

电子商务

一、学制

四年（含两年制专升本），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销售原理，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“数智电商”和“电商运营与管理”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 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 Intelligence in E-commerce" and "E-commerce Operation and Management". 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 second 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".