



Academic Education Programs Sponsored by Ministry of Commerce PRC



北京師範大學
BEIJING NORMAL UNIVERSITY

2024 Master of Business Administration
(MBA)
BROCHURE

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Belt and Road School (Emerging Markets Institute)

Along with China's rapid economic growth and its fast integration into the global economic system, the rise of emerging market countries as a group, and the increasingly deepened South-South Cooperation, Beijing Normal University (BNU) established the Belt and Road School (Emerging Markets Institute) in 2011.

Belt and Road School (Emerging Markets Institute) adheres to the principle of "advancing with the times", bearing in mind the overall situation of national development, actively responds to the needs of constructing the Belt and Road, and vigorously trains economic and management elites for the Belt and Road countries. The Institute aims to promote the cooperation between China and other developing countries, and the long-term and sustainable development. It shall make its own contribution to promoting a more prosperous global economy and a more secure world, and shed new light on the development theory and development policy in a new era of innovation.

Degree Programs Sponsored by Ministry of Commerce PRC

Degree Programs sponsored by the Ministry of Commerce of People's Republic of China (MOFCOM) has been established in 2008, with financial support of Chinese government's foreign aid fund. It is designed to train high-level business officials and management elites from the cooperating countries. The Degree Programs offering one-year and two-year master programs as well as three-year doctoral programs for the purpose of educating high-end and inter-disciplinary talent working in the applied fields of government, trade, foreign affairs, agriculture, technology, education, culture, health, energy, transport and public administration. It provides intellectual capacity for the economic and social development of the cooperating countries. These programs mainly support in-service governmental officials, research fellows, middle or senior managerial personnel on their master and doctor education in China, which are taught in English. As the program duration is short, admission requires a bachelor's degree, relevant working experiences, and decent health conditions. These requirements are essential for the condensed curriculum and hard-work study needed for the degrees.

The MOFCOM degree programs take a growing role in contribution to business and trade cooperation between the participating countries and China. It is highly valued in the participating countries.

MOFCOM will continuously intensify its efforts in enlarging the enrollment scale and improving the quality of education. Through attending the programs and achieving the degrees, the students will embrace a more successful career and brighter future.

The BNU Master of Business Administration (MBA) Program

The Master of Business Administration (MBA) program is a one-year, all-English-taught program organized by the Belt and Road School (Emerging Markets Institute) of Beijing Normal University. It is also a specialized program for China's international human resource cooperation

degree program by the Ministry of Commerce. This program is designed for business management talents from developing countries. The aim is to enhance students' ability to apply business management theories and economic research methods, and to deepen students' understandings of the economic development models and economic policy practices in the international economic system, especially in emerging markets and the Belt and Road countries. The program also aims at strengthening economic exchanges and cooperation between the participating developing countries and China, and promoting the joint construction of Belt and Road.

The Master of Business Administration (MBA) program plans to select 45 students from developing countries in 2024. In order to ensure the teaching quality, Belt and Road School (Emerging Markets Institute) has selected the professors who have rich experience in teaching and scientific research. The professors have deep understanding of emerging markets, developing countries and China's development experience. Most of the professors have education background and teaching experience from world-class universities such as Harvard University, University of Chicago, University of Cambridge, University of Essex, University of Cologne, Frankfurt School of Finance and Management, University of Erfurt, and Radboud University.

Beijing Normal University

Beijing Normal University (BNU), directly subordinate to the administration of Ministry of Education, is a comprehensive and research-oriented key university renowned for teacher education. As the founder of Chinese modern higher education, BNU has a more than 120 years history and profound cultural heritage. BNU ranks at the top of Chinese Colleges and Universities in terms of its disciplinary superiority.

BNU promotes broad international cooperation and exchange, having signed cooperative agreements with nearly five hundred universities and research institutes from more than thirty nations and regions. BNU also exchange students through cooperative programs with over one hundred universities from various countries and regions, including the United States, Canada, the United Kingdom, Germany, Japan, South Korea, Switzerland, Spain, Hong Kong and Macao.

Living Environment Introduction

Beijing Normal University is located in Beijing City. Beijing has a typical warm temperate continental monsoon climate, four distinct seasons, hot and rainy summer, cold and dry winter.

