Apply now!

School Website:https://business.bisu.edu.cn/#/home

Contact Information

- **Business School**
  Contact: Ms. Chen
  Tel: +86-10-65778981
  Email: chenhongying@bisu.edu.cn
  Address: Rm 520, Zhixing Building, No.1 Dingfuzhuang South Li, Chaoyang District, Beijing 100024, P.R.China

- **Office of International Exchange & Cooperation**
  Contact: Ms. Nie
  Tel: +86-10-65778827
  Email: study@bisu.edu.cn
  Address: Rm 102, Mingde Building, No.1 Dingfuzhuang South Li, Chaoyang District, Beijing 100024, P.R.China



北京第二外国语学院商学院
BISU · BUSINESS SCHOOL

Enrollment Guideline for Bachelor of International Business and Management (IBM) in Marketing

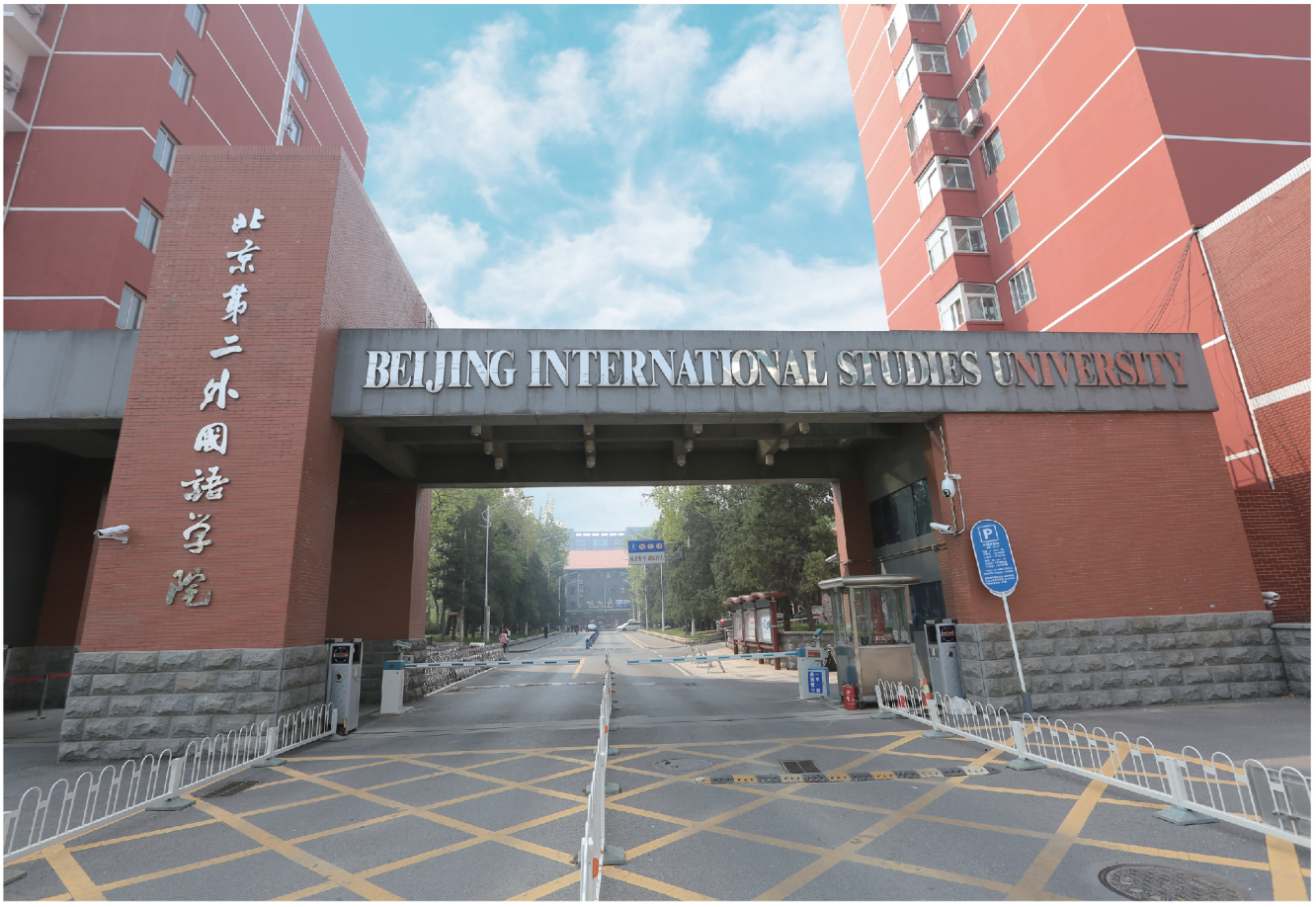


IBM Marketing

Content

BISU Profile 01
Features 02
Requirements 05
Payment Methods 05
Application 06
Scholarships 08
Photo Gallery 09

