



海南大学亚利桑那州立大学国际学院  
HNU-ASU International College, Hainan University



# 海南大学亚利桑那州立大学国际学院

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### 学院简介

海南大学亚利桑那州立大学国际学院（HAIC）（原海南大学亚利桑那州立大学联合国际旅游学院）是在贯彻落实习近平总书记视察海南重要讲话精神，主动服务国家对外开放战略和海南自贸港建设，推动并加快提升海南大学国际化办学水平的实践中成长起来的中外合作办学机构。学院是教育部于2017年批复的海南省第一个中外合作办学机构，也是海南省目前唯一拥有完整办学周期及五届毕业生的中外合作办学机构。办学规模1830人（含本科及硕士）。学院办学质效突出，相继入选2024年首届中外合作办学机构TOP 20优秀案例名单以及2025年优秀中外合作办学机构名单。

合作方为美国公立综合性大学、世界一流研究型大学——美国亚利桑那州立大学（ASU）。该校2016-2025年连续十年被《美国新闻与世界报道》评为“美国最具创新力大学”第一名。

学院通过引进和培育已经建立了一支国际化、高水平的教学与科研团队，目前有中外全职教职工70余名。教师1/3来自ASU派驻、1/3来自海南大学、1/3来自全球招聘，专业教师100%毕业于海外知名高校，95%以上拥有博士学位，教师国籍包括英、美、加、德、俄、韩等20个国家和地区。

学院开设有4个中外双学位本科专业，即：酒店管理（外方专业：TDM）、人文地理与城乡规划（外方专业：PRSM）、行政管理（外方专业：PSPP）以及电子商务（外方专业：BSIT）和2个中外单双学位硕士研究生专业，即：旅游管理（外方专业：CRD）和公共管理（外方专业：MPA）。所颁发的学位和学历证书与中外方校本部一致。已培养的本科毕业生中，双学位授予率达97%以上，升学率70%以上。

学院坚持党建引领，强调东西方教育理念的融合，突出国际化、创新型、跨学科特色，注重“终身学习能力、批判性思维能力、跨文化胜任力和国际就业竞争力”等多种能力的培养；被评为海南省党建工作标杆院系。学院坚持“双学籍”“双学位”“N+0”的培养模式，逐步建成了具有高度国际化特色的中外合作办学机构，成为海南省国际合作办学的窗口单位。

## 办学特色与优势

### （一）高品质双学位教育模式：

本科和硕士双学位项目的毕业生，将获得中国“‘双一流’建设高校”海南大学的毕业证书、学位证与美国知名高校亚利桑那州立大学（ASU）颁发的学位证书。硕士单学位项目毕业生可获得（ASU）颁发的硕士学位证书。

### （二）优质教学资源：

学生一入校即进行两校“双注册”，将拥有“双学籍”，享受“双语言”和“小班化”教学，与ASU共享优质教学、科研及电子图书馆资源。本科生专业课程的50%由外方提供，硕士专业引进专业课程超过70%。

### （三）优秀的师资队伍

教师队伍中1/3来自ASU，1/3来自海南大学，1/3来自全球招聘，专业课程采用全英文授课，并引入美方课堂教学模式及管理平台，配有国际化的英语教学团队助力提升学生语言水平。

### （四）以学生成长为核心的学术氛围：

学院有相对独立办学空间及高度国际化的学习氛围，采取以学生成长为中心的教学和管理模式，制定选拔本科生担任教授研究助理机制，提供助教、助研等各类提升科研能力的支持措施，为学生在国际期刊及国际会议等发表学术论文奠定基础。



#### **(五) 优惠的学习费用：**

本科生四年费用仅为赴美学习的1/4，研究生年均学费为赴美就读的 1/3，优秀学生还有机会获得各类奖学金。

#### **(六) 国际化的交流和发展平台：**

学院专为学生开设包括访问美国知名企业和高校在内的假期游学项目（自费），国际化的师资及管理团队为学生申请海外名校研究生提供资源和帮助、各类专题Seminar为学生提供视野拓展和与全球师资交流平台，增强学生国际竞争力和优势。

#### **(七) 复合多样的“N+0”模式：**

学生不以在读期间去美国校本部学习为获取外方学位的必要条件。但为满足学生的国际交流需求，本科生从大三开始，可以自主选择去ASU校本部交流学习一定时长（1-4个学期），学费等按照ASU相关标准收取。研究生可享受各类短期赴美项目交流机会，费用按ASU标准收取。

#### **(八) 广阔的就业前景和校友服务：**

本科毕业多名学子进入剑桥大学、耶鲁大学、香港大学、清华大学等知名学府深造，毕业生广泛就职于世界500强企业、国际酒店集团、文旅规划机构及自贸港重点企业。

研究生毕业生进入中国人民大学、吉林大学、诺丁汉大学等国内外知名高校继续攻读博士学位，就职职业发展广泛，入职中国铁塔、中国电气装备集团、中国通用航空有限责任公司等央国企。

