

Master of International Business (MIB)

I. Introduction

The Master of International Business (MIB) program at the School of Economics, Beijing International Studies University (BISU) is designed to deliver a rigorous curriculum with a strong international focus, preparing students for advanced roles in global business environments. With instruction primarily in English, apart from Chinese language courses, all courses, as well as the thesis and oral defense, are conducted in English to support a truly international learning experience.

The program includes four specialized research directions: **International Cultural Trade, International Finance, International Economics and Service Trade, and Exhibition Planning and Operation**. The setting of different training directions allows students to choose courses based on their academic background and research interests, creating a systematic knowledge structure that meets the demands of industrial talent for social and economic development.

II. Specializations in the Master's Program in International Business

1. MIB - International Cultural Trade

1.1. Program Overview

The MIB - International Cultural Trade program is designed to prepare international students for dynamic careers at the intersection of international business and cultural trade. Through a blend of theoretical knowledge and practical application, students will gain a comprehensive understanding of business principles and the unique dynamics of cultural trade. The program equips students with the critical skills needed to assess the global business impact of diverse events, evaluate investment strategies, and make informed financial decisions in cultural trade sectors. Graduates will also be able to conduct innovative, independent research, contributing valuable insights to the fields of international business and cultural exchange.

1.2. Course List

	Course	Code	Hours				Credits	Assessment Method	PS
			1 st	2 nd	3 rd	4 th			
			Term	Term	Term	Term			
General Courses	International Business Chinese Listening and Speaking		36				2	A1	
	International Business		36				2	A1	
	Economic Analysis and Application		36				2	A1	
Core Courses	International Trade Policy and Practice		36				2	A1	
	International Finance Theory and Practice		36				2	A2	
	International Investment and Multinational Business Management			36			2	A1	
	International Business Negotiation			36			2	A2	
	International Business Law			36			2	A1	
	International Cultural Trade		36				2	A2	
	International Cultural Marketing and Investment			36			2	A2	
	Hotspots of International Cultural Business			36			2	A2	
Practice						2			
Thesis						4			

Total			216	180			28		
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Note: Examinations may be written or oral (code A1), book reports or papers (code A2).

2. MIB - International Finance

2.1. Program Overview

The MIB - International Finance program is designed to equip international students with a comprehensive foundation in trade and economic principles, preparing them for successful careers in the global business and economic sectors. Through rigorous coursework and hands-on experiences, students will gain a solid grounding in modern business theory, develop analytical and decision-making skills tailored for international business, and acquire proficiency in cross-cultural communication and foreign languages. Graduates will be well-prepared to navigate and manage international business functions within multinational corporations, government agencies, and global organizations, as well as make informed investment and financing decisions supported by strong research competencies.

2.2. Course List

	Course	Code	Hours				Credits	Assessment Method	PS
			1 st Term	2 nd Term	3 rd Term	4 th Term			
General Courses	International Business Chinese Listening and Speaking		36				2	A	
	International Business		36				2	A1	
	Economic Analysis and Application		36				2	A1	
Core Courses	International Trade Policy and Practice		36				2	A1	
	International Finance Theory and Practice		36				2	A2	
	International Investment and Multinational Business Management			36			2	A1	
	International Business Negotiation			36			2	A2	

	International Business Law			36			2	A1	
	Corporate Finance		36				2	A2	
	Financial Institution Management		36				2	A2	
	Financial Econometrics			36			2	A2	
Practice							2		
Thesis							4		
Total			216	180			28		

Note: Examinations may be written or oral (code A1), book reports or papers (code A2).

3. MIB - International Economy and Services Trade

3.1. Program Overview

The MIB - International Economy and Services Trade program is designed to prepare international students for careers in the global economy, particularly within the services trade sector. By combining a strong theoretical foundation with practical applications, the program equips students with in-depth knowledge and skills in trade, economy, and international business. Students will develop expertise in analyzing and making strategic decisions in a global context, backed by advanced foreign language and cross-cultural communication skills. Graduates will be well-prepared to manage international business operations in multinational enterprises, government agencies, and social organizations, as well as conduct innovative research on topics such as service market liberalization, foreign direct investment (FDI) in services, and emerging rules in services trade.

