

**The Master's Degree Program in International Business
at Beijing Foreign Studies University**

(Discipline code: 025400)



I. Credit Requirements and Course Structure

1. Credit Requirements

The Master's program in International Business operates on a credit system, requiring a total of no less than 37 credits. This includes 29 credits for coursework, 4 credits for international business practice, and 4 credits for the thesis. Students have the option to participate in overseas exchange programs, where they can take courses that allow for credit transfer. The specific requirements are as follows:

1.1 Degree Courses: 11 Credits

- Ideological and Political Theory Course: 2 credits
- Foreign Language Course: 4 credits
- Economic Analysis and Application: 3 credits
- International Business: 2 credits

Note: According to the "Regulations on the Admission and Training of International Students" (Order No. 42 of the Ministry of Education, Ministry of Foreign Affairs, and Ministry of Public Security of the People's Republic of China), international master's students in China can substitute credits in Chinese culture courses for the Ideological and Political Theory course credits, and credits in Chinese as a foreign language course for the foreign language/second language course credits.

1.2 Compulsory Courses: 10 Credits

1.3 Elective Professional Courses: 8 Credits

1.4 International Business Practice: 4 Credits

The Master's program in International Business requires students to engage in meaningful professional practice related to their field, with a duration of no less than six months. The practice activities are calculated for credits (not less than 4 credits), including the following aspects:

- Professional internships of 6 months in government foreign affairs departments, Chinese enterprises, multinational companies, government agencies, foreign trade departments, financial institutions, etc. These can be done through concentrated practice or in stages, with submission of an internship certificate and a report of over 4,000 words, earning 2 credits per semester.



- Participation in case studies or business competitions organized by the Teaching Steering Committee or recognized by the college, earning 2 credits.
- Consulting projects or horizontal research projects, with submission of relevant reports and certificates, earning 2 credits.
- Development and writing of new business cases, earning 2 credits.
- Participation in social practice week activities with a submitted report, earning 2 credits.

2. Course Structure

Curriculum Overview

Course type	Credit	Notes
Degree courses (required)	11	(3 credits X 1 courses + 2 credits X 4 courses)
Specialization courses		
Compulsory	10	(2 credits X 5 courses)
Elective (required)	8	(2 credits X 4 courses)
Enterprise Visit and Social Practice (required)	4	(2 credits for Enterprise Visit, 2 credits for social practice)
Thesis (required)	4	
Total	37	

N.B.:

The curriculum for the International Business postgraduate program at Beijing Foreign Studies University (IBS.BFSU) was approved by the Academic Affairs Division of the International Business School in June 2023. IBS.BFSU reserves the right to modify these courses, and you agree to comply with the most recent version. Minor changes may be made without prior notice if necessary.



Degree Courses

Semester	Course	Credit
S1	Chinese I	2
	Chinese II	2
	Economics Analysis and Applications	3
S2	International Business	2
	China and International Organizations	2
Subtotal		11

N.B.:

The actual semester of the courses is subject to change.



Specialization Courses

Semester*	Course	Credit
S1		
Compulsory	International Finance Theory and Practice	2
Compulsory	International Investment and Cross-national Company Management	2
Compulsory	International Trade Policy and Practice	2
Elective	Business Statistical Analysis	2
Elective	International Marketing	2
Elective	Programming Language and Applications	2
S2		
Compulsory	International Business Law	2
Compulsory	International Business Negotiation	2
Elective	Financial Accounting	2
Elective	Business Strategy Consulting*	2
Elective	Regional Investment Environment	2
Elective	Case Study and Thesis Writing (A)	2
Elective	Business Ethics	2
Elective	Intercultural Communication and Management	2
Subtotal (Required credits)		18

N.B.:

Semester: The actual semester of the courses is subject to change.

Business Strategy Consulting: Business Strategy Consulting is a field research course designed to help students get first-hand experience by solving a real company's problems. If the student's Chinese level has not reached at least HSK 5, they will be joining the Enterprise Visit instead.



