

国际商务专业（跨境电商方向）本科培养方案

（国际学生）

一、培养目标

本专业培养具有国际化视野【目标 1】和互联网思维【目标 2】，具备扎实的国际商务理论功底、英汉双语应用能力、电子商务应用与实践能力和创新创业能力【目标 3】，适应经济全球化和跨境电商发展的趋势以及区域经济发展的需要【目标 5】，能在政府部门从事涉外经济贸易管理工作，在企业从事国际贸易、国际投资或跨境电子商务相关工作，也可自主开展数字经济领域创业的高素质、国际化、应用型人才【目标 6】。

二、毕业要求

学生通过学习管理学、经济学原理、国际贸易、跨境电商等方面的基本理论和基础知识，接受系统的互联网思维和国际商务训练，初步具备从事国际贸易、国际金融、国际物流、跨境电商等业务能力。

通过专业学习，毕业生应获得以下几方面的知识、能力和素质：

1. 本专业知识：掌握经济管理基本理论，具有扎实的国际贸易、国际金融、国际物流、跨境电商基础知识；了解国际商务理论前沿和实践发展；熟悉国际经贸制度和惯例；掌握汉语、英语和计算机应用知识；具有专业以外的人文社会科学及自然科学等方面的基础知识和基本修养。

2. 实践应用能力：具备国际贸易、国际金融、跨境电商实践应用能力和国际企业管理能力，有较强的市场敏感度。

3. 国际化与现代化：具备多元化国际沟通能力、计算机运用能力和商务数据分析能力，能够胜任国际化交流及现代化工作。

4. 分析问题：了解国际商务不同学科分支的相关理论，关注学科发展动态，用创新性方法获取知识、分析和解决商务问题，并得出有效结论。

5. 人文素质：具有国际视野、创业精神、社会责任、人文关怀、公民意识等方面的素质。

三、“培养目标-毕业要求”和“毕业要求-课程体系”对应矩阵

（一）“培养目标-毕业要求”对应矩阵

	目标 1	目标 2	目标 3	目标 4	目标 5	目标 6
毕业要求 1	●	●	●		●	●
毕业要求 2			●	●	●	●
毕业要求 3	●				●	●
毕业要求 4		●	●	●		
毕业要求 5	●	●		●		●

(二) “毕业要求-课程体系”对应矩阵

(以关联度标识, 课程与某个毕业要求的关联度根据该课程对相应毕业要求的支撑强度来定性估计, H: 表示关联度高; M: 表示关联度中; L: 表示关联度低。)

课程性质	课程名称	毕业要求				
		1	2	3	4	5
思想教育必修课	始业教育					H
	汉语能力培养			M		H
	中国概况 I			M		H
	中国概况 II			M		H
	中国道路与中国模式				M	H
	社会实践		L	M		H
学科基础平台课	数字经济导论	H	H	H	H	M
	经济学原理 I	H	H		H	H
	经济学原理 II	H	H	M	H	M
	国际贸易理论	H	H	M	H	M
	管理学	H	H		H	H
专业核心课	国际贸易实务	H	H	H	H	M
	国际市场营销	H	H	H	H	M
	网络营销	H	H	M	H	M
	应用统计分析	H	H	H	H	M
	网络零售	H	H	H	H	M
	电子商务案例分析	H	H	M	H	M
	学术写作和演讲	L	L	M	H	M
	公司金融	H	H	H	H	M
	国际商法	H	H	H	M	L
	消费者行为学	H	H	L	M	M
	人力资源管理	M	H	L	M	L
	国际商务谈判	H	H	L	M	L
	战略管理	M	H	L	M	L
	供应链与物流管理	H	H	L	M	L
	网页设计	L	L	L	M	L
	摄影、动画与多媒体制作	L	L	L	M	L
跨境电商实战	H	H	H	H	M	

课程性质	课程名称	毕业要求				
		1	2	3	4	5
	创新管理与商业模式设计	M	M	L	H	L
实践环节、毕业论文 (设计) 和其他	综合实践	H	H	H	H	H
	专业实习	H	H	H	H	H
	毕业论文	H	H	M	H	M