BISU website:https://www.bisu.edu.cn



BISU Profile

Beijing International Studies University (BISU) is a renowned multidisciplinary institution of higher education, offering courses in literature, management, economics and philosophy, with foreign languages and tourism as its flagship disciplines. It serves as an important education base in China for talent training in and research of foreign languages, translation, tourism, and economics and trade.

Located in Chaoyang District, Beijing, west to the Central Business District (CBD) and east to Tongzhou District, the subsidiary administrative center of Beijing, BISU enjoys a very convenient location.



Features

About the program

The Marketing Program is oriented towards serving the development of the digital economy and modern service industries. It is based on the cultivation positioning of 'Data-driven Decision Making + Intelligent Marketing Applications' and has built a curriculum system that integrates consumer behavior, big data analysis, brand management, and digital marketing.

In recent years, the major has continuously advanced AI-enabled teaching reforms, integrating machine learning, text analysis, and business data analysis into teaching and practical sessions. This strengthens students' capabilities in applying data to user insight, market forecasting, and marketing strategy formulation.

After completion of studies in the program, students will be qualified to engage in international marketing, digital marketing analytics, brand communication, and data-driven marketing management. They will be equipped with a global perspective, digital mindset, and data analysis capabilities, making them competitive compound marketing professionals in the global digital economy.



Curriculum Structure

To be award the Bachelor in management degree, students must earn 110 credits. The thesis should demonstrate that the degree applicant has the ability to independently undertake practice-oriented and problem driven applied research with innovative thinking.

Teaching Language

All courses are delivered in English to ensure barrier-free communication. Dedicated academic tutoring is provided to help international students quickly adapt to the Chinese and international business environment.

General Education Curriculum Structure

Module	Course Title	Credits	Class Hours	Weekly Class Hours by Semester							
				1	2	3	4	5	6	7	8
General Education	Comprehensive Chinese	16	256	4	4	4	4				
	Chinese Society and National Conditions	2	32					2			
	Outline of Chinese History	2	32					2			
	Chinese Culture and Philosophy	4	64						4		
	Total 4 courses	24	384								



Major Required Courses

Module	Course	Course Title	Credits	Class Hours	Weekly Class Hours by Semester							
					1	2	3	4	5	6	7	8
Major Required Courses	BSTS002	Calculus I ▲	2	32	2							
	BSTS005	Calculus II ▲	2	32		2						
	BSTS007	Probability and Statistics ▲	2	32		2						
	BSZB001	Principles of Management ▲	3	48	3							
	BSZB001	Microeconomics ▲	2	32		2						
	BSTS005	Marketing ▲	3	48		3						
	BSTS007	Principles of Accounting ▲	3	48			3					
	BSZB001	Organizational Behavior ▲	3	48			3					
	BSTS005	Principles of Finance ▲	3	48				3				
	BSTS007	Human Resource Management ▲	3	48				3				
	BSTS005	Financial Management ▲	3	48					3			
	BSTS007	Operations Management ▲	3	48						3		
	BSZB001	Strategic Management ▲	3	48						3		
	BSZB001	Business Ethics ▲	3	48							3	
	BSZB001	Brand Management ▲	2	32							2	
Total 15 courses			40	640	5	9	6	6	3	6	5	0

Requirements

Application Requirements

Applicants must be between 18 and 50 years old, in good health, and hold a high school diploma or equivalent.

Application Documents Requirements

- BISU International Student Application Form
- Copy of passport or residence permit
- Resume / CV
- Highest academic certificate (high school students must provide enrollment certificate; original documents must be submitted for verification upon registration)
- Academic transcripts
- Two recent passport-sized photos
- Language proficiency certificate
- Students transferred from another domestic university must also provide a copy of valid residence permit and a certificate of the original university's consent to transfer.