Enterprise Visit and Social Practice

Semester*	Course	Credit
S2		
Compulsory	Enterprise Visit	2
S3, S4		
Compulsory	Internship (6 months, 4000 words report)	2
Subtotal		4

N.B.:

Enterprise Visit: For Postgraduate students, Enterprise Visit is normally arranged during S2.



II. Course Descriptions

1. Degree Courses

1.1 Economic Analysis and Application

This course is one of the core courses for master's students in International Business. It studies individual (consumers and firms) decision-making and their interactions in a market economy. The economic tools introduced in this course assist managers in analysis, decision-making, and strategic planning, such as determining production levels, pricing, deciding whether to halt production in the short term, and assessing the impact of new, cheaper substitute products. The course is primarily lecture-based, supplemented by student discussions or case analyses. Students are required to prepare before class by reading literature and materials, and to complete assignments and course papers on time. Assessment is based on class performance (20%), course paper (30%), and final exam (50%). The textbook used is **Microeconomics, 7th edition** by Robert S. Pindyck and Daniel L. Rubinfeld.

1.2 International Business

This course focuses on the challenges and opportunities related to organizational management, business strategy, and human resource management in a global environment. Students will gain a general overview of the internationalization process and its impact on contemporary businesses, while also being introduced to the theories, concepts, and skills related to effective management in today's global environment. The challenge for students is to integrate knowledge acquired from other core business courses and apply this accumulated knowledge to business case studies. The course includes modules on environmental fundamentals, the role of culture, international strategic management, organizational behavior, and human resource management. Teaching is primarily lecture-based, with student case analysis and discussion as supplements. Students are required to prepare before class by reading cases and related literature and to be ready to analyze cases. Assessment is based on class performance (15%), case analysis (35%), and final paper (50%). The main reading materials are not specified.

2. Compulsory Courses

2.1 International Trade Policy and Practice

This course systematically introduces the practical operations of international trade, international conventions, and the regulations and policies of international markets. It also covers the basic elements and principles influencing trade policy, as well as China's foreign trade operations and management policies. Key content includes: international trade processes, trade



conventions and terms, major international trade theories and their developments, principles of international trade policy, the multilateral trading system, national foreign trade policy measures and their impact, trade policy coordination between countries, global trade developments, and current issues in China's foreign trade. The course is primarily lecture-based, supplemented by student discussions or case analyses. Students are required to prepare before class by reading literature and materials and to complete assignments and course papers on time. Assessment is based on class performance (20%), teamwork (20%), attendance (10%), and final exam (50%). The textbooks are not specified.

2.2 International Investment and Multinational Enterprise Management

Contemporary enterprises face increasingly diverse choices, including those related to global market selection, location decisions for key activities, organizational forms of international business activities, and cross-border management of enterprises. This course provides students with the theories, concepts, and models needed to understand global enterprises from a strategic and resource-based perspective, helping them understand the environment in which global enterprises operate, their resource endowments, and the different strategic choices they face. Course content includes a review of basic concepts and frameworks of business strategy, discussions on the unique opportunities, challenges, and choices faced by enterprises during internationalization, and enhanced understanding of different regional markets. The course employs a combination of lectures and student discussions. Students are required to complete pre-class readings and post-class assignments on time, actively participate in discussions, and use English as the working language throughout the course to develop an open mindset and innovative thinking. Assessment includes continuous assessment and final exam. The main reading materials are not specified.

2.3 International Business Law

This course aims to provide students with an understanding of the basic legal issues in international trade, international investment, and international engineering contracting practices, equipping them with the ability to identify risks and use legal tools to control major business risks. The course content primarily includes commercial entity law and commercial transaction law, covering topics such as companies, partnerships, foreign-invested enterprises, contracts, international sales of goods, and international trade payments. The course is mainly lecture-based, with student discussions or case analyses as supplements, and includes group activities like contract negotiations and drafting company charters. Students are required to prepare before



class by reading cases and materials, actively participate in group discussions, and diligently complete case analysis assignments. Assessment is based on class performance (15%), group assignments (20%), individual assignments (15%), and final exam (50%). The main textbook is *International Business Law* (4th edition, 2022) by Shen Sibao and others, published by the University of International Business and Economics Press.

