



Degree Education Programs Sponsored by Ministry of Commerce PRC



对外经济贸易大学

University of International Business and Economics

2024 International Executive Master of Business Administration (IEMBA)

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2024

**Academic Education Programs Sponsored by Ministry of
Commerce PRC**

I Program Introduction

1. Basic Situation

A. Introduction

Degree Education Programs sponsored by the Ministry of Commerce of People's Republic of China is designed to offer one-year and two-year master programs as well as four-year doctoral programs for the purpose of educating inter-disciplinary talent working in the applied fields of government, trade, foreign affairs, agriculture, technology, education, culture and health, building intellectual capacity and facilitating the economic and social development of the recipient countries since 2008. These programs provide assistance to governmental officials, research fellows, and senior managerial personnel on their master and doctor education in China, which are fully conducted in English. Admission requirements include a bachelor's degree, relevant working experiences, and decent physical conditions, essential for the high-compact curriculum needed for the degrees.

Up to now, the University of International Business and Economics (UIBE) has held 10 IEMBA programs, with over 500 graduates, who are advanced administrative talents with creative thinking and global vision, being well aware of both transnational business pattern and Chinese economic environment. They are playing a more and more important role in stimulating economic cooperation between China and their home countries whose governments are attaching great attention to this program.

B. Target of Enrollment

Senior managers with at least 3 years of work experience, no more than 45 years old; officials with a bachelor's degree (or equivalent qualification), or a middle and senior manager who is engaged in business management and international economic cooperation in his country.

C. Training Objectives

This program is for senior managers and business officials who are experienced in business administration. It aims to develop senior international managers with

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innovation ability, international vision and inter-cultural communication skills and keep them well informed with both transnational business models and Chinese commercial environment. Through the study of this project, students can not only improve the integration of knowledge and resources, but also strengthen their decision-making and execution.

D. Enrollment Plan

Major: International Executive Master of Business Administration (IEMBA)

Schooling plan: one academic year

Teaching language: English

Enrollment quantity: 50 students

E. Funding Content

- a. Exemption from tuition fees, teaching materials fees, field trip fees for research and survey, English teaching subsidies, and graduation thesis guidance fees.
- b. Free on-campus housing.
- c. Living allowance: Master's degree 36,000 yuan/person/year, doctoral degree 42,000 yuan/person/year.
- d. A one-time resettlement fee of 3,000 yuan/person.
- e. Comprehensive medical insurance in China.
- f. Free round-trip international airfare: one-year program only have one time free round trip, and for two years or more, a round-trip international air ticket is provided and also n-1 times round-trip international air ticket (n is the number of school years) to return home to visit the relatives.
- g. All degree students are required to participate in the annual review, and those who reach the academic performance assessment standard can continue to enjoy the full scholarship in the second year.
- h. Other expenses are managed by the Ministry of Commerce or the school and are not distributed to the students. The Ministry of Commerce only provides funding for students within the academic system. The student who postponed their graduation for personal reasons can not receive continued funding.

2. School Profile

A. Introduction to UIBE

The University of International Business and Economics (UIBE), situated near the Olympic Business Center of Beijing, was founded in 1951. UIBE is a national key university under the leadership of the Ministry of Education and the Ministry of Commerce, and is one of the first batch of universities to be included in "Project 211",

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also participated in the "Double-First Class" initiative.

UIBE is a multidisciplinary, national key university with economics, management, law, literature and science as its core specialties, and the first higher education institution in China specializing in training talents in international trade, and the first higher education institution with both Chinese and English teaching training systems at undergraduate, master's and doctoral academic levels. With the advantages of specializing in international economics and trade, international economic law, international finance, business administration, business foreign language and other majors, our university has a complete system of cultivating talents in both Chinese and English, and is an important base for cultivating talents in international economics and trade and for scientific research. In particular, our International Business School was successfully re-accredited by the Association to Advance Collegiate Schools of Business (AACSB) in 2022, and re-accredited by the European Quality Improvement System (EQUIS) in 2023 (the highest accreditation in a five-year period), and the MBA program was re-accredited by the Association of MBAs (AMBA) in 2022.

