

Electronic Business

(Grade 2022)

Course code: 120801

I. Cultivation Objectives

1. General cultivation objective

This Program of Electronic Business aims to innovative and application-oriented talents who are comprehensively well developed in ethics, intellect, physique, aesthetics and labour, with good integrity and professionalism, international perspective and pioneering spirit, solid professional foundation and good knowledge structure, modern management and information economy concepts, proficient in information technology and e-services comprehensive skills, and able to engage in business operations, data analysis and technical services in the network environment.

2. Objective of value guidance

Led by the spirit of model workers and the professionalism of prospective e-business people, the program guides students to focus on the new concept of national development and rural revitalization, build consciousnesses of green economic development, enhance students' political consciousnesses, consciousnesses of the overall situation, consciousnesses of following the core leadership of the CPC Central Committee and acting in accordance with its requirements, and build their perspective of life and values to strive for the great rejuvenation of the Chinese nation.

3. Five years after graduation, students in this program should achieve the following objectives:

- (1) Have good humanities and social science literacy, patriotism and national pride, a sense of social responsibility and adherence to professional ethics.
- (2) Master professional competencies in business operations and management, data analysis and marketing, and technology development and support in Electronic Business related fields, and to be able to provide creative solutions to international and domestic Electronic Business industry problems.
- (3) Have good communication and teamwork skills and possess certain leadership ability.
- (4) Be capable of lifelong learning and innovation, have an international perspective, and maintain physical and mental health and motivation for continuous development.

II. Graduation requirements

Students in this program mainly study the basic theories and knowledge of management and computer disciplines, and should systematically master the basic theories, professional knowledge and business skills of Electronic Business, with strong practical ability to work in Electronic Business-related fields and preliminary mastery of methods to solve complex problems in professional fields. Graduates are expected to achieve competencies in the following nine fields:

1. Morality and Ethics: Have a humanistic foundation, scientific spirit, professionalism and a sense of social responsibility, understand national and social conditions and practise core values of socialism.

1-1 Have a firm political orientation, be familiar with the basic lines, guidelines and policies of the Party and the country, and practise core values of socialism.

1-2 Understand national and social conditions and public opinion, and pay attention to and think about hot issues

of national development and people's livelihood.

1-3 Comply with Electronic Business professional ethics and be familiar with the laws, regulations and industry codes in the Electronic Business field.

2. Professional knowledge: Have Solid basic theoretical knowledge and professional skills in Electronic Business, master the basic research methods in the field of Electronic Business, and understand the latest developments and development trends in the profession and related fields.

2-1 Have basic knowledge of the humanities and natural sciences.

2-2 Have basics knowledge of modern management and economic theory and Electronic Business.

2-3 Understand business operation and management methods in e-commerce related fields domestically and internationally, and be aware of the latest developments and trends in the professional field.

2-4 Have the ability to collect, process and statistically analyse data, and master big data analysis and management problem modelling and decision making research methods in the field of Electronic Business.

2-5 Have basic development skills and technical support skills in Electronic Business systems.

3. Ability to innovate: Have the ability to identify, recognize and evaluate phenomena and problems in the field of Electronic Business and the ability to adapt to new environments and technologies and to propose new solutions to new problems.

3-1 Have the ability to apply and translate knowledge from their own discipline and across disciplines.

3-2 Be able to capture, identify and evaluate phenomena and issues in the field of Electronic Business and be able to offer innovative insights.

3-3 Possess the basic skills and spirit of Electronic Business innovation and entrepreneurship, and engage in innovative practices by facing the ever-changing e-commerce development environment.

4. Ability to use knowledge: Have the ability to apply Electronic Business knowledge to solve practical problems, to conduct comprehensive analysis and research on complex problems in the field of Electronic Business, and to propose corresponding countermeasures or solutions.

4-1 Be able to apply professional knowledge in Electronic Business operations and management to conduct business activities on Electronic Business platforms, search engines and other online platforms, and be familiar with the operation of international platforms for cross-border business activities.

4-2 Be able to model problems in fields such as Electronic Business operations and marketing and draw conclusions and appropriate responses based on the results of the analysis.

4-3 Have the ability to plan and design the Electronic Business platform and have basic skills in system security and operations and maintenance.

4-4 Have the ability to track, analyse and research cutting-edge and topical issues in Electronic Business applications.

4-5 Be able to apply a combination of professional knowledge and skills to propose appropriate responses or solutions to complex issues arising in Electronic Business practice.

