



北京第二外国语学院英语学院

BISU · SCHOOL OF ENGLISH STUDIES

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# Undergraduate Programs for International Students





## Undergraduate Programs for International Students

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## BISU Profile

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

BISU, founded in October 1964 with the support of China's late premier Zhou Enlai, was one of China's first institutions to offer undergraduate education. With "Integrity, Diligence, Truth, and Leadership" as its motto, BISU has long dedicated itself to passing down eastern and western civilizations and boosting cultural and educational exchanges between China and other countries. Students are inspired to learn from all civilizations and achieve the unity of knowing and doing, while its exceptional faculty is committed to offering humanistic education.

BISU is located in Chaoyang district, Beijing, with the Central Business District to its west and Tongzhou district, the subsidiary administrative center of Beijing, to its east. It boasts superior location, convenient transportation, and beautiful surroundings. The campus itself is meticulously landscaped, featuring modern teaching buildings, well-equipped facilities, and vibrant green spaces, creating an ideal environment for learning and research.



## School of English Studies

Established in 1964 (formerly known as the School of English Language, Literature and Culture), we are one of the oldest schools at Beijing International Studies University (BISU). With a faculty of over 120 full-time teachers—including 15 professors, 48 associate professors, and more than 60 Ph.D. holders—we stand as a leading institution in English education and research across China. Our long-standing legacy is built on academic excellence and a commitment to fostering global-minded scholars.

Academically, the school takes pride in its two national first-class undergraduate majors: English (ranked 1st in Beijing's Undergraduate Major Evaluation) and Business English (ranked 6th in China's Best Major Rankings). Our undergraduate programs include four fields: International Communication and Global Governance, Artificial Intelligence and Language Cognition, Business English (Cross-border E-Commerce), and English Education. At the graduate level, we offer courses and mentorship in four graduate programs—English Language and Literature, Comparative Literature and Cross-Cultural Studies, Foreign Linguistics and Applied Linguistics, and English Education—all designed to enhance students' academic expertise and research capabilities.

Guided by the university motto—Integrity, Diligence, Truth, and Leadership—we are dedicated to bridging Eastern and Western civilizations through education. Our mission is to cultivate innovative, high-caliber professionals who are fluent in English, possess interdisciplinary insights, and excel in fields such as literature and cultural studies, economics, management, diplomacy, and international business cooperation. For decades, we have been a catalyst for cultural and educational exchanges, preparing students to thrive in an interconnected world.



# Programs Introduction

The School of English Studies offers three specialized programs designed for international students: International Communication and Global Governance, English, Artificial Intelligence and Language Sciences, and Business English. These programs are structured to equip students with the knowledge and skills needed to excel in global governance, artificial intelligence, and international business sectors.

Courses are taught entirely in English, providing a fully immersive international learning experience. Meanwhile, the curriculum integrates insights into both ancient and modern China, enabling students to develop a comprehensive understanding of China’s cultural heritage and contemporary dynamics alongside their academic disciplines.

## International Communication and Global Governance

### Program Overview

This program is designed to cultivate versatile, globally-minded professionals, proficient in cross-cultural communication and deeply versed in the theories and practices of international communication and global governance. Guided by the innovative principles of AI empowerment, multilingualism, interdisciplinary studies, and practical experience, the curriculum aims to produce exceptional graduates. These individuals will possess a profound global perspective, robust international-mindedness, and sophisticated intercultural communication capabilities. Students will develop a strong foundation in English language and cultural comprehensive knowledge, alongside a nuanced understanding of international rules and the operational skills essential for impactful roles in global governance.

The program specifically prepares graduates for dynamic careers in global affairs, international communication, international cultural exchange, global governance and civilizational exchange and mutual learning. They will be well-suited for positions within international organizations, government bodies, and omnimedia institutions. Graduates will be adept at skillfully employing English for international media content creation and the effective management of international affairs. Furthermore, the program provides a solid academic grounding for advanced studies in diverse fields such as English language and literature, international communication, global governance, or other related humanities and social sciences disciplines, fostering lifelong learning and adaptation.

