



北京師範大學
BEIJING NORMAL UNIVERSITY

Bay Area International Business School

BEIJING NORMAL UNIVERSITY



BIBS



BIBS PROFILE

Based in the Gunagdong-Hong Kong-Macao Greater Bay Area of China, Bay Area International Business School (BIBS) of Beijing Normal University pursues its vision to be a leading international business school. We are committed to building a platform that connects faculty, students, and industry, and links the academic world with development of the Greater Bay Area. Reaching out of the shell of traditional discipline-defined education, BIBS's core application-oriented curriculum centers around digital economics, and combines technological innovation with finance, management, and laws, thereupon generating programs that focus on such interdisciplinary domains as finance technology, digital economics, business analysis, innovation and sustainability. As our all-round education system encompasses undergraduate, graduate and executive programs, we are actively seeking global partnership to step with us on new paths of international education.



BIBS VALUES



Response to Call of the Era

BIBS places social responsibility, corporate ethics, sustainable development of economy and society at the heart of its value system. We strive to keep up with the need of an era of modern information technology and digital technology, and make it our mission to facilitate technological and management innovation.



Technology-lead Innovation Programs

Power-engined by artificial intelligence and data sciences, BIBS innovation programs integrate technology with finance, management and law. We focus on financial technology, digital economy, business analysis, innovation and sustainable development to cradle future global leaders in technology innovation.



Industry-University-Research Collaboration

With innovation and entrepreneurship as our roots, we pioneer in bridging government, enterprises and society in a collaborated education system. Our initiatives include compiling a casebook that reflects the characteristics of entrepreneurship in the Greater Bay Area, cultivating high-level interdisciplinary talents, and providing custom service for technology-powered enterprises.



In-depth International Cooperation

Sustained by our unique location near Hong Kong and Macao, our global strategy is built on five pillars: global partnership, global faculty, global education, global scientific research, and international student programs.

LEADERSHIP & FACULTY



KONG Ying Dean, Professor

(he/his/his)

kongying@bnu.edu.cn

Ph.D. in Economics, Carleton University, Canada.

Tenured professor, York University.

Key scientist, Tsinghua-Berkeley Shenzhen.

Director, SIGS-IMR Carbon Neutral Research Center, Tsinghua University.

Appointed Expert, Bureau of Foreign Experts of the State Council of China.

Expert, Decision-making Advisory Committee of Shenzhen, an expert of the Shenzhen Pilot Zone.

President, World Alliance of Low Carbon Cities.

Main research areas: Low Carbon Economy and Finance, Environmental and Energy Technology Management and Policy, Finance and Big Data for Business, Industrial Organization, International Relations and Trade Theory, Health Economics, Managerial Economics.

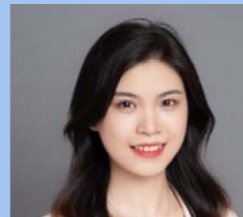
Professor KONG Ying is known as the father of Game Theory Allocation Mechanism Design for Carbon Trading Quota in Shenzhen, China. His benchmark-setting creation of "Kong's Carbon Index" is the first carbon emission reduction index in China that theorizes a cost-optimal method for carbon emission allocation



孔英



Lee Insook



白波



王铮



陈应东



谭弘茹



崔传涛



吴晓松



王禹衡



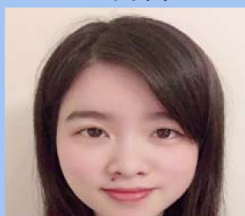
韩政



顾加栋



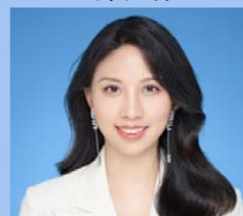
郑智杰



林敏



韩梦



李敏辉

<https://bibs.bnu.edu.cn/teachers/qzjs/index.htm>

RESEARCH CENTERS



PROGRAMS

BIBS International Student Programs are expected to commence by 2024. Here is a glimpse of some of our existing undergraduate and graduate programs.

3 Undergraduate Programs

Subject	Duration	Core Courses
Economics Data Sciences Direction	4 years full-time	Python programming, Artificial Intelligence, Data Mining
Financial Technology	4 years full-time	Blockchain Finance Technology and Application, Internet Finance Theory and Practice
Human Resource Management Global Leadership Direction	4 years full-time	Organizational Behavior, International Relation

2 Programs Open by 2024

Subject	Duration
Digital Economy Undergraduate Program	4 years full-time
Applied Economics Master Program	2 years full-time

4 Graduate Programs

Subject	Duration	Core Courses
MBA	2 years part-time	Strategic Management, Digital Economics, International Finance
Master of Finance	2 years full-time	Corporate Finance, Investment, Financial Risk Management
Master of Accounting	2 years full-time	Corporate Governance, Audit Theory and Practice
Master of International Business	2 years full-time	International Business Negotiation, International Commercial Law





CONTACTS

Admission

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International Cooperation

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