Global Talent, Local Roots: The 3I Model

北京外国语大学 Beijing Foreign Studies University | INTERNATIONAL BUSINESS SCHOOL OF BFSU 北外国际商学院 | AACSB ACCREDITED | BUSINESS GRADUATES ASSOCIATION ACCREDITED

01. Internationalization

- **600+** International Students from **100+** Nationalities
- **75%+** faculty with international experience; **90%+** hold doctoral degrees
- **300+** partner universities worldwide offering exchange opportunities
- **Dual Accreditation**: AACSB & BGA (International Standards)

02. Integration

- Business + system: **5 frontier fields** beyond business disciplines
- Language Buddy Program: **400+ participants** annually
- Extended Family Initiative: **100+ matches** per year
- Integrated Core Courses for Chinese & International Students

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03. Immersion

Immersion Week

- **A one-week program each semester**, allowing students to visit companies, engage with executives and complete faculty-guided case study projects.
- Students can visit **15+ companies** across emerging industries during 4 year.

Note: For English-taught undergraduate program.

International Talent Job Fair

Annual job fair for international students, upgraded to a signature event of "Study in Beijing" in 2025

- **90+** global leading enterprises
- **200+** universities from 135 countries
- **2,300+** in-person attendees
- **7,500+** online viewers (hybrid format)

Corporate Partnerships

- University-Enterprise Cooperation Platform: **150+ corporate partners** for internships & jobs.
- Continuous recruitment, alumni lectures & employment coaching.

IBS.BFSU Beijing China

The 3I Model : A replicable model for International Business Schools