

国际经济与贸易

一、学制

四年（含全英和非全英两个方向），本专业修满应修学分并通过毕业论文答辩后，将获得“**经济学学士学位**”。

二、培养目标

本专业立足服务浙江乃至长三角经济社会发展需要、培养系统掌握国际经济与贸易专业理论知识和外贸实务操作技能、通晓国际经贸规则、熟悉中国国情、具有数字化思维、熟练运用英语和一门二外的国际化应用型经贸人才。本专业对所培养学生在毕业5年左右预期目标：

（1）熟悉国际通行的经贸规则、惯例，能灵活运用现代经贸理论和技术工具分析并解决实际问题，成为国际贸易行业的专业技术人才。

（2）能够根据市场及客户需要，配置整合相关产品资源，参与国际贸易业务管理，成为企业管理和客户服务的行业管理人才。

（3）熟悉跨国经营和国际贸易业务知识，了解国家有关贸易的方针、政策和法规，了解贸易领域前沿问题和发展动态的科学研究人才。

（4）具备优秀的创新意识和吃苦耐劳的创业精神、良好的心理素质和终身学习能力，能够成为适应市场快速发展变化的创新创业人才。

三、主要课程

国际贸易理论与政策、数字贸易、数字营销、国际金融、统计学、计量经济学、国际贸易实务、国际结算、财政与税收、外贸函电、跨国公司经营与管理、跨境电子商务、国际财务管理等。国际经济与贸易（全英方向）采用全英教材全英授课。

四、就业方向

主要在中外贸易企业、政府数字贸易、生态管理部门和外资企业等机构工作。从事各品类商品的报关、承运货物、物流等业务；从事各类涉外型企业、机构的财务工作及管理工作等。

五、专业特色

专业为“**省一流专业**”建设点，2023年上榜校友会中国顶尖应用型专业排名为A。本专业聚焦“数字贸易”“绿色发展”和“中外商务合作”。本专业高度定位“国际化”和“外语特色鲜明”。学院拥有省级商学类课程双语教学团队，大多数专业教师拥有国内外博士学位和海外留学经验；要求学生达到较高的英语水平并掌握一门二外。在校期间，学生可以在法国雷恩商学院、美国密苏里州立大学商学院、新西兰怀卡托大学管理学院等高校，完成本科生学分互换、升硕和短期国际交流等学习活动。



国际经济与贸易系师资队伍



本专业还设有全英课程班



学生参加国际学生创新创业大赛

International Economics and Trade

1. School System

Four years (including both all-English and non-all-English directions), after completing the required credits and passing the graduation thesis defense in this major, you will receive a "Bachelor of Economics" degree.

2. Training Objectives

Based on serving the economic and social development needs of Zhejiang and even the Yangtze River Delta, the major cultivates international applied economic and trade talents who systematically master the theoretical knowledge of international economics and trade and practical skills of foreign trade, are familiar with international economic and trade rules, are familiar with China's national conditions, have digital thinking, and are proficient in English and a second foreign language. The expected objectives of the program for the students to be trained in about 5 years after graduation are

(1) Familiar with international economic and trade rules and practices, can flexibly use modern economic and trade theories and technical tools to analyze and solve practical problems, and become a professional and technical personnel in the international trade industry.

(2) To be able to configure and integrate relevant product resources and participate in international trade business management according to the needs of the market and customers, so as to become an industry management personnel of enterprise management and customer service.

(3) scientific research talents who are familiar with transnational operations and international trade business knowledge, understand the national guidelines, policies and regulations related to trade, and understand the frontier issues and development dynamics in the trade field.

(4) Excellent sense of innovation and entrepreneurial spirit of enduring hardship, good psychological quality and lifelong learning ability, able to become innovative and entrepreneurial talents who can adapt to the rapid development and changes in the market.

3. Main Courses

International trade theory and policy, digital trade, digital marketing, international finance, statistics, econometrics, international trade practice, international settlement, finance and taxation, foreign trade correspondence, multinational corporation operation and management, cross-border e-commerce, international financial management, etc. International economics and trade (all-English direction) adopts all-English teaching materials and all-English lectures.