## Course List 1

	Course	Hours								Credits
		1 <sup>st</sup> Term	2 <sup>nd</sup> Term	3 <sup>rd</sup> Term	4 <sup>th</sup> Term	5 <sup>th</sup> Term	6 <sup>th</sup> Term	7 <sup>th</sup> Term	8 <sup>th</sup> Term	
Core Courses ( Required ) 专业必修课	Introduction to Chinese Culture 中国文化概要	32								2
	Introduction to English-Speaking Countries 英语国家区域概况	32								2
	Communication Research Methods 新闻传播学研究方法		32							2
	Comparative Literature and World Literature 比较文学与世界文学			32						2
	Introduction to Artificial Intelligence 人工智能导论			32						2
	AI-Powered English Public Speaking and Debating AI 赋能英语演讲与辩论			32	32					4
	English Writing 英语写作			32	32					4
	AI-Powered Cross-Media Communication Effect Workshop 跨媒介人工智能传播效果工作坊				32					2
	Eco-literature and Global Environmental Governance 生态文学与全球环境治理				32					2
	AI-Powered Translation Workshop AI 赋能翻译工作坊					32				2
	International Communication of Chinese Cultural Classics 中国文化经典的国际传播						32			2
	European Union Politics and Diplomacy 欧盟政治与外交						32			2
Total	12	64	32	128	128	32	64	0	0	28

Course list 2

	Course	Hours								Credits
		1 <sup>st</sup> Term	2 <sup>nd</sup> Term	3 <sup>rd</sup> Term	4 <sup>th</sup> Term	5 <sup>th</sup> Term	6 <sup>th</sup> Term	7 <sup>th</sup> Term	8 <sup>th</sup> Term	
Specialized Courses ( Optional ) 专业选修课	English Reading Strategies 英语阅读策略		32							2
	Introduction to International Organization 国际组织导论			32						2
	Introduction to English Literature 英语文学导论			32						3
	Intercultural Communication 跨文化交际			32						2
	Foreign Policy Analysis 对外政策分析			32						2
	International Public Law 国际公法				32					2
	History of Western Civilization 西方文明史				32					2
	International Economic Law 国际经济法				32					2
	International Journalism: Theory and Practice 国际新闻理论与实务				32					2
	Introduction to Diplomacy 外交学导论					32				2
	Fundamentals of International Relations and Politics 国际关系与国际政治基础					32				2
	Selected Readings from Classics in English 英语经典阅读					32				2
	Introduction to Linguistics 语言学导论					32				2
	Frontiers in Contemporary Humanistic Thought 当代人文思想前沿						32			2
	Feature and Column Writing 英语新闻特稿与专栏写作							32		2
Total	15	0	32	128	128	128	32	32	0	30

English, Artificial Intelligence and Language Sciences

English, Artificial Intelligence and Language Sciences

Program Overview

The “English---Artificial Intelligence and Language Sciences Program” is designed to nurture interdisciplinary, high-caliber, and globally competent professionals. These students will integrate multilingual proficiency with AI technologies to address real-world challenges. Graduates will master essential AI techniques, including Natural Language Processing (NLP), Machine Learning, and Deep Learning. Additionally, they will gain foundational knowledge in multilingualism, encompassing English, Chinese, and other languages pertinent to the Belt and Road Initiative, as well as cognitive neuroscience. They will be prepared to develop language intelligence products, such as intelligent translation tools, language generation models, and human-computer interaction systems. Furthermore, graduates will have the capability to deploy, develop, and fine-tune applications based on multimodal large models.

Course List 1

	Course	Hours								
		1 <sup>st</sup> Term	2 <sup>nd</sup> Term	3 <sup>rd</sup> Term	4 <sup>th</sup> Term	5 <sup>th</sup> Term	6 <sup>th</sup> Term	7 <sup>th</sup> Term	8 <sup>th</sup> Term	Credits
Core Courses ( required ) 专业必修课	Calculus (A) 微积分 ( A )	96	96							6
	Data Structures and Algorithm Analysis 数据结构与算法分析			96	96					6
	Artificial Intelligence, Language, and Ethics 人工智能，语言与伦理			32						2
	Computer Organization and Principles 计算机组成与原理		32							2
	Fundamentals of Programming 程序设计基础	96	96							6
	Probability Theory and Mathematical Statistics 概率论与数理统计			32						2
	Fundamental Principles of Large Language Models (LLMs) 大语言模型基础原理				32					2
	Natural Language Processing 自然语言处理					32			32	2
Total	8	192	224	160	128	32	0	0	32	28

