Electronic Commerce Specialty Cluster
Programs for International Academic Students Enrolled in 2021

Ⅰ Specialty Title

Electronic Commerce (530701)

Cross-border Electronic Commerce (530702)

Ⅱ Admission Requirements

Graduates of General Senior High Schools, Secondary Vocational Schools or equivalent.

Ⅲ Duration of Study

Three years (students can extend the study period to a maximum of six years according to the situation).

Ⅳ Program Objectives and Program Standards

(1) Program Objectives

The e-commerce specialty cluster mainly cultivates talents for the majority of small and medium-sized enterprises in applying Internet technology and fosters core skills of four dimensions, which are digital operation, digital marketing, digital products, and digital services. The specific objectives are:

The e-commerce specialty aims to cultivate high-quality technicians and skilled workers who possess Internet thinking, be able to effectively guide enterprises in creating new business models and innovative products, master the core skills of product planning, marketing promotion, data operation, business management, and control, etc., to help enterprises manage and effectively integrate online and offline businesses;

The cross-border e-commerce specialty is designed to foster technical skills such as the strong ability to operate the cross-border platform, and the ability to promote cross-border e-commerce, process import and export business, analyze cross-border data, and manage customer services. It aims to cultivate high-quality technicians and skilled workers who are able to operate cross-border e-commerce platforms, promote business, analyze data and manage customers of cross-border business.

(2) Program Standards

Graduates of the above specialty cluster should meet the following requirements in terms of quality, knowledge and capabilities.

1. Quality

1.1 Be familiar with the basic knowledge of Chinese national conditions and culture such

as Chinese history, geography, society and economy, understand China's political system and foreign policy, the mainstream values of Chinese society and public moral concepts, and form the concept of the rule of law and moral awareness.

1.2 Possess certain cross-cultural competence, have certain international perspective of the major, be able to put professional knowledge and skills into practice among various countries, have the ability to basically communicate and cooperate in the global context.

1.3 Adapt to corporate culture, abide by corporate norms, and keep business secrets with the spirit of dedication and cooperation.

1.4 Have developed quality awareness, environmental awareness, safety awareness, information literacy, craftsmanship and creative power, be able to analyze, transform and solve practical problems, master learning methods and the integration and application of knowledge, and possess certain ability to transfer knowledge to other areas.

1.5 Have the courage to struggle, be optimistic, have self-management ability, awareness of career planning, strong collective consciousness and teamwork spirit, demonstrate perseverance and the ability to endure setbacks, and have the ability to solve problems independently with self-learning skills.

1.6 Have a sound physical and psychological health, a wholesome personality, good behavior and habits, a positive attitude, and strong problem-solving and execution abilities.

2. Knowledge

2.1 Master the basic professional knowledge of marketing, e-commerce, trade and business, image production, etc., be familiar with general marketing theory, 4P/4C strategy, mainstream third-party e-commerce platforms, B2B, B2C, C2B and other business models and processes, as well as basic properties of online merchandise, product image processing software and its performance, etc.

2.2 Master the core business knowledge of e-commerce data operation such as customer operation, product operation, content operation and business operation, and be familiar with customer service, customer communication, customer maintenance, site planning, network marketing tools, event planning, copywriting and publishing, page planning and design, new media marketing promotion, online store operation, operation control, planning, construction, and maintenance of shopping mall platforms, methods and tools for common data analysis, etc.

2.3 Master the core business knowledge of marketing (network marketing) such as market research, online and offline marketing planning, promotion negotiations, customer service, and public relations, and be familiar with business communication, promotion

negotiation etiquette, negotiation strategies and skills, business management, market research, market forecasting, business planning, team management, performance management, cost control, public relations planning and organization, network marketing tools, network marketing promotion, channel management, etc.

2.4 Master the core business knowledge of international economics and trade as well as cross-border e-commerce such as cross-border e-commerce, foreign trade correspondence, foreign trade documents, cross-border e-commerce logistics and warehousing, and master English writing skills related to business. Be familiar with the mainstream platforms of cross-border e-commerce, cross-border network marketing strategies, writing of foreign trade correspondence, service models and business processes of foreign trade customs clearance, processes and skills for cross-border network trade, etc.