UIBE attaches great importance to cooperation with partners around the world, and has established partnerships with more than 300 overseas universities and international organizations. Up to now, UIBE has cultivated more than 50,000 international students and has 27 international alumni associations. UIBE emphasizes openness in running schools and active exchanges between China and foreign countries, and the scale and percentage of international students coming to China are among the highest in national universities. Graduates are widely welcomed by the society for their solid professional knowledge and skills, strong language ability, active thinking and rich practical experience, and are mainly employed by governmental agencies, financial institutions, business organizations and multinational corporations, and they play an important role in promoting the economic and social development of various countries.

B. Introduction to SIE

School of International Education (SIE) of UIBE is specially engaged in recruiting international students for UIBE degree and non-degree study programs, and provides relative services. After the foreign students become one of members of the school, SIE takes the responsibility of the school register management, the visa services, the educational administration and the daily life consultation. Except the degree programs, SIE also offers language training programs, including the Chinese Language and Business Chinese at different levels, and Advance Studies on Chinese Economy and Culture.

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Currently, there are more than 2,200 foreign students from around 160 countries and regions studying at the University of International Business and Economics, over 1,700 of them are taking degree courses and over 500 students are taking Chinese language courses and non-degree courses. In addition, there are lots of short-term study students and visit associations and students come to UIBE each year. UIBE has become renowned for the high quality education it has provided to thousands of foreign students over the past years. These students not only improved their Chinese proficiency at UIBE, but also learned and grasped the solid knowledge of Chinese culture, economy and trade. Many of these students have already become the backbone force to carry on the cultural exchange and the business intercourse with China.

School of International Education has Dean's Office, Admissions Office, Office for Degree Education, Office for Non-Degree Education, Department of Students' Affairs, Department of Teaching and Service Center. All staffs of SIE are well trained, full of teaching and management experience, have strong sense of responsibility and highly entrepreneurial.

C. Life in Beijing

a. UIBE is situated at Olympic Business Circle of northeast Beijing. In Beijing, the climate is a typical north temperate and semi humid continental monsoon climate. It is rainy in summer, cold and dry in winter with very short spring and autumn. The average temperature is 0-15 degrees in spring. The annual average temperature is 20-35 degrees in summer. In fall, the average temperature is 15-28 degrees. In winter, the average temperature is -10-5 degrees, down jacket is needed. In 2018, the per capital disposable income of Beijing residents was 62,361 yuan. The living expense is very high in Beijing.

b. At present, there are altogether four international student apartment buildings in the school, namely Huibin Apartment (#6 Building), Huicai Apartment (#5 Building), Huide Apartment (#0 Building), and International Plaza (#8 Building). Here are a total of 1235 (sets) standard rooms, suites and luxury suites divided into three classes from high, medium to low. A total of more than 2,200 beds are available. All rooms are designed and decorated to the hotel standards of two-star, three-star and four-star. IEMBA students will enjoy the standard of accommodation for one person, mainly living in International Exchange Building (#8 floor) and Huibin Apartment (#6 floor), all with separate bathroom and public kitchen.

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3. Teaching Arrangements

A. Course Arrangement

a. Compulsory Courses

Course Name	Introduction	Credit
Managerial Economics	Success or failure in business depends critically on the positioning of the firm and the management of its resources. Through the lens of economics, students will learn to think systematically and strategically about achieving competitive advantage through the management of the firm's resources. They will analyze management problems concerning demand, costs, pricing, market structure, and strategic interactions with competitors.	3
Management and Organizational Behavior	This course is designed to expose managers with important theories and conceptual models for analyzing, understanding, and managing behavior within organization at individual, group and organizational level for the effectiveness of management practices.	3
Financial Accounting	This course aims to provide an understanding of the concepts, principles and conventions upon which financial accounting is based, and more importantly to provide an analytical basis upon which to intelligently interpret financial statements.	3
Marketing Management	Marketing is a total system of business action and should be seen as the key element in the running of any business. This course could enable students to better appreciate the role of marketing in individual firms as well as in the wider community by exposing them to theories and basic concepts.	3
Strategic Management	Strategic Management aims to develop the necessary strategy making and strategy implementation capabilities for business managers when leading business to success. The course will guide the students think the relationship between business and its external environment, learn the way of making strategy and executing strategy. This course will also help broaden managers' view and improve their integrated understanding to business' future.	3
International Business Management	The course surveys theories of international trade, foreign direct investment, international financial institutions, differences in political economy and culture, barriers to trade, foreign exchange, business-government relations, and the strategic alternatives available to companies operating in the global economy.	3