Course List 2

	Course	Hours								Credits
		1 <sup>st</sup> Term	2 <sup>nd</sup> Term	3 <sup>rd</sup> Term	4 <sup>th</sup> Term	5 <sup>th</sup> Term	6 <sup>th</sup> Term	7 <sup>th</sup> Term	8 <sup>th</sup> Term	
Interdisci- plinary Courses 跨专业类 课程	Linear Algebra 线性代数		96							3
	Deep Learning Techniques 深度学习技术					48				3
	Data Mining and Knowledge Processing 数据挖掘与知识处理			32						2
	Mathematical Foundations for Artificial Intelligence 人工智能数学基础				32					2
	Fundamentals of Machine Learning 机器学习基础				32					2
	Large Language Model Application Development 大语言模型应用开发					32				2
	Introduction to Cognitive Neuroscience 认知神经科学导论						32			2
	Brain Science and Brain-Inspired Intelligence 脑科学与类脑智能					32				2
	Neuroscience and Brain-Computer Interfaces 神经科学与脑机接口						32			2
	AI and Computational Social Science AI 与计算社会科学					32				2
	Multilingual/Multitask Model Research and Applications 多语言 / 多任务模型研究与应用						32			2
	Intelligent Translation Technologies and Applications 智能翻译技术与应用					32				2
	AI-Driven Language Education Technologies AI 驱动的语言教育技术					32				2
	Artificial Intelligence and Language Assessment 人工智能与语言测评					32				2
Total	14	0	96	32	64	240	96	0	0	30



Business English

Program overview

The Business English (BE) program, recognized as a National First-Class Undergraduate Program by the Ministry of Education in 2022 (initially established in 2010), has evolved into a pioneering platform that systematically integrates cross-border e-commerce expertise with language education. This innovative curriculum equips international students with a tridimensional competency framework encompassing “Business Intelligence + Multilingual Operations + Cross-border E-commerce Practice.”

Driven by “AI-Enhanced Digital Commerce” education philosophy, the program strategically embeds machine learning, natural language processing, and big data analytics into cross-border e-commerce simulations. Students master intelligent customer profiling, multilingual market recommendation algorithms, and cross-cultural digital marketing strategies through block-chain-powered e-commerce sandbox systems, cultivating next-generation leaders for global smart business ecosystems.

The program’s “Multilingual Commerce Engine” core establishes a rigorous three-tier language matrix: advanced business English certification, operational proficiency in a second foreign language, and specialized cross-border e-commerce terminology mastery. This linguistic architecture is reinforced through immersive training in multilingual customer service operations and cross-cultural negotiation scenarios specific to global e-commerce platforms.

Through cross-disciplinary integration, the curriculum innovatively converges business English with cross-border e-commerce operations, digital marketing technologies, and international supply chain management. Students develop dual-qualification capabilities, obtaining professional certifications in both language services and cross-border e-commerce operations, emerging as global-ready professionals equipped with 5C competencies - Cross-cultural Communication, Cross-border Commerce, Cloud Computing Application, Content Localization, and Compliance Management.

Course list 1

	Course	Hours								Credits
		1 <sup>st</sup> Term	2 <sup>nd</sup> Term	3 <sup>rd</sup> Term	4 <sup>th</sup> Term	5 <sup>th</sup> Term	6 <sup>th</sup> Term	7 <sup>th</sup> Term	8 <sup>th</sup> Term	
Core Courses ( Required ) 专业必修课	Comprehensive Business English 综合商务英语（一）	64	64							8
	Comprehensive Business English 综合商务英语（二）			64	64					8
	Introduction to Business 商务导论			32	32					4
	Principles of International Trade 国际贸易原理			32						2
	International Trade Practice 国际贸易实务				32					2
	Introduction to Chinese Culture 中国文化概要					32				2
	Business Ethics 商业伦理						32			2
Total	7	64	64	128	128	32	32	0	0	28

