



Degree Education Programs Sponsored by Ministry of Commerce PRC



對外經濟貿易大學
University of International Business and Economics

International Executive Master of Business Administration (IEMBA)

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March, 2019

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I Program Introduction

(1) Basic Situation

A. Introduction

Degree Education Programs sponsored by the Ministry of Commerce of People's Republic of China is designed to offer one-year and two-year master programs as well as three-year doctoral programs for the purpose of educating inter-disciplinary talent working in the applied fields of government, trade, foreign affairs, agriculture, technology, education, culture and health, building intellectual capacity and facilitating the economic and social development of the recipient countries since 2008. These programs provide assistance to governmental officials, research fellows, and senior managerial personnel on their master and doctor education in China, which are fully conducted in English. Admission requirements include a bachelor's degree, relevant working experiences, and decent physical conditions, essential for the high-compact curriculum needed for the degrees.

Up to now, the University of International Business and Economics (UIBE) has held five IEMBA program for two years in succession, with 265 graduates, who are advanced administrative talents with creative thinking and global vision, being well aware of both transnational business pattern and Chinese economic environment. They are playing a more and more important role in stimulating economic cooperation between China and their home countries whose governments are attaching great attention to this program.

B. Target of Enrollment

Senior managers with at least 3 years of work experience, no more than 45 years old; officials with a bachelor's degree (or equivalent qualification), or a middle and senior manager who is engaged in business management and international economic cooperation in his country.

C. Training objectives

This program is for senior managers and business officials who are experienced in business administration. It aims to develop senior international managers with innovation ability, international vision and inter-cultural communication skills and keep them well informed with both transnational business models and Chinese commercial environment. Through the study of this project, students can not only improve the integration of knowledge and resources, but also strengthen their decision-making and execution.

D. Enrollment Plan

Major: International Executive Master of Business Administration (IEMBA)

Schooling plan: one-year

Teaching language: English

Enrollment quantity: 45 students

E. Funding content

- a. Exemption from tuition fees, teaching materials fees, field trip fees for research and survey, English teaching subsidies, and graduation thesis guidance fees;
- b. Free on-campus housing;
- c. Living allowance: Master's degree 36,000 yuan/person/year, doctoral degree 42,000 yuan/person/year;
- d. A one-time resettlement fee of 3,000 yuan/person;
- e. Comprehensive medical insurance in China;
- f. Free round-trip international airfare: one-year program only have one time free round trip, and for two years or more, a round-trip international air ticket is provided and also n-1 times round-trip international air ticket (n is the number of school years) to return home to visit the relatives.
- g. All degree students are required to participate in the annual review, and those who reach the academic performance assessment standard can continue to enjoy the full scholarship in the second year.
- h. Other expenses are managed by the Ministry of Commerce or the school and are not distributed to the students. The Ministry of Commerce only provides funding for students within the academic system. The student who postponed their graduation for personal reasons can not receive continued funding.

(2) School Profile

A. Introduction to UIBE

The University of International Business and Economics (UIBE), situated near the Olympic Business Center of Beijing, was founded in 1951. UIBE is a national key university under the leadership of the Ministry of Education and the Ministry of Commerce, and is one of the first batch of universities to be included in "project 211", also participated in the "Double-First Class" initiative.

UIBE pursues to be an outstanding national university and a prestigious international university with its distinct characteristics. UIBE has already become a multi-disciplinary university specialized in the fields of economics, management, liberal arts, law and science, and competitive in the subjects such as international trade, international law, finance, business management and foreign languages. UIBE is the first university in possession of both Chinese and English instructional systems at the undergraduate and postgraduate levels. At present, the university offers nearly 83 majors to overseas students of bachelor, master and doctoral study. Among them,

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28 majors are offered entirely in English. UIBE is at present the only economic university in China which has been granted with four accreditations as EQUIS, AACSB, CAMEA and AMBA. In terms of AACSB, we are the first entitled university among the "project 211" institutes. Being the only university with "Career Advisory Center" for International students, UIBE has established cooperative relationships with over 100 famous enterprises. In 2018, we ranked the 1st on the ratio of currently studying International students to Chinese students among all China universities, the 2nd place in employment rate, 1st place in the terms of payment increase for graduates, and 1st place on the rate of Chinese graduates studying abroad. In the 2018 ranking of "China's Best Universities" held by ShanghaiRanking, UIBE ranked the first place among economic universities.