四、学科基础平台课程和专业核心课程

(一) 学科基础平台课程

数字经济导论、经济学原理、国际贸易理论、管理学

(二) 专业核心课程

国际贸易实务、国际市场营销、网络营销、应用统计分析、网络零售、网页设计、摄影动画与多媒体制作、跨境电商实战、电子商务案例分析、公司金融、消费者行为学、创新管理与商业模式设计、人力资源管理、学术写作与演讲、战略管理、国际商务谈判、供应链与物流管理、国际商法

五、专业准入和准出标准

本专业只针对国际学历学生，暂不对转专业及副修专业开放。

六、学制和学位

本专业基本学制为 4 年，最长不超过 6 年。修满学分，且中国汉语水平考试 (HSK) 四级分数不低于 180 分 (含 180 分)，达到学校规定的授予学士学位标准，授予管理学学士学位。

七、最低毕业学分及课内学时

本专业最低学分为 160 学分，学生须修满 160 学分方可毕业。

八、课程结构、课程设置及学分分配

(一) 课程结构

课程结构由思想教育课程和专业课程组成。思想教育课程包括始业教育类、汉语能力类、中国概况类、中国道路与中国模式类和社会实践类课程；专业课程包括学科基础平台课程和专业核心课程。

表 1 课程结构比例表

课程类型	修习类型	课程门数	学分		实践学分	
			学分数	学分比例	实践学分数	实践学分比例
思想教育课程	始业教育类	1	1	0.625%		
	汉语能力培养	9	30	18.75%		
	中国概况类	2	4	2.5%		
	中国道路与中国模式类	1	3	1.875%		
	社会实践类	1	2	1.25%	2	1.25%
学科基础平台课程	必修课	5	20	12.5%	1	0.625%
专业核心课程	必修课	18	70	43.75%	22	13.75%
实践环节	必修课	3	30	18.75%	30	18.75%
合计		40	160	100	55	34.375%

(二) 课程设置与学分分配

表 2 思想教育课程设置与学分分配

1. 思想教育必修课程 40 学分

课程 代码	课 程 名 称	课程学分	课内学时		建议修读 年级学期	备注 课外学时
			理论课	实验(训)课		
194801001	始业教育	1	16		一秋	
194802011	初级汉语综合 I	4	64		一秋	
194803011	初级汉语听说 I	4	64		一秋	
194802021	初级汉语综合 II	4	64		一春	
194803021	初级汉语听说 II	4	64		一春	
194804011	中级汉语综合 I	4	64		二秋	
194805011	中级汉语听说 I	4	64		二秋	
194804021	中级汉语综合 II	2	32		二春	
194805021	中级汉语听说 II	2	32		二春	
194806001	HSK 强化辅导	2	32		三秋	
194812001	中国概况 I	2	32		一秋	
194812002	中国概况 II	2	32		一春	
194871001	中国道路与中国模式	3	48		二秋	
194807301	社会实践	2		32	三春或 四秋	

表 3 专业课程设置与学分分配

1. 学科基础平台课程 20 分

课程代码	课程名称	课程学分	课内学时		建议修读学期	备注		
			理论课	实验(训)课		准入课程	准出课程	副修课程
194861001	数字经济导论	4	48	16	一秋			
194857001	▲经济学原理 I	4 *	64		一秋			
194864001	经济学原理 II	4 *	64		一春			
194817001	▲国际贸易理论	4 *	64		二春			
194819001	▲管理学	4	64		二秋			

2. 专业核心课程 70 学分

课程代码	课程名称	课程学分	课内学时		建议修读学期	备注		
			理论课	实验(训)课		准入课程	准出课程	副修课程
194842101	国际贸易实务	4	32	32	三秋			
194828101	国际市场营销	4	48	16	二春			
194837101	网络营销	4	32	32	二秋			
194860101	应用统计分析	4	32	32	二秋			
194859101	网络零售	4	32	32	一春			
194853101	电子商务案例分析	4	32	32	三春			
194862101	学术写作和演讲	2	16	16	三春			
194843001	公司金融	4	64		二春			
194863001	国际商法	4	48		三春			
194845001	消费者行为学	4	64		三秋			
194844001	人力资源管理	4	64		三秋			
194866101	国际商务谈判	4	32	32	三秋			
194867001	战略管理	4	64		三春			
194855001	供应链与物流管理	4	64		三春			

