

# 跨境电子商务

## 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“**管理学学士学位**”。

## 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 B2B”和“B2C”运营管理特色。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。



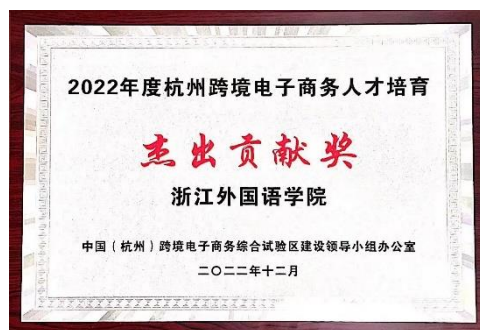
我院承办首届跨境电商教育与电子商务发展论坛  
（“50”人论坛暨西溪数字化论坛）



首届跨境电商教育与电子商务发展论坛成果发布



浙外跨境电商浦江研究院揭牌仪式



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 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.



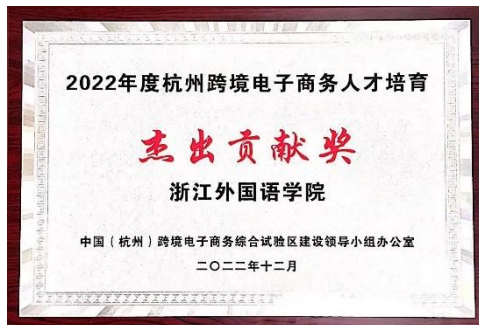
Our institute hosted the first Cross-border E-commerce Education and E-commerce Development Forum (the "50" People Forum and Xixi Digital Forum).



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.