3.2. Course List

	Course	Code	Hours				Credits	Assessment Method	PS
			1 st Term	2 nd Term	3 rd Term	4 th Term			
General Courses	International Business Chinese Listening and Speaking		36				2	A1	

	International Business		36				2	A1	
	Economic Analysis and Application		36				2	A1	
Core Courses	International Trade Policy and Practice		36				2	A1	
	International Finance Theory and Practice		36				2	A2	
	International Investment and Multinational Business Management			36			2	A1	
	International Business Negotiation			36			2	A2	
	International Business Law			36			2	A1	
	International Services Trade			36			2	A2	
	International Economics			36			2	A2	
	Research on Foreign Trade Policies toward Different Countries and Regions			36			2	A2	
Practice							2		
Thesis							4		
Total			180	216			28		

Note: Examinations may be written or oral (code A1), book reports or papers (code A2).

4. MIB - Exhibition Planning and Operation

4.1. Program Overview

The MIB - Exhibition Planning and Operation program is designed to prepare international students for influential roles within the global exhibition industry. Integrating business management principles with specialized event planning expertise, the program provides students with in-depth knowledge of trade, economics, and

exhibition operations. Emphasizing practical application, cross-cultural communication, and innovative event management strategies, this program equips students with the analytical and decision-making skills necessary to succeed in a dynamic, global marketplace. Graduates will be prepared to lead and manage international exhibition operations in multinational companies, government agencies, and global organizations, as well as to conduct independent research in exhibition planning and operations.

4.2. Course List

	Course	Code	Hours				Credits	Assessment Method	PS
			1 st Term	2 nd Term	3 rd Term	4 th Term			
General Courses	International Business Chinese Listening and Speaking		36				2	A1	
	International Business		36				2	A1	
	Economic Analysis and Application		36				2	A1	
Core Courses	International Trade Policy and Practice		36				2	A1	
	International Finance Theory and Practice		36				2	A2	
	International Investment and Multinational Business Management			36			2	A1	
	International Business Negotiation			36			2	A2	
	International Business Law			36			2	A1	
	Exhibition Planning and Operation			36			2	A2	
	Exhibition Impact Study		36				2	A2	
	Event Planning			36			2	A2	
Practice						2			
Thesis						4			
Total			216	180			28		

Note: Examinations may be written or oral (code A1), book reports or papers (code A2).

III. Course Introduction

1. International Business English Listening and Speaking

Weekly Hours: 2

Total Hours: 34

(1) Course Description

This course offers a comprehensive introduction to business English communication theory, enabling learners to master the basics of negotiation and communication skills, understand relevant English expressions in various business fields, and enhance their English communication abilities. Students will also learn cross-cultural communication techniques in a multicultural business setting, enabling them to effectively apply these skills in future trade, marketing, government, and other related fields.

(2) Course Objectives

This course aims to improve students' business English communication skills, with a focus on advanced business communication techniques, particularly the use of business terminology. Using case studies and group discussions, students will be inspired to flexibly apply English listening, speaking, and writing skills in real-world business scenarios, emphasizing practicality, operability, and flexibility.

(3) Course Methods

Lectures, discussions, case analysis, and group activities.

(4) Assessment Criteria

Exam 60%, Project 30%, Attendance 10%.

(5) Teaching Language

English.

(6) Required Textbooks

① Business Communication Principles and Practices by Ronald B. Adler, 8th Edition, Peking University Press, July 2005.

(7) Reference Materials

① Xu Xianguang, *Business Communication*, Foreign Language Teaching and Research Press, 1st Edition, October 2001.

② John V. Thill, *Excellence in Business Communication*, 6th Edition, Peking University Press, July 2004.

③ Liu Zhiwei, *International Business Correspondence and Communication*, University of International Business and Economics Press, 1st Edition, August 2005.

2. International Business English Reading and Writing

Weekly Hours: 2

Total Hours: 34

(1) Course Description

This course covers the fundamental knowledge and essential skills for international business reading and writing. It combines practical exercises with extracurricular practice and focuses on international business reading and writing theories and practices. Students should be familiar with the specific requirements of international business English reading and writing, possess a certain level of English reading and writing knowledge, and have solid grammar skills and comprehensive English proficiency.

