

IUPs Curriculum

I. IUP2023 CREDIT CHART

IUP2023 Credit Chart													
First 2 Years							Second 2 Years						IUP
Chinese Class	Other Compulsory Class	Elective Class	Intramural Practice	Field Trip-Capstone Project	Writing Center	Sub- total	Compulsory Class	Elective Class	Thesis	Practicum	Total Credit		
24	34						36	14					
58		6	2	4	3	73	50		4	8	62	135	

II. COMPULSORY COURSES FOR FIRST TWOYEARS

First Two-year Compulsory Course Arrangements				
Semester	No.	Course Name	Credits	Total Credits
Fall Semester 1 st Year	1	Mathematical Methods(I) Calculus	4	67
	2	Principles of Microeconomics	4	
	3	Information Literacy	2	
	4	Critical and Creative Thinking	2	
	5	Chinese	6	
Spring Semester 1 st Year	6	Mathematical Methods(II) Linear Algebra	2	
	7	Principles of Macroeconomics	4	
	8	Introduction to Chinese Culture	2	
	9	Chinese	6	
Fall Semester 2 nd Year	10	Persuasive Speaking And Speech Writing	2	
	11	Online Chinese Study	2	
	12	Intercultural Communication: Theory and Practices	2	
	13	Writing Center	3	
	14	Chinese	6	
Spring Semester 2 nd Year	15	The Transformation of Modern China	2	
	16	Applied Statistics	4	
	17	Globalization, Social Stratification and Social Inequality	2	
	18	Chinese	6	
Summer Term 2 nd Year		Field Trip-Capstone Project/Cultural Enrichment Course	4	
Internal practice			2	

Compulsory courses are arranged by the school. Students don't need to select compulsory classes.

III. ELECTIVES FOR FIRST TWO YEARS

IUPs students need to finish eight (6) credits of electives in the first two (2) years. Students could select electives from Chinese Business Courses (arranged in spring and fall semesters) or from UIBE summer school. Chinese Business Courses which take thirteen (13) weeks are all worth three (3) credits and starts from the 2nd or 3rd week of a semester. UIBE summer school lasts for four (4) weeks and is generally scheduled within in the months of June and July. <http://iss.uibe.edu.cn/Student/english/index.htm>

MAJORS AND CURRICULUM

In the second 2 years, students need to finish 36 credits of compulsory courses, 14 credits of electives, 8 credits of practicum, 4 credits of thesis.

Economics (Bachelor of Economics)

Compulsory Courses	Credits
Accounting	3
Intermediate Microeconomics	3
Intermediate Macroeconomics	3
Statistical Methods in Economics and Business	3
Money and Banking	3
Econometrics	3
Legal Studies	3
Advanced Microeconomics	4
Advanced Macroeconomics	4
History of Economic Thoughts	2
Research Seminars	2
Economics Research	3

Elective Courses	Credits
International Economics	3
International Trade Policy	2
International Trade Practice	3
International Finance and Management	3
International Finance	2
Corporate Finance	3
Investment Analysis	2
Financial Derivatives	2
International Transportation and Logistics	3
Supply Chain Management	3
International Trade Research	3
Financial Markets	3
Warehousing Management	2
International Business Environment	2
Internship Placement	4

International Trade (Bachelor of Economics)

Compulsory Courses	Credits
Accounting	3
Intermediate Microeconomics	3
Intermediate Macroeconomics	3
Statistical Methods in Economics and Business	3
International Economics	3
Econometrics	3
International Trade Practice	3
International Finance	2
International Transportation and Logistics	3
Legal Studies	3
International Trade Research	3
International Business Environment	2
Research Seminars	2

Elective Courses	Credits
International Trade Policy	2
Money and Banking	3
International Finance and Management	3
Corporate Finance	3
Investment Management Analysis	2
Supply Chain Management	3
Advanced Microeconomics	4
Advanced Macroeconomics	4
Financial Markets	3
Warehousing Management	2
History of Economic Thoughts	2
Internship Placement	4
Economics Research	3

Finance (Bachelor of Economics)