4. Career Direction

Mainly work in Chinese and foreign trade enterprises, government digital trade, ecological management departments and foreign-funded enterprises and other institutions. They are engaged in customs clearance, cargo transportation, logistics and other businesses of various categories of commodities; they are engaged in the financial work and management business of various foreign-related enterprises and institutions, etc.

5. Professional Features

The major is the construction point of "provincial first-class major", and the alumni association ranked the top applied majors in China in 2023 as A. The major focuses on "digital trade" "green development" and "Sino-foreign business cooperation". The major focuses on "digital trade", "green development" and "Sino-foreign business cooperation". The program is highly positioned as "international" and "distinctive in foreign languages". The faculty has a bilingual teaching team for business courses at the provincial level, and most of the faculty members have doctoral degrees and overseas study experience; students are required to have a high level of English and to master a second foreign language. During their study period, students can complete undergraduate credit exchange, master's degree and short-term international exchange activities in Rennes Business School in France, Missouri State University Business School in the United States, and University of Waikato School of Management in New Zealand, etc.



faculty team of the International Economics and Trade Department



This major also has an all-English curriculum class.



Students participate in the International Student Innovation and Entrepreneurship Competition.

国际商务

一、学制

四年（含二年制专升本），本专业修满应修学分并通过毕业论文答辩后，将获得“**管理学学士学位**”。

二、培养目标

本专业面向浙江省及长三角区域经济的发展需求，以“培养数智时代具有国际视野、创新意识和家国情怀的高端复合型管理人才”为目标，培养践行社会主义核心价值观，具备国际视野、本土情怀、创新意识、团队精神和沟通技能，适应以人工智能、大数据、云计算为主要特征的技术变化，具备数字化、智慧化管理思维，熟悉数据挖掘、大数据分析应用与管理决策等专业知识和技能，能够在新兴制造业、数字化企事业单位、行政管理部门等机构从事数智管理工作的融合型、应用型、创新型管理人才。培养目标具体包括：

（1）掌握经济管理的基本理论与方法，具有创新创业精神、技能和方法。

（2）深刻理解智能商务系统的原理，掌握当前主流大数据挖掘与分析、机器学习等技术，具备大数据、人工智能综合应用能力。

（3）具有互联网思维和创新精神，能够将多学科知识交叉整合，胜任新兴制造业、数字化企事业单位、行政管理部门的管理应用和创新工作。

（4）具备国际视野，有较强的表达意识、人际交往、团队协作能力和一定的跨文化交流能力。

三、主要课程

管理学、数智时代战略管理、跨国公司管理、商务统计与软件应用、财务管理、组织行为学、国际金融、大数据技术导论、Python 数据分析、数字化人力资源管理、数字营销、数字化运营管理、数据挖掘基础、创业管理、西方经济学等。

四、就业方向

部分毕业生考取了如美国纽约大学、英国纽卡斯尔大学、华中科技大学、西南财经大学、北京外国语大学等海内外知名大学的研究生；部分毕业生入职了如宁波亚虎进出口、杭州赛群等知名跨境电子商务公司，建设银行、农业银行等银行系统，顾家家居、博洋家纺等著名生产企业、跨国公司和政府商务外贸部门。

五、专业特色

本专业是“**省一流专业**”建设点，2023 年上榜校友会中国顶尖应用型专业排名为 A++，并列全国第一。本专业根植于本土商务实践的“国际化、个性化、小班化、多语种化”的培养模式，重点突出智能化、数字化的数智商务管理和商务跨文化管理。师资配备专业与社会结合的“双师导师”，“双师双能型”教师占比达到 80%以上。构建了数智商务管理全流程的教学设施和教学条件，形成了一流的教学软件、硬件资源。



我校举办第十二届中国拉美研究青年论坛暨第六届拉美研究与中拉合作协同创新论坛并发布《拉美研究论丛》



我院师生获省经济管理案例大赛一等奖荣誉证书



2018 届国际商务校友李大磊
(创办宁波思动电子商务有限公司)

International Business

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

According to the economic development needs of Zhejiang Province and the Yangtze River Delta region, this major aims to "cultivate high-end versatile management talents with international vision, innovative consciousness and national feelings in the age of digital intelligence". The major aims to cultivate the versatile, practical and innovative management talents practicing socialist core values, having international vision, local feelings, innovative consciousness, team spirit and communication skills, adapting to technological changes mainly characterized by artificial intelligence, big data and cloud computing, having digital and intelligent management thinking, familiar with data mining, big data analysis and application, management decision-making and other professional knowledge and skills, and engaging in digital intelligence management in the emerging intelligent manufacturing industry, digital enterprises and institutions, administrative departments and other institutions. The training objectives include:

(1) Master the basic theories and methods of economic management, and have the spirit, skills and methods of innovation and entrepreneurship.