(2) Course Objectives

This course helps students understand the influence of Western thought and culture on writing techniques for newspapers and articles, and explores how business context and discourse analysis influence reading comprehension. Students will learn about domestic and international economic, trade, and corporate management experiences, as well as the vocabulary and expressions used in business English. The course aims to develop students' intercultural communication awareness, expand their practical and background knowledge, improve their language comprehension and expression abilities, and enhance their logical thinking and writing skills in English.

(3) Course Methods

Lectures, discussions, and case analysis.

(4) Assessment Criteria

Exam 70%, Discussion 30%.

(5) Teaching Language

English.

(6) Required Textbooks

① Selected Readings from Newspapers by Duanmu Yiwan, and Business English Writing: A Practical Guide (7th Edition) by Shirley Taylor, Foreign Language Teaching and Research Press, March 2014.

(7) Reference Materials

① Wang Dexing, English Discourse Analysis and Cross-Cultural Communication, Beijing Language and Culture University Press, December 1998.

② Chen Xianchun, Foreign Language Reading Teaching and Psychology, Beijing Language and Culture University Press, May 1998.

③ Di Yanhua, American Culture, Jilin Science and Technology Press, January 2003.

④ BusinessWeek

⑤ China Daily

⑥ Ministry of Commerce of China

⑦ BusinessWeek

3. International Business English Interpretation

Weekly Hours: 2

Total Hours: 34

(1) Course Description

This course provides a comprehensive introduction to business interpretation theory and techniques. It aims to help learners understand relevant English expressions in business fields and apply translation techniques to switch between Chinese and English, performing tasks such as business negotiations, meetings, visits, conferences, and guest receptions.

(2) Course Objectives

Through the study of business interpretation theory and techniques, students will enhance their bilingual conversion skills in business language, mastering interpretation techniques. The course uses classroom instruction, simulation exercises, and feedback sessions based on real-world business interpretation cases to provide students with practical training. The emphasis is on practicality, operability, and flexibility.

(3) Course Methods

Lectures, interpretation exercises, and feedback sessions.

(4) Assessment Criteria

Exam 60%, Classroom Practice 30%, Attendance 10%.

(5) Teaching Language

English.

(6) Required Textbooks

① Business Interpretation by Zhao Junfeng, Foreign Language Teaching and Research Press, 1st Edition, July 2009.

(7) Reference Materials

1. Zhao Minyi & Liu Jianzhu, Business Consecutive Interpretation, Zhejiang Press, 1st Edition, November 2006.

2. Ruan Jizhi, Advanced Business Interpretation: Interpretation Clips, Peking University Press, 1st Edition, August 2007.

3. Liu Jieying & Liu Xueqin, Century Business English Interpretation Course, Dalian University of Technology Press, 2nd Edition, July 2012.

4. Economic Analysis and Applications

Weekly Hours: 3

Total Hours: 54

(1) Course Description

This course systematically covers topics such as demand-supply theory, elasticity theory, consumer behavior theory, production theory, cost theory, market theory, national income accounting theory, national income determination theory, general

equilibrium of product and money markets, macroeconomic policy analysis, macroeconomic policy practices, aggregate supply-aggregate demand theory, and inflation theory. The course aims to cultivate students who can understand and master the principles of economics, apply basic economic theories to analyze real-world economic issues, and solve problems using economic theory. The course combines case-based and seminar-style teaching methods, integrating theoretical instruction with classic case analysis and real-world problem-solving to deepen students' understanding of economic theories and methods, bridging theory with practice.

(2) Course Objectives

Economic analysis and application is one of the most important foundational courses for international business master's students. Many subsequent courses in international business (including core courses) are closely related to the content and methods covered in this course. This course introduces basic economic theories and analytical methods, helping students grasp the foundational principles and methods of economics, understand both general and specific economic issues, and develop the ability to accurately judge economic matters and propose appropriate policy recommendations. It lays the foundation for further study of advanced courses in economics.

(3) Course Methods

Theoretical lectures, discussions, and case analysis.