5. Ability to use Data: Have a certain level of knowledge, understanding, application and effectiveness of data, and the ability to use data tools and relevant online platforms to solve practical problems in business operations and management.

5-1 Understand data and its characteristics and be able to select and use appropriate tools and techniques to record, collate, organize and maintain data in a legally compliant manner in domestic and cross-border business activities.

5-2 Have consciousness of data application, the ability to identify, express and analyse problems in business practice through data, familiarity with the use of commonly used data analysis software, and use of business data to provide support for marketing, operational and other decisions.

5-3 Have knowledge of basic techniques and tools for collecting, collating, accessing and analyzing data in the background of the Electronic Business platform to support business activities.

6. Communication and Expression: Have ability to express oneself in writing and verbally, to accumulate professional knowledge and to express oneself, and to communicate effectively on issues related to Electronic Business.

6-1 Be able to express their views accurately on professional issues, orally, in manuscripts, diagrams, etc.

6-2 Master basic communication skills to communicate and interact effectively with industry peers and the public on issues in their field of expertise.

6-3 Have the ability to express and communicate professional knowledge to effectively solve problems in business activities.

7. Teamwork: Have a sense of teamwork, the ability to play effectively as an individual in various teams, the ability to coordinate and cooperate with other members, and a certain degree of leadership ability.

7-1 Have a sense of teamwork and the ability to use individual strengths in small projects to complete their own tasks.

7-2 Have communication and coordination skills to interface well with team members and work collaboratively with team members on medium-sized projects.

7-3 Demonstrate the organizational skills to unite and coordinate team members to facilitate the achievement of team goals and develop certain team leadership skills.

8. International perspective: Pay attention to international trends and hotspots in the professional field, understand and respect the differences and diversity of different cultures in the world, and be familiar with cultural differences and different communication strategies in cross-border Electronic Business.

8-1 Be able to solve international trade and cross-border Electronic Business trade problems and adapt to living and working in a different cultural environment.

8-2 Understand the development of Electronic Business, cross-border trade, etc., and international business dynamics in various countries.

9. Learning and development: Maintain physical and mental health, have a sense of lifelong learning and the ability to self-manage and learn independently, and be able to adapt to sustainable social development and achieve personal career goals through continuous learning.

9-1 Have a positive attitude towards people, maintain physical and mental health, recognize the need for continuous exploration and learning, and have a sense of self-directed and lifelong learning.

9-2 Understand ways to expand their knowledge and abilities. Be able to use appropriate methods of independent learning for the needs of personal or professional development in order to respond to the development of the industry in which they work.

III. Schooling System

Four years.

IV. Length of Study

Flexible study period, generally four years, the minimum length of flexibility is not less than three years, the longest not more than six years.

V. Requirements for Graduation and Degree Conferring

In order to graduate, students must complete the minimum number of credits required by the Instructive Cultivation Plan for each course category and all the content required by the Extracurricular Class, with a total of 155 credits, and will be awarded a Bachelor of Engineering degree if they meet the requirements for the award of a Bachelor's degree.

VI. Discipline

Computer Science and Technology, Management.

VII. Core Courses

Introduction to Electronic Business (English-taught), Internet Marketing, Applied Statistics (English-taught), Electronic Business Development Technology, Cross-border Electronic Business Theory and Practice (In Chinese and English), Electronic Business Data Operations (In Chinese and English), Electronic Business System Analysis and Design Methods, Electronic Business Logistics, Business Intelligence, Electronic Business Security Technology and Management. Electronic Business System Analysis and Design Methodology, Electronic Business Logistics, Business Intelligence, Electronic Business Security Technology and Management

VIII. Course Structure and Course Hours (excluding Extracurricular Class)

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
Public Fundamental Course	46.5	30	880	800	80
General Education	10	6	160	160	0
Professional Fundamental Course	29	19	464	392	72
Professional Course	38	25	608	452	156
Professional Practice	30.5	20	880	0	880
Total	154	100	2992	1804	1188
Theory:Practical	60: 40				

