

Master Program in International Business

-School of Economics and Management

I. Specialty Education Objective

Master of international business aims to develop advanced business specialized talents with high quality to satisfy the needs of the international competition and national economic development in the new century, as well as being familiar with the system the knowledge of modern business theory, mastering perfect international business knowledge, mastering modern international business practice skills and strong English communication skills (and/or other foreign language), being able to engage in international business operation and management in enterprises and institutions and government agencies and to explore the international market.

The specific requirements:

(1) Mastering the International Law and firmly implementing local state's principles and policies, and obtaining noble professional ethics and positive enterprising spirit, has the ability of global vision and innovation consciousness.

(2) Mastering of international business knowledge and skills in the field of theory and practice, with the complicated changing international business environment of strategic consciousness, learning ability and the leadership potential of harmonizing and organizing international business.

(3) Skillfully mastering and using a foreign language, and has the high ability to

cross-cultural communication.

IV. Keeping the physical and mental health.

II. Field Profile

Professional master degree of international business aims at cultivating senior applied talents of international trade, which differ from academic of science in international trade and academic degree and specialized degree in management, and which mainly offset academic of science in international trade and business management, marketing management, such as academic degree, between the lack of international economic and trade management and management of specialized personnel training needs in the higher education system in our country. Contrary from academic of science in international trade, it pays attention to the development of skills; And unlike the professional degree in management, it breaks through the limitation of the enterprise level, and focuses on the international business field; It also have big difference from master of international business in the west, since it not only expands business activity to the international latitude, but also closes to the China' s foreign economic trade system and transition of reality, according to distinctive Chinese characteristics. Compared to the existing academic master degree in economics and master degree in business administration, professional master degree of international business has three characteristics, namely, professionalism, comprehensiveness and openness.

Professionalism embodied in career positioning of business activities in the

perspective of global, which highlights theoretical and practical work skills, especially the balance of the soft skills. The lack of global view and professional skills is the shortage of the traditional MBA, and By expanding the basic course of international latitude, setting interdisciplinary and international economic and trade skills course and with the help of a large number of experimental teaching, foreign language teaching, case study, group discussion and practice base in exercise teaching, professional master degree of international business aims at making the students grasp the most advanced method in the practical work in the area, the ability of work skills, foreign language skills and cross-cultural communication in the related business sector, therefore, the professional degree is a professional- and practical-oriented, and has obvious professional.

Comprehensiveness means that the master of international business must possess broad knowledge, learn multidisciplinary course, shape high professional ethics, form broad knowledge and strong ability of overall quality, and be capable of successfully carrying out the work of business activities in the complicated and changeable international environment, which is obviously different from the master of academic degree in economics and other theory research personnel training, so the professional degree has a strong comprehensive.

Openness extrudes training process and opening features of direction. Openness of training process refers to the process closely connected with corporate and government, or the joint training associated with corporate and government, which gives full play to unit of choose and employ persons as another

main body of talent training. Openness of direction setting means a pointer to difference of the international business links or sides, to set the direction which has urgent practical need but also has certain uniqueness at the same time, such as the promotion of international investment, international conference and exhibition, international trade dispute settlement, international trade logistics, etc.

Master of international business is a kind of professional master's degree under the category of economics, which, together with the academic degree of international trade, constitutes a relatively perfect graduate student training system of international trade specialty master, and has the characteristics of multidisciplinary cross, with the related disciplines including management, law, sociology, and applied linguistics.

III. Recruit Students Object and Period of Schooling

Sequence with national education bachelor degree (or equivalent).

Adopting full-time study method, period of schooling is 2 years.

IV. Specialty Education Mode

(1) Taking the credit system.

(2) Taking heuristic and the discussion type teaching method. Lectures fewer but better, and must integrate theory with practice. Paying attention to practical application, organically combination with the lectures, seminars, case analysis, and a variety of forms such as social practice, pay attention to the training of students'

thinking ability and the ability to analyze and solve problems. The actual departments have rich experience of expert lectures or open lectures.

(3) Strengthening practice link, establishing practice base.

(4) Setting up tutor group, establish "double tutorial system". Form a teacher team with both high academic levels and obvious professional background, with both rich practical experience and strong ability to solve the problems, which includes experts with overseas education background, business officials with high education background, and actual work experts, etc., to promote the diversification of tutors.

(4) Attaching great importance to and strengthen the cultivation of the ideological and political quality and professional ethics.

V. Curriculum

33 credits is compulsory for students in this major which comprise of 22 credits of degree courses, 6 credits of general courses, 16 credits of core compulsory course, 7 credits of selective professional courses. Lectures on Industrial Trends in the selective courses is a compulsory course which requires graduate students to attend more than four lectures and write a study report which will be assessed by the tutor.

In addition, dissertation proposal and interim report are required as compulsory. Detailed curriculum could be find in the annex.

Study Program for Master of International Business
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System of Courses	Name	Credit hour	Credits	Semester
I. General Courses(3)				
6	International Business Economics	54	3	1
	International Business	54	3	1
II. Core Courses(8)				
16	International Investment	36	2	2
	International Settlement	36	2	1
	Global Marketing	36	2	2
	International Financial Management	36	2	1
	International Accounting	36	2	1
	Organizational Behavior	36	2	2
	Export-Import Management	36	2	3
	International Business Negotiation	36	2	3
III. Elective Courses(4)				

7	Chinese Market Economy and Reform	18	1	4
	International Human Resource Management	36	2	2
	Business Ethics and Social Responsibility	36	2	2
	Management Information System	36	2	3
	International Business Environment	36	2	3
	Quantitative Analysis for Management	36	2	3
	Multinational Management	36	2	3

VI. Social Practice

Professional practice of no less than half a year is compulsory during the studies. Students can combine continuous practice and segmented practice to intern in foreign-related enterprises and related public institutions like governments, finance and transportation. Dissertation mentors should be set at the end of the first semester and graduate students should plot and submit practice plan under the direction of the mentors. Professional practice is scheduled during the second and third semester and should be carried out gradually according to the

plan. After finishing each of the practice item, graduates is required to make a self-assessment and their performances will be assessed by the mentor of the practice which could be tutors in and out of the university or expert in practical institutions. After the professional practice is completed, students should draft a report summarizing the practice results.

VII. Dissertation

The dissertation writing normally lasts for one semester. The principle of linking theory with practice should be emphasized when selecting the topic of the dissertation. This process stresses on reflecting students' ability in utilizing theories and knowledge learnt to solve practical problem. Dissertation can be in the form of thematic study, high-quality research report or business practice reports. Whichever form it employs, the dissertation is assessed mainly in the aspects such as students' ability to use international business theories and knowledge in solving practical problems, innovation and its practical value.

There should be 1 to 2 experts with advanced professional skill titles in dissertation mentors, reviewers and oral defense committee members.

Students that gain prescribed credits, finish professional practice and pass dissertation defense will be granted with master diploma in international business and graduation certificate after the examination by Academic Degree Evaluation Committee of the university.

Contact Information:

For more information, please link to our website:

<http://admission.whu.edu.cn>

Address: Admission office of School of International Education, Wuhan University,

Hubei, P. R. China

Post code: 430072

Tel: 0086-27-68753912

Email: admissions@whu.edu.cn