(2) Deeply understand the principle of intelligent business system, master the current mainstream big data mining and analysis, robot learning and other technologies, and have the comprehensive application ability of big data and artificial intelligence.

(3) Be able to integrate interdisciplinary knowledge with internet thinking and innovative spirit, and be competent for the management application and innovation of the emerging intelligent manufacturing industry, digital enterprises and institutions, and administrative departments.

(4) Have international vision, strong sense of expression, interpersonal communication, teamwork and cross-cultural communication skills.

3. Main Courses

Management, Strategic Management in the Age of Digital Intelligence, Management of Multinational Corporations, Business Statistics and Software Application, Financial Management, Organizational Behavior, International Finance, Introduction to Big Data Technology, Python Data Analysis, Digital Human Resource Management, Digital Marketing, Digital Operations Management, Fundamentals of Data Mining, Entrepreneurial Management, Western Economics, etc.

4. Employment direction

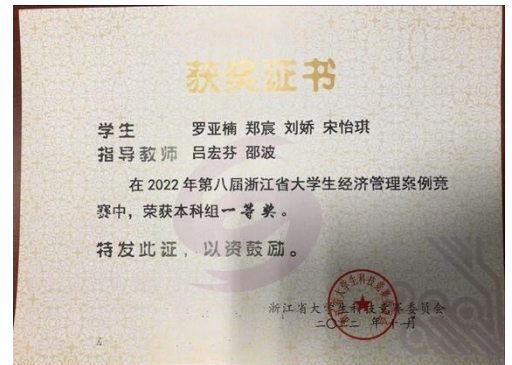
Some of the graduates have been admitted to New York University, Newcastle University, Huazhong University of Science and Technology, Southwestern University of Finance and Economics, Beijing Foreign Studies University and other well-known universities at home and abroad. Some graduates work in well-known cross-border e-commerce companies such as Ningbo Yahu Import and Export, Hangzhou Saiqun, some in the banking systems such as China Construction Bank and Agricultural Bank, and some in the famous production enterprises such as Gujia Home, Boyang Home Textile, multinational companies and government commerce and foreign trade departments.

5. Specialized Characteristic

This major is the construction point of "provincial first-class major". It was ranked A++ among China's top applied majors by the Alumni Association in 2023, tied for the first place in China. The major training mode of "internationalization, individuation, small class and multilingualism" is rooted in the local business practices, focusing on digital business management and cross-cultural business management. Teachers are equipped with "double mentors" who combine professional skills with society, and "double professional and double ability" teachers account for more than 80%. The teaching facilities and teaching conditions of the whole process of digital wisdom business management have been constructed, and first-class teaching software and hardware resources have been formed.



Our school held the 12th China-Latin America Youth Forum and the 6th Latin America Research and China-Latin America Cooperation Collaborative Innovation Forum, and published the "Latin American Research Series".



Our faculty and students won the first prize certificate of honor in the Provincial Economic Management Case Competition.



Li Dalei, a 2018 alumnus of International Business, founded Ningbo Sidong E-commerce Co., Ltd.

跨境电子商务

一、学制

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二、培养目标

本专业立足服务浙江乃至长三角经济社会发展需要，培养系统掌握跨境电子商务基本理论与基本方法，通晓国际规则，熟悉中国国情，具有互联网思维，熟练运用外语，能够胜任跨境电商平台运营、跨境电商客服、跨境网络营销的国际化、应用型的跨境电商人才。本专业对所培养学生在毕业 5 年左右的预期目标是：

(1) 从事跨境电子商务、国际贸易等领域工作，熟练使用互联网交易平台处理各类跨境贸易，如 B2B、B2C 与 C2C 等商业模式的中高级管理人员。

(2) 能够熟练利用计算机信息技术、现代物流方法改善企业管理方法、提高企业管理水平，成为跨境电子商务领域高级管理人才。

(3) 从事国际网络营销、国际市场调研分析、海外公关商务等活动，擅长制定和执行中长期海外市场 and 营销战略、并能熟练运用外语进行海外市场推广的中高级海外管理人员。