我院学生毕业后可加入ASU全球校友网络，享受包括专业继续教育折扣、线上线下职业发展研讨会等终身福利。ASU作为中国的美国高校驻华联盟（AUCA）主要成员，拥有强大的就业支持体系。



# 学制与学费信息

## （一）学制与证书：

**本科生：** 学制4-8年；符合条件者获海南大学毕业证、学士学位证及ASU学士学位证。

**研究生：** 提供3年制双学位和2年制ASU单学位两种培养模式；双学位参加全国统招录取（推免入学，一志愿报考入学）；ASU单学位实施自主招生——申请审核制滚动录取。

## （二）就读校区与学习费用：

学生均就读于海南大学观澜湖校区，学费及住宿费标准如下：

**本科生：** 酒店管理、行政管理、人文地理与城乡规划专业的学费为73000元/年，电子商务专业的学费为80000元/年。

**研究生：** 中国籍学生（包括港澳台）学费为：旅游管理专业前两年为120,000元/年，第三年8000元/年。公共管理专业前两年为 145,000元/年，第三年为8000元/年；

**住宿费：** 1450元/学年（4人间公寓）；

**教材费：** 按年度单独收取。国际学生参考执行，以最终发布标准为准。

**其他：** 赴美交流所产生的费用按照ASU相关标准收取。



# 本科专业介绍

## (一) 酒店管理 (Tourism Development and Management)

### 1. 培养目标

面对经济全球化及海南自由贸易区（港）建设，本专业引进美国亚利桑那州立大学专业课程体系、教师团队及其它优质教育资源，整合海南大学优势及国内外众多战略合作伙伴所提供的实践平台，培养具有人文素质、全球视野、领导才能、社会公共意识、创新和创业精神，熟悉酒店管理相关理论知识和国际运营规则的国际化高层次复合型专业人才。

### 2. 专业前景：

- 继续深造：国内外高校继续攻读酒店管理、旅游管理、工商管理、法律等相关专业。
- 政府部门：各级政府相关部门及附属单位的相关岗位
- 企事业单位：包括国内外高端品牌酒店、电商平台、会展中心、咨询公司、博物馆、航空公司以及旅游院校、科研机构、人力资源培训机构等。
- 其他：国际组织、行业组织、自主创业。

### 3. 主要课程：

酒店前厅与客房管理，度假村及酒店管理概论，收益管理，餐饮运营管理，会议管理与营销，酒店人力资源管理，包容性社区发展，可持续旅游等。

### 4. 实践实训课程：

自然地理学课程实习、酒店运营管理系统、酒店运营与服务实训等。

### 5. 特色优势：

本专业引进并融合亚利桑那州立大学“Tourism Development and Management”专业课程体系、教师团队及其他相关教学资源。实施全英文授课和国际化人才培养模式，赋予毕业生较强的国际竞争力。



## (二) 人文地理与城乡规划专业 (Parks, Recreation and Sport Management)

### 1.培养目标

本专业侧重旅游规划与社区可持续发展方向，通过引进美国亚利桑那州立大学重点学科课程体系，精选英文原版教材，保障专业课程的国际前沿性和跨学科性，为适应城乡建设和旅游业飞速发展需求，实现人口、环境与区域旅游可持续协同发展目标，培养具有国际理念和视野，熟悉国际国内旅游规划程序，具备空间分析能力，拥有自主创新能力的国际化高素质专业复合型人才。

### 2.专业前景：

- 继续深造：国内与海外大学的人文地理，地理科学，城市规划，GIS，旅游学等专业。
- 政府部门：各级政府相关部门及附属单位的相关岗位。
- 企事业单位：地理，规划的教学与研究机构，战略规划，各类专题研究；战略咨询公司，GIS研发公司，大数据分析公司，规划咨询公司；地产，旅游等咨询公司等。
- 其他：国际组织、行业组织、自主创业。

### 3.主要课程：

人文地理学、城市地理学、城乡规划原理、休闲与生活质量、可持续社区、地理信息系统概论、计算机制图、公共用地与公园管理、休闲规划与设施开发、领导力与职业发展。

### 4.实践实训课程：

自然地理学课程实习、景区与休闲管理实习。

### 5.特色优势：

本专业引进并融合亚利桑那州立大学“Parks, Recreation and Sport Management”专业课程体系、教师团队及其他相关教学资源,实施全英文授课和国际化人才培养模式，赋予毕业生较强的国际竞争力。



### **(三) 行政管理专业 (Public Service and Public Policy)**

#### **1.培养目标**

本专业融合美国亚利桑那州立大学专业课程体系、教师团队及其他相关教学资源，契合海南自由贸易港建设和旅游发展的需要，培养兼备本土意识和国际视野、具备行政学、管理学、可持续旅游发展等学科知识，扎实掌握现代公共管理理论知识，具有较强的公共政策分析能力和行政管理实践能力，展现卓越专业技能、科学思维和创新精神的高素质专业复合型人才，同时也为专业的进一步深造提供坚实的基础。