2.4 International Finance: Theory and Practice

This course aims to equip students with a solid understanding of the basic principles and methods of international finance, familiarizing them with the risks in international financial markets, various financial instruments, and financial and risk management practices in multinational enterprises. Key content includes international financial markets and instruments, financial asset pricing, the application of forward exchange contracts, exchange rate forecasting, and the measurement and management of foreign exchange risk. The course is primarily lecture-based, supplemented by student discussions or case analyses. Students are required to prepare before class by reading literature and materials, post-class by reading financial news and relevant academic literature, and work in teams for case analysis. Assessment is based on class performance (10%), case analysis (30%), and final exam (60%). The main textbook is *International Finance: Theory into Practice* by Piet Sercu, published by Princeton University Press.

2.5 International Business Negotiation

This course aims to develop students' communication and persuasion skills through negotiation simulations, allowing them to experience various negotiation tactics and strategies. By reading and discussing relevant literature, students will better grasp negotiation essentials and apply them to real-life negotiation scenarios in the future. The course covers basic negotiation analysis tools, negotiation strategies and tactics, and negotiation in special contexts. The course is primarily student-led with negotiation simulations and discussions, supplemented by instructor lectures. Each session includes simulation negotiations, reports and discussions, and summaries. Students are required to prepare by reading simulation role materials before class and preparing for negotiations, and to complete readings and case analyses on time. Assessment is based on class performance (30%), assignments (20%), and final group case report (50%). The main reading materials are not specified.



3. Elective Professional Courses

3.1 International Marketing

This course aims to help students master international marketing concepts and methods, understand the economic connections between different regions of the world, and use theories and methods to formulate international business strategies. It develops students' ability to analyze and solve problems, fosters teamwork spirit, and familiarizes students with and encourages adherence to business ethics. The course uses rich case studies to explain and analyze international marketing from both theoretical and practical perspectives. It systematically introduces topics such as the competitiveness of international enterprises, the international marketing environment, international market research, international target market selection, and international marketing mix strategies. The course is composed of lectures, case analysis, and projects. Unexcused absences of three or more times will result in no grade. Failure to participate in teamwork or submit reports on time will result in corresponding deductions. Assessment is based on class performance and attendance (10%), case analysis and reports (60%), and final course project (30%). The main reading materials are not specified.

3.2 Financial Accounting

This course focuses on Financial Accounting Theory and Practice, based on corporate accounting standards, and explains key accounting standards, building on students' foundational knowledge of accounting theories, concepts, and skills. The course content mainly includes the recognition and measurement of financial assets, the recognition and measurement of long-term equity investments, accounting treatment of income taxes, accounting treatment of business combinations, and the preparation of consolidated financial statements. The teaching method is primarily lecture-based, supplemented by student discussions. Assessment is based on attendance (15%), assignments (15%), short papers (10%), and final exam (60%, closed book). The main reading materials include the Accounting Exam Reference textbook (2022) for Chinese Certified Public Accountants, Corporate Accounting Standards and Application Guidelines, and Case Analysis of Corporate Accounting Standards Implemented by Listed Companies (2020 edition) published by the China Securities Regulatory Commission.

3.3 Business Statistics Analysis

This course aims to enable students to identify and collect different types of data, recognize potential data biases, choose appropriate statistical analysis methods, and derive conclusions that support business decision-making. The course introduces statistical tools and techniques



commonly used in business decision-making, including data collection methods, descriptive statistics, discrete and continuous probability distributions, parameter estimation, hypothesis testing, analysis of variance, linear regression, and forecasting. The course is primarily lecture-based, supplemented by student discussions and exercises. Students are required to prepare before class, review after class, and complete assignments independently. Assessment is based on class performance (10%), assignments (30%), mid-term exam (30%), and final exam (40%). The main textbook is *Business Statistics: A Decision-Making Approach* (10th edition) by David Groebner, Patrick Shannon, and Phillip Fry, published by Pearson.

