



杭州师范大学
Hangzhou Normal University

阿里巴巴商学院
Alibaba Business School

Alibaba Group
阿里巴巴集团

阿里巴巴欢迎您!
Welcome to Alibaba!

BACHELOR

"In the next 100 years, human kind will step into an era of information and data. We have to equip entrepreneurial talent with a new business mindset and new business technologies. I hope to develop Alibaba Business School into the most unique top-flight business school in the world."

—Jack Ma

Introduction of ABS

Alibaba Business School was founded in October 2008 by Alibaba Group and Hangzhou Normal University, Jack Ma's alma mater. Ma is the school's first board chairman and dean.

With the mission of cultivating innovative and outstanding management talents and entrepreneurs in the era of digital economy, the school is committed to the innovation of business and management theory, and strives to become the benchmark of the new business school.



Since 2018, Alibaba Business School offers undergraduate and master programs for international students in the major of International Business. Currently, there are about 200 international students from 33 different countries studying at ABS.

INTERNATIONAL BUSINESS



Characteristics

Through the integration of Alibaba's excellent corporate culture, the whole process of enterprise participation, the whole process of innovation and entrepreneurship education, and the close integration with industrial development, the college has established a set of innovative and entrepreneurial Internet business talent training "Alibaba model".

Focus on Internet Business: Alibaba Business School is dedicated to cultivation of talents in the digital economy era, and the majors' direction focuses on internet-related eCommerce, network marketing, international business, logistics management, big data analysis, and smart business, etc.

University & Enterprise Cooperation: Alibaba Business School and Alibaba Group jointly carry out construction and management for the entire school, and achieve the resource sharing between the school and the enterprise to the maximum extent, so as to make students obtain the most cutting-edge internet knowledge.

Combination of theory and practice: Theoretical exploration is closely combined with industrial development, and students' learning is synchronous with practice. The school sets up the advanced innovation and entrepreneurship platform. It is very common that the students practice the knowledge and start the internet business in the school.

Faculty Team

ABS not only has a strong teaching faculty, but also has fruitful teaching and scientific research results. There are more than 100 full-time teachers, and 84% of them have doctorates. There are over 200 part-time teachers, including Alibaba Group executives, experts and scholars.

Program Duration

Four years and no longer than six years

Degree

Bachelor of Management

Graduation Requirements

Graduation Credits: 160 credits

HSK Score: HSK 4 (new format) with a minimum score of 180

Program Objectives

The program develops students' international vision and Internet thinking, to have a solid command of international business theory, competencies of English-Chinese bilingual application, eCommerce practice and applications, and ability of innovation and entrepreneurship, to adapt to the trend of economic globalization and cross-border eCommerce development and the needs of regional economic development, and to be able to engage in not only foreign economic and trade management in government departments but also in international trade, international investment or cross-border eCommerce related work in enterprises, as well as to be international applied talents with high-quality in the field of digital economy.

Core Courses

Fundamental Subjects Platform Courses

Principles of Economics, Introductory of Digital Economy, Theory of International Trade, Management

Professional Core Courses

The practice of International Trade, International Marketing, E-Marketing, Application of Statistical Analysis, Network Retail, Web Design, Case Study of E-commerce, Academic Writing and Presentation, Corporate Finance, International Trade Laws, Consumer Behavior, Human Resources Management, International Business Negotiation, Strategy Management, Supply Chain and Logistics Management, Photography, Animation and Design, Cross-border eCommerce Operation, Innovation Management and Business Model Design.



Contact

Web: <http://abs.hznu.edu.cn/>
E-mail: apply.abs@hznu.edu.cn
Tel: 0086-571-28867532

Online Application

<https://international.hznu.edu.cn>



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