

International Business

(Grade 2023)

Course code: 120205

I. Cultivation Objectives

1. General cultivation objective

This Program of International Business cultivates high quality application-oriented talents who have good overall development in moral, intellectual, physical, aesthetic and labour aspects, good integrity and professional qualities, solid professional foundation, comprehensive knowledge structure, skilled professional practice ability, broad international perspective and strong cross-cultural communication ability, and are able to engage in foreign trade, multinational operation and management, cross-border e-commerce and international investment related positions in a globalized environment.

2. Five years after graduation, students in this program should achieve the following objectives:

- (1). Have good humanities and social sciences, patriotism and national pride, a sense of social responsibility and legal consciousness, and adherence to professional ethics.
- (2). Have professional knowledge and comprehensive professional practical skills related to International Business. Students are expected to continue to develop their professional skills in order to master professional competence in business data analysis, operation and management, and decision-making in international business-related fields, and the ability to analyse, diagnose and make decisions on complex issues in specialist fields.
- (3). Have good communication skills and teamwork spirit, with an consciousness of the bigger picture and with certain teamwork and leadership coordination skills, be able to provide operational and decision-making solutions for business issues related to International Business.
- (4). Have the capacity for lifelong learning and a sense of innovation, a broad international perspective and strong intercultural communication skills, and to maintain physical and mental health and a continuous drive for development.

II. Graduation requirements

Students will learn the basic theories and knowledge of economics and management, and gain a comprehensive understanding of the basic theories, professional knowledge and business data analysis tools of International Business, international trade and cross-border e-commerce, and have the practical ability to work in the field of International Business and a preliminary knowledge of methods for problem solving in this field. The program is designed to provide graduates with a comprehensive understanding of international business, international trade, cross-border e-commerce and basic theories, professional knowledge and business data analysis tools. Graduates are expected to achieve the following nine competencies:

1. Morality and Ethics: Have humanistic foundation, scientific spirit, professionalism, sense of social responsibility and positive attitude towards people, understanding of national and social conditions and practicing core values socialism.

1-1 Have a firm political orientation, be familiar with the basic lines, guidelines and policies of the Party and the

State, and practise the core values of socialism.

1-2 Understand national and social conditions and public opinion, and pay attention to and think about hot issues of national development and people's livelihood.

1-3 Abide by International Business ethics and be familiar with laws, regulations and industry codes in the field of International Business.

2. Professional knowledge: Have solid basic knowledge, professional knowledge and professional skills of the Program of International Business, master the basic research methods of International Business, and understand the latest developments and development trends of the Program of International Business and related fields.

2-1 Have basic knowledge of the humanities and natural sciences.

2-2 Have a solid grounding in modern management and economic theory, with a solid foundation in International Business.

2-3 Understand the trade and economic development of China and its world trading partners, the development and changes in economic and trade policies, and master the business processes and operational methods of foreign trade operations of enterprises.

2-4 Understand the changing dynamics and development trends of multinational business operations in a globalized environment, and master the business operations and management methods in International Business related fields.

2-5 Understand the business model and operation process of cross-border e-commerce and master the business process and operation method of cross-border e-commerce for enterprises.

3. Ability to innovate: Have the ability to think creatively in the field of International Business, ability to identify, discern and evaluate phenomena and issues in International Business and related fields in a changing global economic environment, and to form personal judgments and opinions.

3-1 Have the ability to apply and translate knowledge from their own discipline and across disciplines.

3-2 Be able to capture, identify and evaluate phenomena and issues in the field of International Business and be able to offer innovative insights.

3-3 Have consciousness of making innovative International Business decisions and innovative International Business operating models by facing a changing global economic environment.

4. Ability to use knowledge: Have the ability to apply knowledge of International Business to solve practical problems, ability to conduct comprehensive analysis and research on issues in the field of International Business and propose appropriate responses or solutions.

4-1 Have ability to apply professional knowledge of international trade, proficiency in professional skills in international trade and the ability to operate international trade operations and manage business processes.

4-2 Be able to apply professional knowledge in International Business and have the ability to operate an international business in a global environment and to organize and coordinate International Business operations.

4-3 Be able to use professional knowledge of cross-border e-commerce, master the business processes of cross-border e-commerce and have the ability to operate and practice cross-border e-commerce business.

4-4 Be able to track, analyse and research cutting-edge and topical issues in International Business related issues.

4-5 Be able to apply professional knowledge and skills in an integrated manner to propose countermeasures or decision-making solutions to issues arising in International Business practice

5. Ability to use Information: Have the ability to use information technology, ability to apply modern

information technology tools and instruments appropriately to solve practical problems.