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Understanding of China	This course is a compulsory course for international postgraduate and doctoral students, aiming to improve their general understanding of China's social development and historical culture. The teaching goal of the course is to help international students understand the history and culture of China, have general understanding of China's social development, and begin to deeply understand the characteristics of China's society and culture, as well as the unique charm of Chinese civilization.	3
Business Chinese (I)	Based on the contemporary Chinese characteristics, this course focuses on business Chinese language study and helps students to improve the primary ability of listening and speaking, and to master the basic Chinese sentence patterns and vocabularies.	2
Business Chinese (II)	Based on the contemporary Chinese characteristics, this course focuses on business Chinese language study and helps students to further improve the ability of listening and speaking, and to master more Chinese sentence patterns and vocabularies.	2

Business Research

Course Name	Introduction	Credit
Business Research	Business visits and trips will be organized in order to provide the students with better understanding of China's economic development, business operation and traditional culture.	4

Seminars

Course Name	Introduction	Credit
Seminars	Experts and scholars in relevant fields will be invited to give lectures to broaden students' knowledge and help them better understand China's economic and social development.	2

b. Elective Courses

Course Name	Introduction	Credit
Chinese Economy and Society: Developments and Problems	This course focuses on major issues of current Chinese economy. With rich materials and vivid pictures, the course will touch upon China's economic reform and discuss some problems accompany with the reform in the past three decades (1978-2008).	3

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Human Resources Management in China	This course will help students understand how the management of people is influenced by the social, ethical, and legal environment; by diversity in the work place; by the organizational culture; and by the business strategy.	3
Chinese Traditional Culture and Leadership Behavior	This course intends to introduce to the leadership behavior characterized by Chinese traditional culture, which is different from the leadership behavior based on Western culture emphasizing the individualism as opposed to collectivism.	3
China in the Global Economy	This course focuses on China's economic relations with the rest of the world, covering China's increasing trade, investment and commercial links across the globe, and their resulting impacts on China's startling rise.	3
Case Study of International Corporations Marketing Strategies in China	The course aims to focus on the multinational corporations' marketing strategies and operational issues facing multinational corporations in doing business in the Chinese market.	3
Corporate Governance in China	This course will introduce the diversified patterns of governance globally and within China. While the emphasis is on the the governance in China, how China's governance is different from other popular models in the world will also be discussed.	3
Chinese Business and Management	The course consists of two parts. The first part examines the Chinese economic development and business environment. The second part is related to the Chinese management system and practice.	3
Supply Chain Management	The goal of this course is to give students a broad exposure to supply chain management, focusing on the managerial tools needed to understand and articulate the problems of an organization's business processes, and the skill sets to analyze and continuously improve these business processes.	3
Transnational Corporation Management	The course aims to focus on the transnational corporation growth and development of emerging market country firms, and compare the difference between emerging market countries' transnational corporation and developed countries' transnational corporation.	3
Economic Transformation of China	The course strives to provide an introduction to the transformation of China from traditional agricultural society to modern state with socialist label.	3

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Business Essential in China	The course is designed to help international students understand the essential elements of conducting business with China. It covers related topics such as entering the markets in China ,catching business opportunities and the Chinese business culture.	3
Intercultural Communication: Theory and Practices	This course is an introduction to intercultural communication theory and its practical principles.	3
The Contemporary China	The course is designed to help international students better understand the essential features of contemporary China. It covers important issues in the demography, politics, economy, national defense, foreign relations, legal system, social policies, education, ethnic groups, religion, and other related areas of China.	3
Chinese Business Culture and Consumer Behavior	This course helps students understand the Chinese business culture on greetings, meetings, business entertainment, appointment, addressing Chinese, public behavior, business attire, conversation topics, Chinese women, business gift-giving, body languages, ten rules for doing business in China, business travel in China.	3
International Economic Cooperation: The Case of China	This course focuses on Chinese international economic Cooperation in the past more than three decades (1980-2016). It will analyze Chinese international economic cooperation since her reform and open policy was applied.	3
International Finance: System, Market and Investment Opportunities	This course will talk about international finance, focusing on international financial system, international financial market, and especially, the investment opportunities in the foreign exchange market.	3
Corporate Strategy and Business Model	The objective of this course is to help students to understand and grasp the art of competition for firms in business world. The art includes two closely related aspects, corporate strategy and business model.	3
Marketing in China	This course is to provide a brief overview for China's current marketing strategy. The course is integrative in approach, combining the content of marketing theories with marketing practices in China.	3
Project Management	This course describes the concepts, principles, techniques, functions of managers, project management process, risk control and analysis, efficient leadership and Team, performance and evaluation, and strategy of organizations.	3