IX. Teaching schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester
Public Fundamental Course	required	School of Marxism	b1080001	Basic Principles of Marxism	test	3	48	42	6	Autumn 1
	required	School of Marxism	b1080009	Ethics and the Rule of Law	non-test	3	48	42	6	Autumn 1
	required	School of Marxism	b1080006	Outline of Modern Chinese History	non-test	3	48	42	6	Spring 1
	required	School of Marxism	b1080004	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics I	test	3	48	42	6	Autumn 2
	required	School of Marxism	b1080007	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics II	test	2	32	28	4	Spring 2
	required	School of Marxism	----	Situation and Policy (Modules 1 to 4)	non-test	2	32	28	4	Autumn 1 to
	required	Others	b1110004	Mental Health Education for University Students	non-test	2	32	16	16	Spring 1
	required	School of Marxism	b1080008	Labour Education A	non-test	0.5	16	16		Spring 1
	required	College of Arts and Sciences	b1020082	Advanced Mathematics B1	test	4	64	64		Autumn 1
	required	College of Arts and Sciences	b1020083	Advanced Mathematics B2	test	2	32	32		Spring 1
	required	College of Arts and Sciences	b1020012	Linear Algebra	test	2	32	32		Autumn 2
	required	College of Arts and Sciences	b1020013	Probability Theory and Mathematical Statistics	test	2	32	32		Autumn 2
	required	College of Arts and Sciences	b1020018	Academic Chinese	non-test	2	32	32		Autumn 1
	required	College of Physical Education	----	Physical Education I to VI	non-test	3	160	160		Autumn 1 to
	required	Others	b1110003	Military skills	non-test	0.5	2W			Autumn 1
	required	College of Arts and Sciences	b1110002	Military theory	non-test	0.5	32	32		Spring 1
	required	Engineering Training	b1090001	Basic Engineering Training	non-test	2	32		32	Spring 1
	★ Academic English(Select 1 Module for 10 Credits)	Module A	b1020003	General English III	test	3	48	48		Autumn 1
			b1020004	General English IV	test	3	48	48		Spring 1
			b1020005	General Academic English A	test	2	32	32		Autumn 2
			---	English Knowledge Expansion	non-test	2	32	32		Spring 2
		Module B	b1020002	General English II	test	3	48	48		Autumn 1
			b1020003	General English III	test	3	48	48		Spring 1
b1020006			General Academic English B	test	2	32	32		Autumn 2	
---			English Knowledge Expansion	non-test	2	32	32		Spring 2	
Module C		b1020001	General English I	test	4	64	64		Autumn 1	
		b1020002	General English II	test	3	48	48		Spring 1	
		b1020003	General English III	test	3	48	48		Autumn 2	
★ Academic German		College of Arts and Sciences	b1020040	Academic German I	test	3	48	48		Autumn 1
		College of Arts and Sciences	b1020041	Academic German II	test	3	48	48		Spring 1
	College of Arts and Sciences	b1020042	Academic German III	test	4	64	64		Autumn 2	
★ Academic Japanese	College of Arts and Sciences	b1020077	Academic Japanese I	test	3	48	48		Autumn 1	
	College of Arts and Sciences	b1020078	Academic Japanese II	test	3	48	48		Spring 1	
	College of Arts and Sciences	b1020079	Academic Japanese III	test	4	64	64		Autumn 2	
Subtotal (Public Fundamental Course)					46.5	880	800	80		
General Education	selective	Art Education Center	b0----	Aesthetic Education	non-test	2	32	32		Autumn,
	selective	Each College	b0----	Social Sciences and Humanistic Qualities	non-test	4	64	64		Autumn,
				Natural Sciences and Technology Innovation	non-test	4	64	64		Autumn,
Subtotal (General Education)					10	160	160			

(★Note: The first foreign language is 10 credits in total, including 3 languages: Academic English, Academic German and Academic Japanese, choose the appropriate language as required; When Academic English is chosen, please choose the appropriate module in Module A, B, C)