#### **2.专业前景：**

- 继续深造：国内外高校继续攻读公共管理及相关专业领域研究生。
- 政府部门：各级政府相关部门及附属单位的相关岗位。
- 企事业单位：各类企事业单位的行政管理部门及国际交流活动等。
- 其他：国际组织、行业组织、自主创业。

#### **3.主要课程：**

公共管理研究方法、可持续旅游、经济学与公共财政、公共政策分析、公共管理综合实习、公务员技能训练等。

#### **4.实践实训课程：**

专业创新（创业）实践：模拟或实际创建非营利组织并进行运营操练。由主要课程任课老师提供相关指导和咨询。

#### **5.特色优势：**

本专业引进并融合亚利桑那州立大学“Public Service and Public Policy”专业课程体系、教师团队及其他相关教学资源。实施全英文授课和国际化人才培养模式，赋予毕业生较强的国际竞争力。



#### **(四) 电子商务专业 (International Trade)**

##### **1.培养目标**

本专业引进亚利桑那州立大学的课程体系、教师团队及其他相关教学资源，秉承“全球思维”与“数智创新”的理念融合设计而成，旨在培养具备管理学、经济学、计算机科学等学科知识，通晓国际经济发展规律与全球市场运行规则，熟悉国际数字商务的运营与数据分析技能，具备以英文作为工作语言的跨文化沟通能力，了解电子商务与跨境数字贸易未来发展趋势且拥有自主创新能力的国际化高素质专业复合型人才。

##### **2.专业前景：**

- 继续深造：国内外高校的国际贸易、全球管理、工商管理、数字经济、电子商务、管理信息系统、商务智能分析、金融科技、大数据管理与应用等专业领域攻读研究生。
- 政府部门：政府相关部门及附属单位有关数字化转型与治理的相关岗位。
- 企事业单位：央企国企数字化转型相关岗位、跨国企业、跨境贸易企业、互联网企业、战略咨询公司等。
- 其他：国际组织、行业组织、自主创业。

##### **3.专业基础课程：**

全球管理概论、微观经济学原理、宏观经济学原理、国际经济概论、国际企业会计原理、国际企业金融原理、国际企业市场营销原理。

##### **4.专业核心课程：**

电子商务概论、程序设计基础、数据结构与数据库应用、电子商务系统设计与开发、金融科技概论、国际贸易与区域经济合约、国际物流运营管理、国际经济大数据、跨文化沟通和谈判、跨国企业领导力构建、风险评估与管控、数据分析与商务智能、大数据采集及可视化、跨境电商理论与实务、数字营销。

##### **5.实践实训课程：**

(1) **海南自贸港环岛实习**：综合了解海南自贸港建设并走访重点园区，提升对跨境贸易及互联网产业的整体认知。

(2) **专业创新（创业）实践I**：面向产业数字化与数字产业化，展开电子商务创新创意及创业的能力提升与实践训练。

(3) **专业创新（创业）实践II**：面向跨境数字贸易发展新环境，展开商务运营与营销、商务数据分析等模块的模拟与实操。

##### **6.特色优势：**

本专业引进并融合的ASU专业“International Trade”在QS国际贸易专业世界排名位列第一，属于国际商学院协会（AACSB）认证专业，也是美国STEM官方认证专业（国际学生具有额外2年专属OPT工作许可）。合作的雷鸟全球管理学院在全球商业与管理教育领域享有盛名，秉持全球视野，紧跟前沿科技趋势，致力于培养跨领域、跨行业的卓越领导者与管理者。学院校友在全球138余个国家和地区的跨国企业、咨询公司和国际组织发挥着重要作用。

# 研究生专业介绍

融中西智慧开拓世界，育文旅英才引领未来

## (一) 旅游管理(Master of Science in Community Resources and Development (Tourism Concentration))(全美第3)

### 1.项目简介

旅游管理专业引进美国亚利桑那州立大学社区资源管理专业旅游方向(Master of Science in Community Resources and Development)的优势资源，旨在培养学生具备在全球化背景下推动文旅产业可持续发展的核心能力，使其能够胜任旅游业、国家公园、会展管理、非营利与非政府组织等各类机构的关键岗位，成为具备国际视野、专业知识和实践能力的高级专门人才。

### 2.核心课程：

本专业分学术导向型和应用导向型两类，其中学术导向型总学分为33，应用导向型总学分为39。核心课程包括Statistical and Data Analysis; Research Methods; Sustainable Tourism; Advanced Tourism and Recreation Studies等。