5-1 Have knowledge of basic methods of literature search and information seeking related to International Business issues, with certain research skills and certain critical thinking skills.

5-2 Have ability to collect, process and statistically analyse business data, with an preliminary knowledge of research methods for data analysis and management decision making in the field of International Business

5-3 Have consciousness of data application, ability to identify, express and analyse issues in International Business business practices through data, familiarity with the use of common business data analysis software, ability to use business data to support business decisions in international trade, marketing, multinational operations, international investment, etc..

6. Communication and Expression: Have the ability to express themselves in writing and orally, with an international perspective and the ability to communicate effectively on issues in fields related to International Business.

6-1 Be able to express their views accurately on professional issues, orally, in manuscripts, diagrams, etc.

6-2 Be able to communicate and interact effectively with industry peers and the public on issues in the field of International Business.

6-3 Have the ability to communicate cross-culturally, both verbally and in writing, and to solve basic problems in cross-border business activities.

7. Teamwork: Have a sense of teamwork, the ability to play effectively as an individual in various teams, the ability to coordinate and cooperate with other members, and a certain degree of leadership ability.

7-1 Be able to work collaboratively with team members in projects.

7-2 Be able to interface well with team members in comprehensive projects and complete their own tasks.

7-3 Be able to work collaboratively with team members in practical projects, contribute to the achievement of team goals and develop certain team leadership skills.

8. International Perspectives and Intercultural Communication: Follow international trends and topical issues in International Business, understand and respect the differences and diversity of different cultures in the world, and be familiar with cultural differences and different communication strategies in International Business.

8-1 Be able to use a foreign language proficiently, have a broad international perspective, adapt to living and working in a different cultural environment, and have the preliminary ability to handle international business operations in a different cultural environment.

8-2 Have the ability to gain insight and understanding of the international environment and to understand the development of international trade, multinational companies, international investment, cross-border e-commerce, etc. in various countries, as well as international business dynamics.

8-3 Be able to fully understand and proficiently apply prevailing international trade and business rules, practices and foreign trade policies and regulations in International Business activities.

9. Learning and Development: Maintain physical and mental health, have a sense of lifelong learning and the ability to self-manage and learn independently, and be able to adapt to sustainable social development and achieve personal career development goals through continuous learning.

9-1 Have a positive attitude towards people, maintain physical and mental health, recognize the need for continuous exploration and learning, and have a sense of independent and lifelong learning.

9-2 Understand ways to expand their knowledge and abilities. Be able to use appropriate methods of independent

learning for the needs of personal or professional development in order to respond to the development of the industry in which they work.

III. Schooling System

Four years.

IV. Length of Study

Flexible study period, generally four years, the minimum length of flexibility is not less than three years, the longest not more than six years.

V. Requirements for Graduation and Degree Conferring

To graduate, students must complete the minimum number of credits required by the Instructive Cultivation Plan for each category of study and all the content required by the Extracurricular Class, with a total of 156 credits, and a Bachelor of Management degree if they meet the requirements for the award of a Bachelor's degree.

VI. Discipline

Management, Economics.

VII. Core Courses

Management, Western Economics, Applied Statistics, International Business, International Economics, International Trade Practice, Operations Management, Electronic Commerce, Marketing, Finance.

VIII. Course Structure and Course Hours (excluding Extracurricular Class)

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
Public Fundamental Course	47.5	31	896	814	82
General Education	10	6	160	160	0
Professional Fundamental Course	26	17	416	400	16
Professional Course	42	27	672	620	52
Professional Practice	29.5	19	856	0	856
Total	155	100	3000	1994	1006
Theory:Practical	66 : 34				

