

Semester	Major Name	Course No.	Course Name	Course Description	BCU Year (Freshman/Sophomore/Junior)
Fall Semester	Communication Studies (International Program)	1	Introduction to Media	This is a core module course for Communication Studies majors. Students will master the basic principles and core categories of media, including media attributes, functions, forms, media environment and audience communication mechanisms. They will understand the overall structure and operation of mass media systems, build a theoretical framework for subsequent courses, and develop the ability to understand media and analyze basic communication phenomena.	Sophomore

Fall Semester	Communication Studies (International Program)	2	Documentary Analysis and Practice	This is a core module course for Communication Studies majors. Students will master basic documentary theory and creative logic, including narrative structure, cinematography, genres, documentary aesthetics and production processes. They will learn about the contemporary documentary industry and communication characteristics, consolidate foundations for film and television courses, and develop comprehensive skills in analyzing documentaries and producing factual content.	Junior
Fall Semester	Communication Studies (International Program)	3	New Media Research and Practice	This is a core module course for Communication Studies majors. Students will master basic principles and features of new media communication, including content production, algorithmic communication, social media, user management and industry models. They will understand current developments and logics of the new media industry, lay foundations for new media and public opinion courses, and develop professional skills in analyzing new media phenomena and creating content.	Junior

Fall Semester	Communication Studies (International Communication Track)	4	International News Translation and Editing	This is an international communication module course for Communication Studies majors. Students will master principles and norms of news translation and editing, including Chinese–Western news discourse differences, translation techniques, political text adaptation, stylistic refinement and ethics. They will understand international news discourse systems and rules, build foundations for news practice, and develop practical skills in accurate translation and cross-lingual news communication.	Junior
Fall Semester	Communication Studies (International Program)	5	International Communication	This is a core module course for Communication Studies majors. Students will master basic principles and systems of international communication, including global communication structures, national image, discourse construction, cross-border public opinion and strategy. They will understand global communication orders and international media operations, build theoretical foundations for international and intercultural communication, and develop skills in	Junior

Spring Semester	Communication Studies (International Program)	1	Communication Research and Practice	This is a core module course for Communication Studies majors. Students will master basic principles and methods of communication research, including literature review, content analysis, questionnaires, interviews and case studies. They will learn the full research process and academic standards, build methodological foundations for research and practice, and develop independent research and analytical skills in communication.	Freshman
Spring Semester	Communication Studies (International Program)	2	Television Program Format Analysis	This is a core module course for Communication Studies majors. Students will master basic theories and formats of television programs, including creation logic, narrative modes and production rules for variety, documentary, talk and news magazine programs. They will understand TV content production and industry trends, lay foundations for analysis and program planning, and develop systematic skills in evaluating TV program effects and structure.	Sophomore

Spring Semester	Communication Studies (International Communication Track)	3	Intercultural Communication	This is a core module course for Communication Studies majors. Students will master basic principles and concepts of intercultural communication, including cultural dimensions, cultural differences, communication barriers, cultural adaptation and interaction mechanisms. They will understand communication patterns and challenges across cultures, build theoretical foundations for international and cultural communication, and develop professional skills in analyzing	Junior
Spring Semester	Communication Studies (International Program)	4	Journalism and Publishing Research and Practice	This is a core module course for Communication Studies majors. Students will master principles and norms of journalism and publishing, including production workflows, content review, copyright regulations, distribution and business models. They will understand industry transformation in the new media era, build foundations for media practice, and develop comprehensive skills in analyzing	Junior

Spring Semester	Communication Studies (International Program)	5	News Reporting and Writing	This is a core module course for Communication Studies majors. Students will master principles and standards of English news reporting and writing, including structure, lead writing, narrative, political reporting logic and professional style. They will learn international news production standards and requirements, build foundations for foreign-related news and international communication, and develop practical skills in English news writing and global information dissemination.	Junior
Fall Semester	Finance (International Program)	1	Finance	This is a core foundational course for Finance majors. Students will master basic principles and core concepts of finance, including time value of money, asset pricing, capital structure, risk and return. They will understand the overall financial system, build theoretical foundations for advanced courses, and develop the ability to analyze and solve	Sophomore

Fall Semester	Finance (International Program)	2	Quantitative Analysis	This is a foundational methodology course for Finance majors. Students will master basic quantitative methods for financial data analysis, including statistical inference, regression analysis and time series analysis. They will apply quantitative tools to model and analyze financial market data, build methodological foundations for advanced courses and research.	Sophomore
Fall Semester	Finance (International Program)	3	Money and Banking	This is a foundational theory course for Finance majors. The course focuses on economic and financial phenomena such as money, credit, interest rates, banking and financial markets. It helps students systematically understand modern monetary and financial concepts and principles, learn recent domestic and international developments, and develop analytical and problem-solving skills in finance.	Junior