(4) 具备较强的跨境电商平台搭建、运营、维护和日常管理能力，熟悉跨境电商平台运营，能对市场进行宏观分析、制定店铺销售计划以及活动策划的运营管理人员。

三、主要课程

跨境电子商务概论、跨境电子商务 B2B 运营、跨境电子商务 B2C 多平台运营、跨境物流与供应链管理、国际贸易理论与实务、电子支付、网络营销、电子商务法律与法规、跨境电商视觉营销与美工等。

四、就业方向

主要能在互联网企业、跨境电子商务企业、政府机构等单位从事跨境电子商务网络营销，跨境物流与海外仓操作，跨境电子商务平台运营、策划与管理等工作；或继续在相关学科深造。

五、专业特色

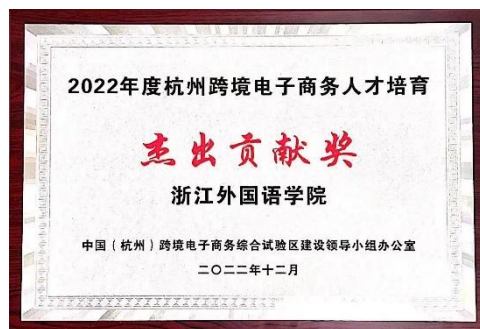
我校是 2020 年全国首批设立跨境电子商务专业的 7 所院校中唯一的公办本科院校，被中国（杭州）跨境电商综试区授予 2022 年度跨境电商人才培养杰出贡献奖，重点打造“跨境电商数据化运营”“跨境直播”两个专业方向。2023 年软科中国大学专业排名为 A，位列全国 TOP10。本专业通过产教融合，形成了外语优势明显的应用型人才培养模式。依托于学校外语资源优势，利用“阿里巴巴百城千校计划”、“阿里巴巴鑫校园实验班”、“亚马逊时代青年计划班”等人才培养经验，融合了跨境电商全产业链人才培养需求。



我院承办首届跨境电商教育与电子商务发展论坛
（“50”人论坛暨西溪数字化论坛）



首届跨境电商教育与电子商务发展论坛成果发布



我校被授予 2022 年度杭州跨境电商人才培养
杰出贡献奖



学生参加全球跨境电商峰会

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 of 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 deal with variety of cross-border trade. E.g. middle and high level managers in B2B, B2C and C2C business models.

(2) To 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) To 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) To 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 the further study.

5. The feature of major

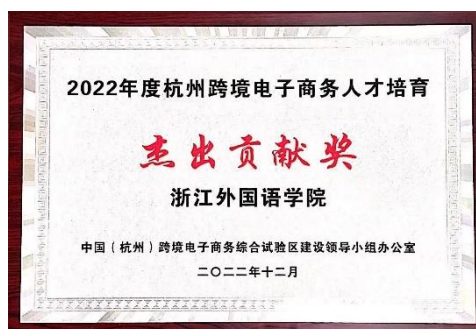
ZISU is the only state-owned university among the first seven universities to provide the CBEC bachelor degree in 2020. ZISU has been awarded the outstanding prize in talent cultivation by China(Hangzhou) CBEC comprehensive zone. ZISU focuses on building two professional directions: "cross-border e-commerce data-driven operation" and "cross-border live streaming". 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 of foreign resources in 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



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.

电子商务

一、学制

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二、培养目标

本专业立足于服务浙江乃至长三角经济社会发展需要，培养系统掌握电子商务基本理论与基本方法，熟悉中国国情，具有互联网思维，熟悉各类电商平台运营规则和营销原理，具备商务数据分析处理能力，能够胜任电商平台运营、数据分析处理、数字营销等岗位的国际化、应用型的电商人才。本专业对所培养学生在毕业 5 年左右的预期目标是：