IX. Teaching schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester
Public Fundamental Course	required	School of Marxism	b1080009	Ethics and the Rule of Law	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	b1080010	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	test	3	48	42	6	Autumn 2
	required	School of Marxism	b1080011	Introduction to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	test	3	48	42	6	Spring 2
	required	School of Marxism	----	Situation and Policy (Modules 1 to 4)	non-test	2	32	28	4	Autumn 1 to Spring 2
	required	Others	b1110004	Mental Health Education for University Students	non-test	2	32	16	16	Spring 1
	required	School of Marxism	b1080008	Labour Education A	non-test	0.5	16	16		Spring 1
	required	School of Mathematics, Physics and Statistics	b1020082	Advanced Mathematics B1	test	4	64	64		Autumn 1
	required	School of Mathematics, Physics and Statistics	b1020083	Advanced Mathematics B2	test	2	32	32		Spring 1
	required	School of Mathematics, Physics and Statistics	b1020012	Linear Algebra	test	2	32	32		Spring 1
	required	School of Mathematics, Physics and Statistics	b1020013	Probability Theory and Mathematical Statistics	test	2	32	32		Autumn 2
	required	School of Foreign Languages and Cultural Communication	b1020018	Academic Chinese	non-test	2	32	32		Autumn 1
	required	College of Physical Education	----	Physical Education I to VI	non-test	3	160	160		Autumn 1 to Autumn 4
	required	Others	b1110003	Military skills	non-test	0.5	2W			Autumn 1
	required	Others	b1110002	Military theory	non-test	0.5	32	32		Spring 1
	required	Engineering Training	b1090001	Basic Engineering Training	non-test	2	32		32	Spring 1
	required	School of Foreign Languages and Cultural Communication	b1020003	General English III	test	3	48	48		Autumn 1
	required	School of Foreign Languages and Cultural Communication	b1020004	General English IV	test	3	48	48		Spring 1
	Selective 4 Credit		Module A	b1020005	General Academic English A	test	2	32	32	
---				English Knowledge Expansion	non-test	2	32	32		Spring 2
Module B			b2030017	Second Foreign Language I	test	2	32	32		Autumn 2
			b2030018	Second Foreign Language II	non-test	2	32	32		Spring 2
Subtotal (Public Fundamental Course)						47.5	896	814	82	
General Education	selective	Art Education Center	b0----	Aesthetic Education	non-test	2	32	32		Autumn, Spring
	selective	Each College	b0----	Social Sciences and Humanistic Qualities	non-test	4	64	64		Autumn, Spring
				Natural Sciences and Technology Innovation	non-test	4	64	64		Autumn, Spring
Subtotal (General Education)						10	160	160		

IX. Teaching schedule (2)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester		
Professional Fundamental Course	required	School of Economics and Management	b2030082	Economic Law	test	3	48	48		Autumn 1		
	required	School of Economics and Management	b2030175	Western Economics	test	4	64	64		Spring 1		
	required	School of Economics and Management	b2030176	Principles of Accounting	test	3	48	48		Spring 1		
	required	School of Economics and Management	b2030261	Finance	test	3	48	48		Autumn 2		
	required	School of Economics and Management	b2030159	Applied Statistics	test	3	48	40	8	Spring 2		
	required	School of Economics and Management	b2030177	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	b2030178	Marketing	test	2	32	32		Autumn 2		
Subtotal (Professional Fundamental Course)							26	416	400	16		
Professional Course	required	School of Economics and Management	b2030049	International Business (English-taught)	test	3	48	48		Autumn 2		
	required	School of Economics and Management	b2030044	International Economics I (English-taught)	test	3	48	48		Spring 2		
	required	School of Economics and Management	b2030045	International Economics II (English-taught)	test	3	48	48		Autumn 3		
	required	School of Economics and Management	b2030047	International Trade Practice	test	3	48	48		Spring 2		
	required	School of Economics and Management	b2030392	Business Data Analysis	non-test	2	32	20	12	Spring 3		
	required	School of Economics and Management	b2030019	Electronic Commerce	test	3	48	36	12	Spring 2		
	required	School of Economics and Management	b2030179	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	b2030181	Business communication	non-test	2	32	24	8	Spring 3		
	required	School of Economics and Management	b2030182	International Investment (English-taught)	non-test	2	32	32		Spring 3		
	required	School of Economics and Management	b2030307	Tax law	non-test	2	32	32		Spring 2		
	required	School of Economics and Management	b2030180	Multinational Finance	non-test	2	32	32		Spring 3		
	required	School of Economics and Management	b2030050	Frontiers in International Business Lectures	non-test	1	16	16		Autumn 4		
	Subtotal(Required Professional Course)							34	544	512	32	
	□ Select different courses in different modules for 8 credits	Module A	b2030042	International Settlements	non-test	2	32	24	8	Spring 3		
			b2030308	International Logistics	non-test	2	32	16	16	Autumn 3		
			b2030408	Digital Trade	non-test	2	32	24	8	Spring 3		
			b2030445	International Economic Cooperation	non-test	2	32	24	8	Autumn 3		
		Module B	b2030035	Supply Chain Management	non-test	2	32	24	8	Autumn 3		
b2030034			Corporate Management	non-test	2	32	24	8	Spring 3			
b2030309			Multinational Business Practices	non-test	2	32	16	16	Spring 3			
b2030412			Global Strategy (English-taught)	non-test	2	32	24	8	Autumn 3			
Module C		b2030311	Cross-border Electronic Commerce (In Chinese and English)	non-test	2	32	16	16	Autumn 3			
		b2030292	Cross-border e-commerce supply chain planning (In Chinese and English)	non-test	2	32	28	4	Autumn 3			
		b2030398	Cross-border E-Commerce Operations and Management (In Chinese and English)	non-test	2	32	28	4	Spring 3			
		b2030295	User behaviour data analysis	non-test	2	32	28	4	Spring 3			
Subtotal (Selective Professional Course)							8	128	108	20		
Subtotal (Professional Course)							42	672	620	52		