### 3.就业与升学前景

**升学方向：**毕业生可继续攻读国内外知名高校的博士学位，目前有毕业生进入中国人民大学、吉林大学、诺丁汉大学等国内外知名高校继续深造。

**就业方向：**毕业生可入职中国铁塔、中国电气装备集团、中国通用航空有限责任公司等央企，或在政府部门、非政府公共机构、国际组织等从事公共管理、旅游管理相关工作。

**校友支持：**毕业后可加入ASU全球领导者、实践者、塑造者和学习者网络，享受终身职业发展服务。



## 汇国际资源服务社会，育公共英才治理未来

### (二) 公共管理 (Master of Public Administration (Emergency Management))(全美第2)

#### 1.项目简介

公共管理专业引进美国亚利桑那州立大学公共管理专业 (Master of Public Administration) 的优势资源，旨在为政府部门及非政府公共机构培养熟悉相关国际规则，具备跨文化胜任力和公共管理与公共政策分析的能力，能够综合运用管理、政治、经济、法律、现代科技等方面知识和科学研究方法解决公共管理实际问题的高层次、国际化、复合型公共管理专门人才。

#### 2.核心课程：

本专业总学分为42，核心课程包括Public Service Research, Microeconomics of Public Policy, Public Policy Analysis, Public Budgeting and Finance, Public Human Resource Management, Organizational Behavior, Public Affairs等。

#### 3.就业与升学前景

**升学方向：**毕业生可继续攻读国内外知名高校的博士学位，目前有毕业生进入中国人民大学、吉林大学、诺丁汉大学等国内外知名高校继续深造。

**就业方向：**毕业生可入职中国铁塔、中国电气装备集团、中国通用航空有限责任公司等央企，或在政府部门、非政府公共机构、国际组织等从事公共管理、旅游管理相关工作。

**校友支持：**毕业后可加入ASU全球领导者、实践者、塑造者和学习者网络，享受终身职业发展服务。





## About the College

HNU-ASU International College, Hainan University (HAIC) (formerly the HNU-ASU Joint International Tourism College, Hainan University) was established in response to President Xi Jinping's important instructions during his inspection of Hainan. It was founded as part of the efforts to actively serve China's national strategy of opening-up and the development of the Hainan Free Trade Port, while accelerating the internationalization of Hainan University.

HAIC is the first Chinese-foreign Joint joint education institution in Hainan Province approved by the Ministry of Education, and remains the only one in the province with a complete education cycle and five graduating cohorts. The College currently enrolls 1,830 students (undergraduate and postgraduate) and has achieved outstanding results in educational quality and effectiveness. It has been was recognized as one of the The Outstanding Cases Examples of Chinese-foreign Joint Education institutions in 2024 and was included in the list of Outstanding Chinese- foreign Joint Education Institutions in 2025.

Our partner institution is Arizona State University (ASU), a leading U.S. public research university consistently ranked the #1 among the "Most Innovative Schools" by U.S. News & World Report (in italics) for ten consecutive years (2016–2025).

HAIC adheres to the leading role of Party building, while emphasizing the integration of Eastern and Western educational philosophies. It highlights internationalization, innovation, and interdisciplinarity, focusing on cultivating key competencies such as lifelong learning, critical thinking, intercultural competence, and global employability. With its unique "double enrollment, double degree, and N+0" education model, HAIC has become a highly internationalized Chinese-foreign Joint education institution and a showcase of international education collaboration in Hainan Province.

# **Distinctive Features & Advantages**

## **1) High-Quality Dual-Degree Model**

Graduates of HAIC's undergraduate and postgraduate dual-degree programs will receive diplomas and degree certificates from Hainan University - a "Double First-Class" institution in China - together with degrees conferred by Arizona State University (ASU), a globally renowned U.S. public research university. Students enrolled in the single-degree master's program are awarded the ASU master's degree, identical to that earned by students on ASU's main campus.

## **2) Exceptional Academic Resources**

From the day they enroll, students are dually registered at both HNU and ASU, holding dual student status and benefiting from bilingual, small-class instruction. They have full access to ASU's high-quality teaching, research, and digital library resources. Fifty percent of undergraduate major courses are taught by ASU faculty, and more than seventy percent of the master's curriculum is introduced from ASU.

## **3) World-Class Faculty**

1/3 One third of HAIC faculty come from ASU, 1/3 one third from Hainan University, and 1/3 one third are recruited globally. All professional courses are taught entirely in English, following ASU's classroom methodology and management system. An international English-teaching support team further enhances students' academic and language proficiency.

## **4) Student-Centered Academic Environment**

HAIC provides an independent and internationally oriented learning environment built around student growth. Undergraduate students will have opportunities to serve as research assistants, and various teaching and research assistantships are available to strengthen academic and research skills. These experiences prepare students to publish in international journals and participate in academic conferences.

### **5) Affordable Tuition**

Tuition for undergraduate programs is approximately 1/4 (one fourth) of the cost of studying in the United States, while master's tuition averages 1/3 (one third) of the U.S. rate. Outstanding students are eligible for a wide range of scholarships.