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Antitrust, Regulation and Competition Policy	This course focuses on monopolies, oligopolies, and cartels and other environments where firms cooperate rather than compete. The two main areas that are examined are economic regulation and competition policy.	3
China's Culture and Society from Cross-cultural Perspectives	This course intends to provide an introduction to Chinese culture and society from cross-cultural perspectives. Students will explore central ideas in Chinese philosophy, values, interpersonal relationship, communication patterns, thinking and behavioral norms.	3
International Trade & FDI in China	This course is to provide for the students a better understanding of the development of China's international trade and foreign direct investment. It will discuss the history of trading and focus on the contemporary issues, the recent financial crisis and FDI issues.	3
International Conflict and Crisis Management	This course tries to understand the causes of the conflict, to explain its effects and to describe its dynamics in order to prepare actors, be they state governments, international organizations or individuals, to better manage conflict.	3
Communicating with China	The emphasis of the course is on how to communicate with China and help students have a better understanding of the hidden reasons and mechanisms of the discourse interaction between China and the world.	3
Belt & Road Initiative and Regional Economic Cooperation	This course instructs Belt and Road Initiative (BRI), introducing the concept, spirit, vision and ten-year evolution of BRI with juxtaposing a wide assortment of BRI's projects in Southeast Asia, South Asia, Central Asia and Middle East, Europe, Sub-Saharan Africa and Latin America, respectively. Furthermore, this course introduces BRI-related development banks, official development funds and financial instruments, and explores the emerging new Asian development finance.	3

c. Curriculum

Theoretical and practical teaching are combined to enhance students' problem-solving abilities.

Students should acquire 37 credits to get the diploma including a compulsory module (25 credits), an optional module (6 credits), a specific lecture module (2 credits) and a business trip module (4 credits).

d. Profiles of Instructors

In order to promote the development of academic education degree programs sponsored by Ministry of Commerce, UIBE has boasted qualified faculties and

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optimized the structures of teachers' age compositions, educational backgrounds and graduation schools. A great amount of academic leaders of world-wide significance, key teachers and high-end professionals in related disciplines have been introduced into education programs. UIBE has accumulated and then formed an academic innovation team that has enjoyed considerable reputations at home and abroad. Meanwhile, UIBE empathizes the great importance on overseas experiences of faculties in this degree education programs who are all skilled in teaching in English. Parts of those professors' profiles are as follows:

No.	Name	Professional Title	Highest Degree	School of Graduation	Research Field
1	Zhang Zhu	Associate Professor	Ph.D in Management	Peking University	Strategic Management
2	Jing Ran	Associate Professor	Ph.D. in Economics	University of British Columbia	International Trade; Industrial Economic; Applied Econometrics
3	Wang Zhihui	Associate Professor	Ph.D in Management	Renmin University of China	Strategic Transformation; Entrepreneurial Innovation; Corporate Governance
4	Zhang Wei	Associate Professor	Ph.D in Management	South Westphalia University of Applied Sciences	Internationalization of Enterprises, Organizational Theory; Cross-cultural Management; Management Communication
5	Zhang Leinan	Associate Professor	Ph.D. in Management	Xi'an Jiaotong University	Marketing Strategy; Innovationmanagement; International marketing; Corporate Social Responsibility
6	Dai Tianjing	Associate Professor	Ph.D. in Accountancy	The London School of Economics and Political Science	Cost and Management Accounting; Financial Accounting
7	Ding Dou	Professor	Ph.D. in Economics	Peking University	Chinese International EconomicRelations; Regional Economic Integration

