

BA

INTERNATIONAL

BUSINESS WITH

A LANGUAGE

国际商务

### CAREERS

There is a growing need for multilingual graduates with international business knowledge and experience. Study and summer school abroad opportunities in countries where the target language is spoken as well as internship opportunities in multinational organisations provide students with the skills to respond to the dynamic and volatile international business environment of today. Graduates from this programme will be well-prepared for further, more specialised postgraduate study or careers in different functional areas of business including marketing, management, import-export, logistics and general administration.

- START DATE**  
September 2021
- 2+2 STUDY**  
Available
- DURATION**  
Three or four years
- LOCATION**  
Suzhou
- SCHOOL**  
International Business School Suzhou
- ATTENDANCE**  
Full time
- QUALIFICATION**  
XJTLU  
BMan International Business
- University of Liverpool**  
BA International Business  
BA International Business with a Language

## BA INTERNATIONAL BUSINESS WITH A LANGUAGE

With China's growing presence in international markets and its rising influence on global economics, a sound knowledge of international business issues is becoming increasingly important for university graduates seeking roles in both international and Chinese organisations. The BA International Business with a Language programme aims to enhance your employability by equipping you with:

- a broad and comprehensive knowledge of international business issues
- knowledge of functional areas of business and management in an international context
- communication skills in both English and an additional language (Chinese, Spanish or Japanese)

The programme is delivered in the International Business School Suzhou (IBSS), one of an elite group of institutions worldwide to be accredited by the Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS) and Association of MBAs (AMBA). IBSS was the youngest business school to achieve the triple accreditations.



### MODULES

#### YEAR ONE

Most students start their studies in Year One, where they take a range of interesting content and language modules to equip them with the core skills they need in the later years of their degree. These skills include a basic level of ability in their chosen additional language. However, some students are able to enter directly into Year Two of this programme, if they possess appropriate qualifications.

#### YEAR TWO

- INTRODUCTION TO ORGANISATION AND MANAGEMENT
- MANAGING ACROSS BORDERS
- FUNDAMENTALS OF MARKETING
- FOUNDATIONS OF FINANCE
- ECONOMIC PRINCIPLES FOR BUSINESS AND MARKETS
- INTRODUCTION TO HUMAN RESOURCE MANAGEMENT
- LANGUAGE OPTION: CHINESE I OR SPANISH I OR JAPANESE I
- ENGLISH LANGUAGE AND STUDY SKILLS 3 FOR BUSINESS

#### YEAR THREE

- INTERNATIONAL BUSINESS LAW
- CORPORATE SOCIAL RESPONSIBILITY
- QUALITATIVE RESEARCH METHODS IN MANAGEMENT RESEARCH
- INTERNATIONAL LABOUR MARKETS
- INTERNATIONAL EMPLOYMENT RELATIONS
- INTERNATIONAL DEVELOPMENT
- LANGUAGE OPTION: CHINESE II OR SPANISH II OR JAPANESE II

#### YEAR FOUR

- Compulsory modules:**
- BUSINESS IN THE ASIA-PACIFIC REGION
- INTERNATIONAL ECONOMIC RELATIONS
- STRATEGIC MANAGEMENT AND BUSINESS POLICY
- FINAL YEAR PROJECT
- LANGUAGE OPTION: CHINESE III OR SPANISH III OR JAPANESE III
- Optional modules:**
- INTERNATIONAL HUMAN RESOURCE MANAGEMENT
- INTERNATIONAL MARKETING

### KNOWLEDGE AND SKILLS

- knowledge of the key principles of doing international business with an understanding of the complexities of the international business environment
- the ability to reflect critically on the operation and strategies of international businesses
- the skills to communicate effectively in English, as well as in Chinese, Spanish or Japanese
- broad and comprehensive knowledge of international business issues and the relatedness and interaction of many functional areas of business and management in an international context
- the demonstrated skills, competencies and understanding required to operate appropriately, ethically, productively and with confidence when managing businesses in the international arena, especially in countries where the language of study is spoken

### WHY SHOULD I STUDY INTERNATIONAL BUSINESS WITH A LANGUAGE AT XJTLU?

- Take advantage of internships with and field trips to Fortune 500 multinational companies within the Suzhou Industrial Park area of Suzhou and the greater Yangtze River region
- Learn from a curriculum that combines traditional business theories with broader theoretical knowledge and practical studies of the key success factors that influence business in an international context
- Gain new language skills
- Earn two degrees: an XJTLU degree from the Chinese Ministry of Education and a globally recognised degree from the University of Liverpool, a member of the Russell Group of leading UK universities.