UIBE has a total enrollment of around 16,000 full-time students including more than 3,400 international students from 160 countries. As always, UIBE students are widely welcomed by society for their sound professional knowledge and skills, strong linguistic ability, active thinking and rich practical experience. UIBE graduates have been mainly employed in government departments, multinational corporations, financial sectors, large-scale foreign trade corporations and commercial institutions stationed abroad. They are playing an important role in promoting global economy and social development.

B. Introduction to SIE

School of International Education (SIE) of UIBE is specially engaged in recruiting international students for UIBE's degree and non-degree study programs, and provides relative services. After the foreign students become one of members of the school, SIE takes the responsibility of the school register management, the visa services, the educational administration and the daily life consultation. Except the degree programs, SIE also offers language training programs, including the Chinese Language and Business Chinese at different levels, and Advance Studies on Chinese Economy and Culture.

Currently, there are more than 3,400 foreign students from 160 countries and regions studying at the University of International Business and Economics, over 2,600 of them are taking degree courses and over 800 students are taking Chinese language courses and non-degree courses. In addition, there are lots of short-term study students and visit associations and students come to UIBE each year. UIBE has become renowned for the high quality education it has provided to thousands of foreign students over the past years. These students not only improved their Chinese proficiency at UIBE, but also learned and grasped the solid knowledge of Chinese culture, economy and trade. Many of these students have already become the backbone force to carry on the cultural exchange and the business intercourse with China.

School of International Education has Dean's Office, Admissions Office, Office for Degree Education, Office for Non-Degree Education, Department of Students' Affairs, Department of Teaching and Service Center. All staffs of SIE are well trained, full of

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teaching and management experience, have strong sense of responsibility and highly entrepreneurial.

C. Life at Beijing

- a. UIBE is situated at Olympic Business Circle of northeast Beijing. In Beijing, the climate is a typical north temperate and semi humid continental monsoon climate. It is rainy in summer, cold and dry in winter with very short spring and autumn. The average temperature is 0-15 degrees in spring. The annual average temperature is 20-35 degrees in summer. In fall, the average temperature is 15-28 degrees. In winter, the average temperature is -10-5 degrees, down jacket is needed. In 2018, the per capita disposable income of Beijing residents was 62,361 yuan. The living expense is very high in Beijing.
- b. At present, there are altogether four international student apartment buildings in the school, namely Huibin Apartment (#6 Building), Hui Cai Apartment (#5 Building), Huide Apartment (#0 Building), and International Plaza (#8 Building). We have a total of 1235 (sets) standard rooms, suites and luxury suites divided into three classes from high, medium to low. A total of more than 2,200 beds are available. All rooms are designed and decorated to the hotel standards of two-star, three-star and four-star. IEMBA students will enjoy the standard of accommodation for one person, mainly living in International Exchange Building (#8 floor) and Huibin Apartment (#6 floor), all with separate bathroom and public kitchen.

(3) Teaching Arrangements

A. Course arrangement

a. Compulsory Courses

Course Name	Introduction	Credit
Managerial Economics	Success or failure in business depends critically on the positioning of the firm and the management of its resources. Through the lens of economics, students will learn to think systematically and strategically about achieving competitive advantage through the management of the firm's resources. They will analyze management problems concerning demand, costs, pricing, market structure, and strategic interactions with competitors.	3
Management and Organizational	This course is designed to expose managers with important theories and conceptual models for analyzing, understanding, and managing behavior within	3

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Behavior	organization at individual, group and organizational level for the effectiveness of management practices.	
Financial Accounting	This course aims to provide an understanding of the concepts, principles and conventions upon which financial accounting is based, and more importantly to provide an analytical basis upon which to intelligently interpret financial statements.	3
Marketing Management	Marketing is a total system of business action and should be seen as the key element in the running of any business. This course could enable students to better appreciate the role of marketing in individual firms as well as in the wider community by exposing them to theories and basic concepts.	3
Strategic Management	Strategic Management aims to develop the necessary strategy making and strategy implementation capabilities for business managers when leading business to success. The course will guide the students think the relationship between business and its external environment, learn the way of making strategy and executing strategy. This course will also help broaden managers' view and improve their integrated understanding to business' future.	3
International Business Management	The course surveys theories of international trade, foreign direct investment, international financial institutions, differences in political economy and culture, barriers to trade, foreign exchange, business-government relations, and the strategic alternatives available to companies operating in the global economy.	3
Business Chinese (I)	Based on the contemporary Chinese characteristics, this course focuses on business Chinese language study and helps students to improve the primary ability of listening and speaking ,and to master the basic Chinese sentence patterns and vocabularies.	2
Business Chinese (II)	Based on the contemporary Chinese characteristics, this course focuses on business Chinese language study and helps students to further improve the ability of listening and speaking ,and to master more Chinese sentence patterns and vocabularies.	2