(4) Assessment Criteria

Exam (50%), Class discussions and course papers (50%).

(5) Teaching Language

Bilingual.

(6) Required Textbooks

① “Western Economics,” Higher Education Press; “Principles of Economics” by N. Gregory Mankiw, Peking University Press

(7) Reference Materials

① “Economics” by Joseph E. Stiglitz, Peking University Press

② “Principles of Economics” by Paul Samuelson, Huaxia Publishing House

- ③ “Macroeconomics” by Dornbusch et al., China Renmin University Press

5. International Business

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This course integrates subjects such as international trade, international marketing, international business law, international investment, and business management, with the main focus being on business activities in the international arena. This course will emphasize the international economic environment, international political and legal environment, international cultural environment, international trade, foreign direct investment, regional economic integration, international monetary systems, foreign exchange markets, international financial markets, multinational organizational structures, market selection, and market entry strategies.

(2) Course Objectives

The course aims to help students master the basic theoretical knowledge of international business, understand the latest developments in the field, and be able to write relevant research reports and propose suggestions for business development.

(3) Course Methods

Lectures, discussions, and case analysis.

(4) Assessment Criteria

Final Exam (70%), Discussion (30%).

(5) Teaching Language

Bilingual.

(6) Required Textbooks

① “International Business (7th Edition)” by Charles W.L. Hill, China Renmin University Press, 2009

② “International Business (7th Edition)” by Michael R. Czinkota, Yao Xin Chao & Shi Ji Ming (Trans.), Machinery Industry Press, 2011

③ “International Business (2nd Edition)” by An Zhan Ran, Peking University

Press, 2015

(7) Reference Materials

① “International Business English Overview” by Zhang Jiuming, Peking University Press, 2007

② “International Business: Strategy, Management and New Realities” by Tamer Cavusgil, Gary Knight, and John Riesenberger, Tsinghua University Press, 2010

③ “International Business” by Ma Shu Zhong, Higher Education Press, 2011

6. International Trade Policy and Practice

Weekly Hours: 2

Total Hours: 36

(1) Course Description

The core content of this course focuses on the formulation and execution of national macro trade policies and the practical measures for acquiring trade benefits at the micro level. International trade policy focuses on international trade benefits, introducing the birth and evolution of international trade policies, free trade and protectionism theories, trade barriers, export encouragement and control, the World Trade Organization, etc. This course combines the latest research findings in international trade policy, analyzing the relationship between national trade interests, enterprise trade interests, national trade benefits, and international trade policy, along with the corresponding implementation measures.

(2) Course Objectives

(3) This course aims to cultivate the ability for independent thinking, judgment, and problem-solving in international trade policy and related issues. Students will develop a professional understanding of international trade rules and the ability to manage international trade practices.

(4) Course Methods

Lectures, discussions, and case analysis.

(5) Assessment Criteria

Exam (50%), Discussion (50%).

(6) Teaching Language

Bilingual.

(7) Required Textbooks

① “International Trade (15th Edition)” by Thomas A. Pugel, China Renmin University Press, 2012

② “International Trade Practice (5th Edition)” by Li Xiao Xian, University of International Business and Economics Press

③ “International Trade (5th Edition)” by Xue Rong Jiu, University of International Business and Economics Press

(8) Reference Materials

① “International Trade Fraud Case Studies” by Yang Chang Chun, University of International Business and Economics Press

② “WTO Case Studies and Analysis” by Han Li Yu, China Renmin University Press

③ “International Trade Practice” by Deng Jing, Southeast University Press

7. International Investment and Multinational Business Management

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This mandatory course for international business master’s students covers topics such as the main theories of international investment, international securities issuance and trading mechanisms, securities investment and management theory and practice, foreign direct investment forms, international investment policy and environment, multinational corporation strategy and joint ventures, multinational corporate organizational structures and product control, multinational company capital and

financial operations management, and multinational corporation risk management.

(2) Course Objectives

The course aims to help students understand the basic principles of international investment, main theories, investment forms, and develop the ability and techniques for analyzing and solving international investment and financing problems in an open economy. Additionally, students will gain an understanding of the development process of multinational corporations, the management theory system, and the operational methods of multinational companies.

