

Alibaba Business School-Bachelor Degree

International Business Curriculum

Semester I			Semester II		
Course	Credits	Hours	Course	Credits	Hours
Orientation	1	16	Elementary Chinese II	4	64
Elementary Chinese I	4	64	Elementary Chinese Listening and Speaking II	4	64
Elementary Chinese Listening and Speaking I	4	64	Overview of China II	2	32
Overview of China I	2	32	Principles of Economics II	4	64
Principles of Economics I	4	64	Photography, Animation and Design	4	64
Web Design	4	64	Management	4	64
Introductory of Digital Economy	4	64			
Semester III			Semester IV		
Course	Credits	Hours	Course	Credits	Hours
China Road and China Model	3	48	Intermediate Chinese II	2	32
Intermediate Chinese I	4	64	Intermediate Chinese Listening and Speaking II	2	32
Intermediate Chinese Listening and Speaking I	4	64	Theory of International Trade	4	64
Network Retail	4	64	Cross Border eCommerce Operation	4	64
Consumer Behavior	4	64	International Marketing	4	64
Application of Statistical Analysis	4	64	Corporate Finance	4	64
Semester V			Semester VI		
Course	Credits	Hours	Course	Credits	Hours
HSK Intensive Course	2	32	Strategy Management	4	64
Practice of International Trade	4	64	Human Resources Management	4	64
E-Marketing	4	64	Supply Chain and Logistics Management	4	64
Innovation Management and Business Model Design	4	64	International Trade Laws	4	64
Case Study of E-commerce	4	64	Academic Writing and Presentation	2	32
International Business Negotiation	4	64			
Semester VII			Semester VIII		
Course	Credits	Hours	Course	Credits	Hours
Specialty Practice	12	192	Graduation Thesis	12	192
Social Project	2	32	Comprehensive Practice	6	96