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Course Name	Introduction	Credit
Business Research	Business visits and trips will be organized in order to provide the students with better understanding of China's economic development, business operation and traditional culture.	4

Seminars

Course Name	Introduction	Credit
Seminars	Experts and scholars in relevant fields will be invited to give lectures to broaden students' knowledge and help them better understand China's economic and social development.	2

b. Elective courses

Course Name	Introduction	Credit
Chinese Economy and Society: Developments and Problems	This course focuses on major issues of current Chinese economy. With rich materials and vivid pictures, the course will touch upon China's economic reform and discuss some problems accompany with the reform in the past three decades (1978-2008).	3
Human Resources Management in China	This course will help students understand how the management of people is influenced by the social, ethical, and legal environment; by diversity in the work place; by the organizational culture; and by the business strategy.	3
Environmental Protection in China	The course explores how serious the environmental problems are in the world with more emphases on the issues China is facing. It also examines the rough route the international community has taken to work out agreements to stop the earth from deteriorating.	3
Chinese Traditional Culture and Leadership Behavior	This course intends to introduce to the leadership behavior characterized by Chinese traditional culture, which is different from the leadership behavior based on Western culture emphasizing the individualism as opposed to collectivism.	3

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China in the Global Economy	This course focuses on China's economic relations with the rest of the world, covering China's increasing trade, investment and commercial links across the globe, and their resulting impacts on China's startling rise.	3
Case Study of International Corporations Marketing Strategies in China	The course aims to focus on the multinational corporations' marketing strategies and operational issues facing multinational corporations in doing business in the Chinese market.	3
Corporate Governance in China	This course will introduce the diversified patterns of governance globally and within China. While the emphasis is on the the governance in China, how China's governance is different from other popular models in the world will also be discussed.	3
Chinese Business and Management	The course consists of two parts. The first part examines the Chinese economic development and business environment. The second part is related to the Chinese management system and practice.	3
Supply Chain Management	The goal of this course is to give students a broad exposure to supply chain management, focusing on the managerial tools needed to understand and articulate the problems of an organization's business processes, and the skill sets to analyze and continuously improve these business processes.	3
International Strategy	This course examines the theory and practice of grand strategy in historical and contemporary contexts from a variety of analytical perspectives.	3
Economic Transformation of China	The course strives to provide an introduction to the transformation of China from traditional agricultural society to modern state with socialist label.	3
Business Essential in China	The course is designed to help international students understand the essential elements of conducting business with China. It covers related topics such as entering the markets in China ,catching business opportunities and the Chinese business culture.	3

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Intercultural Communication: Theory and Practices	This course is an introduction to intercultural communication theory and its practical principles.	3
The Contemporary China	The course is designed to help international students better understand the essential features of contemporary China. It covers important issues in the demography, politics, economy, national defense, foreign relations, legal system, social policies, education, ethnic groups, religion, and other related areas of China.	3
Chinese Business Culture and Consumer Behavior	This course helps students understand the Chinese business culture on greetings, meetings, business entertainment, appointment, addressing Chinese, public behavior, business attire, conversation topics, Chinese women, business gift-giving, body languages, ten rules for doing business in China, business travel in China.	3
International Economic Cooperation: The Case of China	This course focuses on Chinese international economic cooperation in the past more than three decades (1980-2016). It will analyze Chinese international economic cooperation since her reform and open policy was applied.	3
International Finance: System, Market and Investment Opportunities	This course will talk about international finance, focusing on international financial system, international financial market, and especially, the investment opportunities in the foreign exchange market.	3
Corporate Strategy and Business Model	The objective of this course is to help students to understand and grasp the art of competition for firms in business world. The art includes two closely related aspects, corporate strategy and business model.	3
Marketing in China	This course is to provide a brief overview for China's current marketing strategy. The course is integrative in approach, combining the content of marketing theories with marketing practices in China.	3
Project Management	This course describes the concepts, principles, techniques, functions of managers, project management process, risk	3

