Curriculum of Marketing (Cross-border E-commerce Direction) Northwestern Polytechnical 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：Northwestern Polytechnical University

School：School of Management

Major：Marketing (Cross-border E-commerce Direction)

Duration：4 Years (Flexibly it can be shortened to 3 years after taking all required credits. For special cases it can be prolonged to 6 years.)

Awarding Degree：Bachelor of Management

2. Teaching Outcome

The major cultivate students to systematically master the professional knowledge and skills of marketing, and have the management ability to engage in business data analysis, market management, marketing planning, new media marketing, marketing management and other marketing businesses, especially the basic theories, methods and skills of cross-border e-commerce.By participating in the whole process practice of e-commerce marketing and operation,students can be familiar with the market operation process and management tools of e-commerce enterprises in the digital business era so that students' knowledge, ability and quality get an all-round

development, to make them become senior management talents with noble character, extensive knowledge, the pursuit of excellence, a global vision and lasting competitiveness.

The first character：Have good scientific and humanistic quality, comply with professional ethics and have a sense of social responsibility and an international vision.

The second character: Master the basic theories, methods and skills of cross-border e-commerce.

The third character: Be familiar with the market operation process and management tools of e-commerce enterprises in the digital business era, and effectively solve complex management problems.

The forth character: Have innovative consciousness and ability, study independently and develop sustainably.

3. Curriculum

(1) General Courses   55.5 credits

    ① Sports and Health   4.5 credits

Code	Course Name	Credits	Attributes
U31G71072	24-type Simplified Taijiquan	0.5 credits	Compulsory
Sports Group	For specific courses, see the arrangement of the Sports Department in the current semester.	4 credits	Optional

Note: Before graduation, students should pass the 24-type Simplified Taijiquan assessment. Taking full of the required credits and meeting relevant requirements is one of the necessary conditions for students to graduate and obtain a degree. Students must complete the 16 class hours of Taijiquan courses in the first academic year before taking other four (32 class hours/ 1 credit/ 1 course) special physical education courses, and only one course per semester.

② Aesthetics and Art   4 credits (College Aesthetic Education is compulsory with 2 credits)

Code	Course Name	Credits	Attributes
U30L21046	University Aesthetic Education	2 credits	Compulsory
U30L11001	Introduction to Art	2 credits	Optional
U30L11002	Music Appreciation	2 credits	
U30L11006	Drama Appreciation	2 credits	
U30L11005	Calligraphy Appreciation	2 credits	
U30L11003	Art Appreciation	2 credits	
U30L11008	Dance Appreciation	2 credits	
U30L11004	Movie and TV Appreciation	2 credits	
U30L11007	Opera Appreciation	2 credits	

③ Language   24 credits

Code	Course Name	Credits	Attributes
U26G11100	Chinese 1	5 credits	Compulsory
U26G11200	Chinese 2	5 credits	Compulsory
U26G11300	Chinese 3	5 credits	Compulsory
U26G11400	Chinese 4	5 credits	Compulsory
U26G12100	Overview of China 1	2 credits	Compulsory
U26G12200	Overview of China 2	2 credits	Compulsory

④ Mathematics and Natural Science   10 credits

Code	Course Name	Credits	Attributes
U11G11024	Economic Mathematics Ⅰ	5 credits	Compulsory
U11G11025	Economic Mathematics Ⅱ	5 credits	Compulsory

⑤ Freshman Seminar   1 credit

Code	Course Name	Credits	Attributes
U12G11007	Into Management Science	1 credit	Compulsory

⑥ Information　6 credits

Code	Course Name	Credits	Attributes
U10G13003	Basis of Computer Engineering	1.5 credits	Compulsory
U10G23004	Computer Basic Experiment	0.5 credits	Compulsory
U10G13023	Programming Foundation (Python)	3 credits	Compulsory
U10G23024	Program Foundation (Python) Experiment	1 credit	Compulsory

⑦ Innovation and Entrepreneurship, Civilization and Classics, Management and Leadership, Global Vision, Ethics and Sustainable Development, Writing and Communication　6 credits