（1）具有强烈的社会责任感与事业心，能够成为电商网站、平台运营和维护专业技术人员。

（2）系统掌握现代计算机技术、商务贸易和数据统计分析领域的知识，成为商务大数据分析中高级专业技术人员。

（3）具备良好的跨文化沟通能力，成为中高级跨境电商人才。

（4）具有较强自主学习能力，成为电商行业中具有国际视野的中高层管理人员。

三、主要课程

电子商务概论、物流与供应链管理、电商视觉营销与美工、网络营销、电商数据分析基础、大数据分析可视化、国际贸易理论与实务、跨境电子商务多平台运营实务、电商直播、网络安全、数智电商基础与实务等。

四、就业方向

本专业毕业生可在电子商务企业、跨境电子商务企业、互联网企业中从事商务运营、数据分析、UI 交互设计、电商平台研发和管理等工作；也可进入与电子商务相关的政府经济管理部门任职；或可进一步在相关学科进行读研深造。

五、专业特色

电子商务专业是我校的特色专业，2023 年上榜校友会中国顶尖应用型专业排名为 A。本专业聚焦“数字电商”和“电商运营服务”两大特色。本专业在人才培养上注重与阿里巴巴、亚马逊等国际顶级电商企业的深度合作，重点培养学生的实际从业能力，同时确保学生接受进一步深造的理论基础。本专业注重培养学生的创新创业意识，已有数位往届毕业生成为了“行业大咖”，年营业额超 1000 万元。在本专业的学习过程中，国际化和外语学习是又一明显的特色，学院尽量为学生提供出国游学、交流的机会，在部分课程以全英或双语授课的同时，学生还可再学习一门小语种。外语与电商的结合将成为未来全球数字贸易人才的基础保障。



省商务厅与我校共建“跨境电商产业中外人文交流研究院”



浙外承办第一届跨境电子商务专业建设研讨会



我校举办“亚马逊全球开店 101·时代青年计划”启动仪式

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 they 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 E-commerce" and "E-commerce Operation Services". 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 small 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".

金融工程

一、学制

四年，本专业修满应修学分并通过毕业论文答辩后，将获得“经济学学士学位”。

二、培养目标

本专业面向长三角地区金融机构和企事业单位的金融服务需求，培养热爱祖国、三观正确，掌握金融工程基本理论，具备金融信息分析、量化计算、投资应用、风险管控、金融结算等多方面的能力，能在证券、基金、银行等行业胜任金融产品的开发管理、交易过程的实时监控工作的专业人才，或在国内外金融公司、咨询机构、大中型企业等从事金融数据分析管理、金融结算、投融资服务的复合型人才。本专业对所培养学生在5年左右的预期目标是：

(1) 具备一定的证券投资分析能力和操盘能力，能够从事证券行业的信息提取、信息加工处理和应用，能够使用证券投资平台的各种软件进行熟练的操作的专业技术人员。

(2) 掌握经济、金融类相关知识，能够熟练进行金融产品及其衍生品的量化投资研究和分析，给证券公司等金融机构提供理论支撑的科学研究人员。

(3) 具有证券软件使用、交易及各类型数据分析能力的金融数据分析人员。

(4) 能够对宏观经济走势和公司相关类型的资产进行判断、分析和研究，具有一定的市场前瞻性，能够在市场中掌握资产评估、金融结算、投融资服务等行业的管理人员。

三、主要课程

金融学、统计学、计量经济学、金融工程学、证券投资学、期货与期权、金融计量学、国际金融、金融科技学、大数据与金融、金融风险管理、公司金融等。

四、就业方向

最近几届毕业生中，部分毕业生进入英国埃塞克斯大学、华东政法大学、上海外国语大学、上海大学等高校深造，还有毕业生在杭州联合农村商业银行、宁波银行杭州分行、泰顺农商银行等银行系统工作，另有毕业生在杭州同花顺数据开发有限公司、浙江省对外服务公司宁波分公司、杭州今溪信息技术有限责任公司等知名咨询服务公司工作。

五、专业特色

金融工程专业为校重点专业。本专业特色是“金融科技”与“金融财务国际化”。注重学生“量化投资”实践能力培养，构建仿真实验室虚拟平台，创设学校、企业、专业三方联管的“产、学、研”平台，与同花顺公司、财通证券、电信翼支付金融中心、深圳国泰民安、杭州海通证券、西溪软件园等相关企业联合培养学生“量化投资”实践能力。



我校创业与可持续金融会计研究成员赴企业调研



我校创新创业学生办公地点——众创空间



学生在金融量化投资实验室上课



我院举办“宋韵·浙潮”创新创业集市



学生获浙江省证券投资大赛一等奖、金融创新大赛一等奖

Financial Engineering

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 Economics" degree.

