Undergraduate talent training program for International Business majors

(Class of 2025)

1. Basic Information of the Major

College: Business School	Industry colleges: Business and Trade Colleges
Discipline: Management	Major: Business Administration
Major: International Business	Major code: **120205**
Duration: Four years	Degree awarded: Bachelor of Management
Total credits: **129**	Total hours: **2304**

2. Major Positioning and Training Objectives

(1) Professional Positioning

This major cultivates students with socialist core values, good moral cultivation, and comprehensive qualities, meeting the needs of socialist modernization, and developing in all aspects of morality, intelligence, physical fitness, aesthetics, and labor. It carries out the "Four Teachings and Four Achievements" (Four Teachings: ideological and political education, general education, professional education, and innovation and entrepreneurship education; 40%: Adult education, growth education, talent development, success education) learning activities. Students should systematically master the basic theories and methods related to international business, possess strong practical abilities in international business management, possess innovative spirit and entrepreneurial ability, possess an international perspective and humanistic literacy, excel in the business world with a global perspective, be well-versed in international laws, international business practices, and international business culture, be proficient in applying intelligent information technology and foreign languages to conduct international business activities, and be able to engage in international trade, cross-border e-commerce, and international business management in fields such as multinational corporations, cross-border e-commerce platforms, and international economic and trade

organizations. These talents are recognized as "Five Excellence" (Five Excellence: Good Virtue, Strong Academic Ability, Theoretical Knowledge, Diligent Practice, and Internationalization) and high-quality application-oriented talents.

(2) Training Objectives

About five years after graduation, graduates are expected to achieve the following goals:

Goal 1: Graduates will be equipped with professional skills and innovative abilities to effectively solve international business challenges

Goal 2: Graduates will be able to optimize resources and design strategic programs aligned with international business development

Goal 3: Graduates will be able to research and analyze complex issues in international business, draw effective conclusions, and guide practical work

Goal 4: Graduates will be able to analyze international business issues and their solutions on multiple social and economic dimensions, and understand the social responsibilities they should bear

Goal 5: Graduates will be able to communicate effectively with industry peers and the public across cultural contexts on international business issues with strong language and written communication skills

(3) The correspondence between curriculum design and training objectives

Table 1: Correspondence Table between Curriculum Design and Training Objectives

Training Objectives / Curriculum system	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
1. Introduction to International Business Major	√				
2. Principles of Management	√				
3. Basic accounting			√		
4. Microeconomics				√	
5. Corporate financial management				√	
6. Macroeconomics		√			
7. Economic law					√
8. Human resource management			√		

9. Statistics				√	
10. International trade theory		√			
11. International Business English					√
12. Cross-border e-commerce operation and management			√		
13. International marketing				√	
14. International trade practices		√			
15. International business documents	√				
16. Multinational operations and management					√
17. Corporate strategic management			√		
18. International settlement		√			
19. Innovative design thinking	√				
20. Entrepreneurial foundation	√				
21. Digital Intelligence Enterprise Sand Table Simulation Experiment		√			
22. In-depth analysis of international business cases				√	
23. Graduation internship					√
24. Graduation Thesis (Design)			√		

3. Professional foundation, core, elective, and specialty courses

(1) Professional Foundation Courses (9 courses, 20 credits)

Introduction to International Business (1 credit), Principles of Management (2 credits), Basic Accounting (2 credits), Microeconomics (3 credits), Corporate Financial Management (2 credits), Macroeconomics (3 credits), Economic Law (2 credits), Human Resource Management (2 credits), Statistics (3 credits).

(2) Core major courses (7 courses, 23 credits).

International Trade Theory (3 credits), International Business English (4 credits), Cross-border E-commerce Operation and Management (3 credits), International Marketing (4 credits), International Trade Practice (4 credits), International Business Documentation (2 credits), Multinational Operations and Management (3 credits).

(3) Professional Elective Courses (14 courses, 28 credits)

Excel and Decision Making (2 credits), Leadership Development (2 credits), Management Research Methods and Tools (2 credits), Project Management (2 credits), Commodity Studies (2 credits), Business Etiquette (2 credits), Online Marketing Practice (2 credits).

Organizational Behavior (2 credits), International Finance (2 credits), International Trade in Services (2 credits), Public Relations and Communication (2 credits), Supply Chain Management (2 credits), Corporate Strategy Management (2 credits), Corporate Governance (2 credits).