(3) Course Methods

Lectures, discussions, and research project analysis.

(4) Assessment Criteria

Exam (50%), Project Paper (50%).

(5) Teaching Language

Bilingual.

(6) Reference Materials

1. “International Investment” by Lu Han Lin, Wuhan University Press, 2010.
2. “International Investment Theory and Practice” by Wang Yu Hong & Zhang Guo Sheng, Tsinghua University - Beijing Jiaotong University Press, 2006.
3. “Multinational Corporation Management” by Yuan Yi Jun, Dalian University of Technology Press, 2009.
4. “Securities Investment Analysis” by Ma Ji, Science Press, 2008.

8. International Finance Theory and Practice

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This course delves into key issues in international finance through thematic discussions, covering topics such as the evolution of the international financial system, international financial crises, the internationalization of the renminbi, foreign

exchange reserve management, and international capital flows.

(2) Course Objectives

Understand the historical changes in the international financial system; master crisis theories and comprehend the background and causes of international financial crises; gain a thorough understanding of exchange rate theories and independently analyze renminbi internationalization; develop knowledge on foreign exchange reserve management and international capital flow issues.

(3) Course Methods

Lectures and group discussions.

(4) Assessment Criteria

Paper (70%), Seminar Participation (30%).

(5) Teaching Language

Bilingual.

(6) Required Textbooks

- ① International Finance by Chen Yulu, Renmin University Press

(7) Reference Materials

- ① Allen, Understanding Financial Crises, Renmin University Press
- ② Stiglitz, The Stiglitz Report - Reforming the International Monetary and Financial Systems in the Post-Crisis Era, Xinhua Press
- ③ Report of the U.S. Financial Crisis Inquiry Commission, Citic Press
- ④ Renminbi Internationalization Report, Renmin University Monetary Research Institute
- ⑤ Journal of International Finance (Monthly)

9. International Business Negotiation

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This course covers three main areas:

1. Theoretical Learning: Integrates classic negotiation theories, analyzing

negotiation drivers, structure, interests, power, trust, psychology, culture, and negotiation types through models and case studies.

2. Case Analysis: Provides famous negotiation cases for analysis.

3. Simulation Exercises: Simulated negotiations are based on real-life cases and adapted for classroom use.

(2) Course Objectives

Develop expertise in negotiation theory and strategy, enabling students to handle negotiations under various circumstances.

(3) Course Methods

Lectures, case analysis, simulation exercises, group negotiation, and observations.

(4) Assessment Criteria

Final case analysis report (60%), simulated negotiation and group analysis report (30%), attendance (10%).

(5) Teaching Language

Bilingual.

(6) Required Textbooks

① Bai Yuan, International Business Negotiation (English), Renmin University Press

(7) Reference Materials

① Ding Jianzhong, Business Negotiation Cases, Renmin University Press

② Fisher and Ury, Getting to Yes, Houghton Mifflin Company

10. International Business Law

Weekly Hours: 2

Total Hours: 34

(1) Course Description

This course is one of the core practical courses for the International Business major. It is a typical interdisciplinary subject combining business and law, and is a traditional compulsory course for Master's students in International Business. The course content includes the basic system of business law, international commercial

organization law (corporate law), contract law, sales law, insurance law, product liability law, agency law, negotiable instruments law, intellectual property law, and international commercial arbitration and litigation. Each section will focus on reviewing relevant Chinese laws. Key teaching areas include the formation, performance, transfer, and termination of contracts, as well as the International Commercial Terms (Incoterms). Case studies are an integral part of the teaching process.

(2) Course Objectives

As a compulsory professional course for Master's students in International Business, the aim is to provide non-law students with a comprehensive understanding of the basic systems, legal frameworks, international trade terms, and key laws in international business law, and to enable students to apply their knowledge to analyze international trade case studies. The course integrates international business law learning with English language skills, helping students improve their legal literacy and enhance their English proficiency.

(3) Course Methods

Lectures, case studies, group discussions.

(4) Assessment Criteria

Exam (60%), assignments (40%), discussions, attendance.

(5) Teaching Language

English.