IX. Teaching schedule (3)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester
Professional Practice	required	School of Economics and Management	b4030025	Introduction to the Program of International Business	non-test	1	24		24	Spring 3
	required	School of Economics and Management	b4030151	Practice in a virtual business social environment (VBSE)	non-test	1	24		24	Summer 1
	required	School of Economics and Management	b4030152	Practice for Economic Law	non-test	1	24		24	Summer 1
	required	School of Economics and Management	b4030153	Accounting Practice	non-test	2	48		48	Summer 1
	required	School of Economics and Management	b4030154	Practice for International Business Office Software	non-test	2	48		48	Summer 2
	required	School of Economics and Management	b4030155	Practice for international trade	non-test	2	48		48	Summer 2
	required	School of Economics and Management	b4030156	Practice in Commercial Banking	non-test	1	24		24	Summer 2
	required	School of Economics and Management	b4030157	International Corporate Tax Planning	non-test	1	24		24	Spring 3
	required	School of Economics and Management	b4030233	Export Merchandising and Business Negotiations	non-test	2	48		48	Autumn 3
	required	School of Economics and Management	b4030158	Practice for International Marketing	non-test	1	24		24	Spring 3
	required	School of Economics and Management	b4030159	Practice for Customs Clearance	non-test	2	48		48	Autumn 3
	required	School of Economics and Management	b4030160	Practice for International Settlement	non-test	2	48		48	Summer 3
	required	School of Economics and Management	b4030161	Practice for International Human Resource Management	non-test	2	48		48	Summer 3
	required	School of Economics and Management	b4030211	the Program of International Business Writing and Literature Search	non-test	1	24		24	Spring 3
	required	School of Economics and Management	b4030200	Labour Education B	non-test	0.5	16		16	Spring 3
required	School of Economics and Management	b4030132	International Business Graduation Internship and Graduation Design (Thesis)	non-test	6	288		288	Spring 4	
Subtotal (Professional Practice)							29.5	856	856	
Extracurricular Class	required	Others	b5110001	Extracurricular Class	non-test	1	-	-	-	Autumn, Spring, Summer
Total							156	3000	1994	1006

Description of Selective Professional Course:

Selective Professional Courses are divided into modules according to different competencies and students must take one of the modules and achieve the required credits for that module.

1. Module A:

The International Trade module focuses on training students who are proficient in the basic theories of international economics and international trade, master the basic knowledge and skills of international trade, understand the current development of contemporary international economy and trade, familiar with the prevailing international trade rules and practices, as well as the policies and regulations of China's foreign trade, understand the social and economic situation of major countries and regions, and be able to work in foreign-related economic and trade departments, foreign-funded enterprises and will be able to work in foreign-related economic and trade departments, foreign-funded enterprises and government agencies.

2. Module B:

The International Business Management module focuses on the training of international market-oriented, comprehensive and application-oriented talents with a broad vision, a solid foundation in international business management theory, practice and international business law, a basic grasp of international regulations and international practices, and the ability to apply international regulations and foreign languages to carry out business activities, combining law and business. They will have a good knowledge of International Business and have the ability to organize, plan and coordinate international business activities and manage various international business functions. They will be able to work in multinational companies, foreign-related economic and trade departments, foreign-funded enterprises and government agencies in the practical management of international business functions.

3. Module C:

The Smart Commerce module focuses on training innovative talents for cross-border Electronic Commerce who are capable of managing cross-border Electronic Commerce business and business processes based on the online environment and improving the level of cross-border Electronic Commerce operations and management. They will be able to engage in cross-border Electronic Commerce business in foreign trade positions and foreign trade operation and promotion positions on the cross-border Electronic Commerce platform.