Course list 2

	Course	Hours								Credits
		1 <sup>st</sup> Term	2 <sup>nd</sup> Term	3 <sup>rd</sup> Term	4 <sup>th</sup> Term	5 <sup>th</sup> Term	6 <sup>th</sup> Term	7 <sup>th</sup> Term	8 <sup>th</sup> Term	
Specialized Courses ( Optional ) 专业选修课	Human Resource Management 人力资源管理	32								2
	Principles of Marketing 市场营销原理	32								2
	Organizational Behavior 组织行为学	48								3
	Introduction to Management 管理学导论		32							2
	Consumer Behavior 消费者行为学		48							3
	Digital Marketing 数字化营销		32							2
	Strategic Management 战略管理		32							2
	Principles of Accounting 会计学原理			32						2
	Brand Management 品牌管理			32						2
	Introduction to Economics 经济学导论			32						2
	Transnational Corporation Management 跨国公司管理				32					2
	Cross-Border E-Commerce 跨境电商					32				2
	Tools for Data Science 数据科学工具					32				2
	Introduction to Machine Learning 机器学习导论						32			2
Total	14	112	144	96	32	64	32	0	0	30

# Requirements

## Application Requirements

Applicants between the ages of 18 and 50 with good health.

## Application Materials

BISU International Student Application Form, a photocopy of passport or residence permit, high school certificate and transcript, resume, statement of purpose, and 2 recent photos. Students transferred from another domestic university should provide a copy of a valid residence certificate and the certificate of the original university's consent to transfer.

## Language Requirements

Applicants should have a minimum score of IETTS 5.5, or equivalent score of other language proficiency tests. Applicants can also apply for a proficiency test if they do not have any certificates. Applicants from English-speaking countries or whose degree program is taught in English are exempt from the English language proficiency proof. Applicants from BISU partner universities can be exempt from the English language proficiency proof by providing an English proficiency certificate of B2 level or above from their home universitier.

## Deadline

Autumn Semester: August 21, 2025.  
The program accepts applications year-round.

# Application

### 1 Application Procedures

- ① BISU adopts an online application procedure. Applicants can register and log into the BISU International Student Service System (<http://apply.bisu.edu.cn/> for application.
- ② Time for Online Application: December 25, 2024 to June 30, 2025. The application language is Chinese or English.
- ③ Applicants must provide genuine, accurate, complete and valid information in the system. Applicants will be responsible for all adverse consequences arising from incorrect, omitted, false or invalid information they provide.
- ④ Applicants shall also upload additional materials as required in the system. The attachments should be color-scanned copies, and the originals should be reserved for verification. If the application materials are not in Chinese or English, a Chinese or English translation must be attached.

### 2 Review

BISU will review the application materials, organize entrance examinations or interviews, and admit the best candidates according to the evaluation results.  
During the period of review, applicants can log in BISU International Student Service System for application updates, progress and relevant notices. It usually takes 15 working days to review the materials.

### 3 Admission

After making admission decisions, BISU will send the Visa Application Form for Study in China (JW202/JW201) and the Admission Notice of BISU before July 31.  
Applicants shall apply for an "X1" visa at the Chinese Embassy/Consulate abroad with the Visa Application Form, Admission Notice and Health Examination Report.

### 4 Registration

New students shall register within the time specified in the Admission Notice. Those who fail to register within the time limit without providing proper reasons will be considered dropouts automatically.  
Before registering, new students should contact the university to apply for the specific arrival time, and confirm the arrival date and relevant requirements With the school of economics.  
When registering at the university, please bring the Admission Notice, the Visa Application Form for Study in China (JW201/202 form), the original application materials and five 2-inch white background ID photos. If you have had a physical examination at your home country, please also bring all the original physical examination records.

### 5 Verification

BISU will verify new students' admission eligibility upon and after the registration. If any inconsistency in the materials is detected, or there are fraud, malpractice and other illegal circumstances, the student will be determined as unqualified, and his/her admission and student status will be revoked.

### 6 Health Examination

According to China's regulations, international students who plan to study in China for over half a year need to submit a standard health examination form (available at the Chinese Embassy/Consulate abroad), and the university needs to submit the forms to a designated hospital for verification. Students need to pay 60 RMB as fees. Those who fail to pass need to redo all examinations at designated hospitals at their own costs. International students who do not have health examination in their own countries will be organized by BISU to go to a designated hospital for examination after arrival, and the cost (about 400 RMB) will be borne by the students.