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	control and analysis, efficient leadership and Team, performance and evaluation, and strategy of organizations.	
Antitrust, Regulation and Competition Policy	This course focuses on monopolies, oligopolies, and cartels and other environments where firms cooperate rather than compete. The two main areas that are examined are economic regulation and competition policy.	3
China's Culture and Society from Cross-cultural Perspectives	This course intends to provide an introduction to Chinese culture and society from cross-cultural perspectives. Students will explore central ideas in Chinese philosophy, values, interpersonal relationship, communication patterns, thinking and behavioral norms.	3
International Trade & FDI in China	This course is to provide for the students a better understanding of the development of China's international trade and foreign direct investment. It will discuss the history of trading and focus on the contemporary issues, the recent financial crisis and FDI issues.	3
International conflict and crisis management	This course tries to understand the causes of the conflict, to explain its effects and to describe its dynamics in order to prepare actors, be they state governments, international organizations or individuals, to better manage conflict.	3
Communicating with China	The emphasis of the course is on how to communicate with China and help students have a better understanding of the hidden reasons and mechanisms of the discourse interaction between China and the world.	3

c. Curriculum

Theoretical and practical teaching are combined to enhance students' problem-solving abilities.

Students should acquire 34 credits to get the diploma including a compulsory module (22 credits), an optional module (6 credits), a specific lecture module (2 credits) and a business trip module (4 credits).

d. Profiles of Instructors

In order to promote the development of academic education degree programs sponsored by Ministry of Commerce, UIBE has boasted qualified faculties and optimized the structures of teachers' age compositions, educational backgrounds and graduation schools. A great amount of academic leaders of world-wide significance,

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key teachers and high-end professionals in related disciplines have been introduced into education programs. UIBE has accumulated and then formed an academic innovation team that has enjoyed considerable reputations at home and abroad. Meanwhile, UIBE empathizes the great importance on overseas experiences of faculties in this degree education programs who are all skilled in teaching in English. Parts of those professors' profiles are as follows:

No.	Name	Professional Title	Highest Degree	School of Graduation	Research Field
1	Wu Jianfeng	Professor	Ph.D. in Management	Purdue University	Internationalization of Chinese Enterprises; Innovation and Entrepreneurship of High-tech Enterprises
2	Jing Ran	Associate Professor	Ph.D. in Economics	University of British Columbia	International Trade; Industrial Economic; Applied Econometrics
3	Wang Zhihui	Associate Professor	Ph.D. in Management	Renmin University of China	Strategic Transformation; Entrepreneurial Innovation; Corporate Governance
4	Zhang Wei	Associate Professor	Ph.D. in Management	South Westphalia University of Applied Sciences	Internationalization of Enterprises, Organizational Theory; Cross-cultural Management; Management Communication
5	Zhang Leinan	Associate Professor	Ph.D. in Management	Xi'an Jiaotong University	Marketing Strategy; Innovation management; International marketing; Corporate Social Responsibility
6	Dai Tianjing	Associate Professor	Ph.D. in Accountancy	The London School of Economics and Political Science	Cost and Management Accounting; Financial Accounting

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7	Chen Zhunmin	Professor	Master of Arts	University of California, Los Angeles	English Teaching; Business Administration; Management Learning; Computer-simulation-aided Futures Transactions Teaching
8	Zhu Mingxia	Professor	Ph.D. in Management	Northumbria University	Franchising Business; Marketing; World Market Quotations
9	Ding Dou	Professor	Ph.D. in Economics	Peking University	Chinese International Economic Relations; Regional Economic Integration
10	Zhuang Rui	Professor	Ph.D. in Economics	Renmin University of China	Chinese International Economics and Trade; International Regional Economic Co-operation; Economy of Taiwan; Hong Kong and Macao
11	Wang Fuming	Professor	Master of International Management	Thunderbird, The American Graduate of International Management	Chinese Business and Management; Modern Project Management; Trade Policy; Public Management Theory
12	Wang Xinbo	Associate Professor	Ph.D. in Economics	Chinese Academy of Social Sciences	Institutional Economics; Environmental Policy
13	Du Yang	Lecturer	Ph.D. in Laws	Renmin University of China	Diplomatic Policy; International Security; Regional Politics
14	Chen Jianxun	Professor	Ph.D. in Management	Renmin University of China	Foreign Direct Investment; International Strategy and International Business; Innovation Management and Organizational Theory
15	Bilal Khan	Associate Professor	Ph.D. in Economics	University of California, Los Angeles	International Economy; Labour Economics; Chinese Economy

