2022/2023 UEA Bachelor's Degree Programme (Taught in Chinese)

Jiangsu University
eCommerce

<u>Curriculum</u>

* The information below is extracted from the existing curriculum at the university, which may be adjusted by the university as appropriate. Therefore, please refer to the curriculum used in the year of entry as final curriculum.

1. Programme Overview

University/School: School of Management, Jiangsu University

Major: eCommerce

Awarding Degree: Bachelor of Management

Duration: 4 years

Credit Requirement for Graduation: 159 credits

3. Curriculum

Please see below.

Curriculum and Class Hour Allocation

Category	Type	School	Module	Credits	Total Hours	Lecter	Experiment	Computer	Practice	Semester	Notes
General Education	Compulsory	School of Liberal Arts	Chinese I	6	96	96				1	Semester 1: 16 credits
		School of Liberal Arts	China Overview	4	64	64				1	Semester 2: 29-32 credits
		Sports Department	College Physical Education I	1	36	32			4	1	
		Faculty of Science	Advanced Mathematics I	5	80	80				1	
		School of Liberal Arts	Chinese II	6	96	96				2	
		Sports Department	College Physical Education Ⅱ	1	36	32			4	2	
		Faculty of Science	Advanced Mathematics II	4	64	64				2	
		Faculty of Science	Linear Algebra	2	32	32				2	
		School of Computer Science and communications Engineering	Advanced Applications of Office Software	3	64	32		32		2	
		Faculty of Science	Statistics and Probability Theory	3	48	48				3	
		Subtotal		35	616	576		32	8		
	Optional	Sports Department	College Physical Education I	1	36	32			4	3	Choose 2 credits
		Sports Department	College Physical Education II	1	36	32			4	4	
			Intercultural Diversity and Business Ethics	3	48	48				3-4	Choose 5 credits
			Overview of Chinese New Economy	2	32	32				3-4	
			Global Project and Operation Management	3	48	48				3-4	
			International Business Communication & Negotiation	2	32	32				3-4	
		Subtotal		7	152	144			8		
Subject Education Modules	General Subject Modules	School of Law	Introduction of Economic Law	2	32	32				2	
		School of Management	Principles of Management	4	64	64				2	
		School of Finance & Economics	Principles of Economics	5	80	80				2	
		School of Finance & Economics	Accounting B	3	48	48				3	
		School of Finance & Economics	Statistics B	3	48	48				3	
		School of Management	Entrepreneurial Management	2	32	32				4	
		Subtotal		19	304	304					
	Subject Compulsory Modules	School of Management	Principle of eCommerce A	3	48	48				3	
		School of Management	Marketing A	3	48	48				3	
		School of Management	Database Principle and Application (SQL)	3.5	64	48		16		3	
		School of Management	Computer Network and Communication	3.5	64	48	6	10		4	
		School of Management	Management Information System	2.5	48	32		16		4	
		School of Finance & Economics	International Trade Theory and Practice B	3	48	48				5	
		School of	Operational Research C	3	48	40		8		5	

		School	Module	Credit	Total	Lecture		Practice		Semester
			Management							
		School of Management	eCommerce Webpage and Website Design	3.5	64	48		16		5
		School of Management	eCommerce Security and Payment	2	40	24		16		5
		School of Management	Web Marketing	3	56	40		16		6
		School of Management	Cross-border eCommerce	3	56	40		16		6
		School of Management	Customer Relationship Management B	2.5	48	32		16		6
		School of Management	International Electronic Commerce Logistics Management and Supply Chain Management	2	32	26		6		7
		School of Management	Analyzing and Mining Of Big Business Data	3	64	32		32		7
		Subtotal		41	728	554	6	168		
	Subject Optional Modules	School of Management	Data Structure B	2	32	26		6		3
		School of Finance & Economics	Money and Banking B	3	48	48				4
		School of Management	Programming (Java)	3.5	64	48		16		4
		School of Management	Programming (Oracle)	3.5	64	48		16		5
		School of Management	Programming (JSP)	2.5	48	32		16		5
		School of Management	Human Resource B	2	32	32				5
		School of Management	Public Relation (Bilingual)	2	32	32				5
		School of Management	Operations Management A	3	48	48				5
		School of Management	Industrial Engineering Foundation	2	32	32				5
		School of Management	Electronic Retailing	2	32	32				6
		School of Management	Consumer Behavior B	2	32	32				6
		School of Management	eCommerce System Analysis and Design	2	40	24		16		6
		School of Management	Electronic Government	2	40	24		16		6
		School of Management	Market Research B	2	32	32				6
		School of Management	IT Project Management B	2	40	24		16		6
		School of Management	Principle of Internet of Things and Business Application	2	32	28		6		6
		School of Management	Management Communication	2	32	32				6
		School of Management	Information Economics	3	48	48				7
		School of Management	Internet Advertising	2	32	32				7
		School of	Big Data Marketing	2	32	32				7

		School/College	Course	Credit	Hours					Semester	Remarks
			Management								
		School of Management	Mobile Business	2	32	32				7	
		School of Management	eCommerce Law	2	32	32				7	
		School of Management	eCommerce Strategy and Case (Bilingual)	2	32	32				7	
		School of Management	Marketing Planning	2	32	32				7	
		School of Management	New Management and Technology Development of eCommerce	1	16	16				7	
		School of Management	Enterprise E-business and Informatization Strategy	1	16	16				7	
		School of Management	Introduction to Big Data and Internet of Things	2	32	32				7	
		Subtotal		29	464	464					
Practice	General Practice		Graduation Practice	4	4W					8	
			Graduation Design (Thesis)	10	12W					8	
		School of Management	Entrepreneurship Project Design	1	1W					4	
		Overseas Education College	Cognition and Research of Chinese Social Culture	2	2W					2	
		Subtotal		17	19W						
	Subject Practice	School of Management	Seminar on Network Enterprise Investigation	2	2W			32		2	
		School of Management	Cross-border eCommerce Simulation Experiment	2	2W			32		3	
		School of Management	Business Information Systems Implementation	2	2W			32		4	
		School of Management	eCommerce System Development Platform (including Web Pages)	2	2W			32		5	
		School of Management	Analysis and Design of eCommerce Website System	2	2W			32		6	
		School of Management	Cross-border eCommerce Entrepreneurship	2	2W			16	16	7	
		School of Management	Cross-border Enterprise eCommerce Operation	2	2W			16	16	7	
		Subtotal		14	31W						
Total				159							