Seasonal Temperature and Dressing Suggestions in Beijing

Season	Average Temperature (Celsius degree)	Dressing Suggestion
Spring	1°C-12°C	shirt, sweater, coat, etc.
Summer	18°C-31°C	T-shirt, dress, etc.
Autumn	15°C-25°C	trench coat, sweater, short coat, etc.
Winter	-5°C-5°C	cotton-padded clothes, down coat, parka, etc.

Meals in the university cost about RMB 20-30 per day. City bus ticket price starts at RMB 1.00 and subway ticket price starts from RMB 3.00. All bus and subway lines can be paid via smart pay-as-you-go transport card (Beijing Municipal Administration and Communication Card).

Beijing Normal University will provide free single-bedroom apartments for MBA students in the G district of BNU Changping Campus. The dormitory provides campus network/ WIFI services (RMB 60 per month). Each room is equipped with private bathroom, single bed, beddings, TV, air conditioner, etc. Halal canteen is offered in the university. Self-catering shared kitchens are not provided.

I. Program Description

1. Prospective Students

Officials of division chief level and above, Senior Managers of enterprises, or researchers in relevant fields from universities and research institutes.

2. Program Objective

The main objective of the MBA program is to address the need for economic reform, restructuring and development in developing countries by:

- (1) Training senior officials in business administration and economic policy analysis;
- (2) Promoting economic development and cooperation in trade and investment among developing countries;
- (3) Enhancing the students' understanding of China and its economic development, and promoting economic cooperation between China and other developing countries.

3. Enrollment Plan

In 2024 we plan to enroll 45 students in our master program with a concentration on national development.

II. Education Plan

1. Teaching methods

All courses are taught in English (except Basic Chinese). Teaching will consist of lectures, group discussions, case studies and field studies, among other methods.

The program requires students to complete all the courses and pass the thesis before the end of academic year, and pass the thesis defense.

2. Major areas

- Economic development models, strategies and policies in developing countries
- Finance, trade and investment in developing countries
- Industrial development in developing countries
- Opportunities and challenges of economic development in emerging markets
- Regional economic development and cooperation among developing countries

3. Courses

Courses	Hours	Credits	Semesters
Principles of Management	32	2	Fall
Managerial Economics	48	3	Fall
Business Data Analysis	32	2	Fall
Belt and Road: Development Finances	16	1	Fall
Methodology of Thesis Writing	32	2	Fall
Belt and Road: an Introduction	16	1	Fall
Basic Chinese I	32	2	Fall
China Social Economic Survey	48	3	Spring/Fall
Belt and Road: Leadership	48	3	Spring
China Economy and Transition	48	3	Fall
Practicum Management	16	1	Spring/ Fall
General Introduction to China	32	2	Fall
Emerging Market Economies and Developments (Economy and Development of Latin America, Economy of Africa, Economy of Asia)	48	3	Spring/Fall
Basic Chinese II	32	2	Spring

Thesis			Spring
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4. Course Description (Subject to slight changes)

Principles of Management

Teaching Methods: Lectures, enterprise tours, final exam

The main purpose of the course is to enable the students to think like a manager and to provide you with the basic information you need to be successful as a manager. Students will learn the functions of management, the tools that managers use, and the key concepts, theories, practices, debates and problems in the study of management.

Learn key concepts and theories in management; Develop skills in applying those concepts and theories to understand various management processes; Get hands-on practice with a number of critical skills such as case discussion and experiential exercises; Learn and improve various skills that may assist you behave effectively in organizations, including critical thinking and interpersonal skills.

Managerial Economics

Teaching Methods: Lectures, final exam

Understand why managerial economics relies on microeconomics and industrial organization to analyze business practices and design business strategies. Explain the difference between economic and accounting profit and relate economic profit to the value of the firm. Discuss problems arising from separation of ownership and control in businesses and suggest some corporate control mechanisms to address these problems. Explain the difference between price-taking and price-setting firms and discuss the characteristics of the four market structures.

Business Data Analysis

Teaching Methods: Lectures, practical operation, final exam

Business Data Analysis introduces students to basic concepts of statistics, and intermediate to advanced statistical analysis with applications in business and economics. Multiple regression will be emphasized in the course. The objective of the course is for students to learn how to analyze real world data with appropriate statistical methods and relevant computer software. The mathematics of statistical methods will be introduced only as needed and will not be a central focus.