IX. Teaching schedule (2)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester		
Professional Fundamental Course	required	School of Economics and Management	b2030226	Introduction to Electronic Business (English-taught)	test	2	32	28	4	Autumn 1		
	required	School of Economics and Management	b2030133	Web Design	test	3	48	32	16	Autumn 1		
	required	School of Economics and Management	b2030015	Fundamentals of Programming (Java)	test	4	64	40	24	Spring 1		
	required	School of Economics and Management	b2030060	Principles of Accounting	test	3	48	48	0	Spring 1		
	required	School of Economics and Management	b2030125	Fundamentals of Database Applications	test	2	32	24	8	Spring 1		
	required	School of Economics and Management	b2030163	Operations Management	test	3	48	40	8	Autumn 2		
	required	School of Economics and Management	b2030130	Internet Marketing	test	2	32	28	4	Autumn 2		
	required	School of Economics and Management	b2030296	Applied Statistics (English-taught)	test	3	48	40	8	Spring 2		
			b2030145	Western Economics	test	4	64	64	0	Autumn 3		
Subtotal (Professional Fundamental Course)							229	446 4	339 2	72		
Professional Course	required	School of Economics and Management	b2030289	*Electronic Business Development Technology	test	4	64	40	24	Autumn 2		
	required	School of Economics and Management	b2030431	Computer Network and Operations and Maintenance Management	non-test	2	32	16	16	Autumn 2		
	required	School of Economics and Management	b2030287	Theory and Practice of Cross-border Electronic Business (In Chinese and English)	non-test	3	48	32	16	Spring 2		
	required	School of Economics and Management	b2030297	Python Basics	non-test	2	32	16	16	Spring 2		
	required	School of Economics and Management	b2030389	Electronic Business Data Operations (In Chinese and English)	non-test	2	32	32	0	Spring 2		
	required	School of Economics and Management	b2030026	Electronic Business Logistics	test	2	32	24	8	Autumn 3		
	required	School of Economics and Management	b2030106	Electronic Business System Analysis and Design Methodology	non-test	2	32	24	8	Autumn 3		
	required	School of Economics and Management	b2030171	Data mining analysis	non-test	2	32	24	8	Autumn 3		
	required	School of Economics and Management	b2030110	Business Intelligence (In Chinese and English)	test	2	32	28	4	Spring 3		
	required	School of Economics and Management	b2030303	Internet Finance and Payments	non-test	2	32	32	0	Spring 3		
	required	School of Economics and Management	b2030227	Electronic Business Security Technology and Management	test	2	32	24	8	Spring 3		
	required	School of Economics and Management	b2030290	Electronic Business Laws and Regulations	non-test	2	32	32	0	Spring 3		
	required	School of Economics and Management	b2030390	Internet Technology	non-test	2	32	24	8	Autumn 4		
	Subtotal(Required Professional Course)							29	464	348	116	
	Select different courses in different modules for 9 credits	Module A		b2030286	Mobile Development Technology	non-test	3	48	32	16	Autumn 3	
				b2030432	Enterprise Application Development Technology	non-test	4	64	40	24	Spring 3	
				b2030276	Data Structures and Algorithms (Java)	test	2	32	16	16	Spring 3	
Module B			b2030298	Theory and Practice of International Trade (In Chinese and English)	non-test	3	48	32	16	Autumn 3		
			b2030292	Cross-border e-commerce supply chain planning (In Chinese and English)	non-test	2	32	28	4	Spring 3		
			b2030397	Electronic Business User Experience	non-test	2	32	16	16	Spring 3		
			b2030398	Cross-border E-Commerce Operations and Management (In Chinese and English)	non-test	2	32	28	4	Spring 3		
Module C			b2030288	Data Modelling and Decision Making	non-test	3	48	32	16	Autumn 3		
			b2030295	User behaviour data analysis	non-test	2	32	28	4	Spring 3		
		b2030161	Data visualization design	non-test	2	32	20	12	Spring 3			
		b2030399	Big Data Business Analytics and Applications	non-test	2	32	16	16	Spring 3			
Subtotal (Selective Professional Course)							9	144	104	40		
Subtotal (Professional Course)							38	608	452	156		