Fall Semester	Finance (International Program)	4	Investments	This is one of the core required courses for Finance majors. Students will master securities market basics and principles, trading procedures, risk and risk premium, risk measurement under normal and non-normal distributions, as well as options and futures markets. They will develop analytical thinking for basic investment problems and build foundations for careers in investment.	Junior
Fall Semester	Finance (International Program)	5	Marketing	This is a core general course for finance and business majors. Students will learn basic concepts, theoretical frameworks and core tools of marketing, including market analysis, consumer behavior, pricing and the marketing mix (4P). They will develop the ability to apply marketing thinking to financial products and services.	Junior
Spring Semester	Finance (International Program)	1	Commercial Banking	This course aims to cultivate internationally competitive finance professionals. Students will systematically learn commercial banking theory, management and practical operations of major business lines. They will deepen their understanding of bank management and regulation, broaden international perspectives, and develop operational, managerial and innovative capabilities.	Sophomore

Spring Semester	Finance (International Program)	2	Green Finance	This is a cutting-edge course in finance and sustainability. Students will learn ESG investment concepts and rating frameworks, master international regulations for sustainable finance (e.g., EU SFDR, EU Taxonomy) and green instruments such as green bonds and loans. They will develop the ability to integrate sustainability into investment decisions and foster values of green development and responsible investment.	Sophomore
Spring Semester	Finance (International Program)	3	Financial Markets	This is a core course for Finance majors. It introduces the structure and operation of financial markets from an institutional perspective. Students will learn market classifications and institutional mechanisms, apply market data to analyze and solve practical problems, and bridge theory and practice.	Sophomore
Spring Semester	Finance (International Program)	4	International Investment	This is a core course for Finance majors. Students will master fundamental theories of international investment, including international assets, investment management and global portfolio planning. They will develop capabilities in foreign exchange trading, global asset investment and portfolio management and build an international	Junior

Spring Semester	Finance (International Program)	5	International Finance	This is one of the core required courses for Finance majors, with strong professionalism and integration. Students will master balance of payments, foreign exchange markets, exchange rate theories and policies. They will develop analytical skills for domestic and international financial activities, understand globalization	Junior
Fall Semester	Accounting (International Program)	1	Accounting	This is one of the core required courses for accounting students. Through bilingual instruction, students will understand and master basic concepts, theories and methods of accounting. They will complete the full process of preparing financial statements through practice, independently perform corporate accounting, and develop strong practical and innovative abilities.	Sophomore
Fall Semester	Accounting (International Program)	2	Taxation	This is one of the core courses for Accounting majors. Students will learn UK and international tax systems, master basic concepts and principles of taxation, develop the ability to calculate income tax liabilities, build values aligned with international accounting and professional ethics, and prepare for ACCA examinations.	Junior

Fall Semester	Accounting (International Program)	3	Economic Law	This is one of the core courses for Accounting majors. Students will master basic concepts and principles of economic law, learn contract, company and securities law, develop the ability to analyze and handle business transactions under legal frameworks, and foster professional values of	Junior
Fall Semester	Accounting (International Program)	4	Management Accounting	This is one of the core courses for Accounting majors. Students will master knowledge, principles and methods of management accounting under IFRS, develop practical skills for business applications, build values aligned with international accounting and ethics, and prepare for ACCA examinations.	Junior
Fall Semester	Accounting (International Program)	5	Financial Statement Analysis	This is one of the core required courses for accounting students. Students will understand financial statement principles and analytical methods, master skills and techniques, and develop flexible thinking and practical abilities. Through practice, they will complete the full process of preparing financial statements and develop strong practical and innovative capabilities.	Junior

Spring Semester	Accounting (International Program)	1	Financial Accounting	This is one of the core courses for Accounting majors. Students will master knowledge, principles and methods of financial accounting under IFRS, develop practical skills for business applications, build values aligned with international accounting and ethics, and prepare for ACCA examinations.	Sophomore
Spring Semester	Accounting (International Program)	2	Financial Management	This is one of the core required courses for accounting students. Students will master knowledge, principles and methods of corporate financial management, develop abilities to organize financial activities and manage relationships, strengthen professional terminology, build foundations for reading foreign literature and management careers, and foster sound	Junior
Spring Semester	Accounting (International Program)	3	Advanced Management Accounting	This is one of the core required courses for accounting students. Content includes advanced management accounting techniques, decision analysis, budgeting, standard costing and performance management. Students will develop capabilities in planning, organization, costing and supporting corporate decision-making, and foster rational, social and economic values.	Junior

Spring Semester	Accounting (International Program)	4	Auditing	This is one of the core courses for Accounting majors. Students will understand auditing concepts, master audit planning and risk assessment, adhere to professional ethics, develop practical auditing skills, and prepare for ACCA examinations.	Junior
Spring Semester	Accounting (International Program)	5	Carbon Accounting	This is an advanced interdisciplinary course in accounting and sustainability. Students will master frameworks and methods for carbon emissions accounting, learn standards such as the GHG Protocol and IFRS S2 climate disclosures, develop skills in analyzing corporate carbon disclosures, and foster values of green development and	Junior