2. Training Objectives

This major is aimed at the financial service needs of financial institutions and enterprises in the Yangtze River Delta region. It cultivates professional talents who love the motherland, have correct perspectives, master basic theories of financial engineering, possess abilities in financial information analysis, quantitative calculation, investment application, risk control, financial settlement, and other aspects. They are capable of developing and managing financial products, as well as real-time monitoring of trading processes in industries such as securities, funds, and banks, Or versatile talents engaged in financial data analysis and management, financial settlement, and investment and financing services in domestic and foreign financial companies, consulting institutions, large and medium-sized enterprises, etc. The expected goals for the students trained in this major over a period of about 5 years are:

(1) Professional technical personnel with certain securities investment analysis and trading abilities, able to engage in information extraction, processing, and application in the securities industry, and proficient in using various software on securities investment platforms.

(2) A scientific researcher who possesses relevant knowledge in economics and finance, is proficient in quantitative investment research and analysis of financial products and their derivatives, and provides theoretical support for financial institutions such as securities companies.

(3) Financial data analysts with the ability to use securities software, trade, and analyze various types of data.

(4) Industry managers who are able to judge, analyze, and research macroeconomic trends and related types of assets of the company, have a certain degree of market foresight, and are able to master asset evaluation, financial settlement, investment and financing services in the market.

3. Main courses

Finance, statistics, econometrics, financial engineering, securities investment, futures and options, financial metrology, international finance, financial science and technology, big data and finance, financial risk management, corporate finance, etc.

4. Employment direction

In recent years, some graduates have entered universities such as the University of Essex, East China University of Political Science and Law, Shanghai International Studies University, and Shanghai University for further education. Some have also worked in banking systems such as Hangzhou United Rural Commercial Bank, Ningbo Bank Hangzhou Branch, and Taishun Rural Commercial Bank. Additionally, some have worked at Hangzhou Tonghuashun Data Development Co., Ltd. and Zhejiang Provincial External Service Company Ningbo Branch I work for well-known consulting and service companies such as Hangzhou Jinxi Information Technology Co., Ltd.

5. Professional characteristics

Financial engineering is a key major of the university. The characteristic of this major is "Financial Technology" and "Finance Internationalization". Emphasize the cultivation of students' practical ability in "quantitative investment", build a virtual simulation laboratory platform, create a "production, learning, and research" platform jointly managed by schools, enterprises, and majors, and jointly cultivate students' practical ability in "quantitative investment" with relevant enterprises such as Tonghuashun Company, Caitong Securities, Telecom Wing Payment Financial Center, Shenzhen Guotai Min'an, Hangzhou Haitong Securities, Xixi Software Park, etc.



Our school's entrepreneurship and sustainable financial accounting research members went to the company for research.



Our school's innovation and entrepreneurship student office location - co-creation space.



Students take classes in the Financial Quantitative Investment Lab.



Our college held the "Song Rhyme-Zhejiang Tide" Innovation and Entrepreneurship Fair.



Our students won the first prize of the Zhejiang Provincial Securities Investment Competition and the first prize of the Financial Innovation Competition.

计算机科学与技术

一、学制

四年（含二年制专升本），本专业修满应修学分并通过毕业论文答辩后，将获得“理学学士学位”。

二、培养目标

本专业面向长三角地区对 IT 人才需求，培养具有家国情怀、国际视野，并系统掌握计算机科学理论和方法，具备系统设计开发、运维部署、数据分析处理能力，能在以信息技术为代表的高科技企业及行政管理部门从事软件开发测试、数据采集处理的复合应用型人才。本专业对所培养学生在毕业 5 年左右的预期目标是：

（1）具备宽广的视野和扎实的专业技术基础，成为大数据处理产业中数据采集、数据整理、数据存储、数据安全、数据分析和数据应用等岗位的技术骨干或者管理人才。

（2）能够紧跟互联网软件开发最新技术发展，具备深厚的计算机程序设计、软硬件开发功底，成为互联网软件行业产品经理、项目经理、前端开发工程师、后端开发工程师、质量保障工程师、运维工程师等技术骨干或者企业高级管理人才。

