Electronic Commerce

1. School System

Four years (including two-year junior college to undergraduate), after completing the required credits and passing the graduation thesis defense in this major, you will receive a "**Bachelor of Management**" degree.

2. Training Objectives

This major is based on serving the economic and social development needs of Zhejiang and even the Yangtze River Delta. It cultivates systematic grasps of the basic theories and methods of e-commerce, are familiar with the national conditions of China, have an Internet mindset, are familiar with the operation rules and sales principles of various e-commerce platforms, have the ability to analyze and process business data, and are capable of handling e-commerce platform operations, data analysis and processing, digital marketing and other positions. The expected goals of this major for the students trained in about 5 years after graduation are:

(1)Have a strong sense of social responsibility and dedication, and be able to become professional technicians for e-commerce websites and platform operations and maintenance.

(2)Systematically master the knowledge in the fields of modern computer technology, business trade and data statistical analysis, and become a senior professional technician in the statistical analysis of business big data.

(3)Possess good cross-cultural communication skills and become mid-to-senior level cross-border e-commerce talents.

(4)Have strong independent learning ability, become   middle senior managers with international perspective in the e-commerce industry.

3. Main Courses

Introduction to e-commerce, logistics and supply chain management, e-commerce visual marketing and artwork, online marketing, e-commerce data analysis foundation, big data analysis and visualization, international trade theory and practice, cross-border e-commerce multi-platform operation practice, e-commerce live streaming, network security, digital intelligence e-commerce foundation and practice, etc.

4. Career Direction

Graduates of this major can work in e-commerce enterprises, cross-border e-commerce enterprises and Internet enterprises in business operation, data analysis, UI interaction design, e-commerce platform development and management, etc.; they can also work in government economic management departments related to e-commerce or can pursue further studies in related disciplines.

5. Professional Features

The major of E-commerce is a speciality of the University, and was ranked A in the Alumni Association's Top Applied Majors in China in 2023, focusing on the two main features of "Digital Intelligence in E-commerce" and "E-commerce Operation and Management". In terms of personnel training, this major focuses on in-depth cooperation with top international e-commerce companies such as Alibaba and Amazon, focuses on cultivating students' practical ability, and at the same time ensures that students receive a theoretical basis for further study. The major focuses on cultivating students' sense of innovation and entrepreneurship, and several former graduates have become "industry leaders" with an annual turnover of over RMB 10 million.   Internationalisation and foreign language study is another distinctive feature of the program, with opportunities for students to travel and exchange abroad as much as possible, and with some courses taught in full English or bilingually, students can also study a second language. The combination of foreign language and e-commerce will become the basic guarantee for global digital trade talents in the future.

The Provincial Department of Commerce and our school jointly established the "Cross-border E-commerce Industry International Cultural Exchange Research Institute".

ZISU hosted the first seminar on the construction of Cross-border E-commerce majors.

Our school held the launching ceremony of the "Amazon Global Store 101·Youth Plan".