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16	Yang Hangjun	Professor	Ph.D. in Management	University of British Columbia	Transport Economics; Logistics Management
17	Gong Jiong	Professor	Ph.D. in Economics	University of Texas at Austin	Macroeconomics; Finance
18	Shi Xingsong	Professor	Ph.D. in Arts	University of Texas at San Antonio	Cross-cultural Communication; Cross-cultural Adaptation; Business Communication; Introduction to European and American Culture
19	Xian Xibiao	Professor	Master of International Management	St. Thomas University	Business English; Business Management
20	Feng Naixiang	Associate Professor	Master of International Management	St. Thomas University	Human Resources; International Marketing

B. Teaching Mode

Class Teaching: Considering the particularity of the composition of participants, IEMBA program adopts lectures, case studies, lectures, tutoring and other forms of flexible and diverse teaching methods;

Business Visits: To enhance participants' understanding of the Chinese financial and business environment, IEMBA program provides regular arrangements for participants to visit economic development zones, enterprises, Beijing rural areas and functional governmental departments. In addition, local officials and enterprise managers are invited to communicate with participants of the program.

Cultural Experience: In addition to a monthly trip to rural suburbs of Beijing, IEMBA program also arranges visits and study tours for participants to go out of the capital to experience Chinese culture.

C. Academic Structure

Registration: End of August 2019

Starting school: Early September 2019

Winter Vacation: Mid-December 2019

Graduation: End of June 2020

D. Graduation Thesis

(a) requirements for thesis writing

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Graduation thesis is an important part for participants to get the master degree. It should be written under the guidance of the tutors. The thesis topic should be related to professional fields. Participants should determine their topics combining with their professional knowledge during the study period

(b) Requirements for thesis defense

Thesis should be submitted in the second semester. Participants who meet the following requirements can apply for thesis defense.

- 1) All courses results should be qualified and total credits should be acquired according to the major.
- 2) Examination for graduation qualification should be passed.
- 3) Academic and other relevant provisions should be met.

Time for thesis defense is between the end of April to the end of May.

E. Degree Granted

Program participants, who gain required credits, finish master degree thesis and pass thesis defense will be granted a MBA degree by UIBE.

II Application Method

(1) Application Requirements

- A. Under the age of 45, born after September 1st 1974.
- B. Applicants must be healthy and must not have any disease or situation listed below: Diseases prohibited by Chinese Entry-Exit Inspection and Quarantine Laws and Regulations. Other severe chronic diseases like high blood pressure, cardio-cerebrovascular disease, diabetes; psychological diseases; or other infectious diseases which may harm public health. In recovery period after major surgery or acute disease attacks. Severe physically challenged. Pregnancy. If student get pregnant during the study in China, the study will be canceled.
- C. Applicants participated in this program are required to have a bachelor's degree with more than three years working experience.
- D. Having a professional learning or work background related to the applied project will have priority in the selection.
- E. Applicants participated in this program are required to be officials of division level and above with a bachelor's degree (or equivalent qualification) or Middle and senior management staff who engaged in the domestic operation or management and international economic cooperation.
- F. Fluent English. Non-native English speaking applicants must have English proficiency equivalent to IELTS 6.0 or TOEFL (IBT) 86 and above level.

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G. Have the potential for career development in this field and intend to promote friendly exchanges and cooperation between the host country and China.

H. Students who is studying in China or have been granted with other Chinese government scholarship already.

(2) Application Procedures

a. Application to UIBE

Please visit the Online Application System of UIBE (login www.uibe.cn , click the Apply Online to enter the Online Registration System). After registration, submit the registration form filled out online and download and print.