IX. Teaching schedule (3)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester
Professional Practice	required	School of Economics and Management	b4030210	Practice for basic new media applications	non-test	1	24		24	Autumn 1
	required	School of Economics and Management	b4030097	Practice for Introduction to E-Commerce	non-test	1	24		24	Spring 1
	required	School of Economics and Management	b4030221	Practice for Electronic Business Online Shop	non-test	1	24		24	Summer 1
	required	School of Economics and Management	b4030222	Practice for New Media Visual Design	non-test	2	48		48	Summer 1
	required	School of Economics and Management	b4030144	Practice for Static business website design	non-test	2	48		48	Summer 1
	required	School of Economics and Management	b4030223	Practice for Electronic Business Innovation and Entrepreneurship Project Planning	non-test	1	24	0	24	Autumn 2
	required	School of Economics and Management	b4030145	Practice for Business Dynamic Web Development	non-test	2	48		48	Spring 2
	required	School of Economics and Management	b4030224	Practice for New Media Operations	non-test	3	72		72	Summer 2
	required	School of Economics and Management	b4030147	Practice for Statistical data analysis tools	non-test	2	48		48	Summer 2
	required	School of Economics and Management	b4030142	Practice for Search engine marketing and optimization	non-test	2	48		48	Autumn 3
	required	School of Economics and Management	b4030101	Practice for Electronic Business Integrated Project Development	non-test	2	48		48	Spring 3
	required	School of Economics and Management	b4030200	Labour Education B	non-test	0.5	16		16	Spring 3
	required	School of Economics and Management	b4030225	Practice for Electronic Business Innovation and Entrepreneurship Project Operation	non-test	1	24		24	Autumn 4
	required	School of Economics and Management	b4030093	Practice for Professional vocational skills	non-test	1	24		24	Autumn 4
	required	School of Economics and Management	b4030131	Electronic Business Graduation Internship and Graduation Design (Thesis)	non-test	6	288		288	Spring 4
Subtotal(Required Professional Practice)						28.5	832	0	832	
★ Select different courses in different modules		Module A	b4030148	Practice for Internet Development Technology	non-test	2	48	0	48	Summer 3
		Module B or C	b4030094	Comprehensive practice for cross-border e-commerce platform operations	non-test	2	48	0	48	Summer 3
		Module C	b4030149	Practice for Business Intelligence and Data Mining Project	non-test	2	48	0	48	Summer 3
		Module A or B or C	b4030150	Electronic Business Corporate Placement	non-test	2	48	0	48	Summer 3
Subtotal(Selective Professional Practice)						2	48	0	48	
Subtotal(Professional Practice)						30.5	880	0	880	
Extracurricular Class	required	Others	b5110001	Extracurricular Class	Non-Test	1	-	-	-	Autumn, Spring, Summer
Total						155	29 92	118 04	11 88	

★ Description of Selective Professional Course and Professional Practice:

Selective Professional Courses are divided into modules according to different competencies, and students must take one of the modules and achieve the required number of credits for that module. Professional practice modules must be taken in accordance with the corresponding professional course modules.

1. Module A: Mobile Development Module

The module focuses on in-depth knowledge of H5 technology, Android mobile development and Spring MVC framework technology and data analysis, with the ability to work on UI design, mobile APP application design, business website development and maintenance, mobile internet product design, testing and software project management. Cultivate comprehensive technical talents who are familiar with e-commerce processes and can carry out relevant program development positions and software technical support.

2. Module B: Cross-border e-commerce Module

The module focuses on enabling students to learn in-depth knowledge of international trade, cross-border e-commerce operations and management and customs clearance, cross-border e-commerce cross-border e-commerce logistics options and dynamic planning, user experience and other knowledge, with the ability to provide solutions for enterprises to carry out cross-border e-commerce business, clarify the conditions for carrying out cross-border e-commerce, and master the needs of the target market and marketing strategies. Cultivate talents needed for cross-border e-commerce, such as foreign trade positions on cross-border e-commerce (export) platforms and foreign trade operation and promotion positions on cross-border e-commerce (export) platforms.

3. Module C: Data Analysis Module

This module focuses on in-depth learning of business data model design and decision analysis, analysis of e-commerce user behaviour data and targeted marketing, visualization design of e-commerce data and analysis application of e-commerce big data. It aims to train professionals such as e-commerce operations and maintenance data analysts, e-commerce website data analysts, and data software technical support technicians.

X. Prerequisite for Course Study

No.	Course Name	Prerequisite Course	No.	Course Name	Prerequisite Course
1	Electronic Business Development Technology	Web Design	4	Theory and Practice of Cross-border Electronic Business (In Chinese and English)	Introduction to Electronic Business (English-taught)
		Fundamentals of Programming (Java)	5	Data mining analysis	Python Basics
		Fundamentals of Database Applications	6	Business Intelligence	Data mining analysis
2	Enterprise Application Development Technology	Electronic Business Development Technology	7	Cross-border E-Commerce Operations and Management (In Chinese and English)	Theory and Practice of Cross-border Electronic Business (In Chinese and English)
3	Mobile Development Technology	Electronic Business Development Technology			

XI. Credit of Extracurricular Class

Through taking extracurricular classes, students are encouraged to take part in academic lectures, social practice activities, campus cultural and sports activities, innovative and entrepreneurial activities, voluntary activities, etc. to improve their social adaptability and enhance the competitiveness in the job market. Details are specified in Students' Manual.