

Study Program for Overseas Students

of E-commerce (International Trade in Orientation)

1. Major: E-commerce (International Trade in Orientation)
2. Object of Enrollment: graduates from senior middle school in Africa
3. Length of Schooling: four-year undergraduate schooling
4. Training Objectives:

We aim at cultivating inter-disciplinary and application-oriented talents who are equipped with the following features: having the knowledge of business law and negotiation as well as broad international vision; having a solid knowledge of E-commerce, marketing, international trade and practical ability as well as certain Chinese communication skills; understanding Chinese culture and history and being able to promote international cooperation.

5. Main courses:

Business Negotiation, Business English Writing, Cross-cultural Communication, International Business Law, International Marketing, International Corporate Management, E-commerce, International Finance, Theories and Practices of International Trade, Business Etiquette, Customer Service, Human Resources and Brand Management, Advertising, Business PPT Design and Presentation, Video Editing and Post-processing.

6. Curriculum

In the first year, we mainly offer public courses taught in English and provide free Chinese courses, which will lay foundation for the professional studies in the second year.

For the following three years, we mainly offer E-commerce and business courses taught in English, and provide abundant second-class activities as well as opportunities of internship in companies, which will strengthen students' professional qualities and cross-cultural communicative ability.

Key Courses

Number	Course Title	Teaching Hours
1	Business Negotiation	32
2	Business English Writing	32
3	Cross-cultural Communication	32
4	International Business Law	32
5	International Marketing	64
6	International Corporate Management	32
7	E-commerce	32
8	International Finance	32
9	Theories and Practices of International Trade	64
10	Business Etiquette	32
11	Customer Service	64
12	Management of Human Resource and Brand	32
13	Advertising	32
14	Business PPT Design & Presentation	32
15	Video Editing and Post-processing	32

1. Course Description for Business Negotiation

I. Course Title

Business Negotiation

II. Course introduction and objectives

1. Course Introduction

It aims at letting students master basic concepts, theories and practical techniques in international business negotiation.

2. Course Objectives

The course is carried out in English; students study related theories and practical business negotiation.

III. Course content

The course mainly deals with international business negotiation theories, especially the practical negotiation techniques.

IV. Requirements and Key Points

1. Requirements

Students are required to study related professional knowledge and practical negotiation techniques in real international business negotiation.

2. Key Points

Students need to master the procedures, principles, strategies and techniques in international business negotiation.

2. Course Description for Business English Writing

I. Course Title

Business English Writing

II. Course introduction and objectives

1. Course Introduction

It aims at cultivating students the abilities of composing common practical writings.

2. Course objectives

The objectives of this course are (1) to help students master the fundamental knowledge of business English writing, including the features, common sentence patterns and vocabulary, and the writing rules and styles for practical writings, and (2) to help students enhance the ability to participate in business practices.

III. Course content

The course deals with the writing of practical writings, including business letters, notices, minutes, proposals and memos, etc.

IV. Requirements and key points

Upon completion of this course, students are required to master the basic theories and writing techniques for business writing, and to be able to write appropriately according to business situations.

In the course of studying, students need to master the basic writing techniques and be fully acquainted with the structures, vocabulary of practical writings.

3. Course Description for Cross-cultural Communication

I. Course Title

Cross-cultural Communication

II. Course introduction and objectives

1. Course introduction

Cross-cultural Communication is a course designed with the aim of the improvement of students' English communication skills in specific business contexts. In order to communicate successfully, students should have a solid foundation of English language, cross-cultural awareness, a good command of business etiquette and communication skills.

2. Course objectives

The aim of this course is to improve students social competence, including answering a call, delivering a speech, organizing a meeting and applying for a job. The content of the course is comprehensive, practical and procedural.

III. Course content

Besides language skills, the course also includes communication skills in business contexts such as body language, expressions influenced by cultural differences, the application of network technology and the application of chart and audio-visual technology.

IV. Requirements and key points

Basic requirement: the improvement of students' autonomic learning awareness through lecture and discussion and the highlight of the relationship between learning and practice.

