

International Business School Curriculum for Undergraduates

Course type	Credit	Notes
Core courses (required)	57	(3 credits X 13 courses + 2credits X 3courses + 4 credits X 3 courses)
Specialization courses (required)	12	(3 credits X 4 courses)
Specialization courses (elective)	21	(3 credits X 7 courses)
Language (required)	36	(6 credits X 6 semesters)
Sports (required)	2	
Humanistic courses (elective)	8	(2 credits X 4 courses)
Immersion Week (required)	6	(1 credit X 6 semesters)
Thesis (required)	4	
Totals	146	

N.B.: “Curriculum for Undergraduates” was approved by Academic Affairs Division of Beijing Foreign Studies University on Jul.15, 2011. BFSU reserves the right to change these courses, and you agree to abide by the most recent version of this. Slight changes might be made if necessary.

Core courses

Semester	Course	Credit
Y1-1	Mathematics for Business I	2
	Application of Information Technology	2
	Introduction to Business	3

	Business Communication	3
	Academic Writing	2
Y1-2	Mathematics for Business II	3
	Introduction to Micro-economics	4
	Principles of Marketing	3
	Cross-cultural Management	3
Y2-1	Business Law	3
	Principles of Accounting	3
	Principles of Management	3
	Statistics for Business	4
	Introduction to Macro-economics	4
Y2-2	Business Ethics	3
	Introduction to Corporate Finance	3
	International Trade	3
	Human Resource Management	3
	Organizational Behavior	3
	Subtotals	57

Specialization courses

1. Major: Business Administration (International Finance)

Semester	Course	Credit
Compulsory	International Investment Analysis	3
Compulsory	Financial Markets and Institutions	3
Compulsory	M&A and Investment Banking	3
Compulsory	International Finance	3

International Marketing Management	3
Consumer Behavior	3
Brand Management	3
Marketing Research Methods	3
Strategic Management	3
International Business	3
Entrepreneurship	3
International Business Negotiation	3
Chinese Business Environment	3
Chinese Culture & Business Etiquette	3
China Business Law	3
Doing Business in China	3
International Contracts and Payments	3
Subtotals	33

*N.B.: Students are required to accomplish all compulsory specialization courses of their own majors. Besides, they need to select 7 more specialization courses from other majors.

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Specialization courses

2. Major: Business Administration (International Marketing)

Semester	Course	Credit
Compulsory	International Marketing Management	3
Compulsory	Consumer Behavior	3
Compulsory	Brand Management	3
Compulsory	Marketing Research Methods	3
	International Investment Analysis	3
	International Finance	3
	M&A and Investment Banking	3
	Financial Markets and Institutions	3
	Strategic Management	3
	International Business	3
	Entrepreneurship	3
	International Business Negotiation	3
	Chinese Business Environment	3
	Chinese Culture & Business Etiquette	3
	China Business Law	3
	Doing Business in China	3
	International Contracts and Payments	3
	Subtotals	33

courses of their own

*N.B.: Students are required to accomplish all compulsory specialization majors. Besides, they need to select 7 more specialization courses from other majors.

Specialization courses

3. Major: Business Administration (International Business)

Semester	Course	Credit
Compulsory	Strategic Management	3
Compulsory	International Business	3
Compulsory	Entrepreneurship	3
Compulsory	International Business Negotiation	3
	International Investment Analysis	3
	International Finance	3
	M&A and Investment Banking	3
	Financial Markets and Institutions	3
	International Marketing Management	3
	Consumer Behavior	3
	Brand Management	3
	Marketing Research Methods	3
	Chinese Business Environment	3
	Chinese Culture & Business Etiquette	3
	China Business Law	3

courses of their own

Doing Business in China	3
International Contracts and Payments	3
Subtotals	33

*N.B.: Students are required to accomplish all compulsory specialization majors. Besides, they need to select 7 more specialization courses from other majors.

Specialization courses

4. Major: Business Administration (China Business Studies)

Semester	Course	Credit
Compulsory	Chinese Business Environment	3
Compulsory	Chinese Culture & Business Etiquette	3
Compulsory	China Business Law	3
Compulsory	Doing Business in China	3
	International Investment Analysis	3
	International Finance	3
	M&A and Investment Banking	3
	Financial Markets and Institutions	3
	International Marketing Management	3
	Consumer Behavior	3
	Brand Management	3

courses of their own

Marketing Research Methods	3
Strategic Management	3
International Business	3
Entrepreneurship	3
International Business Negotiation	3
International Contracts and Payments	3
Subtotals	33

*N.B.: Students are required to accomplish all compulsory specialization majors. Besides, they need to select 7 more specialization courses from other majors.

Specialization courses

5. Major: International Economics and Trade

Semester	Course	Credit
Compulsory	International Contracts and Payments	3
Compulsory	International Marketing Management	3
Compulsory	International Finance	3
Compulsory	International Business	3
	Chinese Business Environment	3
	Chinese Culture & Business Etiquette	3
	China Business Law	3
	Doing Business in China	3

courses of their own

International Investment Analysis	3
M&A and Investment Banking	3
Financial Markets and Institutions	3
Consumer Behavior	3
Brand Management	3
Marketing Research Methods	3
Strategic Management	3
Entrepreneurship	3
International Business Negotiation	3
Subtotals	33

*N.B.: Students are required to accomplish all compulsory specialization majors. Besides, they need to select 7 more specialization courses from other majors.

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Language courses

Semester	Course	Credit
Y1-1	Chinese (through several courses)	6
Y1-2	Chinese (through several courses)	6
Y2-1	Chinese (through several courses)	6
Y2-2	Chinese (through several courses)	6
Y3-1	Chinese (through several courses)	6
Y3-2	Chinese (through several courses)	6
<u>Subtotals</u>		<u>36</u>

Sports (Chinese Based)

Semester	Course	Credit
Y1-1	Chinese Kungfu, Basketball, Swimming, Football, Badminton, Table Tennis, Tennis, etc.	2
Y1-2	Chinese Kungfu, Basketball, Swimming, Football, Badminton, Table Tennis, Tennis, etc.	2
<u>Subtotals</u>		<u>2</u>

General courses

School	Courses	Credit
IBS	China Encounter with The West	2
IBS	Public Communication and Critical Thinking	2
IBS	European Integration- Interdisciplinary Perspectives	2
IBS	Geopolitics and Global Changes	2
SEIS	Buddhism and Chinese Culture	3
SEIS	Classics of Chinese Thought	3
SEIS	Chinese Contemporary and modern literature	3
SEIS	China on the Screen	3
SEIS	The Chinese Economy	3
SEIS	The Political Economy of Chinese Reform	3
SEIS	Politics of Contemporary China	3
SEIS	Western Civilization with Chinese Comparisons	3
SCLL	中国书法	2

SCLL	中国绘画欣赏	2
SCLL	中级汉语正音	2
SCLL	写作入门	2
SCLL	中级语法（上）	2
SCLL	习惯用语中级	2
SCLL	中国概况	2
SCLL	经济学基础	2
SCLL	中级语法（下）	2
SCLL	习惯用语高级	2
SCLL	中级汉字课	2
SCLL	中国历史	2
SCLL	电影中的中国文化	2
SCLL	中文信息处理	2
SCLL	国际金融	2
SCLL	中国思想史	2
SCLL	中国当代散文欣赏	2
SCLL	改革开放与中国外交	2
	Subtotals	8

N.B.: “Language Courses” and “Humanistic Courses” are under constant revision, students should refer to the latest version issued at the beginning of each term.

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