Belt and Road: Development Finance

Teaching Methods: Lectures, case study, final exam

This course mainly contains two parts. One part is introduction of the basic theories of finance and development, discussing the role of finance in economic growth. It aims not only to help students understand how to create effective financial system and financial policy portfolio, which promotes economic growth to the best, but also how to properly use financial resources to achieve financial sustainable development, so as to eventually achieve sustainable economic growth. The other part is the methods of promoting development related financing, which makes economic growth sustainable. It includes financing of infrastructure, construction, agriculture & rural development, industrialization, urbanization, environmental protection, health insurance, etc.

Methodology of Thesis Writing

Teaching Methods: Lectures, case study, presentation

To prepare students for the dissertation part of the degree.

To provide students with an in-depth understanding of qualitative and quantitative methods.

To develop students' research planning skills.

To provide students with knowledge of the types of data available and appropriate data collection methods.

To develop effective research design skills.

Belt and Road: an Introduction

Teaching Methods: Lectures, assignments

This course is designed to help students understand the Belt and Road Initiative, as well as the theoretical perspectives and practical issues of co-construction of the "Belt and Road". The main contents of this course Includes why such an initiative is proposed, what are the main contents, how to implement this initiative, how to evaluate the implementation effect, the main problems that currently exist, how to solve these problems, and the value and significance of economic and managerial theories innovation. The Belt and Road Initiative has become the most important platform for China to promote the establishment of a new pattern of comprehensive opening up in the new era. Therefore, the main purpose of this course is to enable students engaged in the research and practice of economics and management learn more about the Belt and Road Initiative and some relevant aspects of its implementation.

Basic Chinese I、 II、

Teaching Methods: Lectures, presentation, final exam

This course is designed as a comprehensive introductory course to Chinese language, covering the four aspects of listening, speaking, reading, and writing, while emphasizing the practicality and communicative nature of the Chinese language. Based on various conversation topics such as greetings, farewells, inquiries about nationality, introduction of family members, and asking about dates and times, the course revolves around functional aspects of the Chinese language. It explains the basics of Chinese characters, including their phonetic components and the fundamentals of Pinyin such as tones, initials, finals, and tone changes during spelling. Furthermore, it delves into the unique grammatical features of the Chinese language and provides explanations on culturally relevant topics. The course aims to help students grasp fundamental knowledge of Chinese language and understand the societal and cultural contexts embedded within it, assisting them in their life in China. Additionally, it seeks to enhance students' confidence in learning Chinese and lay a solid foundation for their future Chinese language studies.

China Social Economic Survey

Teaching Methods: Field trips, case study, assignments

Combined with the courses of China Economy & Transition, International Trade & Investment and Methodology of Thesis Writing, students will visit typical villages, cities and enterprises in China. The course aims to lead students to have a better understanding of the related theories they learnt in class and Chinese development mode by social economic surveys. The course also

helps students to compare the development situation in China with their countries' and provide thesis materials.

Belt and Road: Leadership

Teaching Methods: Lectures, case study, presentation, assignments

Leadership is both a research area and a practical skill encompassing the ability of an individual or organization to "lead" or guide other individuals, teams, or entire organizations. The course introduces the historical views, different faction theories of leadership, leadership emergence and leadership styles.

China Economy and Transition

Teaching Methods: Lectures, case study, presentation

The course combines the historical development and situation of China's economy, systematically introduces the experience of China's economic transformation. In a setting of Chinese economic history and geography, the course mainly introduces the problems and the solutions during the process of China's reform and opening up. The course leads students to research the differences of development process between China and other developing countries which helps students to learn different industries transformation process and gives enlightenments to their own countries' development.

Practicum Management

Teaching Methods: Lectures, case study, assignments

Successful businessmen and researchers who work in the front-line in China will be invited to introduce practicum management of China business and the experience and development opportunities of China business. The lectures focus on the topics such as marketing, promoting, financing, researching and social responsibility.