2.5 Master the core business knowledge of modern finance such as financial technology service technique and skills, financial product marketing, securities, blockchain and blockchain finance, be familiar with modern financial systems, financial market analysis, online and offline financial product marketing planning, investment and wealth management channels, stock investment analysis and technical analysis, financial technology management, blockchain finance, financial risk and supervision of the Internet, Internet credit reporting and relevant laws and regulations, financial data statistics and analysis, financial analysis, information security technology, etc.

3. Capability

3.1 Be able to use Office software and tool software proficiently and use Word and PPT to write and present business reports; be able to promptly use the network to collect and search information according to required topics, and have certain information filtering, sorting, analysis and other information processing capacity.

3.2 Be able to establish appropriate mathematical models for data analysis; be able to conduct market research, analyze the marketing environment, and apply 4P strategies; be able to analyze major e-commerce models and their typical industry applications, select suitable ways to present commodities online according to the different characters of these commodities, and collect and process commodity information; be proficient in operating image processing software and be able to plan image presentation effects and create image files according to operational objectives, features of platforms and commodities, etc.

3.3 Master customer communication skills and be able to manage customers by analyzing customer behavior; be able to analyze the trend of the market and plan products based on big data; master the marketing promotion methods and marketing tools of various

platforms, and be able to plan marketing activities, execute online promotion activities, collect feedback data, and evaluate the effect of marketing activities; be able to set the operation goals of stores or malls (platforms), establish a data analysis indicator system for e-commerce operation, analyze the basic data of website operation, as well as collect, process, analyze and present data based on EXCEL; be able to evaluate and control channels (supply chains), maintain brand image and effectively control business activities to achieve operational goals.

3.4 Master customer service, customer development, and customer behavior analysis, and be able to effectively manage customers, develop markets, as well as plan market operation and the management system; master market maintenance management and target management skills, and be able to develop detailed market maintenance plans and control details of marketing activities; master big data analysis methods, grasp new trends of marketing, and make regional marketing strategies according to market conditions; be able to organize and implement online and offline marketing activities and effectively control the process and effect of activities; be able to plan regional market channel strategies and operation modes, and effectively manage various types of channel middlemen.

3.5 Master the transaction rules of the cross-border e-commerce platform, be able to be responsible for the overall business planning of the cross-border e-commerce platform, be responsible for the daily operational work of the cross-border e-commerce platform, and use various data analysis tools to monitor the operating status of online stores; Online customer consumption psychology, good cross-border customer communication skills, proficient in using online tools for online promotion and customer service; able to plan cross-border online marketing activities, select appropriate online promotion tools and methods, and execute online promotion activities, Collect feedback data and evaluate the effect of cross-border marketing activities; be familiar with foreign trade correspondence operations, business documentation and other business links, be able to fill out customs declaration forms, and complete the customs declaration of import and export goods; familiar with traditional import and export, cross-border e-commerce B2B and B2C, etc. In the business operation link, the operation of import and export of goods can be completed.

3.6 Master the technique and skills of financial technology services, be able to complete online and offline research, marketing and promotion of Internet finance and blockchain finance, be able to provide service for financial institution customers and maintain customer relationship, be able to use financial technology to carry out asset management, stocks, bonds, funds and other business activities, master the business processes of insurance such as underwriting and claim settlement, and be able to sell insurance products to customers and

have the ability to manage and control the risk of financial assets.

Ⅴ Requirements for Graduation

1	Chinese requirements	International academic students enrolled in classes taught in Chinese should obtain HSK level 5 before graduation, and international academic students enrolled in classes taught in English should obtain HSK level 4 before graduation.
2	Course assessment requirements	Students are required to pass all course examinations before graduation.

Ⅵ Specialty Core Courses

Course type		Course name	Main teaching content	Credit hours	Credit	Term
Specialty core courses	E-commerce Specialty	New Media Marketing	creative copywriting planning; planning and placement of promotional copywriting; writing, editing and publishing of marketing advertorials; planning and writing of interactive copywriting (videos) for social media (including live-streaming); operation and editing of WeChat public accounts, etc.;	54	3	3
		Fundamentals of Data Analysis	the purpose, process and common methods of data analysis; data collection, data cleaning, data processing, descriptive analysis of data, data presentation with charts, etc.;	54	3	3
		Online Shop Operation	online retail market research, online store planning,	90	5	3