Compulsory Courses	Credits
Accounting	3
Intermediate Microeconomics	3
Intermediate Macroeconomics	3
Statistical Methods in Economics and Business	3
Money and Banking	3
Econometrics	3
International Finance	2
Corporate Finance	3
Investment Analysis	2
Legal Studies	3
Financial Markets	3
Research Seminars	2
Economics Research	3

Elective Courses	Credits
International Economics	3
International Trade Policy	2
International Trade Practice	3
International Finance and Management	3
International Transportation and Logistics	3
Supply Chain Management	3
Advanced Microeconomics	4
Advanced Macroeconomics	4
International Trade Research	3
Warehousing Management	2
History of Economic Thoughts	2
International Business Environment	2
Internship Placement	4

International Business (Bachelor of Economics)

Compulsory Courses	Credits
Accounting	3
Intermediate Microeconomics	3
Intermediate Macroeconomics	3
Statistical Methods in Economics and Business	3
Econometrics	3
International Finance	2
International Business	3
Business Economics	2
Legal Studies	3
Marketing Management	3
Business Negotiation	2
Strategic Management	3
International Taxation	2
Financial Markets	3
Research Seminars	2
Economics Research	3
International Settlement and Trade Finance Practice	2
Elective Courses	Credits
International Economics	3
International Trade Policy	2
International Trade Practice	3
International Finance and Management	3
International Transportation and Logistics	3
Supply Chain Management	3
Advanced Microeconomics	4
Advanced Macroeconomics	4
International Trade Research	3
Warehousing Management	2
History of Economic Thoughts	2
Financial Markets	3
Corporate Finance	3
Investments Analysis	2
Financial Derivatives	2
International Business Environment	2
Internship Placement	4

Business Administration (Bachelor of Management)

Compulsory Courses	Credits
Principles of Management	3
Principles of Marketing	3
Introduction to Financial Accounting	3
Corporate Finance	3
Organizational Behavior	3
Business Research	3
Global Marketing	2
International Business Management	2
International Financial Management	2
Data Model and Decision Making	2
Strategic Management	2
Operation Management	2
Cross-cultural Management	2
Human Resources Management	2
Leadership	2

Elective Courses	Credits
Financial Statement Analysis	2
Investment Analysis	2
Chinese Business Law	2
International Trade Practice	2
International Finance	2
Intermediate Microeconomics	3
Business Negotiation	2
Economic Ethics	2
Interpersonal Dynamics	3
Consumer Behavior	2
Service Marketing	2
Marketing Channels	2
Business to Business Marketing	2
Advertising and Promotion	2

Marketing (Bachelor of Management)

Compulsory Courses	Credits
Principles of Management	3
Principles of Marketing	3
Introduction to Financial Accounting	3
Corporate Finance	3
Organizational Behavior	3
Business Research	3
Global Marketing	2
International Business Management	2
International Financial Management	2
Data Model and Decision Making	2
Consumer Behavior	2
Service Marketing	2
Marketing Channels	2
Business to Business Marketing	2
Advertising and Promotion	2

Elective Courses	Credits
Financial Statement Analysis	2
Investment Analysis	2
Chinese Business Law	2
International Trade Practice	2
International Finance	2
Intermediate Microeconomics	3
Business Negotiation	2
Economic Ethics	2
Interpersonal Dynamics	3
Strategic Management	2
Operation Management	2
Cross-cultural Management	2
Human Resources Management	2
Leadership	2

International Politics (Bachelor of Law)

Compulsory Courses	Credits
Principles of Political Science	3
Introduction to International Relations	3
International Institutions and Organizations	3
International Political Economics	3
China Foreign Strategy and Diplomacy	3
China Political Economics	3
China Political History	3
Political Economics of Transition	3
Public Leadership and Public Policy	3
International Conflict and Crisis Management	3
Advanced Studies on Comparative Politics	3
China's Rise and Soft Power	3

Elective Courses	Credits
Political Economy of European Union	2
Political Economy of United States	2
Political Economy of Developing Countries	2
China's Foreign Economic Relations	2
Political Economics of Energy and Environment	2
Public Diplomacy	3
International Strategy	3
Globalization and Global Governance	3
International Development	3

There are more courses can be selected in the summer school program besides these 9 selective courses on the list. You can choose courses from both the list and summer school to meet the needs of 18 credits.