Language Requirements

Applicants who choose the English-taught courses are required to fulfill one of the following criteria:

- TOEFL (PBT) 550 / TOEFL (iBT) 80 / IELTS 6.0 or equivalent.
- Applicants from English speaking countries or last degree courses was taught in English are exempted from the above language requirements.
- Applicants from partner institutions are exempted upon providing a letter of proof indicating English proficiency equivalent to CEFR B2.

Application Deadline

June 30, 2026.

Payment Methods

Applicants can transfer the application fee, tuition and accommodation fee to the following bank account:

Beneficiary: Beijing International Studies University

Beneficiary bank: The Agricultural Bank of China Beijing Branch, Ding Fu Zhuang Sub-Branch, Beijing P.R. China

Account No: 11 0433 0104 000 3700 **Swift:** ABOCCNBJ010

AC Account: 65501-9000 **Banking office code:** 474

Important Notes:

① Applicants should consider the impact of daily exchange rate fluctuations and international bank transfer charges on the final amount received. The student must ensure that the actual amount credited equals the required RMB amount. Any shortfall due to exchange rate differences or bank fees shall be borne by the student.

② BISU may assist new students with residence application procedures upon arrival. Agency fees and visa fees are to be borne by the student.

③ The application fee is not refundable; the tuition and accommodation fees are also not refundable if not attributable to the university.

④ The student must include a reference note with the transfer, clearly stating their passport name and passport number.

Application

1 Application

① Applicants can register and log into the BISU International Student Service System (http://apply.bisu.edu.cn/) for application.
② Period: March 1 to June 30, 2026. The application shall be submitted in Chinese or English.
③ Applicants must provide truthful, accurate, complete, and valid information. Applicants affirm that they have no record of drug-related or other illegal, irregular, or undesirable conduct. Any adverse consequences or responsibilities arising from incorrect, missing, false, or invalid information, or from concealing disqualifying circumstances (e.g., drug involvement), shall be borne entirely by the applicant.
④ In addition to completing the online form, applicants must upload the required supporting documents. These should be submitted as color scans; and the originals should be retained for verification. If the application materials are not in Chinese or English, a Chinese or English translation must be appended.

2 Initial Review

BISU will review the application materials and organize entrance examinations or interviews according to program requirements. Admission decisions are made on overall evaluation results.
During the review period, applicants can log into BISU International Student Service System to check their application status, track their progress and view relevant notices.
The reviewing process takes approximately 15 working days.

3 Admission

Upon successful review, BISU will email Visa Application Form for Study in China (JW202/JW201) and the BISU Admission Notice the applicant by July 31. Applicants must then apply for "X1" or "X2" visa at Chinese Embassy or consulate in their home country, using the Visa Application Form, Admission Notice, and Health Examination Report.

4 Registration

New students must register within the period specified in the Admission Notice. Those who fail to register by the deadline without valid reasons shall be deemed to have automatically withdrawan. Before registering, students should contact the school to confirm their intended arrival date and relevant requirements.
Upon registration, students must bring:
- Admission Notice
- Visa Application Form for Study in China (JW201/JW202)
- Original application materials
- Five (5) 2-inch white-background ID photos

If a physical examination was completed in the home country, all original examination records must also be submitted.

5 Post-Admission Verification

BISU will verify students' admission eligibility upon and after the registration. If any discrepancies are found between the admission letter, candidate information, or supporting documents and the actual circustances, or if fraud, misconduct, or other illegal activities are found, the student will be deemed unqualified. In such cases, admission or student status will be canceled.

6 Academic Calendar

The academic year is divided into two semesters: autumn and spring. The autumn semester generally runs from September to January of the following year, and the spring semester from March to July. Specific dates are subject to the official BISU academic calendar.

7 Health Examination

According to the relevant regulations of the Chinese government and BISU, international students are required to submit a standard health examination form (available at Chinese Embassy/ consulates abroad). BISU will submit the forms to the designated hospital for review. Students who pass the review will pay a fee of 60 RMB. Those who fail must undergo supplementary examinations at their own expense.
Students who did not complete a health examination in their home countries will be organized by BISU to attend an examination at a designated hospital after arriving in China. The cost (approximately 400 RMB) shall be borne by the students.

8 Insurance

According to the regulations of the Chinese government, all international students must purchase the designated medical insurance in China. Reference insurance premium: 400 RMB per person for six months, 800 RMB per person for one year.