### **6) Global Learning and Development Platforms**

HAIC offers self-funded study tours that include visits to top U.S. universities and enterprises. The international faculty and administrative teams will provide guidance and resources for students applying to world-class graduate schools. A series of themed seminars also offer global perspectives and networking opportunities with scholars worldwide, strengthening students' international competitiveness.

### **7) Flexible “N+0” Study Model**

Students in HAIC are not required to study at ASU's U.S. campus to earn the foreign degree. However, undergraduates from their third year onward may choose to study at ASU for 1-4 semesters, paying tuition and fees according to ASU's standards. Postgraduate students may also join short-term academic programs in the U.S., with costs assessed on the same basis.

### **8) Promising Career Prospects and Alumni Network**

Our graduates have continued their studies at prestigious institutions such as the University of Cambridge, Yale University, the University of Hong Kong, and Tsinghua University. Alumni have also joined Fortune Global 500 companies, international hotel groups, cultural and tourism planning agencies, and key enterprises within the Hainan Free Trade Port.

Postgraduate alumni have pursued doctoral studies at Renmin University of China, Jilin University, and the University of Nottingham, and now hold positions in major organizations including China Tower Corporation, China Electric Equipment Group, and China General Aviation Corporation.

Graduates become part of the ASU Global Alumni Network, enjoying lifelong benefits such as continued education discounts and professional development seminars. As a founding member of the American Universities' China Association (AUCA), ASU offers HAIC graduates a powerful global career-support system.

# Study Length and Tuition Information

## **(1) Duration and Degree Awarding**

Undergraduate Programs: Typically completed in four years, with flexibility up to eight years. Qualified students are awarded both the Hainan University diploma and bachelor's degree, as well as the Arizona State University (ASU) bachelor's degree.

Postgraduate Programs: Two program structures are available: a three-year dual-degree track and a two-year ASU single-degree track.

Students in the dual-degree programs are admitted through China's national graduate entrance examination (including recommendation and first-choice admission), while the ASU single-degree program follows an independent, rolling admission process based on application review.

## **(2) Campus and Tuition Fees**

All students study at Hainan University's Mission Hills Campus. Tuition standards are as follows:

- **Undergraduate Programs**

- ▶ Hotel Management, Public Administration, Human Geography and Urban–Rural Planning:

RMB 73,000 per year

- ▶ E-Commerce: RMB 80,000 per year

- **Postgraduate Programs (Chinese nationals, including Hong Kong, Macao, and Taiwan students)**

- ▶ Tourism Management: RMB 120,000 per year for the first two years; RMB 8,000 for the third year

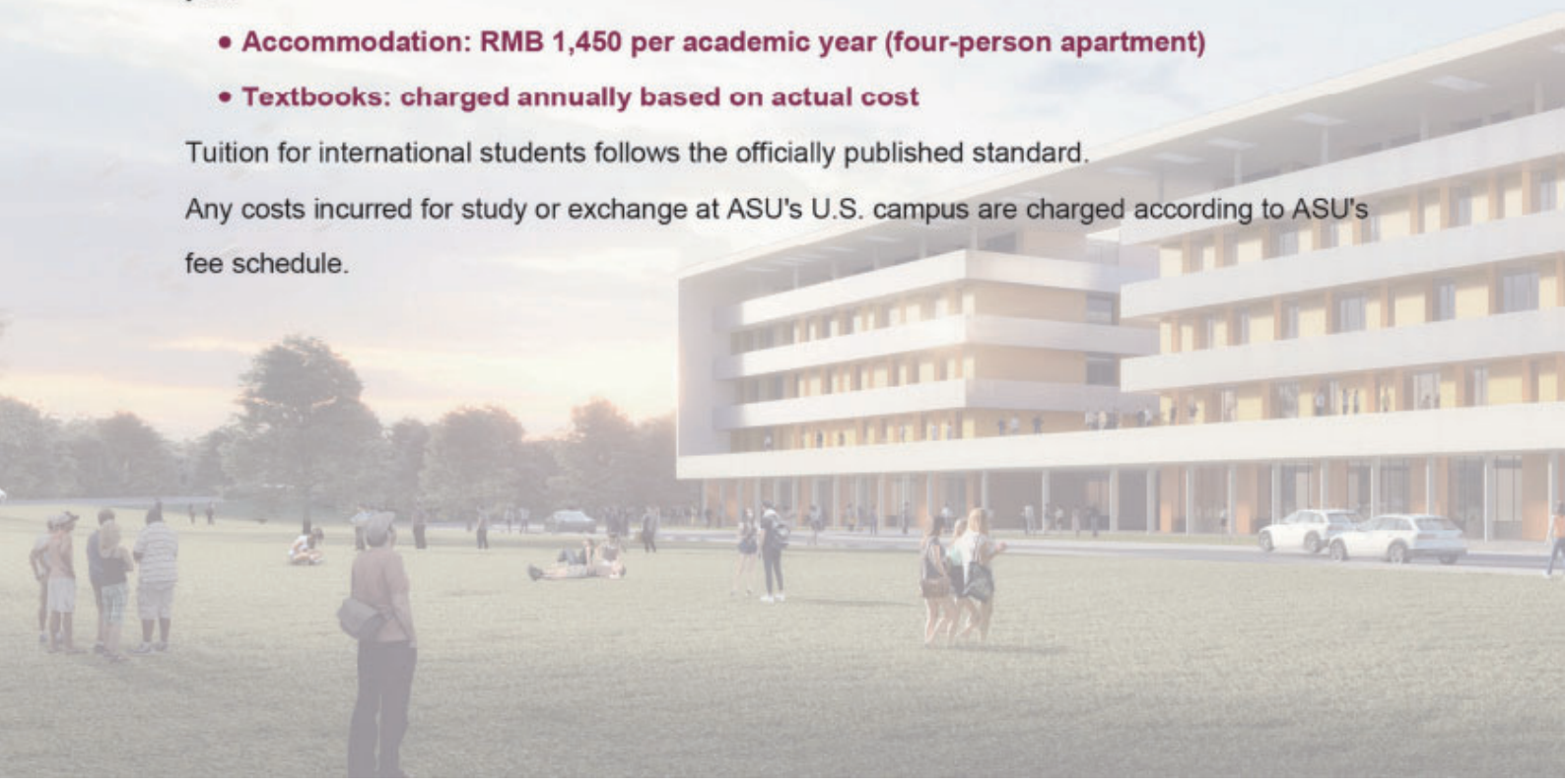
- ▶ Public Administration: RMB 145,000 per year for the first two years; RMB 8,000 for the third year