(4) Specialized Courses (1 course, 4 credits)

International Marketing (4 credits): The International Marketing course is based on the 'Gender Degree' standard of the Golden Course. The course design follows students' cognitive patterns and the development of application abilities, focusing on students as the main body, teacher-led, and applied ability training as the main focus. Based on international marketing tasks and their work, reasonable and effective learning tasks are designed to cover knowledge points, organized according to the three stages of 'P-STP-4P'. To cultivate students' international marketing theory and application abilities, this course adopts a combination of online and offline methods. The course content is centered around international marketing theory, using actual enterprise international marketing projects as the main focus. The

classroom is implemented through both work tasks and case studies to train students' comprehensive competence and abilities in international marketing. Through group tracking of typical enterprises' international marketing learning and training, students jointly complete simulation marketing tasks. Through continuous learning and deepening of international marketing knowledge during course design, students truly understand and master the characteristics and techniques of international marketing, better master international marketing theory, and practice simultaneously through learning, ultimately achieving improvement in both theoretical and applied abilities

4. Focused Practical Teaching Segment

(1) Military Skills Training (1 course, 2 credits)

(2) Extension and Enhancement (2 courses, 6 credits)

Graduation internship (2 credits), graduation thesis (design) (4 credits).

5. Graduation and degree conferral requirements for majors

(1) Major graduation requirements

Students who complete the 129 credits required by this talent training program, pass the grades, and meet the requirements of the "Qingdao Hengxing University Student Status Management Rules" will receive the "Qingdao Hengxing University International Business Undergraduate Diploma."

(2) Conditions for major conferral

Students who meet the graduation requirements and meet the requirements of the "Implementation Rules for Bachelor's Degree Conferral at Qingdao Hengxing University of Science and Technology" may be awarded the "Bachelor of Management Degree at Qingdao Hengxing University of Science and Technology" upon review and approval by the university's degree committee.

6. Professional Teaching Implementation Plan

Table 2 Implementation Plan for International Business Major Teaching

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
olitical thought Course	Ideology, morality, and the rule of law	3000000101	Must be maintained	3	48	3								40	8		
	Outline of Modern and Contemporary Chinese History	3000000102	Must be maintained	3	48		3							40	8		
	Basic principles of Marxism	3000000103	Must be maintained	3	48			3						40	8		
	An Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	3000000104	Must be maintained	3	48				3					40	8		
	An Introduction to Xi Jinping Thought on Socialism with	3000000147	Must be maintained	3	48					3				40	8		

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
	Chinese Characteristics for a New Era																
	Situation and Policy I	3000000105	Must be maintained	0.25	8	0.25								8			
	Situation and Policy II	3000000182	Must be maintained	0.25	8		0.25							8			
	Current Situation and Policy III	3000000106	Must be maintained	0.25	8			0.25						8			
	Situation and Policy IV	3000000183	Must be maintained	0.25	8				0.25					8			
	Situation and Policy V	3000000107	Must be maintained	0.25	8					0.25				8			
	Current Situation and Policy VI	3000000184	Must be maintained	0.25	8						0.25			8			
	Situation and Policy VII	3000000108	Must be maintained	0.25	8							0.25		8			
	Current Situation and Policies VIII	3000000185	Must be maintained	0.25	8								0.25	8			
	Subtotal 1			**17**	**304**	**3.25**	**3.25**	**3.25**	**3.25**	**3.25**	**0.25**	**0.25**	**0.25**	**264**	**40**	**0**	
Mathematics Course	Advanced Mathematics BI	3000000162	Must be maintained	4	64	4								64			

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
	Advanced Mathematics BII	3000000163	Must be maintained	4	64		4							64			
	Linear algebra	3000000113	Must be maintained	2	32		2							32			
	Probability theory and mathematical statistics	3000000114	Must be maintained	2	32				2					32			
	Subtotal 2			**12**	**192**	**4**	**6**	**0**	**2**	**0**	**0**	**0**	**0**	**192**	**0**	**0**	
Tools Course	Intelligent English I	300000010B	Must be maintained	2	64	4								16	48		
	Intelligent English II	300000010C	Must be maintained	2	64		4							16	48		
	Intelligent English III	300000010D	Must be maintained	2	64			4						16	48		
	Intelligent English IV	300000010E	Must be maintained	2	64				4					16	48		
	University digital literacy	3000000186	Must be maintained	2	32	2								16	16		
	Information retrieval and	3000000134	Must be maintained	1	16			1						8	8		

