



රාජ්‍ය පරිපාලන හා ස්වදේශ කටයුතු අමාත්‍යාංශය  
அரசாங்க நிர்வாக மற்றும் உள்நாட்டலுவல்கள் அமைச்சு  
Ministry of Public Administration and Home Affairs

නිදහස් වතුරොය, කොළඹ 07. சுதந்திர சதுக்கம் கொழும்பு - 07. Independence Square, Colombo 07.

දුරකථන தொலைபேசி: (94) 011-2696211-13 Tel.	ෆැක්ස් பெக்ஸ்:(94) 011-2695279 Fax	ඊමේල් இ-தபால்: secretary@pubad.gov.lk E - mail	වෙබ් අඩවිය இணையதளம்: www.pubad.gov.lk Website
---	--	--	---

මගේ අංකය எனது இலக்கம்: My No	} HR/FTR/L/Chi/03/14	ඔබේ අංකය உமது இல: Your No	} දිනය திகதி: Date	} 10.06.2014
------------------------------------	----------------------	---------------------------------	-----------------------------	--------------

All District Secretaries

**MBA Master Program**  
**From 01<sup>st</sup> September 2014 to 15<sup>th</sup> July 2015 - China**

The Department of External Resources (ERD) has invited nominations from eligible Government Officials for the MBA Master Program, which is scheduled to be conducted from 01<sup>st</sup> September 2014 to 15<sup>th</sup> July 2015 in China. Accordingly nominations are invited from the confirmed Managerial Level Officers of this Ministry for this Programme.

The requirements to apply for the program are as follows:


1. Be a senior or Middle level of government officer.
2. Possess a Bachelor's Degree or higher.
3. Must have English proficiency equivalent to IELTS 6.0 or TOEFL (IBT) 86 and above level or passing the telephone test by UIBE faculty.

Accordingly, you are kindly requested to submit nominations from suitable officers in your District who are confirmed in the service, for the above mentioned Master Programme. The following documents should be submitted in 03 sets (Original with 02 copies) with your recommendation on or before **16<sup>th</sup> June 2014**.

1. Duly filled Application form – UIBE application form (Apply online)
2. Certified copies of the certificates of Academic and Professional Qualifications.
3. A copy of highest diploma and transcripts.
4. Three recent passport size photographs. (white background)
5. CV in English.
6. Personal statement of 1500 English words about academic background, work/research experience and Achievements, research proposal, future career plans and intentions.
7. Two letters of recommendation by professors or government officials.
8. Completed Foreigner physical Examination form.
9. English Language proficiency certificate.
10. Two copies of the passport. (The expiry date of the passport shall not be less than 06 months from the ending of the Seminar)
11. ERD Form 2 (can be downloaded from [www.erd.gov.lk](http://www.erd.gov.lk) )

Please visit the Online Registration System of UIBE (login [www.uibe.cn](http://www.uibe.cn), click the Apply Online to enter the Online Registration System) and further details can be downloaded from [www.pubad.gov.lk](http://www.pubad.gov.lk)

If you need further information in this regard do not hesitate to contact me. (Tp.011-2698464)

  
**T.T. Upulmalee**  
Senior Assistant Secretary (Human Resources)  
For Secretary

## **2014 Enrollment Guide for IEMBA in UIBE**

### **I Introduction to UIBE**

The University of International Business and Economics (UIBE), situated in the northeast of Beijing, was founded in 1951. UIBE is a national key university under the leadership of the Ministry of Education and the Ministry of Commerce, and is one of the most important institutes for talents' training and scientific research on Chinese economic and business development.

UIBE pursues to be an outstanding national university and a prestigious international university with its distinct characteristics. After sixty years' development, UIBE has

08

already become a multi-disciplinary university specialized in the fields of economics, management, liberal arts, law and science, and competitive in the subjects such as international trade, international law, finance, business management and foreign languages. At present, UIBE offers nearly 40 majors to overseas students of bachelor, master and doctoral study. Among them, more than 20 majors are offered entirely in English.

With a galaxy of talents, UIBE attracts the best minds and brings up famous personnel generation after generation. Most professors have overseas experiences and strong abilities of teaching and researching, which enable them to rank among the National Talent Cultivation Project.

UIBE has a total enrollment of over 16,000 full-time students including more than 3,000 international students from 126 countries. As always, UIBE students are widely welcomed by society for their sound professional knowledge and skills, strong linguistic ability, active thinking and rich practical experience. UIBE graduates have been mainly employed in governmental institutions, financial sectors, multinational corporations, large-scale foreign trade corporations and commercial institutions stationed abroad.

