Master of
International Business in China

Newhuadu Business School
“The program allowed me to gain a better insight into international business and it provided me with a real life consulting experience. This program is one of its kind! The people I met, the experience I had and the work I was able to accomplish has made me redefine my potential. Without this program I would still be lost, not knowing what I want to pursue in the future.”

Mahnoor Samana

Undergraduate from University of Houston
Develop your global business career through deep exposure to emerging China
Edmund Phelps

Dean of Newhuadu Business School
2006 Nobel Prize Winner In Economics
On behalf of Newhuadu Business School, I would like to express my warmest welcome to you for considering us as your educational partner on your global business journey.

Established in June 2010, NBS has a vision to become one of the world’s best business education institutions. Though young, we are full of vigor and passion. NBS offers innovative and inspiring programs and classes and adopts unique and advanced approaches to education and school management. With the world’s leading business and management academics and CEOs among the faculty team, NBS is in the best position to cultivate local management talent who possess global vision, insight into international business practices and profound knowledge of China’s society, politics, economy and culture.

Let me begin with a few words about China from my own experiences here. Having enjoyed 30 years of amazing growth with increasing global influence, China still faces a lot of problems, some old, some new. It can no longer simply export to slow growing developed nations and needs to improve its global competitiveness to maintain its growth trajectory. Western nations, too, looking to China as a key source for their future growth must change their approach to China to better understand the nuances of the Chinese market. They must learn about China’s history, culture and language to effectively compete in 21st Century China.

As such, I believe that our school is in the forefront of advancing knowledge within a country that is itself at the forefront of global economic development.

Through communication and interaction, I believe we have the ability to enhance economic innovation here in China and the world at large. This is the main reason why I joined Newhuadu Business School.

You will see all of these points first hand, and should be excited to immerse yourself in a different culture. As you go through this experience, however, please remember to ask yourself questions about your opinions and management best practices. Ask yourself if there may be a Chinese perspective worth considering and how you may face and resolve cross-cultural differences in global business practices. I believe that you will find the answers, though they may not be as obvious as you assumed.

We expect that you will become successful international business executives, shaped by your experience in Newhuadu Business School. Again, we thank you for considering Newhuadu Business School. We hope you find our business program to be among the world’s most innovative!

Edmund Phelps
Dean of Newhuadu Business School
2006 Nobel Prize Winner In Economics
The Master of International Business in China (MIBC) is designed for accomplished professionals ready to deepen their understanding of business practices in a truly global environment, but with specific focus on Chinese approaches to management and challenges to growth. This specialized program focuses on the essential business knowledge, skills, and management techniques required to conduct business and management in an international marketplace.

This comprehensive program provides insight into relevant social, political, legal, and economic conditions affecting international business, and gives you the ability to develop your communication skills in a multicultural environment. With training in both academic theory and applied knowledge through a challenging rotational internship program, the MIBC aims to equip you with systematic knowledge of business practices and the ability to analyze changing factors in the operating environment that affect business performance in China and around the world.
Newhuadu Business School (NBS) is a public institution of higher education funded by the Newhuadu Foundation. With the mission of becoming a world-class business school with a focus on China, NBS is committed to training innovative and enterprising professionals to develop their talents as the next generation of global business leaders.

NBS has a strong capacity to integrate global educational and research resources. Professor Edmund S. Phelps, 2006 Nobel Laureate in Economics and Director of the Center on Capitalism and Society of Columbia University, joined the NBS as the Dean upon its inception, taking charge of NBS’ strategic management, research focus and international cooperation efforts. In addition, NBS has attracted and invited an array of distinguished professors and entrepreneurs from top institutions of higher learning and enterprises both at home and abroad to build a high-caliber, international and diverse teaching team.

NBS has established research institutions like the Newhuadu Economy and Management Institute, Entrepreneurship and Innovation Management Case Study Center and China Energy Economics and Low-Carbon Development Institute, bringing together world experts and scholars to focus on major economic and management issues from a global perspective and contribute wisdom to the sustainable development of Chinese enterprises and China’s economy.

With educational programs that span four locations globally and cover the undergraduate to graduate levels, including an MBA in Entrepreneurship, EMBA in Entrepreneurship, EDP and other international programs, NBS has established itself as a comprehensive business school.

NBS has developed through continuous innovation and will continue to become a dynamic business school with international influence.
NBS’ Master of International Business in China (MIBC) is aimed at high-potential, internationally minded recent undergraduates and early career professionals with a long-term perspective, who have the motivation and desire to build a strong foundation for a career in global business involving China.

Our program combines world-class business theory with practical on the job training through rotational programs in Chinese MNCs. This rotational program will give students exposure to a number of aspects of the MNC host’s business, from strategy setting and competitive positioning to human resource development and branding in new markets.

Together with an extensive geographical, linguistic and cultural development approach, the MIBC helps students to develop their business skills and capabilities to work effectively in multinational companies, especially those with a strong link to China.
The MIBC allows you to kick-start your career by developing the skills and mind-set for a promising future through our class programs and direct placements with Chinese multinational companies.

