Beijing Normal University Business School

Program Name: Master in International Business
Master Degree
Discipline of Theoretical Economics

1. INTRODUCTION

With the deepening of economic globalization, the free flow of production factors across the world has accelerated, leading to increasingly close connections and interactions between the Chinese economy and the global economy. To meet the demands of this new era, the Business School of Beijing Normal University has established the International Program **Master in International Business** (hereafter referred to as the MIB). This program is designed to align with current global economic and educational trends.

The MIB Program is committed to cultivating high-caliber international talents with a strong foundation in economics, outstanding intercultural communication abilities, and well-developed management and leadership skills. Graduates of the program are well-prepared to meet the needs of the international job market and to pursue successful careers in multinational corporations, government agencies, international organizations, and other related sectors.

2. PROGRAM OBJECTIVES

The MIB Program aims to develop future-oriented professionals with:

- ✧ A solid theoretical foundation in economics and a comprehensive understanding of China's economic development;
- ✧ The ability to analyze global economic issues from both international and Chinese perspectives;
- ✧ Strong communication, leadership, and cross-cultural collaboration skills;
- ✧ Practical competence to work effectively in international organizations, enterprises, and policy institutions.

3. ENTRY REQUIREMENTS

Applicants are required to provide proof of English language proficiency. Candidates should hold a bachelor's degree from an institution in an English-speaking country, or submit official results from an internationally recognized English proficiency test, such as TOEFL iBT (minimum score of 90) or IELTS Academic (minimum overall band score of 6.5).

4. PROGRAM DURATION AND TUITION

The program begins each fall and has a duration of two years (four semesters). Early graduation is not permitted. The total period of suspension or extension may not exceed one year. Students who are unable to complete all degree requirements within the standard study period may apply for an extension of up to three additional years.

Tuition Fee: RMB 60,000 for the two-year program.

Tuition is payable in installments at the beginning of each academic year. Scholarships and financial

aid opportunities may be available to outstanding international applicants. Detailed information on tuition payment and scholarship application will be provided upon admission.

5. CURRICULUM AND CREDIT REQUIREMENTS

Total credits: 34; 1 credit = 16 credit hours

Course Type	Course Title and Credits	Minimum Credit Required	Minimum Courses Required
Public Compulsory Course	Overview of China (2 credits)	6 credits	3
	Basic Chinese (2 credits)		
	Basic Chinese 2 (2 credits)		
Basic Degree Course	Microeconomics (2 credits)	10 credits	5
	Macroeconomics (2 credits)		
	Econometrics (2 credits)		
	International Finance and China (2 credits)		
	International Business and China (2 credits)		
Major Elective Courses	Global Leadership and Cross-cultural Communication (2 credits)	8 credits	4
	Development Economics (2 credits)		
	Global Economic Issues and Policies (2 credits)		
	International Marketing (2 credits)		
	International Economics (2 credits)		
Compulsory Part	*Social Practice (2 credits)	2 credits	1
	*Mid-term Assessment (2 credits)	2 credits	1
	*Dissertation (6 credits)	6 credits	1
Total Credit	34 credits		

Courses arrangement in each semester

Course Category	English Course Title	Credits	Teaching hours	Semester
Basic Degree Course	Microeconomics	2	32	Fall Semester
Basic Degree Course	Macroeconomics	2	32	
Public Compulsory Course	Introduction to Contemporary China	2	32	

Public Compulsory Course	Chinese Language	2	32	
Professional Elective Course	Global Economic Issues and Policies	2	32	
Professional Elective Course	International Marketing	2	32	
Professional Elective course	International Economics	2	32	
Professional Elective course	Global Leadership and Cross-cultural Communication	2	32	
Basic Degree Course	Econometrics	2	32	Spring Semester
Public Compulsory Course	Chinese Language 2	2	32	
Basic Degree Course	International Finance and China	2	32	
Basic Degree Course	International Business and China	2	32	
Professional Elective course	Development Economics	2	32	
Compulsory	*Social Practice	2	32	Spring Semester
	*Mid-term Assessment	2	32	
	*Thesis	6	96	

*Social Practice
The School regularly organizes social practice activities, which are an integral part of the program. Students who successfully complete the required practice components may earn corresponding credits.

*Mid-term Assessment
The mid-term assessment includes evaluations of ideological and moral conduct, Basic Degree Course, Public Compulsory Course and Major Elective Courses, Social Practice and the thesis proposal. It should be completed before the end of the third semester. Only those who pass the mid-term assessment are eligible to proceed to the thesis writing stage.

During the third semester, students are required to prepare and submit a **thesis proposal report**. Upon review and approval by their supervisor, they will participate in a **thesis proposal defense** organized by the School. Only students who pass the defense are permitted to enter the thesis writing stage. According to university policy, students who have passed the proposal stage must re-submit their thesis proposal if they subsequently change their research topic.

*Thesis
The thesis should address a topic of theoretical or practical significance and demonstrate the candidate’s independent thinking and analytical ability. It must reflect sound theoretical guidance, accurate reasoning and calculations, reliable data, clear organization, and a logical structure—indicating that the author possesses the capability to engage in academic research or

specialized professional work.

The thesis must be completed independently under the supervision of a faculty advisor, and must adhere to academic standards and the **Rules for Writing Theses of Beijing Normal University**.

The thesis should be written in English, using **Times New Roman, 12-point font, and 1.5 line spacing**. The total length should be between 15,000 and 30,000 words, with an abstract not exceeding 1,000 words. The evaluation and defense of the master's thesis shall be conducted in strict accordance with the Working Rules for Degree Conferment of Beijing Normal University and other relevant university regulations. The defense will be organized by the School.

The first-level discipline of this degree program is Theoretical Economics. Students who successfully complete the program within the designated study period and fulfill all requirements will be conferred a graduation certificate by Beijing Normal University. Those who meet the degree conferral criteria will be awarded a Master Degree Certificate.

6. CONTACT INFORMATION

For academic inquiries, please contact the program coordinator at the Business School of Beijing Normal University via Email: bnubs@bnu.edu.cn.

For more information about the faculty in BNUBS, please visit https://bs.bnu.edu.cn; For more information about the program, please visit https://admission-is.bnu.edu.cn/, the official website of Beijing Normal University.