UIBE warmly welcomes all outstanding international candidates who are willing to undertake international economic and trade intercourse as well as cross-culture communication and thereby make contributions to the global economic development and the world peace.

### **□ IEMBA Program**

#### **1. Training Objective:**

This program is for senior managers and business officials who are experienced in business administration. It aims to develop senior international managers with innovation ability, international vision and inter-cultural communication skills and keep them well informed with both transnational business models and Chinese commercial environment. Through this program, students can improve both their knowledge-integrating ability and decision-making and executive capacity.

#### **2. Training mode:**

1) Class Teaching: Considering the particularity of the composition of participants, IEMBA program adopts lectures, case studies, speeches, tutoring and other forms of flexible and diverse teaching methods;

2) Business Visits: To enhance participants' understanding of the Chinese business environment, IEMBA program provides regular arrangements for trainees to visit Development Zone, enterprises, rural suburbs of Beijing and government departments and invites local officials and business executives to hold seminars with the participants ;

3) Cultural Experience: In addition to a monthly trip to rural suburbs of Beijing, IEMBA program also plans arrangements and study tours for participants to go out of the capital to experience Chinese culture.

4) Degree Granted: Program participants who acquire 21 compulsory credits, 9 elective credits and four business visits credits will be granted a MBA degree by UIBE.

#### **Academic structure and Teaching Language**

1. **Academic structure:** one year. Combined with practical teaching experiences of many years of English graduate programs for Foreign Students of our university, the program adopts “two big, one small” -- a total of three semesters -- training model and offers rolling admissions in spring and autumn. The detailed schedule for 2014 Fall Semester:

Fall semester: early September - the end of December (14 weeks)

Spring Semester: late February - the end of May (14 weeks)

Interterm: early June - mid July (a total of six weeks, including two weeks of business visits)

2. **Teaching Language:** English.

#### **Admission requirements, Application period, Application materials and Registration Time**

1. **Admission Requirements:** Applicants participated in this program are required to be officials of division level and above with a bachelor's degree (or equivalent qualification) or Middle and senior management staff who engaged in the domestic operation or management and international economic cooperation. Non-native English speaking Applicants must have English proficiency equivalent to IELTS 6.0 or TOEFL (IBT) 86 and above level.

#### 2. **Application Period**

2014 Fall Semester: April 1 – June 30

Please visit the Online Registration System of UIBE (login [www.uibe.cn](http://www.uibe.cn), click the Apply Online to enter the Online Registration System).

☆ **Special Reminder:** While making the online application, applicants shall mark Ministry of Commerce of China in the “Referees (if any)” blank please.

#### 3. **Application Materials**

(Documents can be prepared in either Chinese or English. the application materials will not be returned to candidates whether they are accepted or not.)

- UIBE application form (Apply online)
- A copy of highest diploma and transcripts
- A copy of guarantor's passport or ID
- Applicants under 18 need to submit notarized guardianship certificate.
- A copy of candidate's passport or other identification
- Two recent passport photos, white background, no hat
- A copy of TOEFL 90 above or IELTS 6.0 above or official letter of English proficiency, or passing the telephone test by UIBE faculty

4. **Registration Time:** For the time of registration and course opening, please refer to UIBE website ([www.uibe.cn](http://www.uibe.cn)).

## V Course Arrangement

### 1. Compulsory Courses

Course Name	Credit
Managerial Economics	3
Management and Organizational Behavior	3
Financial Accounting	3
Marketing Management	3
Advanced Corporate Finance	3
Strategic Management	3
International Business Management	3

### 2. Business Research

Course Name	Credit
Marketing Research	4

### 3. Elective Courses

Course Name	Credit
Chinese Economic and Business Systems I	3
Chinese Economic and Business Systems II	3
Transnational Corporation Management	3
Chinese Traditional Culture and Leadership Behavior	3
China in the Global Economy	3
Experimental Study of Global Culture	3
Intercultural Business Communication in China	3
Human Resources Management	3
Marketing in China	3
Chinese Business Ethics	3
General Outline of China	3
China's Culture and Society	3
The Great Chinese Revolution	3
Environmental Protection in China	3
International Trade and Foreign Investment in China	3
Business Culture & Consumer Behavior	3
Case study of international corporations marketing strategies in China	3
Chinese Economic and Social Developments and Problems	3
Chinese Foreign Economic Relations	3
China's Capital Market: Growing Opportunities	3
Entrepreneurship: Business Opportunities in China	3

International Finance: System, Market and Investment Opportunities	3
China's Economic Transition, Structural Change and Business Cycle	3
China's Agricultural and Urban Economy	3
Corporate Strategy and Business Model	3
Corporate Governance in China	3
Business Chinese	N