- **Program Design Focus:** The program is designed practically according to the needs of multinational companies operating worldwide who have helped us to design its requirements.

- **Rotational Internship:** You will spend three months working in a multinational company under the guidance of a NBS tutor and a coach from the multinational company to develop business skills and management capabilities in rotations throughout the company, from marketing to operations, finance and strategy.

- **Job Offer Guarantee:** At least 30% of the MIBC graduating class will be guaranteed a job offer in a Chinese multinational company through our exclusive arrangements with selected MNCs.

- **China Immersion Experience:** Chinese language for business will be taught for the whole academic year. We also include weekend study tours and cultural site visits.

- **Scholarship and Financial Aid:** Merit-based 50% tuition fee waiver scholarships are available for many of the candidates. You may also be eligible for a three-year student loan offer (up to 6,500 USD) provided by our multinational company partners.

- **Business Network Development:** Connect with international business executives both in China and worldwide.

- **Multiple Locations:** Study in Beijing, Shanghai, Fuzhou to experience the heart of China’s manufacturing, financing and policy sectors.

- **Save Time:** Receive an attractive and globally relevant Master’s degree only in ten months -- with a job offer guarantee for the most competitive students.
HOW YOU BENEFIT

The ten-month program is a transformational experience. This program will provide you with essential knowledge and business skills required for successful international business management. You will develop deep professional skills, practices and techniques in the key areas of business, and the self-awareness and sense of perspective to make smart choices about your future.

We balance theory and deep analytical skills with practical content that will challenge you and bring the reality of global business to life. Taught by our world-class faculty, you will have access to their experience and research in the classroom, as well as their in-depth knowledge of the business world.

It is a great program that provides students with tremendous value. It provides highly experienced professionals who bring valuable discussions in the classroom, high quality business challenges that are hard to find in an average internship, and superior consulting experience that teaches about strategic management.

Adil Rajabali
Undergraduate from University of Houston
Graduates of the program will be able to:

◆ Evaluate developments in the business environment, and their impact on both domestic Chinese and foreign business organizations;
◆ Identify and analyze ethical and cross-cultural issues related to doing business in China and with Chinese companies abroad;
◆ Evaluate and communicate the impact of culture on business and management practice, with particular emphasis on Sino-foreign business activities;
◆ Demonstrate a basic understanding of Chinese language; and
◆ Potentially secure a job offer in a global company in China or in your home country.

MIBC's Curriculum

MIBC is a ten-month Master's Degree program that includes a three-month rotational internship in a Chinese MNC.

◆ 10 months (3 semesters including a three-month internship at a multinational company)
◆ Taught in English with supplemental Chinese language courses
◆ 49 credits (14 compulsory courses, 3-months internship, and 3 electives)

Term 1
The first term is an intensive immersion into a wide range of fundamental business knowledge and skill areas that are necessary for future career success.

Term 2
The second term is our unique three-month rotational program in a multinational company in China. The Business Immersion Term provides the opportunity to broaden your knowledge of diverse business environments within the company to expose you to a number of critical business challenges while also testing your fit for various roles. Based on this experience, you will have the opportunity to develop a personal development plan tailored to your specific learning needs in Term 3.

Term 3
You will be given a choice of concentrations, and will complete six courses in your selected concentration in both Beijing and Shanghai.

Leads you to International career path!
Individualized just for YOU

- Practical Mentor for your internship
- Coach Guidance for your Career Develop Plan
- Career Develop Plan Implement with a Job Offer Guarantee for Top Students
Practical Mentor for your internship
Coach Guidance for your Career Develop Plan
Career Develop Plan Implement with a Job Offer Guarantee for Top Students
Invest in your future: grow your business skills and network in China

Core courses
◆ Organizations and Management
◆ Business Statistics
◆ Global Macroeconomics
◆ International Trade and Financial Strategy
◆ Customer Relationship Management
◆ Essential of Chinese Culture
◆ Cross-Cultural Management
◆ Chinese Business Language Studies

I had more engagement with real world experience in one week of this program than I did in 3 months of my previous internships. This program exceeded my expectations in every way possible, and I would strongly recommend this program to anyone.

Billy Correll
Undergraduate from Georgia State University
**Concentration courses**

**Marketing**
- Consumer Behavior
- Marketing Strategy
- Chanel Buildup and Management
- Negotiation and Selling Skills
- Market Investigation and Prediction
- Chinese Business Language Studies

**General Management**
- Enterprise Risk Management
- Production and Operation Management
- Supply Chain Management
- General Managing Case Analysis
- Human Resource Management
- Chinese Business Language Studies

**Finance and Accounting**
- Financial Statement Analysis
- Cost Accounting: A Managerial Emphasis
- Financial Accounting
- Case Analysis of Financial Management
- Business Statistics
- Chinese Business Language Studies

**Manufacturing Management**
- Product Quality Inspection and Quality Control
- Production and Operation Management
- Safety Production Management
- Logistics Management
- Production Planning and Control
- Chinese Business Language Studies

**Elective Courses**
- Confucianism and Chinese Philosophy
- Tai Chi and Chinese Kung Fu
- Buddhism and Meditation

**Seminars**
- Encounters Between China and the West
- Chinese Customs and Etiquette
- Foreign Trade and Investment in China
- The Legal System and Economic Law in China
- Political Economy of Policy Making in China

Note: We do reserve the right to change the course schedule if necessary.
“A very long time ago I decided to become a global citizen and China was on my list. Today I can say that I have been to China, I worked in China, and I lived in China. All this was possible thanks to the NBS program.”