## 国际商务

随着中国对国际市场和全球经济的影响力日益增加, 对于希望加入国内外公司的大学毕业生来说, 具备良好的国际商务知识越来越重要。国际商务专业的目标是让学生具备以下知识, 增强学生的国际竞争力:

- 广泛而全面的国际商务知识
- 国际环境中的商务与管理的功能领域知识
- 英语和另一门外语的沟通技能 (西班牙语或日语)

西浦国际商学院已于 2016 年和 2018 年分别获得国际高等商学院协会 AACSB (Association to Advance Collegiate Schools of Business) 和欧洲质量发展体系 EQUIS (European Quality Improvement System) 认证, 并于 2020 年获得英国工商管理硕士协会 AMBA (The Association of MBAs) 认证。这标志着西浦国际商学院成为全球第 103 所, 也是最年轻的一所获得商学院三大顶尖认证的国际一流商学院。



## 知识与技能

本专业毕业生将具备以下能力:

- 了解开展国际商务的核心原则
- 了解国际商务环境的复杂性
- 深入、全面地思考国际企业的运营和策略
- 流利地运用英语、中文和西班牙语或日语进行交流
- 对国际商务问题和国际背景下商务和管理的诸多领域的联系与相互作用具有广泛和全面的了解
- 在国际舞台, 尤其是在所学语言的国家, 具备恰当地、符合伦理地、有效地以及自信地经营业务所需要的技巧、能力和理解力。

## 专业特色

- 有机会获得苏州工业园区和长三角地区的世界500强跨国公司实习和实地考察的机会
- 在国际背景下, 学习传统的商业理论, 以及影响商业成功的理论和实践知识
- 获得新的语言技能
- 毕业生可获得中国教育部认可的西交利物浦大学学位和国际认可的利物浦大学学位

## 就业

越来越多的公司需要具有国际商业知识和经验的多语种人才。国际商务专业能为学生提供理论知识和当今工作所需的实际商务和外语技能。此外, 通过在跨国公司的实习, 本专业的学生能够成为应对动态的和不稳定的国际商业环境的专业人才。

## 课程

### 一年级

在英国, 本科阶段学习学制三年, 而中国本科阶段学制为四年。因此, 对于已获得相应学时、证书的学生, 在我校可以直接升入二年级进行专业学习; 大多数学生则是进入一年级学习, 包括众多有吸引力的课程, 语言课程以及专业学习相关的核心技能学习。

### 第二学年

组织和管理学导论  
跨界管理  
营销基础  
金融学基础  
商业和市场的经济原理  
人力资源管理导论  
语言选修: 汉语或西班牙语  
商务英语和学习技巧

### 第三学年

企业社会责任  
国际劳务市场  
国际商法  
国际雇佣关系  
国际化发展  
定性管理研究方法  
语言选修: 汉语、西班牙语或日语

### 第四学年

必修课  
亚太地区商务  
国际经济关系  
战略管理和商业政策  
毕业论文  
语言选修: 汉语、西班牙语或日语

### 选修课

国际人力资源管理  
国际市场营销

## UNDERGRADUATE

INTERNATIONAL BUSINESS SCHOOL SUZHOU  
AT XJTLU  
西浦国际商学院

International Business School Suzhou (IBSS) offers a unique blend of Western and Chinese academic practices. Our 150 international staff are an impressive mix of top researchers and experienced business professionals.

For our corporate partners, we offer customised workshops, seminars, and multi-month cross-disciplinary programmes for all managerial levels as well as online and offline open enrolment programmes.

西浦国际商学院 (International Business School Suzhou, 简称IBSS) 体现了中西方学术实践的独特融合。我们的150名教职员工来自世界各地, 其中不乏顶尖科研人员与经验丰富的商界人士, 令人印象深刻。

同时, 我们向企业合作伙伴的管理者提供定制的工作坊、研讨会和为期数月的跨学科课程, 同时可以线上或线下方式学习。

## XI'AN JIAOTONG-LIVERPOOL UNIVERSITY 西交利物浦大学

Xi'an Jiaotong-Liverpool University is an international joint venture university founded by Xi'an Jiaotong University in China and the University of Liverpool in the United Kingdom. As an independent Sino-foreign cooperative university, it captures the essence of both prestigious parent universities and is the first and only one of its kind approved by the Ministry of Education in China.

西交利物浦大学是经中国教育部批准, 由西安交通大学和英国利物浦大学合作创立的, 具有独立法人资格和鲜明特色的新型国际大学。