After filling all the required information online, an application form will come into being. Print out the form, put on a hand-written name and date, and then post a photo on it. The major program is to be IEMBA.

b. Application to Chinese Government Scholarship

Please visit the online application system of Chinese Scholarship Council at <http://laihua.csc.edu.cn/>, and register for an account. Select the program “Chinese Government Scholarship”, fill in all the required information, and an application form will come into being. Print out the form, put on a hand-written name and date, and then post a photo on it. To complete the form successfully, please note the following information:

(1) Program Category choose **Type B**, the agency No. of UIBE is **10036**;

(2) The CSC number is to be used in filling the 201 visa to study in China.

c. Application Materials

Please prepare the following materials before submitting your application.

- UIBE application form (Apply online, print out with signature)
- Application form for Chinese Government Scholarship (Apply online, print out with signature)
- A copy of highest diploma and transcripts
- Study plan in China within 1500 words. Individuals' ideas and goals for studying related majors in China and the learning and research tasks that individuals wish to complete during their studies in China.
- CV: Personal background information and high school learning and work experience.
- Recommendation letters from working company in English or Chinese: A letter of recommendation from the applicant's institution to introduce the applicant's basic information and indicate that they are willing to recommend them to study in China.

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- Academic recommendation letter: A letter of recommendation from an associate professor and above to introduce the applicant's academic background, professional direction, past performance and research ability.
- A copy of candidate's passport : A photocopy of the passport photo page, clearly showing the name, passport number and other information. Do not submit your application using a diplomatic passport or an official passport.
- Two recent passport photos, white background, no hat
- A copy of TOEFL 86 above or IELTS 6.0 above or official letter of English proficiency, or passing the telephone test by UIBE faculty. Only for non-English-spoken countries.
- The physical check form shall be issued within one month before the submission of application, showing that the applicant carries no infectious diseases which may have a serious impact on public health or fall into any of the health situations prohibited by China's Entry-Exit Inspection and Quarantine Laws and Regulations.

d. Submission

- 1) The trainee can apply for the scholarship program after obtaining the approval and recommendation of the relevant responsible department of the government, and submit the materials according to the specific requirements of the relevant departments of the host country;
- 2) If the host government allows the individual to submit the materials directly to the embassy in China, the student shall hold the relevant certificate or recommendation letter approved by the host country to study in China, and submit the original paper documents and scanning electronic forms mentioned by the above 1, 2 and 3 to the Economic and Commercial Office of the Chinese Embassy in the country. The address and contact information of each business office can be found in the official website of the International Business Officials Institute of the Ministry of Commerce (English version), <http://www.china-aibo.cn/>.
- 3) The responsible department of the host government shall requests the business office to issue a recommendation letter for the recommended student in the country, and indicate in the written request that if the school quota has been used up, whether to accept the transfer to other schools for the same or similar major . If there are other special instructions, please write down as well.

Reminders

- 1) All the documents to be submitted should be in Chinese or English. Otherwise, a notarized copy in Chinese or English is required.
- 2) An original copy of degrees, transcripts and language certificates must be presented for on-site verification. After the inspection by the staff of Economic and Commercial Counselor's Offices, the applicant should send the scanned copy of the application materials to the admissions office.

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3) Applicants will get back all the hard-copy materials, both original copies and photocopies from the Economic and Commercial Counselor's Office. If admitted, they must take the documents to China and submit them to the Institute of South-South Cooperation and Development during registration in early September.

(3) Application Deadline

June 28, 2019

III Other Important Instructions

(1) Contact information

A. Address of the Admissions Office:

Admissions Office, School of International Education, University of International Business and Economics

Room 101, B Sector of International Plaza, No.10, Huixin Dongjie, Chaoyang District, Beijing, China

Name: Ms. LI Jing

Tel: (86-10) 6449-2329/6449-2327

Fax: (86-10) 6449-3820

Email address: uibescholarship@163.com sie@uibe.edu.cn

Website: <http://www.uibe.cn>

(2) Other Reminders

- a) No matter what the application result is, all application materials will not be returned.
- b) The Chinese government will not make any explanation whether you are admitted or not.
- c) It is not allowed to bring a spouse or children to China to accompany them..Expenses of family-visit from spouses, children will not be admitted.
- d) Any procedures and requirements about coming to China will be described in the offer document.