Omar Rodriguez-Esparza
Georgia State University, Class 2014

HOW TO APPLY

Admission Requirements
◆ You must hold a recognized Bachelor Degree from an accredited university;
◆ English Language requirement;
— TOEFL score of 80 or above for the Internet-based test, 550 or above for the paper test, OR
— An overall Band Score of at least 6.0 in the IELTS, OR
— NBS English Test (NET) 6
◆ A minimum undergraduate GPA of 3.0 or equivalent.

Application Deadline
The program admission is on rolling basis for two enrollment schedules.

Spring Semester – starts 9th March, 2015
15 November 2014 – Early Decision
30 November 2015 – Round 1
25 December 2014 - Round 2

Fall Semester – starts 28 of September, 2015
25 May 2015 – Early Decision
8 June 2015 – Round 1
6 July 2015 - Round 2
*Please contact the MIBC Program Admission Office via e-mail global@nbs.edu.cn after these dates to inquire about availability.

Application Procedures
Step 1 – Send all the required documents including the scholarship application forms and application fee;
Step 2 – Interviews with our staff;
Step 3 – Admission Committee decision notification;
Step 4 – Pay deposit and submit medical insurance;
Step 5 – Apply for a student visa.
Required Documents

◆ MIBC Program Application Form;
◆ Official transcripts from previously attended colleges and/or universities. The original transcripts must be in a sealed enveloped (unopened) from the issuing institution; If the official transcripts are not in English, an official translation must be obtained and sent to us;
◆ Bachelor’s Degree from an accredited institution is required;
◆ Resume: detailing your chronological professional experience, and dates of earned degrees. Internships and part-time employment may be included;
◆ Copy of your passport;
◆ TOEFL or IELTS SCORES: If you earned your Bachelor Degree in a country whose official language is not English, you must demonstrate English proficiency by taking either the TOEFL or IELTS. Minimum scores for the TOEFL are: 550 paper-based, 213 computer-based and 80 internet-based. Minimum score for the IELTS is 6.0 ;
◆ A non-refundable application fee of US$30.00.
◆ Scholarship and Financial Aid Application Form

Note: Only those applicants who have submitted complete application packages will be considered for admission. Meeting the minimum requirements does not guarantee admission. You do not need to wait until you have all of the materials together to apply. You may submit your application now and the rest of the materials as you collect them.

Tuition Fees

For the 2015 academic year, the cost of tuition is 80,000 RMB (approximately $12,900 USD). Books and living expenses such as dormitory, food, health, and gym are not included in the MIBC program, a non-refundable $1,000 USD residency fee must be submitted, which will be used to secure your spot and be applied toward the program tuition fees.

*All fees are of 2015 Fall quarter, and are subject to change without further notice.
“The NBS summer internship program exceeded my expectations in many ways. It granted me the privilege of hands on consulting experience from an international business perspective. It is a must for anyone looking into consulting or International business in the future.”

Taylor Sampson
Louisiana Tech University, Class 2014

“NBS’s Program quickly familiarized me with Chinese culture and business practices, preparing me for a thorough internship at a prosperous Chinese tech company. Our client’s senior management gave us unfettered access to the company and acknowledged our valuable recommendations for helping the company maintain a long-term competitive edge.”

Ethan fried
Undergraduate from Harvard University
A GROUP OF FORMER STUDENTS GIVE THEIR VIEWS ON THE PROGRAM

Cynthia Frias
Undergraduate from the University of Texas at El Paso

“The skills that I learned through this opportunity can be easily applied in any field I go into because through the adversity of being in an environment I am not familiar with, I learned how to adapt and succeed. It is crucial to have an open mind and welcome diversity so that you may grow as a strong independent individual.”

Steven Yue
University of California, Irvine Class 2014

“A charming program that makes for one truly unforgettable experience in China. If you are looking to experience China from a business perspective I can not imagine a better way to have it done.”

Daren Seto
Undergraduate from University of Maryland

“Provided great business experience while exposing us to China and its culture.”

Iqbal Sherif
New Jersey Institute of Technology, Class 2014

“NBS has the most complete internship that would let you experience international Business in the real world.”

Karen Marie Vasquez
Undergraduate from University of Houston

“The program has provided me with the experience and skills I need for my future career. The NBS program is MEMORABLE and EDUCATIONAL”

Lili Yip
Graduate from University of California, San Diego

“NBS has helped me gained a global perspective on doing business and gave me the chance to gain first hands experience on strategic consulting. Not only was this an extremely rewarding professional experience, it allowed me to meet other amazing talents that share the same passion and interests as me.”
Contact Information
Please do not hesitate to contact us with any questions.

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