- **Accommodation: RMB 1,450 per academic year (four-person apartment)**

- **Textbooks: charged annually based on actual cost**

Tuition for international students follows the officially published standard.

Any costs incurred for study or exchange at ASU's U.S. campus are charged according to ASU's fee schedule.



# Undergraduate Programs

## **Hotel Management (Tourism Development and Management, ASU)**

### **Program Overview**

In response to global economic integration and the development of the Hainan Free Trade Port, this program adopts Arizona State University's curriculum, faculty resources, and advanced educational philosophy. It integrates Hainan University's disciplinary strengths and its partnerships with leading domestic and international enterprises to cultivate globally minded professionals who possess strong leadership, cultural awareness, innovation, and entrepreneurial capabilities. Students gain comprehensive knowledge of hotel management theory and international operational standards.

### **Career Pathways**

- **Further Study:** Graduate programs in hotel management, tourism management, business administration, or law at leading universities worldwide.
- **Government:** Positions within in relevant government agencies and affiliated institutions.
- **Industry:** Roles in international hotel brands, e-commerce platforms, convention and exhibition centers, consulting firms, museums, airlines, educational institutions, and human resources organizations.
- **Other:** International organizations, professional associations, or entrepreneurship.

### **Key Courses**

Front Office & Housekeeping Management; Resort & Hotel Management; Revenue Management; Food & Beverage Operations; Meeting & Event Marketing; Human Resource Management in Hospitality; Inclusive Community Development; Sustainable Tourism.

### **Practical Training**

Field studies in physical geography; hotel management systems training; hotel operations and service practicums.

### **Program Highlights**

Fully English-taught curriculum integrating ASU's Tourism Development and Management program and pedagogical model, ensuring graduates possess a strong competitive edge in the international hospitality sector.



## **Human Geography and Urban-Rural Planning (Parks, Recreation and Sport Management, ASU)**

### **Program Overview**

Focusing on tourism planning and sustainable community development, this program integrates ASU's leading curriculum and uses original English textbooks to ensure global relevance and interdisciplinarity. Students develop the ability to coordinate sustainable development among population, environment, and tourism systems, with strong spatial analysis and innovative problem-solving skills.

### **Career Pathways**

- **Further Study:** Graduate programs in human geography, urban planning, GIS, or tourism at domestic or international universities.
- **Government:** Planning and management roles in government departments and public institutions.
- **Industry:** Positions in research institutes, consulting firms, GIS and data analytics companies, urban planning organizations, real estate, and tourism enterprises.
- **Other:** International organizations, NGOs, or entrepreneurship.

### **Key Courses**

Human Geography; Urban Geography; Principles of Urban-Rural Planning; Leisure and Quality of Life; Sustainable Communities; Introduction to GIS; Computer-Aided Mapping; Public Lands and Park Management; Recreation Planning and Facility Development; Leadership and Professional Development.

### **Practical Training**

Fieldwork in geography; tourism and recreation management internships.

### **Program Highlights**

An English-medium, internationally oriented program that integrates ASU's Parks, Recreation and Sport Management curriculum, empowering students with global competitiveness and interdisciplinary expertise.