(6) Required Textbooks

① Han Yujun, International Business Law, Renmin University Press, March 2012, 1st edition.

(7) Reference Materials

① Zhang Xuesen, International Business Law (Bilingual Edition), Fudan University Press, August 2011.

② Cao Zuping, New Edition of International Business Law (3rd Edition), Renmin University Press, 2010.

11. International Cultural Trade

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This is an elective course for Master's students in International Business (International Cultural Trade specialization). The course covers basic theories of international cultural trade, including the motivations, effects, and policy regulations of cultural trade, comparative development of cultural trade by country, core industries in cultural trade, and other relevant cutting-edge topics.

(2) Course Objectives

Through interactive seminars, students will develop basic skills in collecting and reading literature, identifying problems, and writing research papers on specific issues in cultural trade. They will also learn to propose solutions and take on roles in cultural trade institutions, participating in cultural trade policy formulation, marketing, and import-export of cultural products and services.

(3) Course Methods

Lectures, seminars, case studies.

(4) Assessment Criteria

Exam (40%), seminars (60%).

(5) Teaching Language

English.

(6) Required Textbooks

① Li Xiaomu, International Cultural Trade, Higher Education Press, 2014.

② Li Jiashan, Research on International Cultural Trade, China Financial Publishing House, 2008.

③ Li Jiashan, Introduction to China's Foreign Cultural Trade, Higher Education Press, 2013.

(7) Reference Materials

① Beijing International Studies University, International Cultural Trade

Research Center, Beijing Cultural Trade Development Report (2008-2011), Renmin University Press.

② Beijing International Studies University, National Cultural Development International Strategy Research Institute, Beijing Cultural Trade Development Report (2012-2015), China Business Publishing House.

③ Li Jiashan, Research on Classic Cases in Chinese Cultural Trade, China Publishing House, 2014.

12. Cross-cultural Business Communication

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This elective course for Master's students in International Business (International Cultural Trade specialization) introduces the basic concepts, issues, and theoretical foundations of intercultural business communication. It explores how to overcome barriers in intercultural business communication, focusing on the needs of multinational companies and the practical realities of cross-cultural business communication.

(2) Course Objectives

This course emphasizes the accumulation of practical experience and the ability to alleviate cross-cultural communication barriers. The aim is to improve students' ability to engage in business communication within different cultural contexts.

(3) Course Methods

Lectures, seminars, case studies.

(4) Assessment Criteria

Exam (40%), seminars (60%).

(5) Teaching Language

English.

(6) Required Textbooks

① Lillian Cheney, Intercultural Business Communication (6th Edition),

Renmin University Press, 2013

② Li Jiashan, Liu Junwei, International Etiquette Paradigms, Higher Education Press, 2012.

(7) Reference Materials

① Zhuang Enping, Intercultural Business Communication, Capital University of Economics and Business Press, 2011.

13. International Cultural Marketing and Investment Financing

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This course is a comprehensive and emerging subject focused on cultural industry marketing, international investment, and financing, guided by basic theories from marketing, investment, and finance. It introduces the theory and operational issues involved in cultural market marketing and investment financing. The course is divided into four sections: 1) basic theories of cultural marketing; 2) marketing of different types of cultural industries; 3) basic theories and current status of cultural investment and financing; 4) legal, intellectual property, and foreign exchange risks involved in cultural investment financing.

(2) Course Objectives

Students will gain a comprehensive understanding of marketing concepts and financing tools in the cultural industry. They will develop practical skills in using basic principles to analyze related cases and prepare marketing plans or investment strategies.

(3) Course Methods

Lectures, seminars, case studies.

(4) Assessment Criteria

Final paper (60%), discussions (30%), attendance (10%).

(5) Teaching Language

English.

(6) Required Textbooks

- ① Luo Libin, Liang Rui, Cultural Marketing, Higher Education Press, 2013.
- ② Wang Yuhong, Sun Junxin, Transnational Cultural Investment and Financing, Higher Education Press, 2015.

