

## Study Plan for Bachelor's Degree in International trade & economics

### Introduction

I am Ahmad Abubakar adam, an aspiring student aiming to pursue a Bachelor's Degree in international trade & economics, commencing in September 2025. My objective is to gain a robust and comprehensive education in economic, which will equip me with the necessary skills and knowledge to make significant contributions to my home country, Nigeria, after graduation.

### Background

Born and raised in kano state, Nigeria, I graduated from Abu hanifa academy kano in 2021 with an excellent academic record and a strong interest in trade and economics. My high school education provided me with a solid foundation in business principles and sparked my passion for a career in marketing. The satisfaction I derived from studying economics subjects motivated me to pursue higher education in this dynamic field.

### Why Study in China?

China has established itself as a global leader in business and economics, making it an ideal destination for studying economics. The country's rapid economic growth and development offer a dynamic environment for learning and experiencing business practices firsthand. Additionally, China's cultural diversity and rich history provide a unique perspective on global business strategies and operations. Studying in China will give me the opportunity to interact with top marketing professionals, participate in cutting-edge business research, and gain valuable insights into the global business landscape.

### Detailed Study Plan

#### First Year (2025-2026)

##### Semester 1 (September 2025 - January 2026)

- Principles of Marketing: Understand the fundamental concepts and principles of marketing.
- Introduction to Business: Gain a broad overview of various business functions and their interrelationships.
- Microeconomics: Study the behavior of individuals and firms in making decisions regarding the allocation of limited resources.
- Business Mathematics: Develop mathematical skills relevant to business decision-making.
- Academic English Writing: Enhance academic writing skills, particularly in the context of business and marketing.
- Chinese Language and Culture I: Begin learning the Chinese language and gain an understanding of Chinese culture.

##### Semester 2 (February 2026 - June 2026)

- Financial Accounting: Learn the principles and practices of financial accounting.
- Consumer Behavior: Understand the factors influencing consumer decision-making.
- Business Statistics: Apply statistical methods to analyze business data.
- Macroeconomics: Study the economy as a whole, including inflation, unemployment, and economic growth.
- Chinese Language and Culture II: Continue developing language skills and deepen cultural understanding.

#### Second Year (2026-2027)

##### Semester 3 (September 2026 - January 2027)

- Marketing Research: Learn research methodologies and techniques used in marketing.
- Management Principles: Understand the fundamental principles of management.
- Business Law: Study the legal aspects of business operations.
- Digital Marketing: Explore the strategies and tools used in digital marketing.
- Intermediate Chinese Language I: Advance language proficiency and cultural understanding.

Semester 4 (February 2027 - June 2027)

- Marketing Strategy: Develop strategic marketing plans and understand their implementation.
- Financial Management: Learn about financial planning and decision-making in business.
- Organizational Behavior: Study the behavior of individuals and groups within organizations.
- Business Ethics and Corporate Social Responsibility: Understand ethical considerations and social responsibilities in business.
- Intermediate Chinese Language II: Further enhance language skills and cultural knowledge.

Third Year (2027-2028)

Semester 5 (September 2027 - January 2028)

- International Marketing: Explore marketing strategies in a global context.
- Brand Management: Learn about brand development and management.
- Elective 1: E-commerce: Understand the principles and practices of e-commerce.
- Elective 2: Consumer Behavior: Deepen understanding of consumer behavior.
- Chinese Business Culture and Practices: Gain insights into business practices in China.

Semester 6 (February 2028 - June 2028)

- Research Methods in Marketing: Apply advanced research methods in marketing.
- Entrepreneurship and Small Business Management: Learn about starting and managing a small business.
- Elective 3: Marketing Analytics: Develop skills in analyzing marketing data.
- Elective 4: Supply Chain Management: Understand the principles of supply chain management.
- Internship/Practical Training: Gain practical experience in a marketing setting.

Fourth Year (2028-2029)

Semester 7 (September 2028 - January 2029)

- Strategic Marketing Management: Integrate marketing strategies and management.
- Elective 5: International Marketing: Further explore international marketing strategies.
- Elective 6: Corporate Finance: Understand financial strategies in corporations.
- Capstone Project I (Research Proposal and Literature Review): Develop a research proposal and conduct a literature review.
- Seminar on Current Issues in Marketing: Participate in discussions on current marketing trends and issues.

Semester 8 (February 2029 - June 2029)

- Business Analytics: Apply analytical tools to business data.
- Elective 7: Leadership and Change Management: Develop skills in leadership and managing organizational change.
- Elective 8: Project Management: Learn about project planning, execution, and control.
- Capstone Project II (Research Findings and Presentation): Present research findings and conclusions.
- Comprehensive Exam Preparation: Prepare for the final comprehensive exams.

Conclusion

Studying in China will provide me with a world-class education in economics, equipping me with the skills and knowledge necessary to excel in the business world. I am enthusiastic about the opportunity to learn from esteemed faculty and gain valuable experience in China's dynamic business environment. I look forward to contributing to and benefiting from the vibrant academic community.

Thank you for considering my application.

Sincerely,

Ahmad Abubakar Adam