194813101	网页设计	4	32	32	一秋			
194838201	◆摄影、动画与多媒体制作	4	32	32	一春			
194869201	◆跨境电商实战	4	16	48	二春			
194826101	创新管理与商业模式设计	4	64		三秋			

表 4. 实践环节设置与学分分配

1. 实践环节 30 学分

课程代码	课程名称	课程学分	课内学时		建议修读年级学期	备注		
			理论课	实验(践)课		准入课程	准出课程	副修课程
194808301	综合实践	6			一秋-三春			
194809301	专业实习	12		26周	四秋四春			
194810301	毕业论文	12			四秋四春			

注：1. 本培养方案所有课程均为英文授课；

2. 课程标注说明：学位课程▲；单独开设实验（训）课程◆；考试课程*。

3. 准入准出课程和副修课程在表格中打√。

International Business(Cross Border eCommerce)

Undergraduate Training Program

(For International Students)

I. Training Objectives

The program develops students' international vision [Goal 1] and Internet thinking [Goal 2], to have a solid command of international business theory, competences of English-Chinese bilingual application, eCommerce practice and applications [Goal 3], and ability of innovation and entrepreneurship [Goal 4], to adapt to the trend of economic globalization and cross-border eCommerce development and the needs of regional economic development [Goal 5], and to be able to engage in not only foreign economic and trade management in government departments but also in international trade, international investment or cross-border eCommerce related work in enterprises, as well as to be international applied talents with high-quality in the field of digital economy [Goal 6].

II. Graduation Requirements

By learning the basic theories and knowledge of Management, Economics, International Trade, Cross-border eCommerce and etc., and receiving systematic Internet thinking and international business training, students will have the preliminary ability to engage in international trade, international finance, international logistics, cross-border eCommerce and other businesses.

Graduates should acquire the following knowledge, abilities and qualities through academic study:

1. Specialized Knowledge. Students should master the elementary theories of Economic Management, and have solid elementary knowledge of International Trade, International Finance, International Logistics and Cross-border eCommerce; students should grasp the frontier of international business theory and practice development; students should be familiar with international economic and trade systems and practices; students should master Chinese, English and computer application knowledge; students should have the basic knowledge and accomplishment in humanities, social sciences and natural sciences.

2. Practice and Application Ability. Students should be equipped with market sensitivity while possessing the capability of practice and application in international trade, international finance, cross-border eCommerce and international enterprise management.

3. Internationalization and Modernization. Students should develop diversified global communication skills, computer application and business data analysis ability, and be capable of intercultural communication and modernization work.

4. Problem Analysis. Students should understand the relevant theories of different branches of international business, pay attention to the development of the discipline, and can use innovative methods to acquire knowledge, analyze and solve business problems, and draw effective conclusions.

5. Humanities Quality: Students should have the qualities of international vision, entrepreneurial spirit, social responsibility, humanistic care, and citizen awareness.

III. “Training Objectives-Graduation Requirements” and “Graduation Requirements-Curriculum System” Correspondence Matrix

1. “Training Objectives-Graduation Requirements”

	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6
Requirement 1	●	●	●		●	●
Requirement 2			●	●	●	●
Requirement 3	●				●	●
Requirement 4		●	●	●		
Requirement 5	●	●		●		●

Note: Mark the appropriate column with “●”.

2. “Graduation Requirements-Curriculum System” Correspondence Matrix

(Identify by relevance, the degree of relevance between the course and a certain graduation requirement is qualitatively estimated according to the strength of the course’s satisfaction of the corresponding graduation requirement, **H**: Indicates **high** correlation; **M**: Indicates **medium** correlation; **L**: Indicates **low** correlation.)