International Undergraduates Program in Marketing

Brief Introduction

With a systematic curriculum emphasizing on marketing related courses and experienced professors in marketing theory, service marketing, sales & channel marketing etc., Marketing major will provide students with both theories and practical case study analysis throughout their major study. Students' independent learning and innovation ability will be cultivated; meanwhile, students' capability in applying the theories to solving the practical marketing problems in companies will also be further developed.

Being well organized and efficiently coordinated by the school, International Undergraduate Programs will provide the students with quality lectures given by UIBE's full-time professors, visiting professors from prestigious universities abroad and adjunct professors from enterprises. Except for the in-class studies, students in this program will also have some extracurricular activities, such as participating in the business trips to well-known companies in China, attending lectures delivered by experienced entrepreneurs and so on.

Training Objectives

Leading to bachelor degree, Marketing major of IUP aims at cultivating students' global vision and innovative spirit, preparing students with foresight, competencies, and excellent skills to perform effectively and competitively in handling marketing problems. With combination of Chinese background and international development trends, combination of theoretical study and practice, and combination of empirical research and case studies, this major will equip students with the abundant knowledge in marketing, international management etc., which will help promote students' competency in business research, business planning, and marketing developing in companies.

Research Orientation

Marketing

Educational System and Duration

IUP program is an English program. There are 3 academic sessions in one year: Fall session (from September to December), Spring session (from January to May) and Summer session (from May to July).

Duration: Full-time, the standard time for completing IUP program is 4 years and the maximum is 6 years.

Credit requirements (Third and Fourth Year in Business School)

Each student in this program at Business School is required to complete 36 credits of compulsory courses, 18 credits of elective courses, 8 credits of internship (internship and report) and 4 credits of degree thesis during two academic years.

Internship and Thesis

Internship

In the third year of the program (or 2nd year), students are required to complete the internship, which is usually during July and August, with a minimum of 80 total working hours. Internship report should be submitted before graduation.

Thesis Writing

In the fourth year of their study, students must complete a thesis related to their major to meet the graduation requirements. The length of the thesis should be no less than 8000 words.

In addition to compliance with the provisions of school, a thesis must be written in a systematic and complete manner, presenting clear concepts, correct argument, realistic description, concise writing structure, smooth and concise writing style, correct calculation, reliable data, and clear icons. The thesis should be written based on students' own study and research.

Degree Granted

Bachelor of Marketing

Curriculum (Third and Fourth Year in Marketing)

Course Code	Compulsory Course	Credit
IUP 501	Principles of Management	3
IUP 502	Principles of Marketing	3
IUP 503	Introduction to Financial Accounting	3
IUP 504	Corporate Finance	3
IUP 505	Organizational Behavior	3
IUP 506	Business Research	3
IUP 507	Global Marketing	2
IUP 528	International Business Management	2
IUP 510	Data Model and Decision Making	2
IUP 521	Managerial Accounting	2
IUP 516	Consumer Behavior	2
IUP 517	Service Marketing	2
IUP 518	Marketing Channels	2
IUP 519	Business to Business Marketing	2
IUP 520	Advertising and Promotion	2
TOTAL		36
Course Code	Elective Course	Credit
IUP 508	Business Negotiation	2
IUP 536	Personal Dynamics	4
IUP 522	Financial Statement Analysis	2
IUP 523	Investment Analysis	2
IUP 524	Chinese Business Law	2
IUP 525	International Trade Practice	2
IUP 526	International Finance	2
IUP535	Entrepreneur-Start,Run and Grow Your Business in China	2
IUP 511	Strategic Management	2
IUP 512	Operation Management	2
IUP 513	Cross-cultural Management	2
IUP 514	Human Resources Management	2
IUP 515	Leadership	2
TOTAL		28