



Graduate Institute of International Business

■ Missions and Objectives

The Master of International Business is a postgraduate degree designed to develop the capabilities and resources of managers in the global economy. The Department of International Business offers a comprehensive, liberal arts based, interdisciplinary approach to the study of international business. Our program develops critical thinking, research, interpersonal communication, teamwork, speaking, writing, foreign language, quantitative, computer, business, management, leadership skills and educating students for global citizenship and responsible leadership.

■ Curriculum Design

Courses design in accordance with demand from the industry and career plans of the students. Our programs offer a solid grounding in (1) International Marketing, (2) International Trade and E-Commerce, (3) International Finance, (4) International Human Resources Management. (5) New Product Innovation management. The faculty of the Department of International Business comprises 13 full-time excellent scholars with professional experience in teaching, research, and practical business operating. Moreover, our diversified teaching faculty is also featured with international backgrounds. International Business majors will have the opportunity to take foundational courses in all of the functional areas of business which prepare students for handling global business and for keeping pace with the fast business movements of the world. We constantly hold extra-curriculum activities, such as visiting Customs, sea transportation companies, and logistic companies etc.

Overall Features of Teaching, research and service

- Diversification of recruitment: foreign and local graduate students. the integration of every teaching step, including curriculum outline explanation, textbooks preview, in-class questions, and discussions, after-class homework and assignments, social practices, etc.
- Helping students to obtain professional International Business licenses and certifications. In teaching and social practice aspects, our program emphasizes practical teaching model and simulates real market situation.
- Recruiting foreign students to develop students' cultural sensitivity, political awareness, and social responsibility. The graduated students participate in social investigations and complete essays in high quality, some of which even are published in well-known national academic journals.
- After graduation, MBA students can find jobs primarily through "1111" online workforce recruitment system. With aggressive efforts to enhance students' skills and knowledge, the curriculum design focused on helping students to obtain professional licenses and certifications.
- Each MBA student can apply to be a TA for developing their teaching skills. The TA system aims to

enrich students' knowledge and improve their competitive advantages in every piece of the value chain in teaching thus emphasize their self-learning, as well as independent and creative thinking.

- Adopting small-class teaching system and arranging internship to relevant companies for students during the summer vacation. Our program has jointly established internship programs in many companies. Generally speaking, internship process has good impact on increasing students' learning interests and initiatives.