Practice of International Settlement" courses after obtaining the Certified Documentary Credit Specialist (CDCS).

12. Prerequisite for Course Study

No.	Course Name	Prerequisite Courses	No.	Course Name	Prerequisite Courses
1	International Business	Management	6	Supply Chain Management	Management
2	Operations Management	Management	7	Finance of Multinational Corporations	Accounting Principles
3	International Economics I	Western Economics	8	Practice of Customs Clearance	Practice of International Trade
4	International Economics II	Finance	9	Market Research and Forecasting	Marketing
		International Economics I			
5	International Business Law	Economic Law	10		

13. Extracurricular Class

Through taking extracurricular classes, students are encouraged to take part in academic lectures, social practice activities, campus cultural and sports activities, innovative and entrepreneurial activities, voluntary activities, etc. to improve their social adaptability and enhance the competitiveness in the job market. Details are specified in Students' Manual.