## **Public Administration (Public Service and Public Policy,ASU)**

### **Program Overview**

Aligned with the strategic development of the Hainan Free Trade Port and China's modernization of public administration, this program combines ASU's curriculum and global expertise with Hainan University's academic foundation. It cultivates students with both local awareness and global perspective- perspectives, proficient in administrative science, management, sustainable development, and public policy analysis.

### **Career Pathways**

- Further Study:Graduate studies in public administration or related disciplines.
- Government:Administrative and policy roles at various levels of government.
- Industry:Managerial positions in enterprises, institutions, and international cooperation offices.
- Other:International organizations, NGOs, or entrepreneurship.

### **Key Courses**

Research Methods in Public Administration; Sustainable Tourism; Economics and Public Finance; Public Policy Analysis; Public Administration Practicum; Civil Service Skills Training.

### **Practical Training**

Innovation and Entrepreneurship Practicum: Students simulate or establish nonprofit organizations and gain practical management experience under faculty supervision.

### **Program Highlights**

Delivered entirely in English, this program integrates ASU's Public Service and Public Policy curriculum to develop future leaders in global governance and public management.



## **E-Commerce (International Trade, ASU)**

### **Program Overview**

Based on the concepts of global mindset and digital innovation, this program integrates ASU's academic system and faculty expertise to develop versatile professionals with cross-disciplinary knowledge in management, economics, and computer science. Students master digital business operations, international trade mechanisms, and data analytics for global markets, while building cross-cultural communication and innovation capabilities.

### **Career Pathways**

- **Further Study:** Graduate programs in international trade, global management, business administration, digital economy, e-commerce, information systems, business analytics, fintech, or big data.
- **Government:** Roles in digital governance and transformation departments.
- **Industry:** Positions in multinational corporations, cross-border e-commerce, state-owned enterprises, internet companies, or consulting firms.
- **Other:** International organizations or entrepreneurship.

### **Core Courses**

**Foundation:** Global Management; Microeconomics; Macroeconomics; International Economics; International Accounting; International Finance; International Marketing.

**Advanced:** E-Commerce; Programming Fundamentals; Data Structures and Databases; E-Commerce Systems Design; FinTech; International Trade and Regional Agreements; International Logistics; Big Data in Global Economics; Cross-Cultural Negotiation; Leadership in Multinational Enterprises; Risk Management; Business Intelligence; Big Data Visualization; Cross-Border E-Commerce; Digital Marketing.

### **Practical Training**

Hainan Free Trade Port Field Study - field visits to major industrial parks to understand digital and trade ecosystems.

Innovation & Entrepreneurship I - creative project development in e-commerce and digital industries.

Innovation & Entrepreneurship II - simulation-based training in digital marketing, business operations, and analytics.

### **Program Highlights**

ASU's International Trade major ranks among the top globally in QS rankings and is accredited by AACSB and certified as a U.S. STEM program, granting international students a two-year OPT extension. Partnering with the Thunderbird School of Global Management, HAIC connects students with a global alumni network spanning over 138 countries.

# Postgraduate Programs

Bridging Eastern and Western wisdom to cultivate global leaders in culture and tourism.  
**Master of Science in Community Resources and Development (Tourism Concentration)(Ranked Top 3 in the United States)**

## **Program Overview**

The Tourism Management program draws on the academic excellence and industry resources of Arizona State University's Master of Science in Community Resources and Development (Tourism Concentration). It aims to equip students with the core competencies required to promote sustainable development in the global tourism and cultural industries. Graduates are prepared to take on key roles across the tourism sector, national parks, event management, and nonprofit or NGO organizations- organizations, becoming professionals with global vision, specialized knowledge, and strong practical abilities.

## **Core Courses**

The program offers two pathways - research-oriented (33 credits) and practice-oriented (39 credits). Core courses include:

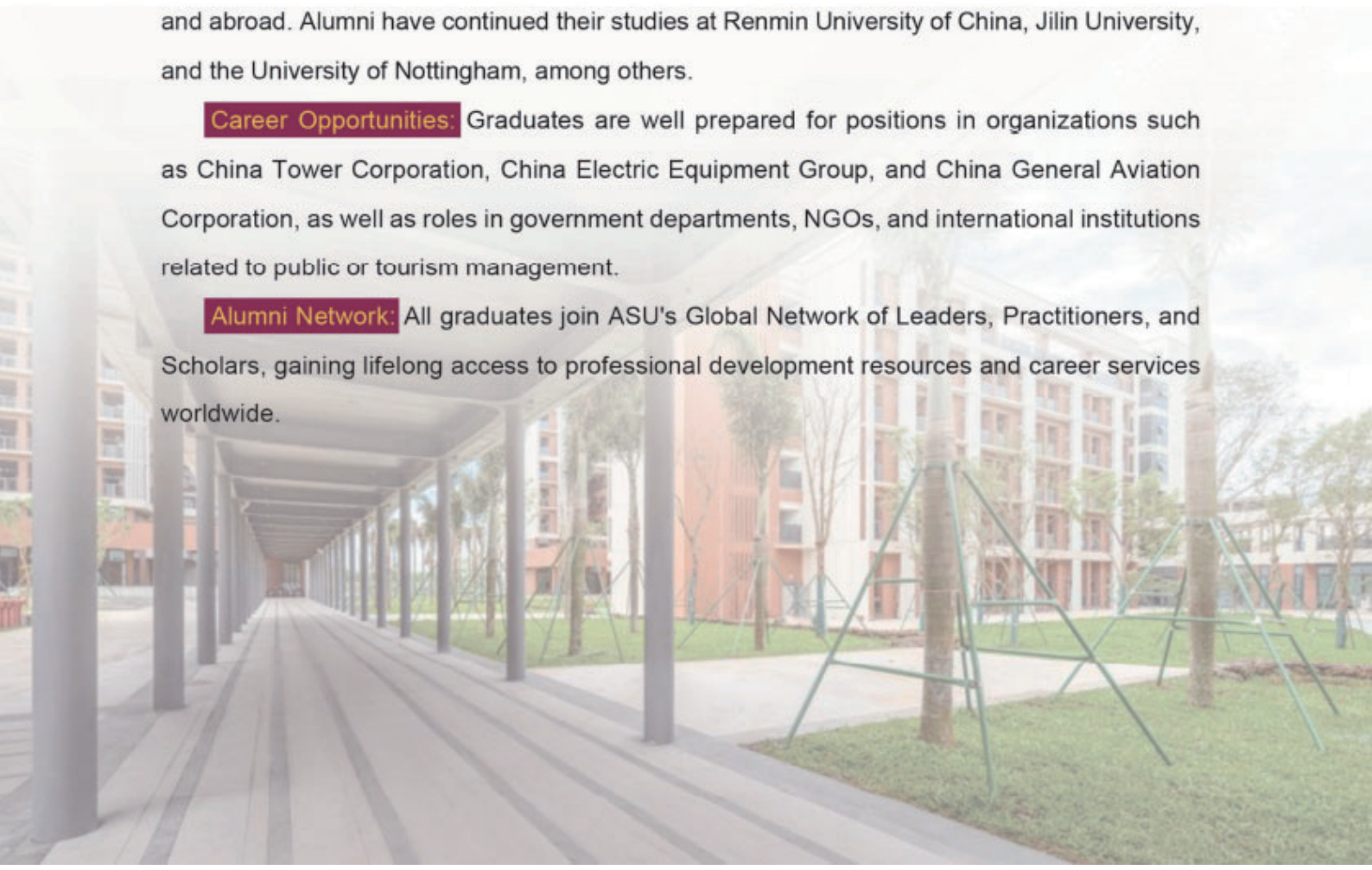
Statistical and Data Analysis; Research Methods; Sustainable Tourism; Advanced Tourism and Recreation Studies, among others.

## **Career and Academic Prospects**

**Further Study:** Graduates may pursue doctoral studies at prestigious universities in China and abroad. Alumni have continued their studies at Renmin University of China, Jilin University, and the University of Nottingham, among others.

**Career Opportunities:** Graduates are well prepared for positions in organizations such as China Tower Corporation, China Electric Equipment Group, and China General Aviation Corporation, as well as roles in government departments, NGOs, and international institutions related to public or tourism management.

**Alumni Network:** All graduates join ASU's Global Network of Leaders, Practitioners, and Scholars, gaining lifelong access to professional development resources and career services worldwide.



## **Master of Public Administration (Emergency Management)** **(Ranked Top 2 in the United States)**

### **Program Overview**

This program leverages the strengths of Arizona State University's top-ranked Master of Public Administration (MPA) to train high-level, globally oriented professionals for government agencies and nonprofit public institutions. Students learn to navigate international governance frameworks, demonstrate cross-cultural competence, and apply multidisciplinary knowledge—from management and economics to law, politics, and technology—to address complex challenges in public administration and policy.

### **Core Courses**

- The 42-credit curriculum includes courses such as:

Public Service Research; Microeconomics of Public Policy; Public Policy Analysis; Public Budgeting and Finance; Public Human Resource Management; Organizational Behavior; and Public Affairs.

### **Career and Academic Prospects**

**Further Study:** Graduates may pursue PhD programs at leading institutions such as Renmin University of China, Jilin University, and the University of Nottingham.

**Career Opportunities:** Alumni have joined China Tower Corporation, China Electric Equipment Group, and China General Aviation Corporation, or work in government agencies, public institutions, and international organizations engaged in public administration, emergency management, or tourism governance.

**Alumni Network:** Upon graduation, students become part of ASU's Global Alumni Network—a community of innovators, leaders, and lifelong learners—enjoying continuous access to global networking and professional development services.



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