(7) Reference Materials

- ① Michael R. Solomon, Greg W. Marshall, Luo Libin, and others (trans.), Marketing: Real People, Real Choices, Electronic Industry Press, 2013.
- ② Kurtz, Boone, Luo Libin, Ma Yue (trans.), Marketing (12th Edition), Peking University Press, 2009.
- ③ Beijing Municipal State-owned Cultural Assets Supervision and Administration Office, Beijing Cultural Creative Industry Investment and Financing Practices: Financing Decisions, Beijing United Press, 2014.

14. International Financial Reporting Analysis and Financial Management

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This course consists of two closely related parts: International Financial Reporting Analysis and Financial Management.

The International Financial Reporting Analysis section is based on International Financial Reporting Standards (IFRS) and International Accounting Standards (IAS). It covers key topics such as revenue recognition, tangible and intangible assets, inventory, fair value measurement of financial instruments, shareholders' equity, liabilities, balance sheets, cash flow statements, and income statements, all of which are essential in international business accounting practices.

The Financial Management section introduces theories and practices of corporate governance, capital structure, dividend policies, capital budgeting, and leveraged enterprise valuation through case studies.

(2) Teaching Objectives

This course aims to help students understand and apply international financial information accurately based on IFRS and IAS, as well as master techniques for international financial reporting analysis to gain a correct understanding of corporate value from a financial accounting perspective. Students will also grasp fundamental theories and trends in corporate financial management, including techniques for capital budgeting and cash flow risk analysis, factors influencing corporate financing decisions, and the scientific design of corporate governance mechanisms that safeguard investor interests.

(3) Course Methods

Lectures, seminars, case analysis.

(4) Assessment Criteria

Paper (60%), seminar participation (30%), attendance (10%).

(5) Teaching Language

English.

(6) Required Textbooks

① Ding Yuan, Evert Stolowy, Michael J., Financial Reporting Analysis: An International Perspective, Machinery Industry Press

② Stephen Ross, Corporate Finance, Machinery Industry Press

15. Financial Intermediation

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This course, structured in thematic sessions, examines strategic issues faced by various financial intermediaries such as commercial banks, investment banks, venture capital firms, and private equity funds in both domestic and international contexts. Topics include the role and function of financial intermediaries; types and evolution of financial intermediary institutions; main operations and developments of credit, insurance, and securities intermediaries; information and consulting services; and

developments in financial intermediary theories. Specific themes include corporate governance in banks, management of non-performing assets, innovation in banking, internal controls, online banking, mergers and strategic alliances, globalization of banking, the impact of interest rate liberalization, executive compensation in banking, IPOs, mergers and acquisitions, financial derivatives, management and monitoring of private equity, venture capital investment and exit strategies, and private equity investment models.

(2) Course Objectives

The course aims to deepen students' understanding of significant management issues in financial intermediary institutions, enhancing their analytical abilities to connect theory with practice, and laying a solid foundation in the knowledge and skills necessary for managing financial institutions in the future.

(3) Course Methods

Thematic lectures, case studies.

(4) Assessment Criteria

Paper (50%), seminar participation (30%), participation (20%).

(5) Teaching Language

English.

(6) Reference Materials

① Frank J. Fabozzi, Franco Modigliani, Frank J. Jones, Foundations of Financial Markets and Institutions (4th ed.), Machinery Industry Press

② Timothy W. Koch et al., Bank Management (5th ed.), Peking University Press, 2003.

③ Chen Xuehua, Study on Venture Financing Contracts, Southwestern University of Finance and Economics Press, 2007.

④ Yang Kui, Research on Venture Capital Fundraising, Shanghai University of Finance and Economics Press, 2007.

⑤ Josh Lerner, Case Studies in Venture Capital and Private Equity (2nd ed.), Economic Science Press, 2002.

⑥ Wang Guangqian (Ed.), Financial Intermediary Studies (3rd ed.), Higher

Education Press

16. Investment Banking

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This course introduces investment banking fundamentals, including securities underwriting, brokerage, mergers and acquisitions, project financing, asset securitization, private equity, and investment consulting. Through case studies and practical exercises, students will work with IPOs, international M&A, and private equity, combining theory with hands-on experience. Prerequisites include foundational courses in finance, financial markets, and banking operations.

(2) Course Objectives

Students will master key investment banking concepts, capital market processes, M&A, private equity management, and other core skills required for capital market operations.