9 Fees

(1) Tuition and Application Fees

- Application fee: 800 RMB (non-refundable)
- Tuition fee: 20,000 RMB/academic year (Outstanding applicants are eligible for various levels of financial aid)

(2) Accommodation Fees and Facilities

Apartment	Room Type		Rate Standard		Room Facilities
			Long-term Students	Short-term Visiting Students	
Qinxue Apartment	Double Room		10,400 yuan/ academic year/bed	40 yuan/ day/bed	bed, bedside table, desk, bedding, air conditioner
Dingfuzhuang Apartment	Double Room		17,000 yuan/ academic year/bed	66 yuan/ day/bed	Bed, desk, chair, wardrobe, air conditioner, refrigerator, washing machine, kitchen, bathroom (with shower)
	3-person room		14,000 yuan/ academic year/bed	54 yuan/ day/bed	
	4-person room		11,000 yuan/ academic year/bed	42 yuan/ day/bed	
Yishuifangyuan Apartment	2-bedroom apartment	Four-person room (2 people per bedroom)	12,000 yuan/ academic year/bed	46 yuan/ day/bed	Bed, desk, chair, wardrobe, air conditioner, washing machine, small cabinet, bathroom (with shower), wall-mounted boiler
	1-bedroom apartment	Three-person room (2 people in one bedroom,1 person in the other bedroom)	14,000 yuan/ academic year/bed	54 yuan/ day/bed	
	Studio (large open-plan)	Three-person room	15,000 yuan/ academic year/bed	58 yuan/ day/bed	
	Studio (compact open-plan)	Double room	19,000 yuan/ academic year/bed	73 yuan/ day/bed	

Note:

① Qinxue Apartment features public kitchens and public washrooms (with washing machines and dryers).
② Yishuifangyuan Apartment includes shared kitchens equipped with a microwave, refrigerator, dining table, and small cabinets.
③ Each room in the international student apartment receives a monthly allowance of 80 kWh of free electricity for daily living and study. Excess consumption is at the student's own expense. No additional allowance is provided for students staying on campus during winter or summer vacations.
④ If accommodation fees are paid in advance, the fees for winter and summer vacations may be waived. Specific policies are subject to the regulations of the International Student Apartment Management Center.
⑤ The apartment information above is for reference only. Room allocation will be uniformly arranged by BISU during new student registration.

Scholarships

CHINESE GOVERNMENT SCHOLARSHIP

The Ministry of Education of China entrusts the China Scholarship Council with the enrollment and administration of the Chinese Government Scholarship. The scholarship is classified into full scholarship and partial scholarship. The full scholarship covers tuition fees, accommodation fees, living expenses, and comprehensive medical insurance premiums, whereas the partial scholarship subsidizes only one or more of these items. Applicants shall contact the Chinese Embassy or Consulate in their home country to apply for the scholarship.

The contact information of the Chinese Embassy and Consulate abroad are available on the website of the Ministry of Foreign Affairs of China (https://www.fmprc.gov.cn/).

BISU is a recipient of the Chinese Government Scholarship, the school code is 10031.

BEIJING GOVERNMENT SCHOLARSHIP

The Beijing Government Scholarship is a tuition scholarship funded by the Beijing Municipal Government for outstanding international students studying in Beijing. Applicants may select the Beijing Government New Student Scholarship and upload the application form as an attachment when submitting their application. Upon approval, the tuition fee for the first academic year will be partially reduced or fully waived. International students currently receiving the Chinese Government Scholarship are ineligible for this award.

For detailed application procedures, please refer to the official website:
http://admission.bisu.edu.cn/col/col17986/index.html.

BISU SCHOLARSHIP

In order to attract outstanding international students to study at BISU, improve the education quality of international students, and enhance the international influence of our university, Beijing International Studies University has set up the"BISU Scholarship".

Eligibility:

① Priority will be given to students with financial difficulties.
② Priority will be given to students from countries along the"Belt and Road"route.
③ Moderate preference will be given to international graduate students with outstanding performance.
④ International students who have been granted with the Chinese Government Scholarship or the International Chinese Language Teachers Scholarship, and those who are in the middle of suspension cannot apply for the scholarship.

Application:

Students should send an email to the designated email address (study@bisu.edu.cn) to apply for the scholarship.

Photo Collection

Classroom Teaching





Orientation activities for new international students and Field Trips







