

## **Syllabus of E-commerce**

### **Guangxi Normal University**

*\*The information below is extracted from the existing curriculum for your reference. The university reserves the right to adjust the curriculum as appropriate. Therefore, please refer to the curriculum used in the year of entry as final curriculum.*

#### **1. Program Overview**

University: Guangxi Normal University

School: Teachers College for Vocational and Technical Education

Major: E-commerce

Duration: 4 Years

Awarding Degree: Bachelor of Management

#### **2. Teaching Outcome**

The E-commerce focuses on cultivating applied talents who are "good at operation, management, and technology." The e-commerce international student program actively serves the development of economic partnerships and international cultural exchanges with countries in the ASEAN region. It is oriented to enterprises in the e-commerce industry and cultivates solid subject knowledge in the field of e-commerce, e-commerce operation and management, e-commerce technology, Internet + Basic skills in innovation and entrepreneurship, as

well as application-oriented compound senior talents in the field of e-commerce with good social communication ability, Chinese application ability, sustainable development ability and a certain international perspective.

### 3. Curriculum

#### (1) Core course

Principles of Management, Introduction to E-commerce, Network Technology, Information Economics, Supply Chain and Logistics Management, Online Retailing, E-commerce Laws and Regulations, E-commerce Management, Online Marketing, Electronic Payment, Principles of Accounting, and Professional Guide.

#### (2) Course structure

课程性质 Course Nature			学分 Credits		分布比例 Distribution proportion	
通识素质教育平台 General Education Quality Education Modules	通识素质教育 General Education Quality Education	必修 Compulsory course	43	51	26.875%	31.875%
		选修 Elective course	8		5%	
大类基础课程平台 Major basic modules	语言文化课程 Language and Culture	必修 Compulsory course	9	28	5.625%	17.5%
	大类基础课程 Major basic courses	必修 Compulsory course	19		11.875%	

Professional core modules	Language and Culture Courses	Compulsory course	9	29	5.625%	18.125%
	Professional Core Courses	Compulsory course	20		12.5%	
Professional develop modules	Language and Culture Courses	Compulsory course	13	38	8.125%	23.75%
	Professional develop modules	Elective course	25		15.625%	
Practical teaching modules platform	Practical teaching modules	Compulsory course	14	14	8.75%	8.75%
Total		Compulsory course	114	160	71.25%	100%
		Elective course	46		28.75%	

#### 4. Graduation and Degree Awarding Requirements

The minimum total credits for graduation are 160 credits.