

**School of Economics and Management**

**International Student Master's Program Curriculum Plan**

**Master of Business Administration (MBA) -**

**International Business**

**I. Program Objectives**

To meet the needs of global economic and social development, this program aims to cultivate applied, interdisciplinary, and innovative high-level international business talents with a global perspective, proficiency in international business theory and professional skills, cross-cultural communication abilities, modern information technology, and a thorough understanding of international business environments and rules. Graduates will be qualified for international business operations and management roles in multinational corporations, government agencies, and social organizations.

1. **Ethics and Professionalism:** Possess noble professional ethics, a proactive spirit, a global perspective, legal and regulatory awareness, innovative thinking, and physical and mental well-being.
2. **Knowledge and Skills:** Master the knowledge, theories, and practical skills related to international business activities such as import/export of goods and services and cross-border direct investment. Develop learning, analytical, and strategic skills to navigate complex and dynamic international business environments.
3. **Adaptability and Leadership:** Demonstrate the ability to adapt to global economic, political, social, technological, cultural, linguistic, and regulatory environments. Strengthen international business analysis, decision-making, risk management, and leadership potential in coordinating international business tasks.
4. **Teamwork and Problem-Solving:** Exhibit strong professional ethics and teamwork

skills, and apply interdisciplinary knowledge to solve practical international business challenges.

## **II. Research Directions**

### **1. Cross-Border Operations and Management**

This direction covers research areas such as multinational enterprise management, cross-border e-commerce, international supply chains, and logistics. It emphasizes interdisciplinary research at the intersection of management and economics, focusing on paperless trade, trade facilitation, and the integration of international business and e-commerce. The program is characterized by its applied and international talent cultivation approach.

### **2. International Investment**

This direction includes research areas such as international capital operations, global value chains, international investment risk management, and regional business environments. It integrates management science, economic theory, statistical methods, sociology, and international relations, emphasizing analytical skills for international investment. The program provides a solid data and technical foundation for policy-making and corporate decision-making, with a focus on academic talent development.

### **3. Digital Trade**

This direction covers research areas such as international business operations and management, cross-border data flows, data security and governance, digital trade rules, and digital finance. It emphasizes big data analytics and expertise in digital trade regulations, fostering interdisciplinary and composite talent.

## **III. Target Students and Credit Requirements**

Target Students: Non-Chinese international students

Credit Requirements: Total credits required: 35

- ✓ Degree courses: ≥20 credits
- ✓ Non-degree courses: ≥6 credits
- ✓ Mandatory components: 9 credits (including 5 credits for professional practice).

## **IV. Cultivation Methods and Duration**

Duration: Full-time master's program: 3 years (maximum 5 years).

#### V. Curriculum, Mandatory Components, and Credit Allocation

Course Category	Course Code	Course Name	Hours	Credits	Semester	Department	Remarks
Degree Course	991012	Overview of China	32	2	2	Marxism School	Mandatory
	061208	Chinese	32	2	1	-	Mandatory
	061209	Economic Theory and Practice	32	2	1	School of E&M	Mandatory
	061210	Intermediate International Business (Bilingual)	32	2	1	School of E&M	Mandatory
	061211	International Trade Theory and Practice	32	2	1	School of E&M	Mandatory
	064005	International Investment and Multinational Enterprise Management	32	2	1	School of E&M	Mandatory
	061212	Digital Trade	32	2	1	School of E&M	Mandatory
	064006	International Business Negotiation	32	2	2	School of E&M	Mandatory
	061213	Specialised Topics in International Commercial Law	32	2	2	School of E&M	Mandatory
	061214	Global Supply Chain Operations and Management	32	2	2	School of E&M	Mandatory

<b>Non-Degree Course</b>	061327	Strategic Management	32	2	1	School of E&M	Elective
	061328	International Logistics (Bilingual)	32	2	2	School of E&M	Elective
	064011	Cross-Border E-Commerce	32	2	2	School of E&M	Elective
	061329	International Marketing (Bilingual)	32	2	2	School of E&M	Elective
	061330	International Finance Theory and Practice	32	2	1	School of E&M	Elective
	061331	International Investment Risk Management	32	2	2	School of E&M	Elective
	061332	International Business Case Studies (Bilingual)	32	2	2	School of E&M	Elective
	061333	Quantitative Research Methods in International Business	32	2	2	School of E&M	Elective
	061334	Digital Finance	32	2	2	School of E&M	Elective
	061335	Frontiers of International Economics	32	2	2	School of E&M	Elective
	061336	Data Asset Management	32	2	2	School of E&M	Elective
	991016	Career Planning and Employment Guidance	16	1	2	School of E&M	Elective
<b>Mandatory Component</b>	-	Thesis Proposal	-	1	3	-	Mandatory

-	Mid-Term Assessment	-	1	4	-	Mandatory
-	Professional Practice	-	5	3-6	-	Mandatory
-	Academic Activities	-	1	1-6	-	10 reports
-	Graduation Defense	-	1	6	-	Mandatory

## VI. Mandatory Components

### 1. Thesis Proposal

Students must conduct research, review domestic and international literature, and define their research topics. The proposal should include background, literature review, research content, methodology, expected outcomes, and timeline. The proposal defense is organized by the degree program and must be conducted publicly (except for confidential topics).

### 2. Mid-Term Assessment

A comprehensive evaluation of the student's progress, attitude, and research capabilities is conducted midway through the thesis work. Passing the assessment allows continuation of the research. Public defense is required (except for confidential topics).

### 3. Academic Activities

Regular participation in academic seminars, research meetings, and presentations.

Attend at least 10 academic events during the program.

Deliver at least 1 academic presentation.

### 4. Professional Practice

Students must complete at least 6 months of practical training, which can be conducted in segments. A practice plan must be submitted beforehand, and a summary report ( $\geq 3,000$  words) is required upon completion. The supervisor evaluates the report using a five-level grading system.

### 5. Graduation Defense

Students must complete all coursework, mandatory components, and thesis requirements to qualify for the defense. The thesis must be reviewed by experts, and the defense committee must include at least 5 members, with industry experts participating in professional degree evaluations.

## **VII. Thesis Requirements**

The thesis is a critical component of the program, fostering innovation and problem-solving skills. It must be completed independently under the guidance of a supervisory team (including academic and industry advisors). Key stages include proposal, mid-term review, pre-defense, and final defense.

1. Topic Selection: Must align with the research direction and have practical relevance.
2. Formats: Acceptable formats include theoretical research, case studies, market reports, business plans, or feasibility studies. The thesis must be  $\geq 30,000$  words with a plagiarism rate  $< 20\%$ .
3. Process: Pre-defense and anonymous peer review (by 2 experts) are required before the final defense.

## **VIII. Graduation and Degree Award**

Students who complete all coursework, earn the required credits, pass the thesis defense, and meet graduation requirements will be awarded a graduation certificate. Those who fulfill the degree criteria will be granted the Master of Business Administration (MBA) degree upon approval by the university's academic committee.