

# International Business

## 1. School System

Four years (including two-year junior college to undergraduate), after completing the required credits and passing the graduation thesis defense in this major, you will receive a "Bachelor of Management" degree.

## 2. Training Objectives

According to the economic development needs in Zhejiang Province and the Yangtze River Delta region, this major aims to "cultivate high-end versatile management talents with international vision, innovative consciousness and national feelings in the age of digital intelligence". The major aims to cultivate the versatile, practical and innovative management talents practicing socialist core values, having international vision, local feelings, innovative consciousness, team spirit and communication skills, adapting to technological changes mainly characterized by artificial intelligence, big data and cloud computing, having digital and intelligent management thinking, familiar with data mining, big data analysis and application, management decision-making and other professional knowledge and skills, and engaging in digital intelligence management in the emerging intelligent manufacturing industry, digital enterprises and institutions, administrative departments and other institutions. The training objectives include:

(1) Master the basic theories and methods of economic management, and have the spirit, skills and methods of innovation and entrepreneurship.

(2) Deeply understand the principle of intelligent business system, master the current mainstream big data mining and analysis, robot learning and other technologies, and have the comprehensive application ability of big data and artificial intelligence.

(3) Be able to integrate interdisciplinary knowledge with internet thinking and innovative spirit, and be competent for the management application and innovation of the emerging intelligent manufacturing industry, digital enterprises and institutions, and administrative departments.

(4) Have international vision, strong sense of expression, interpersonal communication, teamwork and cross-cultural communication skills.

## 3. Main Courses

Management, Strategic Management in the Age of Digital Intelligence, Management of Multinational Corporations, Business Statistics and Software Application, Financial Management, Organizational Behavior, International Finance, Introduction to Big Data Technology, Python Data Analysis, Digital Human Resource Management, Digital Marketing, Digital Operations Management, Fundamentals of Data Mining, Entrepreneurial Management, Western Economics, etc.

## 4. Employment direction

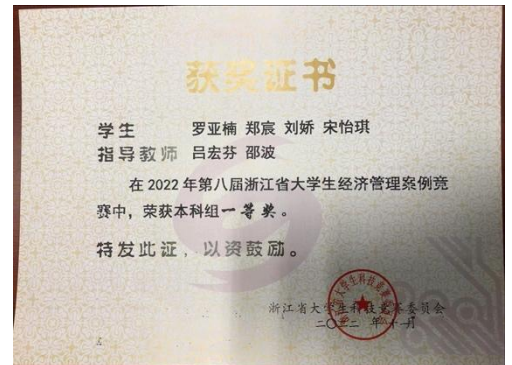
Some of the graduates have been admitted to New York University, Newcastle University, Huazhong University of Science and Technology, Southwestern University of Finance and Economics, Beijing Foreign Studies University and other well-known universities at home and abroad. Some graduates work in well-known cross-border e-commerce companies such as Ningbo Yahu Import and Export, Hangzhou Saiqun, some in the banking systems such as China Construction Bank and Agricultural Bank, and some in the famous production enterprises such as Gujia Home, Boyang Home Textile, multinational companies and government commerce and foreign trade departments.

## 5. Specialized Characteristic

This major is the construction point of "provincial first-class major". It was ranked A++ among China's top applied majors by the Alumni Association in 2023, tied for the first place in China. The major training mode of "internationalization, individuation, small class and multilingualism" is rooted in the local business practices, focusing on digital business management and cross-cultural business management. Teachers are equipped with "double mentors" who combine professional skills with society, and "double professional and double ability" teachers account for more than 80%. The teaching facilities and teaching conditions of the whole process of digital wisdom business management have been constructed, and first-class teaching software and hardware resources have been formed.



Our school held the 12th China-Latin America Youth Forum and the 6th Latin America Research and China-Latin America Cooperation Collaborative Innovation Forum, and published the "Latin American Research Series".



Our faculty and students won the first prize certificate of honor in the Provincial Economic Management Case Competition.



Li Dalei, a 2018 alumnus of International Business, founded Ningbo Sidong E-commerce Co., Ltd.