General Introduction to China

Teaching Methods: Lectures, seminars, assignments

This course will survey the political development in contemporary China. Major themes of the course include China's path to Communism, political institutions and processes, opportunities and challenges to its political development, and China's changing relations with the world. Students will become familiar with the topics widely studied by scholars of Chinese politics such as state-society relations, central-local relations, political participation, nationalism, policymaking, foreign policy, etc. The main objective of the course is for students to obtain in-depth knowledge on Chinese politics and to develop theoretical thinking to explain and analyze the political development in contemporary China.

Emerging Market Economies and Developments (Economy of Latin America, Economy of Asia, Economy of Africa;)

Teaching Methods: Lectures, case study, presentation, assignments

The course consists of three parts: Economy of Asia, Economy of Africa, Economy of Latin America. The course introduces the economic development, industrial structure Intra-regional integration in emerging markets including Asia, Africa and Latin America. The course also leads the students to research experience of economy development and what they can learn from the

successful or failed experience.

5. Faculty Members

The program is equipped with a world-class faculty, with a core team of internationally renowned university professors, experts and academics, former dignitaries from many governments, international financial leaders and global business executives. Each professor has a deep understanding of emerging market countries and is familiar with China's development experience. Most of the professors have educational background and teaching experience in world-class universities such as Harvard University, University of Chicago, University of Cambridge, University of Essex, University of Cologne, Frankfurt School of Finance and Management, University of Erfurt, and Radboud University, etc. Some faculty members have worked in senior positions in the World Bank, Asian Development Bank, International Monetary Fund, Development Bank of Latin America, and other important international organizations. They all have rich experience with cross-national studies, teaching in English, and international practice. The Institute also invites former political leaders from countries along the Belt and Road as distinguished professors, such as Djoormart Otorbaev (the former Prime Minister of the Kyrgyz Republic), Zlatko Lagumdžija (former Prime Minister of Bosnia and Herzegovina), and Grzegorz W. Kolodko (former Deputy Prime Minister of Poland).

6. Graduation Application

When a student has completed all of the credits with passing grades and passes the thesis defense, he/she can apply to graduate with the approval of the Student's Advisory Committee.

7. Master's Thesis

A master's thesis should be completed independently with the topic which has significance to theories or practical application. The thesis should present the original arguments on the selected research topic with sound theoretical base and reliable data, and should be well-organized. A student is permitted to have the thesis defense after the thesis passes the plagiarism check and is submitted to the Committee.

A student will be awarded a master's degree after thesis passes the Thesis Defense Committee and a series of reviews by the University.

(Detailed regulations on graduation thesis, degree award, and other issues are subject to Part I “*Degree and Education Management*” of the *Beijing Normal University Graduate Student Handbook, September 2023 edition*)

8. Academic Year Schedule Plan

Registration: September 2024;

Graduation: Late June, 2025.

III. Scholarship

Scholarship coverage:

- (1) Tuition, textbooks, field study trips, English teaching fee, guidance of thesis writing;
- (2) On-campus accommodation;
- (3) Living allowance of RMB 36,000 per person per year for Master programs, paid in monthly stipend (3,000 RMB/person/month);
- (4) Settlement allowance of RMB 3,000 per person;
- (5) Medical insurance in China;
- (6) One-time round-trip international air tickets.

The Chinese Ministry of Commerce (MOFCOM) provides "Chinese Government Scholarships" to admitted students from developing countries. These scholarships cover both tuition and living allowances. It also includes one round-trip international airfare for all the one-year master degree students. In terms of living allowance, it is RMB 36,000 per person per year for the Master programs. There is also a one-off lump-sum settlement allowance of RMB 3,000 per person. MOFCOM will only provide scholarship during the academic years. Students who delay the graduation would not get continued scholarships.

Note: The method of scholarship granting is subject to the notice of MOFCOM.

IV. Application

1. Requirements

(1) Applicants should be recommended by the Chinese Embassies in their countries and get the official recommendation letters.

(2) Applicants should be in compliance with the laws and regulations of the People's Republic of China and the rules of Beijing Normal University, and show proper respect for Chinese customs.

(3) Applicants should be of non-Chinese nationality from any developing countries, holding regular valid foreign passports (at least valid until September 30, 2025); and be under the age of 45. Service passport or diplomatic passport is not acceptable.

(4) Applicants should be healthy, capable of studying, and not carrying diseases which are classified as "prohibited entry into China" or "prohibited for long-term residence in China" under Chinese laws and regulations. Applicants with infectious disease, severe disability, or in major operation recovery period are not suggested to apply the program. Pregnant applicants will not be admitted by this program. Students who get pregnant during their studies will be expelled from the program.

