

International Business School

Exchange Program:

课程名称 Course name	课程描述 Course description	学分 Credits	授课语言 Taught in	授课周数 Weeks	每周课时 Contact hours/week
Doing Business in China	In this course, students will learn about the origins of the emerging Chinese market economy, the distinctive characteristics of the business management in Chinese and Asian markets, the challenges of starting and managing a business in China, and of the evolving relationship between the Chinese business environment and other Asian markets. Students will complete the course with a better understanding of how they can identify and evaluate the risks and opportunities associated with Chinese and Asian markets.	3	English	16	2
Strategic Management in China	This course deals with the major intended and emergent initiatives taken by general managers on behalf of owners, involving utilization of resources, to enhance the companies' performance in their external environments.	3	English	12	3
Marketing in China	The primary objective is to provide a comprehensive overview to marketing theory and practice in China.	3	English	16	2
Chinese Culture and Business Etiquette	This course is designed to enable students to develop a basic understanding of the Chinese culture and its influences in business relationships. It also seeks to help students acquire the skills to interact with Chinese people in simple social and business contexts with an appreciation of the Chinese business protocols. Whilst helping students to develop a broad understanding of the Chinese culture and business etiquette, this course provides them with the cultural context of their	3	English	16	3

	study in China as well as the foundation for their future career related to China or Chinese enterprises.				
The Government and Politics in China	The aim of this course is to explore the structure, configuration, and elements of government and politics in China. The core concepts, political history of modern China, ideology, governance, and political economy, politics and policy in action, ethnic politics in China's Tibet, Xinjiang will be thoroughly discussed.	3	English	16	2
Basic Chinese	Basic Chinese language: Listening, speaking, reading, writing	4	Chinese	16	4

Exchange program courses:

Doing Business in China
 Strategic Management in China
 Basic Chinese
 Marketing in China
 Chinese Culture and Business Etiquette
 The Government and Politics in China

Undergraduate program courses:

Mathematics for Business I
 Application of Information Technology
 Introduction to Business
 Business Communication
 Academic Writing

Mathematics for Business II
Introduction to Micro-economics
Principles of Marketing
Cross-cultural Management
Business Law
Principles of Accounting
Principles of Management
Statistics for Business
Introduction to Macro-economics
Business Ethics
Introduction to Corporate Finance
International Trade
Human Resource Management
Organizational Behavior
International Investment Analysis
Financial Markets and Institutions
Brand Management
Consumer Behavior
Entrepreneurship
International Business Negotiation
China Business Law
Doing Business in China

There are 6 course opened specifically for exchange students (please see above). Exchange students can also choose courses opened for bachelor students. According to IBS regulations exchange students can choose 7 courses at the most. The courses opened may subject to change every semester. Students can get the final course list on registration day.