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
	utilization																
	Subtotal 3			**11**	**304**	**6**	**4**	**5**	**4**	**0**	**0**	**0**	**0**	**88**	**216**	**0**	
Military Discipline Course	Military theory	3000000131	Must be maintained	2	32	2								32			
	College Physical Education I	3000000192	Must be maintained	1	36	2								4	32		
	College Sports II	3000000193	Must be maintained	1	36		2							4	32		
	College Sports III	3000000194	Must be maintained	1	36			2						4	32		
	University Physical Education IV	3000000195	Must be maintained	1	36				2					4	32		
	Subtotal 4			**6**	**176**	**4**	**2**	**2**	**2**	**0**	**0**	**0**	**0**	**48**	**128**	**0**	
Summary Quality Course	Mental health education	3000000129	Must be maintained	2	32	2								16	16		
	Education on outstanding traditional Chinese culture	3000000197	Must be maintained	1	16	1								16			

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
	National security education	3000000187	Must be maintained	1	16	1								12	4		
	College Student Career Development Planning	3000000132	Must be maintained	1	16	1								16			
	College student employment guidance	3000000133	Must be maintained	1	16						1			16			
	Subtotal 5			**6**	**96**	**5**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**76**	**20**	**0**	
Cross General knowledge Course	Artistic literacy courses		Limited selection	2	32									32			
	International literacy courses		Limited selection	1	16									16			
	International literacy activities		Limited selection	1	16									16			
	Social science courses		Selection is allowed	0	0									0			
	Natural science courses		Selection is allowed	2	32									32			
	Subtotal 6			**6**	**96**	**0.75**	**0.75**	**0.75**	**0.75**	**0.75**	**0.75**	**0.75**	**0.75**	**96**	**0**	**0**	
- Subtotal 2 + Subtotal 3 + Subtotal 4 + Subtotal 5 + Subtotal				**58**	**1168**	**23**	**16**	**11**	**12**	**4**	**2**	**1**	**1**	**860**	**308**	**0**	

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
	6																
rofessionalism Foundation Course	Introduction to International Business Major	3120205245	Must be maintained	1	16	1								16			
	Principles of Management	3120104202	Must be maintained	2	32	2								32			
	Basic accounting	3120203224	Must be maintained	2	32	2								32			
	Microeconomics	3120200205	Must be maintained	3	48		3							48			
	Corporate financial management	3120200204	Must be maintained	2	32		2							24	8		
	Macroeconomics	3020302219	Must be maintained	3	48			3						48			
	Economic law	3120201229	Must be maintained	2	32			2						32			
	Human resource management	3120206241	Must be maintained	2	32			2						32			
	Statistics	3020302224	Must be maintained	3	48				3					32	16		
	Subtotal 1			**20**	**320**	**5**	**5**	**7**	**3**	**0**	**0**	**0**	**0**	**296**	**24**	**0**	

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
Professionalis Core Course	International trade theory	3120205287	Must be maintained	3	48					3				48			
	International Business English	3120205293	Must be maintained	4	64					4				48	16		
	Cross-border e-commerce operation and management	3120205290	Must be maintained	3	48					3				32	16		
	International marketing	3120205279	Must be maintained	4	64						4			48	16		
	International trade practices	3120205208	Must be maintained	4	64				4					48	16		
	International business documents	3120205284	Must be maintained	2	32							2		16	16		
	Multinational operations and management	3120205288	Must be maintained	3	48							3		48			
	Subtotal 2			**23**	**368**	**0**	**0**	**0**	**4**	**10**	**4**	**5**	**0**	**288**	**80**	**0**	
rofessionalism Direction Course	Excel and decision-making	3120201241	Limited selection	2	32						2			16	16		
	Leadership	3120201244	Limited	2	32						2			16	16		

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
rofessionalism Direction Course	development		selection														
	Management research methods and tools	3120201249	Limited selection	2	32						2			16	16		
	Project management	3120201251	Limited selection	2	32						2			16	16		
	Commodity science	3120200239	Limited selection	2	32						2			16	16		
	Business etiquette	3120205203	Limited selection	2	32						2			16	16		
	Online marketing practices	3120205294	Limited selection	2	32						2			16	16		
	International settlement	3120205285	Limited selection	3	48						3			32	16		
	Organizational behavior	3120201230	Limited selection	2	32							2		16	16		
	International finance	3020302266	Limited selection	2	32							2		32			
	International service trade	3120205283	Limited selection	2	32							2		32			
	Public relations	3120200211	Limited	2	32							2		32			