### 7 Insurance

According to China's regulations, international students must have medical insurance coverage during their stay in China. New students are required to buy Accident Insurance and Hospitalization

### 8 Charge Standards

- (1) Tuition fee  
Application fee: 800 RMB  
Tuition fee: 20,000 RMB/academic year (Outstanding applications are eligible for various levels of financial aid)  
(2)Accommodation fees and facilities

Apartment	Rate for Double Room	Room Facilities
Apartment No.2 Building A	16,900 RMB/academic year/person/bed	bed, bedside table, desk, bedding, air conditioner, toilet (with 24h hot water shower)
Apartment No.2 Building B	16,900 RMB/academic year/person/bed	bed, bedside table, desk, bedding, air conditioner, toilet (with 24h hot water shower)
Apartment No.2 Building C	9,000 RMB/academic year/person/bed	bed, bedside table, desk, bedding, air conditioner
Qinxue Building Apartment	10,400 RMB/academic year/person/bed	bed, bedside table, desk, bedding, air conditioner
Apartment No. 12 (International Exchange Center)	25,000 yuan/academic year/person/bed 95 yuan/day/bed	bed, bedside table, desk, bedding, air conditioner, TV, toilet (with shower and 24-hour hot water)

- Note:
- ① Apartment No.2 has a public kitchen, public bathroom and a public washroom (with washing machines and dryers);
  - ② Apartment room deposit is 500 RMB/person. If the equipment in the room is not damaged when the student checks out, the room deposit will be returned;
  - ③ This apartment information table is tentative, and room allocation will be arranged by BISU during registration;
  - ④ 100 kilowatt-hours will be free of charge for each room every month to cover daily usage, and students need to pay any extra charges;
  - ⑤ If you pay the accommodation fee in advance, you can have discounts on the accommodation fee for the winter and summer vacations. The specific policy is subject to the regulations of the International Student Apartment Management Center.



## 9 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

Note:

- 1 Unless in special circumstances, those who fail to pay tuition and accommodation fees within ten days after registration must pay an additional 5% overdue fine.
- 2 Please take into consideration the impact of daily exchange rate changes, international bank transfer charges and other factors on the final amount of actual tuition paid, as well as notice that the payment of tuition and fees must be in RMB.
- 3 When new students enter the university, the university can handle residence application procedures for them on their behalf, and the agency fees and visa fees shall be borne by the students.
- 4 Neither the application fee nor the tuition and accommodation fee is refundable.

## 10 Scholarship

(1)CHINESE GOVERNMENT SCHOLARSHIP

China's Ministry of Education entrusts the Chinese Scholarship Fund Management Committee to be responsible for the enrollment and management of the Chinese Government Scholarship. The scholarship is divided into full scholarship and partial scholarship. The full scholarship will subsidize tuition, accommodation fees, living expenses, and comprehensive medical insurance premiums, while the partial scholarship only subsidizes one or more of them. The students should contact the Chinese Embassy/Consulate abroad to apply for the scholarships.

The contact information of the Chinese Embassy/Consulate abroad can be found 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.

(2) BEIJING GOVERNMENT SCHOLARSHIP

The Beijing Government Scholarship is a tuition scholarship sponsored by the Beijing Municipal Government for outstanding foreign students studying in Beijing. Students applying for this program can apply for the Beijing Government New Student Scholarship, which will reduce or waive the tuition fee for the first academic year upon approval. Please refer to the website (<http://admission.bisu.edu.cn/col/col17986/index.html>) for the scholarship application method. International students who are already enjoying the Chinese Government Scholarship are excluded from the evaluation.

(3) 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". BISU Scholarship is mainly used to pay for the accommodation fees of international students.

Students applying for this program can apply for the BISU Scholarship, which will reduce or waive the first semester' s accommodation fee upon approval. International students who are already enjoying the Chinese Government Scholarship are excluded from the evaluation.

Application: The students should send emails to our designated email ([study@bisu.edu.cn](mailto:study@bisu.edu.cn)) to apply for the scholarships.

## 11 Payment Methods

- Application info  
International Exchange and Cooperation Office  
Contact Person: Ms. Nie  
Tel: 86-10-65778827  
Email: [study@bisu.edu.cn](mailto:study@bisu.edu.cn)  
Address: Room 102, Mingde Building, No. 1 Dingfuzhuang Nanli, Chaoyang District, Beijing, China (100024)

# Apply now!

School Website: <https://yingyu.bisu.edu.cn>

## Undergraduate Program