			investigation and entry of third-party trading platforms, online retail transaction rules, supply channels and procurement, product planning and release, and online store creation and decoration, traffic introduction and conversion, online reception, order management, and logistics management;			
		Visual Marketing	concepts of user experience design; page information target analysis, information structure planning, stylish page design and color matching, font design, layout design and prototyping with Axure;	72	4	4
		Video design and production	video terminology, the processes of video production, video planning and design, planning and writing of storyboards, editing and implementation of video transitions, subtitles and special effects, etc.;	54	3	4
		E-commerce ERP application	general knowledge of enterprise operation and management, the development of management ideas and theories of the ERP system, ERP software application of traditional enterprises, general business	72	4	4

			processes of e-commerce enterprises, and operation of functional modules of e-commerce ERP system (basic data maintenance, management of orders, procurement management, inventory management, etc.);			
		Customer Service and Management ★	an overview of customer service, basic characteristics, customer value, customer loyalty, and maintenance and significance of customer relations, understand customer service content, strategies and commonly used customer service skills through companies' on-site customer service, and be able to tap the potential value of customers on the basis of a good customer relationship and manage the customers;	90	5	4
		E-commerce operation data analysis	data analysis index system of e-commerce operation; construction of e-commerce operation data analysis framework; analysis of e-commerce operation data (such as traffic, conversion rate and per customer transaction); application of Excel-based analysis methods such as	72	4	5

			programming solver, decision-making efficiency and regression forecasting; data analysis report writing;			
	Cross-border e-commerce Specialty	International Trade Practice	concepts and theories related to international trade, trade terminology and international trade practices, contract terms (quality, quantity, packaging, transportation, insurance, price, payment method, inspection, compensation claim, force majeure, arbitration, etc.), contract negotiation and performance, transportation, insurance, inspection, and payment of goods, remedial work, etc.;	90	5	3
		Cross-border E-commerce Operation Practice	well-known platforms for cross-border e-commerce, the basic operation of establishing cross-border online stores, cross-border e-commerce payment, international logistics selection and shipping template settings, product selection and product price accounting, product release and optimization, store marketing and platform activities, shipments Basic knowledge and skills in practical operation such as dispute resolution and data	72	4	3

				analysis;			
			Cross-border E-commerce English	with the combination of instruction in English and practical training, master the basic English terminology, expressions and basic communication skills required by jobs concerning cross-border e-commerce, and introduce in detail the operation specifications of cross-border e-commerce platforms, product and store description, marketing methods, terminology and expressions required for pre-sale, sale and after-sale services, product copywriting, public information operations, etc.;	72	4	3
			Foreign Trade Documents Practice	bills; settlement methods for letters of credit; collection methods; remittance methods; invoices and invoice making requirements; transport documents and their making requirements; drafting making requirements; insurance documents and their making requirements; other documents and their requirements for production and review; fraud in international settlement and its prevention;	72	4	4

		Data Operation of Cross-border E-commerce	the concept and function of data analysis, the common methods of collecting data, the method of tapping customer needs and attracting traffic through data analysis, the method of improving the click-through rate and conversion rate through data analysis optimization, the method of overall data analysis and marketing of stores, tapping customer needs based on big data, introduce traffic according to data analysis, complete data optimization, improve the click-through rate and conversion rate, and carry out optimization work and marketing activities for cross-border stores and products according to data indicators to help stores grow;	72	4	4
		Cross-border E-commerce Logistics	master the characters, cost calculation, advantages and disadvantages of logistics methods for different cross-border e-commerce; be able to choose appropriate cross-border e-commerce logistics methods according to the requirements of the owner and the characters of the goods; learn how to choose the	54	3	5

			transportation and packaging methods of the goods; understand the customs clearance modes of different cross-border e-commerce; understand the basic knowledge of overseas warehouses and master the operation and management of overseas warehouses;			
		Cross-border Networks Marketing★	understand the application of network marketing in cross-border e-commerce, be able to conduct research on cross-border networks, select products online and select third-party cross-border platforms, be able to list and use cross-border network marketing methods for promotion and classify cross-border customers, and be able to carry out online marketing product planning and event planning;	72	4	5
		Design and Production of Product Images	planning and designing various image effects presented by the commodities according to their characters, and be proficient in using Photoshop image processing software to create image files.	54	3	5