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
	and communication		selection														
	Supply chain management	3120602287	Limited selection	2	32							2		16	16		
	Corporate strategic management	3120201236	Limited selection	2	32							2		16	16		
	Corporate governance	3120201250	Limited selection	2	32							2		16	16		
	Subtotal 3			**≥ 4**	**≥ 64**	**0**	**0**	**0**	**0**	**0**	**≥ 2**	**≥ 2**	**0**	**≥ 48**	**≥ 16**	**0**	
rofessionalism Expand Course	Marketing competitions	3120205275	Limited selection	2	32				2					16	16		
	International Trade Series Competition	3120205276	Limited selection	2	32				2					16	16		
	Silk Road culture	3120205281	Limited selection	2	32					2				32			
	Consumer behavior analysis in the digital age	3120205266	Limited selection	2	32					2				32			
	Subtotal 4			**≥**	**≥**	**0**	**0**	**0**	**≥**	**≥**	**0**	**0**	**0**	**≥**	**≥**	**0**	

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
				4	64				2	2				48	16		
Subtotal 1 + Subtotal 2 + Subtotal 3 + Subtotal 4				**≥ 51**	**≥ 816**	**5**	**5**	**≥ 7**	**9**	**≥ 12**	**≥ 6**	**≥ 7**	**0**	**≥ 680**	**≥ 136**	**0**	
ouble Creation Foundation Course	Innovative design thinking	3000000305	Must be maintained	2	32			2						32			
	Entrepreneurial foundation	3000000306	Must be maintained	2	32				2					32			
	Subtotal 1			**4**	**64**	**0**	**0**	**2**	**2**	**0**	**0**	**0**	**0**	**64**	**0**	**0**	
ouble Creation Practice Course	Digital Intelligence Enterprise Sand Table Simulation Experiment	3120201307	Must be maintained	2	32					2				16	16		
	In-depth analysis of international business cases	3120205388	Must be maintained	2	32							2		16	16		
	Subtotal 2			**4**	**64**	**0**	**0**	**0**	**0**	**2**	**0**	**2**	**0**	**32**	**32**	**0**	
Total 3 = Subtotal 1 + Subtotal 2				**8**	**128**	**0**	**0**	**2**	**2**	**2**	**0**	**2**	**0**	**96**	**32**	**0**	
litary skills training		3000000196	Must be maintained	2	32	2											

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
Expand Improvement	Graduation internship	3120205528	Must be maintained	2	32								2				
	Graduation Thesis (Design)	3120205602	Must be maintained	4	64								4				
Total: 4				**8**	**128**	**2**	**7**	**5**	**7**	**5**	**7**	**5**	**6**	**0**	**0**	**0**	
Second Classroom Activities Second Classroom Activities	Labor activities	3000000907	Limited selection	1	16												
	100 Selected Classics and Masterpieces from China and Abroad	3000000901	Limited selection	1	3												
	University entrance education	3000000902	Limited selection		3												
	University student clubs	3000000904	Limited selection		3												
	Physical activities	3000000905	Limited selection		4												
	Aesthetic education activities	3000000906	Limited selection		3												

ourse modules	Course name	Course code	Course nature	Credits	and to study the entire school	Courses are offered during the semester and weekly class hours								Class hour allocation			
						First year		Second academic year		Third year		Fourth year		In-class teaching			
						1	2	3	4	5	6	7	8	Theory	Practice	Experiment	
	Ideological and political quality	3000000908	Selection is allowed	2	32												
	Club cultural and sports activities	3000000909	Selection is allowed														
	Volunteer public welfare services	3000000910	Selection is allowed														
	Innovation, entrepreneurship, and creation	3000000911	Selection is allowed														
	Practical internships and training activities	3000000912	Selection is allowed														
	Skill and specialty development	3000000913	Selection is allowed														
Total: 5				**≥ 4**	**≥ 64**	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**0**	**0**	**0**	
1+合计 2+合计 3+合计 4+合计 5				**≥ 129**	**≥ 2304**	**30.5**	**21.5**	**≥ 20.5**	**≥ 23.5**	**≥ 18.5**	**≥ 8.5**	**≥ 10.5**	**7.5**	**≥ 1540**	**≥ 572**	**0**	

7. Courses Offered to External Majors (Including Public Elective Courses)

Public Relations and Communication (2 credits), Consumer Behavior Analysis in the Digital Age (2 credits), International Marketing (4 credits), Online Marketing Practice (2 credits).

Revision	Director of the Teaching and Research Office Sign	Ran Tianwei		
	Professional Leader	Ran Tianwei	Signature by the	Li Xiangping

	Sign		professional leader	
Review	Industry Dean Sign	Song Huyan	Teaching Dean Sign	Zhu Yanna
	Executive Dean Signature and date	Gao Min		