

International Graduates Program in International Business and Cross-border E-commerce

Brief Introduction

“One Belt One Road Initiative”(B&R) aims to create a sound regional economy coordinated development environment for countries in the B&R region through policy communication, road connectivity, smooth trade, currency circulation, and common people-to-people. The goal of win-win between the community of fate and the community of responsibility. This is called “five links” approach. Information technology has accelerated the intensity of information exchange among countries of the B&R and facilitated trade, investment, and personnel exchanges. With the rapid development of Internet, cloud computing, artificial intelligence, big data and other emerging information technologies, cross-border e-commerce has become an important new business model, which has enabled countries in the B&R region to expand their trade area and tap new growth in business trade. It will bring new opportunities to promote the balance of business trade.

The program relies on first-class teachers and advanced teaching environment and equipment of the National Experimental Teaching Demonstration Center—the Modern Service Industry Experimental Teaching Demonstration Center of the University of International Business and Economics (UIBE). It adopts the “immersion” teaching method to help trainees through two-year full English teaching. The system masters the theory and practice of international business and cross-border e-commerce, as well as various roles, responsibilities and capabilities under the new technology environment and new business model, and deepens opportunities for cross-border e-commerce management, marketing, logistics, finance, etc. The understanding of risks will increase students' establishment of new business cooperation areas and routes with China under the B&R initiative, and the development of successful business cooperation models and the formation of new development formats.

Training Objectives

This program aims at senior officials, senior management staff, professionals and related researchers in the countries along the B&R, aiming to cultivate the needs of economic globalization and understand the new technical environment and the characteristics and laws of the new business model, master the theoretical framework of cross-border e-commerce, enterprise management in the information age, have a sense of social responsibility, as well as high-end composite talents with certain practices and innovative spirit to enhance the countries along the route using modernization and electronic means to participate in the comprehensive competitiveness of multilateral trade will help promote the economic prosperity and development of the countries along the B&R and the establishment of a shared exchange platform.

Research Orientation

1. E-commerce management
2. Internet Marketing
3. International Business & Logistics

Educational System and Duration (for reference)

The number of school years for this program is 2, including 1 year for classes taking, practical teaching, business investigation and cultural experience, and 1 year for thesis writing which can be done at home country. The maximum school years are not longer than 4 years. For a student fulfilling the plan ahead of time with the dissertation qualified for defense, it can be allowed for defense, graduation and application of the degree ahead of time.

Credit requirements

The credit system is adopted, and the minimum credit requirement for obtaining a master's degree is 30 credits. Among them, compulsory courses require 17 credits, including 15 required basic courses, 2 credits for special lectures; 7 credits for elective courses, 3 credits for business studies, and 3 credits for practical courses.

Thesis

Literature Reading

Students are required to read at least 16 literatures on topics related to their thesis and research direction in foreign languages and to write a literature overview.

Thesis Writing

In addition to compliance with the provisions of school, 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.

Thesis Evaluation

Thesis should be written based on students' own study and research. The findings presented in the thesis should have higher academic value and positive impact on economic development of China. Students are required to conduct at least one year research in the area of their disciplines before being eligible for applying for a Master's degree.

Degree Granted

Master of Economics

Curriculum

Course Type	Course Name	Class Hours	Credits	Opening Terms		
				Spring	Summer	Fall
Compulsory Courses 17 credits	International Business	2	2			✓
	Elementary Chinese I	2	2			✓
	Elementary Chinese II	2	2	✓		
	Introduction to Cross-border E-commerce	2	2	✓		
	Internet Marketing	2	2	✓		
	China Panorama	2	2	✓		
	Virtual teams and Online Collaboration	2	2			✓
	Academic Seminars The Belt and Road Initiative and Cross-border Trade	2	2			✓
	Business Chinese Listening	1	1	✓		✓

Elective courses 7credits	Module 1: Cross-border E-Business	International Trade Practice	2	2	✓		✓
		Cross-border E-commerce Business Model and Operations	2	2	✓		✓
	Module 2: International Trade	International Finance	2	2	✓		✓
		International Logistics Management	2	2	✓		✓
	Module 3: Chinese Economy & Culture	Introduction of Chinese Economy and Society	3	3	✓		✓
		Intercultural Communication: Theory and Practices	3	3	✓		✓
		Case Study of International Corporations Marketing Strategies in China	3	3	✓		✓
		Chinese Business Culture and Consumer Behavior	3	3			
	Business Investigation 3 credits	Business Research	3	3	✓	✓	
	Practical Course 3 credits	The Practice of E-Business System	3	3	✓		
Total Credits		30 Credits					