X. Credit of 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.

Appendix I: Matrix of Supporting Relationships of Graduation Requirements to Cultivation Objectives (√)

Cultivation Objective Graduation Requirements	Cultivation Objective 1	Cultivation Objective 2	Cultivation Objective 3	Cultivation Objective 4
Graduation Requirement 1	√			√
Graduation Requirement 2		√	√	
Graduation Requirement 3		√	√	√
Graduation Requirement 4		√	√	
Graduation Requirement 5		√		
Graduation Requirement 6	√		√	
Graduation Requirements 7	√		√	
Graduation Requirement 8				√
Graduation Requirement 9	√			√

Appendix II: Matrix of Supporting Relationships of Programs to Graduation Requirements (H/M/L)

Serial No.	Course	Graduation Requirements (GR)								
		GR 1	GR 2	GR 3	GR 4	GR 5	GR 6	GR 7	GR 8	GR 9
1	Outline of Modern Chinese History	M								
2	Basic Principles of Marxism	M								
3	Ethics and the Rule of Law	M								
4	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	M								
5	Introduction to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	M								
6	Situation and Policy (Modules 1 to 4)	M								
7	Labour Education A	M								
8	Advanced Mathematics B	L	M							
9	Linear Algebra	L	M							
10	Probability Theory and Mathematical Statistics	L	M							

Serial No.	Course	Graduation Requirements(GR)								
		GR 1	GR 2	GR 3	GR 4	GR 5	GR 6	GR 7	GR 8	GR 9
11	Academic Chinese	M					M			L
12	General English (Japanese, German)						M		M	L
13	General Education (Social Sciences and Humanistic Qualities,	M								L
14	Military skills	L						L		
15	Military theory	L								
16	Basic Engineering Training	L						L		
17	Physical Education I to VI							L		M
18	Mental Health Education for University Students						L	L		H
19	Extracurricular Class	L					L	L		
20	Management Studies (English-taught)		H		M					
21	Economic Law	H		L				H		
22	Western Economics		M		M				L	
23	Principles of Accounting		M		L					
24	Finance		H		M		M	H		
25	Applied Statistics		H			H				L
26	Operations Management		M		H			M		
27	Business Intelligence		H		H	H		M	L	
28	Marketing	M		H		M		L	H	
29	International Business (English-taught)	L	H		M			M	H	
30	International Economics I (English-taught)		H		H			M	L	
31	International Economics II (English-taught)		H		H			M	L	
32	International Trade Practice		H		H				M	
33	Business Data Analysis			L	H	H				
34	Electronic Commerce		H	M	H			L	M	
35	International Business Law		M	H	L		M		H	
36	Advanced Business English				L		H	M	M	
37	Financial Management		M	L	H	H				
38	Business communication						H	H	H	L
39	International Investment (English-taught)		H		H		L		H	
40	Tax law	M	M	H	M					
41	Multinational Finance		H		H			L	M	
42	Frontiers in International Business Lectures			H	H					
43	International Settlements				H		H		M	
44	International Logistics		M		H		L		M	
45	Digital Trade		H		H		L	H		
46	International Trade in Technology and Services		M		H	L			M	
47	Supply Chain Management		M		H		L		H	
48	Corporate Management		M	M	H	L			H	
49	Multinational Business Practices		H		H			L	H	
50	Global Strategy (English-taught)		M	L	H			L	H	
51	Cross-border Electronic Commerce (In Chinese and English)		H		H		H		M	
52	Cross-border e-commerce supply chain planning (In Chinese and English)		H		H		H		M	
54	Cross-border E-Commerce Operations and Management (In Chinese and English)		H		H		H		H	

Serial No.	Course	Graduation Requirements(GR)								
		GR 1	GR 2	GR 3	GR 4	GR 5	GR 6	GR 7	GR 8	GR 9
55	User behaviour data analysis		M		H	H				
56	the Program of International Business Innovation and	L		H	H		H	H		H
57	Introduction to the Program of International Business		M					H		M
58	Practice in a virtual business social environment (VBSE)			L		H	H	M		
59	Practice for Economic Law	H		M			H	H		
60	Accounting Practice		M		H	H		M		
61	Practice for International Business Office Software				H	H		L		
62	Practice for international trade		M		H			H	M	
63	Practice in Commercial Banking		L	H				H		
64	International Corporate Tax Planning	H	M		M	H			H	
65	Export Merchandising and Business Negotiations				H		M	H	L	
66	Practice for International Marketing			H			H	H		
67	Practice for Customs Clearance		H		H	M		H	M	
68	Practice for International Settlement				M	H		H	H	
69	Practice for International Human Resource Management		M		H			L		M
70	the Program of International Business Writing and Literature Search		M	H		H				H
71	International Business Graduation Internship and Graduation			M	H	H	M		L	M

Notes:

The strength of a course's support for graduation requirements is indicated by “H/high, M/medium, L/weak”;

Strength of support is defined as the extent to which the course covers the graduation requirement indicator points, with H covering at least 80%, M at least 50%, and L at least 30%.