Code	Course Name	Credits	Attributes
Innovation and Entrepreneurship			Optional
U12L11009	Venture Capital and Entrepreneurship	2 credits	
U12L11013	Innovative Thinking Promotion and Entrepreneurship Practice Training	1 credit	
Civilization and Classics			
U12L11010	The Wealth of Nation	1 credit	
U12L11008	The Analects of Confucius	2 credits	
U13L11019	The Communist Manifesto	2 credits	
U16L12028	Shakespeare and A Midsummer Night's Dream	1 credit	
U01L11005	History of China's Aviation	1 credit	
Management and Leadership			
U12L11011	Leadership Learning	1 credit	
U12L11001	HRM	1 credit	
U12L11007	Team Building and Management	1 credit	
U12L11005	Project Management	1 credit	
Global Vision			
U02L12202S	Design of Small Space Exploration Rocket (English)	1.5 credits	
U16M12229	Cross-cultural Communication	2 credits	
U16M12191	Methods and Practice of English Academic Report	2 credits	
U16L12027	The United Nations and the Model United Nations	2 credits	
U17L72005	Engineering Design	2 credits	
For specific courses, see the courses offered in the current semester			

(2) Major Courses   84.5 credits

① Major Platform Courses   10 credits

Code	Course Name	Credits	Attributes
U12M11015	Economics	4 credits	Compulsory
U12M11160	Management	3 credits	Compulsory
U12M11002	Statistics	3 credits	Compulsory

② Basic Subject Courses   16.5 credits

Code	Course Name	Credits	Attributes
U12M11020	Principles of Accounting	3 credits	Compulsory
U12M11042	MIS	2 credits	Compulsory
U12M11087	Organizational Behavior	2 credits	Compulsory
U12M11038	Marketing	2 credits	Compulsory
U12M11023	System Engineering	2 credits	Compulsory
U12M11122	Financial Management	3.5 credits	Compulsory
U12M11161	Big Data Technology and Application	2 credits	Compulsory

③ Professional Direction Courses   17 credits

Code	Course Name	Credits	Attributes
U12M11036	International Marketing	2 credits	Compulsory
U12M11009	Consumer Behavior Theory	2 credits	Compulsory
U12M11135	Market Analysis and Forecast	2 credits	Compulsory
U12M11153	Retail Management	2 credits	Compulsory
U12M11091	Business Negotiation	2 credits	Compulsory
U12M11095	Brand Management	2 credits	Compulsory
U12M11040	International Trade Theory and Practice	3 credits	Compulsory
U12M11041	International Finance	2 credits	Compulsory

④ Major Electives　　26 Credits

Code	Course Name	Credits	Attributes
U12M11167	Business Modeling and Analysis Based on the Python Language	2 credits	Optional
U12M11137	Entrepreneurship Foundation	2 credits	
U12M13025	Strategic Management	2 credits	
U12M11028	HRM	2 credits	
U12M11129	Supply Chain Management	2 credits	
U12M11168	New Media Marketing	2 credits	
U12M11169	Service Marketing	2 credits	
U12M11130	International Business Management	2 credits	
U12M11166	E-Commerce	2 credits	
U12M11159	Corporate Legal Environment	2 credits	
U12M11031	Marketing Planning Practice	2 credits	
U12M11119	Management Communication	2 credits	
U12M11154	Pricing Management	2 credits	

⑤ Practice　　5 credits

Code	Course Name	Credits	Attributes
U12P41006	Production Knowledge and Practice	3 credits	Compulsory
U12P61004	Social Investigation of the Major	2 credits	Compulsory

⑥ Graduation Project/ Thesis　　10 credits

Code	Course Name	Credits	Attributes
U12P7100	Graduation Project/ Thesis	10credits	Compulsory

4. Graduation and Degree Awarding Requirements

For graduation, Students should take 140 credits, including 55.5 credits in General Courses and 84.5 credits in Discipline or Major Courses.

Students will be awarded bachelor of management if they meet the requirements of degree awarding.