Curriculum of E-commerce
Southeast University

* 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：Southeast University

School： School of Economics and Management,

Major： School of Economics and Management

Awarding Degree： Bachelor of Management

Duration：4 Years

2. Core Modules

(1) General Education Module：

College English, Advanced Mathematics, Linear Algebra, Probability Theory and Mathematical Statistics, Computer related course, Sports etc.

(2) General Modules of the Discipline ：

Management, Microeconomics, Macroeconomics, Management Information System, Database Principle, Operational Research, Computer Network, Economic Law, Accounting, Statistics, Monetary and Banking, Supply Chain and Logistics Management etc.

(3) Core modules of the Major ：

Management and Operational Research, E-marketing, E-commerce Payment, E-commerce Economic, Enterprise Resource Planning, Analysis and Design of E-commerce and Logistics System, Internet and Supply Chain Finance, Data Mining and Business Intelligence, Operations Management, User Interface Analysis and Design, Business Research Methodology etc.

3. Practice

Comprehensive Course Design of Computer, Investigation of E-commerce Status and Related Topics, E-commerce Innovation and Entrepreneurship Training, Graduation Thesis etc.

4. Bilingual Module

Enterprise Resource Planning, Computer Network, Internet Enterprise Management, User Interface Analysis and Design, Global Purchasing Management, Principles of Database etc.

5. English Taught Module

International Business, Data Mining

6. Seminars

Principles of Database, Management Information Systems, Management and Operational Research, E-commerce Frontier, E-Government, IT Project Management, Comprehensive Course Design of Computer, Investigation of E-commerce Status and related topics, Training of E-commerce Simulation Platform and Website, E-commerce Innovation and Entrepreneurship Training, IT Strategy and Management, E-commerce Law, Service Management, Operation Management etc.

7. Degree Awarding and Graduation Requirements

For graduation, the students should complete minimum 154.5 credits.

For degree awarding, the students need to meet the requirements in terms of foreign language and GPA (minimum 2.0).