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8	Zhuang Rui	Professor	Ph.D. in Economics	Renmin University of China	Chinese International Economics and Trade; International Regional Economic Co-operation
9	Wang Xinbo	Associate Professor	Ph.D. in Economics	Chinese Academy of Social Sciences	Institutional Economics; Environmental Policy
10	Chen Jianxun	Professor	Ph.D. in Management	Renmin University of China	Foreign Direct Investment; International Strategy and International Business; Innovation Management and Organizational Theory
11	Yang Hangjun	Professor	Ph.D. in Management	University of British Columbia	Transport Economics; Logistics Management
12	Gong Jiong	Professor	Ph.D. in Economics	University of Texas at Austin	Macroeconomics; Finance
13	Shi Xingsong	Professor	Ph.D. in Arts	University of Texas at San Antonio	Cross-cultural Communication; Cross-cultural Adaption; Business Communication; Introduction to European and American Culture

B. Teaching Mode

- a. Class Teaching: Considering the particularity of the composition of participants, IEMBA program adopts lectures, case studies, lectures, tutoring and other forms of flexible and diverse teaching methods;
- b. Business Visits: To enhance participants' understanding of the Chinese financial and business environment, IEMBA program provides regular arrangements for participants to visit economic development zones, enterprises, Beijing rural areas and functional governmental departments.
- c. Seminars: The program will regularly invite senior officials of the Chinese government, business executives and well-known experts and scholars to hold targeted lectures on international and domestic hot issues for the participants and discuss with students;
- d. Cultural Experience: In addition to a monthly trip to rural suburbs of Beijing,

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IEMBA program also arranges visits and study tours for participants to go out of the capital to experience Chinese culture.

C. Academic Structure

Registration: Early September 2024

Starting school: Early September 2024

Winter vacation: Mid-December 2024

Graduation: End of June 2025

D. Graduation Thesis

a. Requirements for Thesis Writing

Graduation thesis is an important part for participants to get the master degree. It should be written under the guidance of the tutors. The thesis topic should be related to professional fields. Participants should determine their topics combining with their professional knowledge during the study period

b. Requirements for Thesis Defense

Thesis should be submitted in the second semester. Participants who meet the following requirements can apply for thesis defense.

- 1) All courses results should be qualified and total credits should be acquired according to the major.
- 2) Examination for graduation qualification should be passed.
- 3) Academic and other relevant provisions should be met.

Time for thesis defense is between the end of April to the end of May.

E. Degree Granted

Program participants, who gain required credits, finish master degree thesis and pass thesis defense will be granted a MBA degree by UIBE.

II Application Method

1. Application Requirements

A. Under the age of 45, born after September 1st 1979.

B. Applicants must be healthy and must not have any disease or situation listed below: Diseases prohibited by Chinese Entry-Exit Inspection and Quarantine Laws and Regulations. Other severe chronic diseases like high blood pressure, cardio-cerebrovascular disease, diabetes; psychological diseases; or other infectious diseases which may harm public health. In recovery period after major surgery or acute disease attacks. Severe physically challenged. Pregnancy. If student get pregnant during the study in China, the study will be canceled.

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C. Applicants participated in this program are required to have a bachelor's degree with more than three years working experience.

D. Having a professional learning or work background related to the applied project will have priority in the selection.

E. Applicants participated in this program are required to be officials of division level and above with a bachelor's degree (or equivalent qualification) or Middle and senior management staff who engaged in the domestic operation or management and international economic cooperation.

F. Fluent English. Non-native English speaking applicants must have English proficiency equivalent to IELTS 6.0 or TOEFL (IBT) 86 and above level.

G. Have the potential for career development in this field and intend to promote friendly exchanges and cooperation between the host country and China.

H. Students who is studying in China or have been granted with other Chinese government scholarship already.

2. Application Procedures

A. Application to UIBE

a. Please visit the Online Application System of UIBE via the website of <http://202.204.172.146/>, click the 'Online Application' to enter the Online Registration System.

b. Please choose program category **Type B**, fill in the agency No. of UIBE with **10036**, choose the major of **International Executive Master of Business Administration (IEMBA)**.

