



## International Business School curriculum with ECTS points

### 1<sup>st</sup> Year

Course Name	ECTS Points
Introduction to Microeconomics	6
Business Communication	6
Introduction to Business	6
Academic Writing	4
Mathematics for Business	6
Introduction to Macroeconomics	6
Principles of Marketing	6
Cross-cultural Management	6
Statistics for Business	6

### 2<sup>nd</sup> Year

Course Name	ECTS Points
Business Law	6
Organizational Behavior	6
Principles of Management	6
Principles of Accounting	6
Entrepreneurship	6
Introduction to Corporate Finance	6
Business Ethics	6
Human Resource Management	6

### 3<sup>rd</sup> Year

Course Name	ECTS Points
Money and Banking	6
International Marketing Management	6
Strategic Management	6
Consumer Behavior	6
Chinese Culture & Business Etiquette	6
Chinese Business Environment	6
Financial Markets and Institutions	6
Marketing Research Methods	6

### 4<sup>th</sup> Year

Course Name	ECTS Points
Brand Management	6
International Business Negotiation	6
International Business	6
International Investment Analysis	6
M&A and Investment Banking	6
China Business Law	6
International Trade	6