



北京工商大学

来华留学生硕士项目 Master Program



国际商务硕士

M. I. B.

Master of International Business



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北京工商大学经济学院

BTBU SCHOOL OF ECONOMICS



国际商务硕士项目简介

The Master of International Business Program

培养目标

北京工商大学国际商务专业硕士旨在培养适应经济全球化需要，能胜任在涉外企事业单位、政府部门和社会组织从事国际商务经营运作与管理工作的多层次、应用型、复合型商务专门人才。

培养方式

■ 需要修满 36 学分

必修课 24 学分

选修课 8 学分

国际商务实践 4 学分

国际商务实践时间一般不少于 6 个月。

获得的知识和能力

- 具有良好的职业道德和积极进取精神，具有全球视野和创新意识，身心健康。
- 掌握商品与服务的进口与出口、跨国直接投资等国际商务活动的理论知识与实务技能，具有对复杂变化的国际商务环境的学习能力、分析技能和战略意识。
- 有适应全球复杂政治、经济、社会、文化与语言、政策与法规环境的能力，有较强的国际商务分析与决策能力，具有组织协调国际商务工作的领导潜质。熟练地掌握一门外语，能进行跨文化沟通。
- 适合国家开放和发展的需要，有开拓新市场渠道、从事外包业务和垂直生产分工、管理海外投资企业和谈判的能力。

学习年限

全日制学习年限一般为 2 年，其中累计在校学习时间不少于 1 年。



OBJECTIVES

To foster the high-level, application-oriented and inter-disciplinary business professionals who can meet the demand of economic globalization, competent in international business operation, practice and management in foreign enterprises, government departments and social organizations.

MISSION

■ 36 credits

24 credits in compulsory courses

8 credits in elective courses

4 credits in international business practices

International business practices should be not less than 6 months.

ABILITY

- Good professional ethics and aggressive spirit with global vision and innovative consciousness;
- Good grasp of theoretic knowledge and practical skills in international business such as the import/export of goods and service, transnational FDI, with learning ability, analytic skills and strategic awareness in complicated and ever-changing environment of international business;
- Capable of adapting to complicated global politics, economy, society, culture and language, policy and regulation, etc. with strong analytic and decision-making abilities in international business, with a potential of leadership to organize and coordinate international business tasks, and a good mastery of a foreign language to conduct intercultural communication;
- Able to explore new market channels, engage in outsourcing and vertical production labor-division, manage foreign-invested corporation, and carry out negotiation, all of which meet the need of China's opening-up and development.

DURATION

- 2 years for full-time students who are required an in-campus study not less than 1 year accumulatively.

国际商务硕士核心课程

MIB Core Course



第一学年 (Year 1)			
	课程名称	Course Name	学分 Credits
第一学期 Semester 1	汉语	Chinese Language	3
	经济学分析与应用	Essence of Economics for International Business	3
	国际商务	International Business	2
	国际贸易政策与实务	International Trade Policy and Practice	2
	国际商法	International Business Law	2
	跨文化沟通	Intercultural Communication *	2
	国际财务管理	International Financial Management *	2
	WTO 专题研讨	Study on WTO Issues *	2
	中国对外贸易	China's Foreign Trade *	2
	中国概况	Chinese Culture	2
第二学期 Semester 2	商务英语	Business English	3
	国际投资与跨国企业管理	International Direct Investment and Transnational Corporation Management	2
	国际金融与实务	International Finance and Practices	2
	国际商务谈判	International Business Negotiation	2
	国际商务环境与运作	International Business Environment and Operations *	2
	国际结算	International Settlement *	2
	国际市场营销	International Marketing *	2
	全球视角下的中国经济	China's Economy under Global Perspective *	2
第二学年 (Year 2)			
第一学期 Semester 1	国际商务实践	Professional Practices	4

* Elective Course