3.4 Business Strategy Consulting

This course aims to help students master consulting practices, apply professional knowledge and analytical skills to solve practical business problems, and understand the origins, development, objectives, processes, industry, and standards of management consulting. The course integrates concepts and methods from basic International Business courses and stimulates students' interest in management consulting through in-depth company visits, helping them master the necessary professional skills in practice. The course consists of company visits, literature reading, and discussions. Assessment is based on group scores (60%) and individual scores (40%). The main reading materials are not specified.

3.5 Regional Investment Environment

This course aims to equip students with the basic methods for studying regional investment environments, and to learn about and examine the business environments of several major investment destination countries (regions) of China. The course content includes: the foreign direct investment systems of China's major investment destination countries (regions), such as foreign investment entry systems and key industry regulatory systems; and an in-depth introduction to the overall investment environment of these regions (countries) from political, economic, legal, historical, and cultural perspectives. The course is primarily lecture-based, supplemented by student discussions or case analyses. Students are required to actively participate in discussions during class, carefully read literature and materials after class, and complete assignments. Assessment is based on class performance (30%) and a final paper (70%). Main reading material includes **Overseas Investment Environment Report** by Yang Liqiang and Lu Jinyong, published by the Chinese Academy of Social Sciences Press, 2016 edition.



3.6 Case Studies and Thesis Writing (A)

This course primarily introduces the case study methods used in organizational research. Students will use standardized case study methods to explore and discuss organizational research topics and ultimately produce a research report. The course content includes topic selection for case studies, writing literature reviews, types of data and data collection, data analysis and discussion, and report writing. The course combines instructor lectures with student practice and is conducted in English. Students are required to complete pre-class readings and post-class assignments on time, actively participate in discussions, and engage in academic exploration. Assessment is divided into continuous assessment and final assessment. The main reading materials are not specified.

3.7 Programming Languages and Applications

This course aims to help students master the basic concepts of computer programming and use the Python language to solve practical problems. The course content includes basic programming concepts such as variables, data structures, modularity, and file handling; general programming ideas and commonly used programming modules. The teaching method combines lectures, demonstrations, and hands-on practice. Students are required to prepare before class, complete assignments, and practice programming after class. Assessment is based on class performance and attendance (20%), a mid-term test (40%), and a final exam (40%). The main textbook is **Beginning Python: From Novice to Professional** (3rd Edition) by Magnus Lie Hetland, translated by Yuan Guozhong, published by People's Posts and Telecommunications Publishing House.

3.8. Business Ethics

This course explores how ethical values and business practices interact and guide organizational sustainable development in the era of globalization. The course systematically develops students' awareness of the challenges in diverse markets, the skills to navigate complex interpersonal business practices, and the ability to implement inclusive strategies in an international work environment, helping students grow into decision-makers and leaders with cross-cultural competence and social responsibility. The course covers topics such as ethical dilemmas in international business contexts, social responsibility and sustainable development, cross-cultural competence and ethical leadership development, and the creation and management of diverse work teams. The course is primarily lecture-based, supplemented by student discussions, scenario simulations, and case analyses. Students are required to prepare before



class, and independently complete readings, analyze cases, and other tasks after class. Assessment is based on class performance (20%), group assignments (40%), and final exam (40%). The main reading materials are not specified.

3.9. Cross-Cultural Communication and Management

This course aims to enhance students' cultural sensitivity in international business work environments and develop their competence and leadership in cross-cultural communication and management. In the course, students will learn core concepts and theories related to cross-cultural communication, and, in combination with international business work environments, understand the cross-cultural issues and coping strategies in areas such as internationalization strategies, human resource management, marketing, and business negotiations. The teaching methods include lectures, student discussions, case studies, scenario simulations, and field research. Students are required to prepare before class by reading literature and materials, thinking and posing questions, actively participate in discussions during the course, and complete group assignments on time after class. Assessment is based on class participation (25%), group tasks (20%), final case study (55%), and attendance (5%). The main textbook is **Intercultural Communication for Global Business: How Leaders Communicate for Success** (2nd Edition) by Elizabeth A. Tuleja, published by Routledge, 2022.