（3）具有计算机科学基本思维，能够熟练掌握其研究方法，通过读研方式，成长成为计算机领域科学研究人才。

（4）具备较强计算机技术的应用能力，可以成长成为中外企事业单位、教育部门计算机维护、应用和教学工作岗位的核心骨干或者管理人才。

（5）培养德智体美劳全面发展，系统掌握计算机硬、软件及应用等方面的基本理论与基本技能，有持续发展潜力和创新精神，能够胜任信息管理、应用与技术管理等工作的复合应用型人才。

三、主要课程

高级语言程序设计、计算机网络、计算机系统组成、操作系统、数据结构与算法、数据库原理与应用、电子技术与数字电路、人工智能导论、面向对象程序设计、Android 程序设计、Java Web 开发框架、商务数据分析、文本分析与挖掘、数字图像处理等课程。

四、就业方向

主要从事国内外互联网公司或科技型企业从事开发、测试、管理、运维等技术性工作。部分进入国内外著名大学继续深造，如英国谢菲尔德大学、澳大利亚墨尔本大学、浙江工业大学、杭州电子科技大学等。

五、专业特色

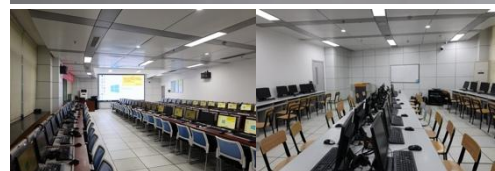
本专业突出计算机最新技术（“人工智能”“元宇宙”“大数据”）的应用。专职教师“双师双能”型占比 74%，90%的教师都具有人工智能、元宇宙、大数据分析等 IT 相关行业经验。此外，专业还拥有来自阿里巴巴、大华控股、杭州安恒信息技术有限公司、ORACLE 甲骨文（浙江）运营中心等数十位企业导师，在专业实训中强调校企双导师的应用型实践导向力。



我校资深教授陈德人给师生做讲座



ACM 大赛比赛现场



国际商学院实验中心

Computer Science & Technology

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 Science**" degree.

2. Training Objectives

The aim of this major is to cultivate well-rounded talents with a patriotic spirit and an international outlook. You will acquire a systematic knowledge of computer science theories and have the ability to design and develop systems, operate and maintain them, and analyze or process big data. After graduation, you will be qualified to work in high-tech enterprises or administrative departments. The expected outcomes for graduates of this major within five years are:

(1) Having a broad vision and a solid professional technical foundation, becoming a technical leader or a management expert in the big data industry.

(2) Having a strong foundation in computer software and hardware technology and becoming a technical leader or a senior executive in the Internet software industry.

(3) Mastering computer science research methods and pursuing further studies to become a scientific researcher in the field of computer science.

(4) Having excellent computer technology application skills and becoming a core member or a manager in domestic and foreign enterprises, institutions, and education departments.

(5) Cultivating comprehensive development in moral, intellectual, physical, aesthetic, and labor aspects, having sustained development potential and innovative spirit, and becoming an interdisciplinary applied talent.

3. Main Courses

Advanced Programming Languages, Computer Networks, Computer Architecture, Operating Systems, Data Structure and Algorithms, Database Systems, Electronic Technology and Digital Circuit, Introduction to Artificial Intelligence, Digital Image Processing, Text Analysis and Mining, Virtual Reality Technology.

4. Employment Direction

Primarily involved in technical tasks such as development, management, testing, operation and maintenance for domestic and foreign internet companies. Some pursue further studies for a master's degree.

5. Specialty Characteristics

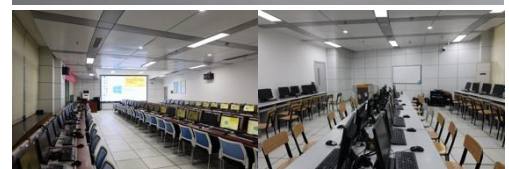
Emphasize the application of the latest technologies, such as artificial intelligence, metaverse and big data. All teachers have industry experience.



Our school's senior professor Chen Deren gave a lecture to teachers and students.



ACM competition scene



School of International Business Labs Center