B. Application Documents

Please prepare the following documents before submitting your application.

- Copy of the first page on the passport. (Should be the ordinary passport with the validity date after Sept. 30th, 2024). Please make sure the page could clearly show the name, passport number and other information. Do not submit your application with a diplomatic passport or an official one.
- A copy of the highest diploma and transcripts.
- Study plan or proposal, written in Chinese or English within 1500 words. Individuals' ideas and goals for studying related majors in China and the learning and research tasks that individuals wish to complete during their studies in China.
- CV. Personal background information and high school learning and work experience.
- Two letters of recommendation (written only in Chinese or English) from professors or associate professors (or from the applicant's institution with the equivalent positions) shall

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be submitted. These letters shall introduce the applicant's academic background, professional direction, past performance and research ability.

- English proficiency certificates. A copy of TOEFL 86 above or IELTS 6.0 above or official letter of English proficiency, or passing the telephone test by UIBE faculty, which is only for non-English-spoken countries.
- Foreigner Physical Examination Form. The form could be downloaded from the official website of UIBE homepage with the 'Download' portion, the form is completed in English (the original copy shall be kept by the applicant) and designed by the Chinese quarantine authority and can be obtained from the dispatching authority. The physical examinations must cover all the items listed in the Foreigner Physical Examination Form. Incomplete records or those without the signature of the attending physician, the official stamp of the hospital, or a sealed photograph of the applicants are invalid. Please carefully schedule your physical examination as the result is valid for only 6 months.
- Non-criminal record report. The applicant shall submit a valid certificate of Non-Criminal Record issued by the local public security authority, usually issued within 6 months prior to the submission date of the application.
- Other supporting documents. Such as personal academic publication, research results and relevant award certificates, can be submitted into the system.

C. Submission

- 1) The trainee can apply for the scholarship program after obtaining the approval and recommendation of the relevant responsible department of the government, and submit the materials according to the specific requirements of the relevant departments of the host country;
- 2) If the host government allows the individual to submit the materials directly to the embassy in China, the student shall hold the relevant certificate or recommendation letter approved by the host country to study in China, and submit the original paper documents and scanning electronic forms mentioned by the above 1, 2 and 3 to the Economic and Commercial Office of the Chinese Embassy in the country. The address and contact information of each business office can be found in the official website of the International Business Officials Institute of the Ministry of Commerce (English version), please refer to <https://www.china-aibo.cn/en/>;
- 3) The responsible department of the host government shall requests the business office to issue a recommendation letter for the recommended student in the country, and indicate in the written request that if the school quota has been used up, whether to accept the transfer to other schools for the same or similar major. If there are other special instructions, please

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write down as well.

Reminders

- 1) All the documents to be submitted should be in Chinese or English. Otherwise, a notarized copy in Chinese or English is required.
- 2) Uploaded supporting documents must be clear, authentic, and valid. Applicants are recommended to use a professional device to scan the relevant documents. Applicants shall bear the consequences caused by unclear or unidentifiable uploaded materials.
- 3) Please provide a valid contact number and email address, pay attention to receive the latest information and reply timely.
- 4) The final admission result is subject to the formal admission letter issued by the University of International Business and Economics.

3. Application Deadline

June 7th, 2024

III Other Important Instructions

1. Contact Information

Address of the Admissions Office:

Admissions Office, School of International Education, University of International Business and Economics

Room 101, Building B of International Plaza, No.10, Huixin Dongjie, Chaoyang District, Beijing, China

Name: Mrs.SUN Yawen/Mrs. HU Di

Tel: (86-10) 6449-2329/6449-2327

Fax: (86-10) 6449-3820

Email address: uibescholarship@163.com

Website: <http://sie.uibe.edu.cn>

2. Other Reminders

- a. No matter what the application result is, all application materials will not be returned.
- b. The Chinese government will not make any explanation whether you are admitted or not.
- c. It is not allowed to bring a spouse or children to China to accompany them. Expenses of family-visit from spouses, children will not be admitted.
- d. Any procedures and requirements about coming to China will be described in the offer document.