

Cross-border E-commerce

1. School System

Four years, 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 keeps a foothold on the needs of social and economic development in Zhejiang and Yangtze River Delta and systematically cultivates the international and applied talents who are master with CBEC basic theories and methods, the international laws, Chinese situation, the international mindset, foreign language skills and the knowledge of CBEC platform operation, CBEC customer service and cross-border internet marketing. The estimated objective of the graduates after five years:

(1) Be occupied in the areas of cross-border e-commerce, international trade and sophisticated in using internet platform for dealing with variety of cross-border trade, such as middle and high level managers in B2B, B2C and C2C business models.

(2) Become the high-level managerial talents who are sophisticate in applying information technology, modern logistic transportation to improve the enterprise management and operational performance.

(3) Become the senior managers in the areas of international internet marketing, international market research and analysis and overseas public relations, and being good at making and implementing middle and long term marketing strategies and using foreign language to promote the overseas market.

(4) Become the operational managers with solid abilities of establishing, operation, maintaining and daily management in CBEC platform, and be able to analyse the market, make the sale plan and design the marketing activities.

3. Main Course

Introduction to Cross-Border E-Commerce, Operations of B2C Multi-Platform Cross-Border E-Commerce, Cross-border Logistics and Supply Chain Management, Theory and Practice of International Trade, Electronic defray, Retail on the Internet, Laws and Regulations on Electronic Commerce Cross-Border, E-Commerce Visual Marketing and Art Design.

4. Employment Orientation

The graduates will be mainly working on e-commerce internet marketing, CBEC logistic transportation, overseas warehouse, CBEC platform operation and design and management in internet companies, CBEC companies, and government. Or to pursue further studies.

5. The feature of major

ZISU is the only state-owned university among the first seven universities to provide the CBEC bachelor degree in 2020. ZISU has been awarded the outstanding prize in talent cultivation by China(Hangzhou) CBEC comprehensive zone. ZISU focuses on the operational management features of B2B and B2C. It was ranked A by Best Chinese Universities Ranking in 2023, tied TOP 10 in China. This major has formed the foreign language advantage leading applied talent cultivating model with using foreign resources at university, the Alibaba programme of hundred cities and thousand, Alibaba experimental class, and Amazon age youth plan.



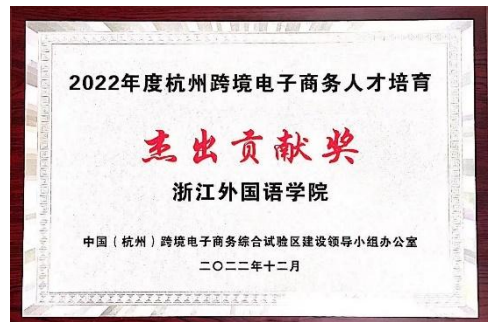
Our institute hosted the first Cross-border E-commerce Education and E-commerce Development Forum (the "50" People Forum and Xixi Digital Forum).



results released for the first Cross-border E-commerce Education and E-commerce Development Forum



the unveiling ceremony of the Pujiang Research Institute of Cross-border E-commerce of ZISU



Our school was awarded the 2022 Hangzhou Cross-border E-commerce Talent Cultivation Outstanding Contribution Award.



Students participate in the Global Cross-border E-commerce Summit.