Course Type	Course Title	Graduation Requirements				
		1	2	3	4	5
Ideological Education; Required Course	Orientation					H
	Chinese Language			M		H
	Overview of China I			M		H
	Overview of China II			M		H
	China Road and China Model				M	H
	Social Project		L	M		H
Fundamental Subject Platform Courses	Introductory of Digital Economy	H	H	H	H	M
	Principles of Economics I	H	H		H	H
	Principles of Economics II	H	H	M	H	M
	Theory of International Trade	H	H	M	H	M
	Management	H	H		H	H
Professional Core Courses	Practice of International Trade	H	H	H	H	M
	International Marketing	H	H	H	H	M
	E-Marketing	H	H	M	H	M
	Application of Statistical Analysis	H	H	H	H	M
	Network Retail	H	H	H	H	M
	Case Study of E-commerce	H	H	M	H	M
	Academic Writing and	L	L	M	H	M
	Corporate Finance	H	H	H	H	M
	International Trade Laws	H	H	H	M	L
	Consumer Behavior	H	H	L	M	M
	Human Resources Management	M	H	L	M	L
	International Business Negotiation	H	H	L	M	L
	Strategy Management	M	H	L	M	L
	Supply Chain and Logistics	H	H	L	M	L
	Web Design	L	L	L	M	L
	Photography, Animation and Design	L	L	L	M	L
	Cross Border eCommerce Operation	H	H	H	H	M
	Innovation Management and Business Model Design	M	M	L	H	L
	Internship and Practice	Comprehensive Practice	H	H	H	H

Course Type	Course Title	Graduation Requirements				
		1	2	3	4	5
Graduation Thesis (Design) and Others	Specialty Practice	H	H	H	H	H
	Graduation Thesis	H	H	M	H	M

IV. Fundamental Subject Platform Courses and Professional Core Courses

1. Fundamental Subjects Platform Courses

Principles of Economics, Introductory of Digital Economy, Theory of International Trade, Management

2. Professional Core Courses

Practice of International Trade, International Marketing, E-Marketing, Application of Statistical Analysis, Network Retail, Web Design, Case Study of E-commerce, Academic Writing and Presentation, Corporate Finance, International Trade Laws, Consumer Behavior, Human Resources Management, International Business Negotiation, Strategy Management, Supply Chain and Logistics Management, Photography, Animation and Design, Cross-border eCommerce Operation, Innovation Management and Business Model Design

V. Professional Admission and Graduation Standard

This program is for international undergraduates only, not open for major switch or minor degree.

VI. Length of Schooling and Degree

The basic length of study of this major is four years. The maximum is not more than six years. The Bachelor of Management degree will be conferred after completing all credits and scoring at least 180 points (including 180 points) on the Chinese Proficiency Test (HSK).

VII. Minimum Graduation Credits and Class Hours

The minimum graduation credits is 160 credits and students must complete 2,560 class hours.

VIII. Course Structure, Curriculum and Distribution of Credits

1. Course Structure

The course structure consists of ideological education courses and professional courses:

Ideological education courses include: Orientation, Chinese language, Overview of China, China Road and China Model, as well as Social Project.

Professional Courses include: Fundamental subject platform courses and core professional courses.

Table 1: Course Structure

Course Type	Type of Study	Number of Courses	Credit		Internship and Practice Credits	
			Credits (numbers)	Credit Ratio	Internship and Practice Credits (numbers)	Internship and Practice Credits Ratio
Ideological Education Courses	Orientation	1	1	0.625%		
	Chinese Language	9	30	18.75%		
	Overview of China	2	4	2.5%		
	China Road and China Model	1	3	1.875		
	Social Project	1	2	1.25%	2	1.25%
Fundamental Subject Platform Courses	Required Courses	5	20	12.5%		
Professional Core Courses	Required Courses	18	70	43.75%	22	13.75%
Internship and Practice	Required Courses	3	30	18.75%	30	18.75%
Total		40	160	100	55	34.375%

2. Curriculum and Distribution of Credits

Table 2: Ideological Education Curriculum and Credit Distribution

2.1. Ideological Education Required Courses: 40 Credits

Course Code	Course Title	Course Credit	Class hours		Recommended Semester	Note Extra-hours
			Lecture class	Labs / Training		
194801001	Orientation	1	16		Semester One Year One	
194802011	Comprehensive Course in Elementary Chinese I	4	64		Semester One Year One	
194803011	Elementary Chinese Listening and Speaking I	4	64		Semester One Year One	
194802021	Comprehensive Course in Elementary Chinese II	4	64		Semester Two Year One	