(5) Hold a Bachelor's degree or above, and have at least three years of work experience.

(6) Priority will be given to applicants with relevant educational background or related work experience of this program.

(7) Applicants from non-English speaking countries should submit proof of English language proficiency (new TOEFL score no less than 90, or IELTS score no less than 6.0). Please refer to the specific English proficiency requirement of each major taught in English.

No need to submit proof of English proficiency (new TOEFL or IELTS) in the following two cases:

a. Received their last degree from English-speaking countries, and the language of instruction and assessment was in English;

b. The last degree program was fully taught in English, and a certificate of completion issued by the university needs to be submitted.

(8) Be government officials with rank of division chief or above, or senior level-managers or equivalent or above in various institutes and enterprises, or professionals from research institutes and universities. Priority will be given to applicants with leadership experience.

(9) Applicants should demonstrate the potential of career development in this field with a will of promoting exchanges and cooperation between their home countries and China.

(10) Applicants who have already studied in China or have been awarded other Chinese government scholarships may not apply.

2. Procedures

BNU MBA Program Application: Applicants are required to send an email to emiad@bnu.edu.cn as soon as possible to get instruction of personal information collection.

3. Materials

Please carefully read the following information and prepare the application materials as required. If the application materials are incomplete, the application will not be processed.

Application materials		Requirements
1	Beijing Normal University Application Form for International Students (Application for BNU MBA Program)	Applicants are required to send an email to emiad@bnu.edu.cn as soon as possible and following the instruction to complete the online information collection questionnaire. Please make sure to fill accurate full name, passport number, date of birth and effective contact in the questionnaire. The applicant is responsible for the results such as inability of admission or visa problems, due to applicants' own errors in filling the information. The information collected by the questionnaire will be used to input in system and then produce the BNU Application Form for International Students. With all the application materials reviewed and verified, EMI will send the form to the applicant. Then the applicants should print the form, sign name and date, paste clear passport photo to complete the application form.
2	Transcript and Highest Academic Certificate	Must provide official transcripts, graduation certificate or degree certificate of undergraduate education. The documents must be original or authenticated/notarized copies, either in Chinese or English (Chinese or English notarized translations are required for other languages). Diploma will not be accepted. Transcripts should fully cover the study period of study certificates.
3	Personal Statement	The applicant's signature must be consistent with the signature of the passport. Personal Statement Form Link: https://admission-is.bnu.edu.cn/docs/20221120145958057389.doc
4	CV /Resume	
5	Academic Reference Letters	Two reference letters in Chinese or English from two associate professors or scholars with higher academic titles, or senior experts in a related field. (There is no specified format for the reference letters, please specify the name and title of the referee and contact information, all letters must be signed by the referee). Reference letters should be organized in one PDF document.
6	English Proficiency Certificate	Applicants from non-English speaking countries should submit proof of English language proficiency (new TOEFL score no less than 90, or IELTS no less than 6.0). Please refer to the specific English proficiency requirements

		<p>of each major taught in English:</p> <p>There is no need to submit proof of English proficiency such as IELTS or TOEFL in the following two cases:</p> <p>Received their last degree from officially English-speaking countries, and the language of teaching and assessment was English;</p> <p>The last degree program was fully taught in English, and a certificate of completion issued by the university needs to be submitted.</p>
7	Copies of valid regular passport	<p>Must be valid till September 30, 2025. The passport at the time of entry to China and matriculation must be the same as these photocopies. Service passport/diplomatic passport is not acceptable. The applicant is responsible for the inability of admission, visa programs, etc. due to the invalid passport provided by the applicant.</p>
8	Photos	<p>Digital clear full-face bust bareheaded photo of recent three months, with white/blue background should be prepared and at least 2 hard copies (48mm ×33mm) carried with applicants when they come to China in case of needs.</p>
9	Foreigner Physical Examination Form	<p>This form is uniformly made by the Chinese health quarantine authorities and must be completed in English or Chinese. The medical examination must cover all the items listed in the Foreigner Physical Examination Form; Incomplete records or those without the signature of the attending physician, the official stamp of the hospital or a sealed photograph of the applicants are invalid; Please choose the appropriate time to take medical examination as it is valid for only 6 months; The form should be qualified for China X1 visa application.</p> <p>Foreigner Physical Examination Form Download Link: https://iso.bnu.edu.cn/cn/download/download?id=19</p>
10	Non-criminal certificate	<p>It should be issued by the public security agency where the applicant is located, and there is no fixed template.</p>
11	Other materials	<p>The original or photocopy of published academic papers, patents or other research achievements.</p>