(3) Course Methods

Multimedia-based lectures, case studies, and class discussions.

(4) Assessment Criteria

Class participation (30%), final paper (60%), attendance (10%).

(5) Teaching Language

English.

(6) Required Textbooks

① Ren Huaixiu, Investment Banking, Renmin University Press, 2006.

(7) Reference Materials

① He Xiaofeng, Huang Song, Investment Banking, Peking University Press, 2002.

② Mishkin, Financial Markets and Institutions (5th Edition), Renmin University Press, 2007.

17. Exhibition Planning and Operation

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This course covers the fundamentals of exhibition planning and operation, including the dual-market nature of exhibitions, economic and market considerations, exhibition planning, feasibility analysis, and management aspects such as scheduling, marketing, finance, and human resources. Students will develop practical skills through case studies.

(2) Course Objectives

Students will understand exhibition organization and management theories and learn to apply them, gaining insights into real-world practices and trends in the exhibition industry.

(3) Course Methods

Lectures, seminars, and case discussions.

(4) Assessment Criteria

Continuous assessment (40%), final exam (60%).

(5) Teaching Language

English.

(6) Required Textbooks

① Wang Qijing, Gao Lingjiang, Exhibition Planning and Management, Nankai University Press, 2011

② Liu Dake, Exhibition Organization and Management, Renmin University Press, 2012.

18. Planning Theory

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This course introduces business planning fundamentals, drawing on Chinese

planning wisdom, with a focus on marketing and advertising. Topics include planning principles, strategic and creative thinking, and writing business plans. Students will develop skills in organizing business activities and gain insights into consumer behavior to drive sales. Prerequisites include courses in customer service, marketing, communication, and financial analysis.

(2) Course Objectives

Students will learn the importance of business planning in commercial activities, mastering core principles and creative thinking strategies for effective event planning.

(3) Course Methods

Lectures, case studies, and group discussions.

(4) Assessment Criteria

Attendance (10%), discussions (30%), final paper (60%).

(5) Teaching Language

English.

(6) Reference Materials

① Shen Wei, Jin Changde, Professional Secretary Business Activity Course, Tsinghua University Press, 2008.

② Yang Zhihui, Peng Ying, Business Planning and Proposal Writing, Capital University of Economics and Business Press, 2009.

19. Research on Activity Impact

Weekly Hours: 2

Total Hours: 36

(1) Course Description

This course examines the impacts of events, focusing on the exhibition economy. Key areas include economic, social, cultural, image, and environmental impacts. Students learn to analyze event impact with research methods tailored to business events and exhibitions.

(2) Course Objectives

Students will understand the core concepts and research methods related to event

impacts, gaining skills to analyze the implications of various types of events.

(3) Course Methods

Lectures, seminars, case studies, and research projects.

(4) Assessment Criteria

Paper (70%), seminar participation (30%).

(5) Teaching Language

English.

(6) Reference Materials

① Event Impact Studies, Nankai University Press, 2012.

② Donald Getz, Stephen J. Page, Event Studies: Theory, Research and Policy for Planned Events (2nd Edition), Routledge, 2016.

IV. Credit Requirements

The MIB program is structured on a credit system, typically completed over a two-year period, and consists of three core components: theoretical learning, practical training, and dissertation writing. Students dedicate roughly half of their time to course learning and research, with the remaining time focused on internships and dissertation preparation. The curriculum emphasizes both foundational and advanced knowledge in economics and management, supporting the development of comprehensive skills and quality improvement for master's students in international business.

V. Thesis Requirements

Under the guidance of their mentors, students must complete an independent thesis that integrates theoretical knowledge with practical applications. The thesis should reflect the student's ability to apply international business theories to solve real-world problems. Thesis formats may include strategy reports, case studies, international market research, business plans, or project feasibility analyses. Each thesis is evaluated based on the student's analytical skills, originality, and practical value. The thesis should be completed in the fourth semester and consist of at least 20,000 words.

VI. Degree Conferral

Upon meeting all credit requirements, completing the internship, and successfully defending their thesis, students will be awarded the Master's degree in International Business by Beijing International Studies University, in accordance with university regulations.