Course Code	Course Title	Course Credit	Class hours		Recommended Semester	Note Extra-hours
			Lecture class	Labs / Training		
194803021	Elementary Chinese Listening and Speaking II	4	64		Semester Two Year One	
194804011	Comprehensive Course in Intermediate Chinese I	4	64		Semester One Year One	
194805011	Intermediate Chinese Listening and Speaking I	4	64		Semester One Year Two	
194804021	Comprehensive Course in Intermediate Chinese II	2	32		Semester Two Year Two	
194805021	Intermediate Chinese Listening and Speaking II	2	32		Semester Two Year Two	
194806001	HSK Intensive Course	2	32		Semester Three Year Three	
194812001	Overview of China I	2	32		Semester One Year One	
194812002	Overview of China II	2	32		Semester Two Year One	
194871001	China Road and China Model	3	48		Semester Two Year Two	
194807301	Social Project	2	32		Semester One or Two Year Four	

Table 3: Professional Courses Curriculum and Credit Distribution

1. Fundamental Subjects Platform Courses: 20 Credits

Course Code	Course Title	Course Credit	Class Hours		Recommended Semester	Note Extra-hours		
			Lecture Class	Labs / Training		Admission courses	Graduation courses	Minor courses
194861001	Introductory of Digital Economy	4	48	16	Semester One Year One			
194857001	▲Principles of Economics I	4*	64		Semester One Year One			
194864001	Principles of Economics II	4*	64		Semester Two Year One			

194817001	▲ Theory of International Trade	4*	64		Semester Two Year Two			
194819001	▲ Management	4	64		Semester One Year Two			

2. Professional Core Courses: 70 Credits

Course code	Course title	Course credit	Class hours		Recommended Semester	Note Extra-hours		
			Lecture Class	Labs / Training		Admission courses	Graduation courses	Minor courses
194842101	Practice of International Trade	4	32	32	Semester One Year Three			
194828101	International Marketing	4	48	16	Semester Two Year Two			
194837101	E-Marketing	4	32	32	Semester One Year Two			
194860101	Application of Statistical Analysis	4	32	32	Semester One Year Two			
194859101	Network Retail	4	32	32	Semester Two Year One			
194853101	Case Study of E-commerce	4	32	32	Semester One Year Three			
194862101	Academic Writing and Presentation	2	16	16	Semester Two Year Three			
194843001	Corporate Finance	4	64		Semester Two Year Two			
194863001	International Trade Laws	4	64		Semester Two Year Three			
194845001	Consumer Behavior	4	64		Semester One Year Three			
194844001	Human Resources Management	4	64		Semester One Year Three			
194866101	International Business Negotiation	4	32	32	Semester One Year Three			
194867001	Strategy Management	4	64		Semester Two Year Three			
194855001	Supply Chain and Logistics Management	4	64		Semester Two Year Three			
194813101	Web Design	4	32	32	Semester One Year One			
194838201	◆ Photography, Animation and Design	4	32	32	Semester Two Year One			
194869201	◆ Cross Border eCommerce Operation	4	16	48	Semester Two Year Two			

194826101	Innovation Management and Business Model Design	4	64		Semester One Year Three			
-----------	---	---	----	--	----------------------------	--	--	--

Table 4: Internship and Practice Setup and Credit Distribution

1. Internship and Practice: 30 Credits

Course Code	Course Title	Course Credit	Class hours		Recommended Semester	Note Extra-hours		
			Lecture class	Labs / Training		Admission courses	Graduation courses	Minor courses
194808301	Comprehensive Practice	6			Year One – Year Three			
194809301	Specialty Practice	12		26 Weeks	Semester One- Two Year Four			
194810301	Graduation Thesis	12			Semester One- Two Year Four			

Note: 1. All courses in this program are delivered in English.

2. Course Standard Description: Degree Course ▲; Separate Internship (training) Courses ◆; Exam Course*.

3. Admission course, graduation courses, minoring in courses, leave a check mark (√).