NOTE: The original application materials must be provided in English or Chinese. If you cannot provide the original materials, you must provide notarized copies, translate into English or Chinese. Regardless of what the application result is, none of the application materials will be returned.

4. Submission

(1) How to mail hard copy documents:

All hard copy documents must be posted to Belt and Road School (Emerging Markets Institute) of Beijing Normal University, which will be uniformly submitted to the Admissions Office of Beijing Normal University for review. Those who fail the review of the paper materials will not be admitted. If the originals of important application materials such as "Graduation Certificate",

"Degree Certificate", "Transcript", and "Language Proficiency Certificate" cannot be provided, the original notarized and certified materials of the corresponding documents shall be attached. Regardless of what the application result is, no application materials will not be returned.

Postal address:

Emerging Markets Institute Students Office
Room 507, Building No.1, Beijing Normal University (Changping Campus),
Manjing Road No.2, Shahe Town, Changping District, Beijing, China.
Postcode: 100875
Telephone: 0086-15703370007

(2) Applicants can only apply for the scholarship program after obtaining the approval and recommendation from the relevant governmental departments of their home countries, and submit the materials according to the specific requirements of the relevant departments of their home countries;

(3) If the applicant's government allows one to submit the materials directly to the Chinese embassy in applicant's country, the student must submit the relevant approval letter or letters of recommendation for studying in China (original and scanned ones) to the corresponding Economic and Commercial Counselor's Office of Chinese Embassy, both original and scanned documents; The contact information of each Chinese Ministry of Commerce can be found via <http://www.china-aibo.cn/>.

(4) Above-mentioned materials should be submitted to Chinese Ministry of Commerce in your country to apply for the recommendation letter. Please also remark whether you accept similar major transferring to other universities and other requests.

Notes:

- Incomplete applications will not be processed.
- All submitted materials should be written in English or Chinese (printed). If the submitted documents contain non-English or Chinese written (printed), certified English or Chinese translations should be provided.
- The University keeps the right to require additional materials from the applicants.
- Application materials are non-refundable and will not be returned, regardless of whether the applicant is admitted by the University.
- The applicant shall guarantee that the application information and application materials provided are true and accurate. Once the admissions unit verifies that the information is not true, the applicant will be denied admission or the admission qualification will be cancelled. Those who have been enrolled will have their student status cancelled. Original application documents will be re-checked in registration.

5. Deadlines

Application submission: Before June 7, 2024.

Late application will not be processed.

6. Eligibility

Admission Office, Provost's Office and Academic Affairs of BNU, BNU International Students Office and Belt and Road School (Emerging Markets Institute) of BNU will check the eligibility of the applicants according to relevant regulations.

7. Registration/Orientation

Beginning of September 2024.

Admitted students must finish admission and registration procedures in strict accordance with the time specified in the admission notice.

V. Contact

Belt and Road School (Emerging Markets Institute) Students Office (EMISO)

Phone: +86-10-58806568

E-mail: emiad@bnu.edu.cn

Address: Room 507, Building No.1
Beijing Normal University(Changping Campus)
Manjing Road No.2, Shahe Town, Changping District,
Beijing, China 100875

Working Monday-Friday (except public holidays)

Time: 9:00-12:00, 14:00-17:30 (GMT+08:00, Beijing Standard Time)

VI. Other Instructions

1. All the application materials will not be returned whether the applicant is accepted or not.
2. No explanation from Chinese government and the university on whether the applicant is accepted or not.
3. No accompanying family members included. Chinese government will not afford the expenses caused by students inviting spouse/children /relatives/friends to China.
4. The procedures and other requirements of studying in China will be stated in admission materials.
5. Admitted students should obey all the regulations and laws of the Exit and Entry Administration in China, which may include the exit/entry border inspection upon arrival or departure.