Difficulty: the balance between theory and practice and specialized vocabulary

4. Course Description for International Business Law

I. Course Title

International Business Law

II. Course introduction and objectives

1. Course introduction

International business law is the body of rules and norms that regulates activities carried out across the legal boundaries of states. In particular, it regulates the business transactions of private person internationally, and the relationship of international commercial organizations.

Along with China's reformation of market economy, international trade has been increasingly playing a more active role in its body of economy. This requires participants of international transactions become familiar with important laws and rules involved in such activities.

2. Course objectives

The objectives of this course are (1) to help students master the fundamental knowledge in international business law, and (2) to strengthen students' initiatives to apply the legal knowledge to such practices of international transactions as contract formation, international banking, transportation and arbitration.

III. Course content

Following chapters are included in the course: introduction to international business law; legal system of international business, contract law for the international sale of goods, carriage of goods by sea and marine cargo insurance, finance of international trade, partnership law, intellectual property right law, the law of corporations, international commercial dispute settlement.

IV. Requirements and key points

Upon completion of this course, students are required to understand basic theories and practices of international law. Particularly, they need to master the knowledge of contract law, contract law for the international sale of goods, laws of carriage of goods by sea and marine cargo insurance and laws relating to finance of international trade.

Lecturing is the main form of teaching. Case studies are used in the classroom. Students' homework includes case analysis and papers.



5. Course Description for International Marketing

I. Course Title

International Marketing

II. Course introduction and objectives

1. Course introduction

International Marketing is an applied science based on marketing, international trade theory, business communication theory, international marketing and a series of economics & management theories. It mainly studies the international business environment, business process and its regularity, and emphasizes on the affairs in international business activity, to carry out international business activities program, of which content has the comprehensive, applied, practical and procedural characteristics.

2. Course objectives

The teaching goal of this course is to enable students to systematically master the basic concepts and principles of marketing, familiar with various marketing techniques and methods, and improve students' overall quality and comprehensive vocational ability.

III. Course content

Marketing principles and international marketing; The evolution of enterprise marketing concept; How far the enterprises are involved in international marketing; The international marketing environment analysis; International marketing information management; International marketing research program; Purchasing behavior analysis; International market segmentation, target market and market positioning; International distribution channel decisions; The international pricing decision and International promotion decisions.

IV. Requirements and key points

山东交通学院

SHANDONG JIAOTONG UNIVERSITY

Basic requirements: through studying international marketing's basic theories and methods, students can master the basic knowledge of the international marketing with the flexible ways, and apply and analyze by the reference of related literature and knowledge.

Key and hard descriptions: this course combines with international trade, enterprise management, marketing and other disciplines, involving a wide-range of knowledge. This course textbook is in English, students should hold terms in the learning theoretical knowledge at the same time.



6. Course Description for International Corporate Management

I. Course Title

International Corporate Management

II. Course introduction and objectives

1. Course introduction

International Corporate Management is an applied science based on marketing, international trade theory, business communication theory, international marketing and a series of economics & management theories. It mainly studies the international business environment, business process and its regularity, and emphasizes on the affairs in international business activity, to carry out international business activities program, of which content has the comprehensive, applied, practical and procedural characteristics.

2. Course objectives

The teaching purpose of this course is through the case analysis on the basic theory of the transnational corporation management, its principle and methods to train the students to have the multinational company management's thinking and strategic decision-making ability and lay a solid and professional foundation for the future enterprise management careers.

III. Course content

The strategic management theory of enterprise development, Marketing management theory, Human resources management theory, Production and management theory and Financial management theory.

IV. Requirements and key points

Basic requirements: through studying International Corporate Management's basic theories

山东交通学院

SHANDONG JIAOTONG UNIVERSITY

and methods, students can master the basic knowledge of Transnational Corporation Management with the flexible ways, and apply and analyze by the reference of related literature and knowledge.

Key and hard descriptions: this course combines with international trade, enterprise management, marketing and other disciplines, involving a wide-range of knowledge. This course textbook is in English, students should hold terms in the learning theoretical knowledge at the same time.



7. Course Description for E-Commerce

I. Course Title

E-Commerce

II. Course introduction and objectives

1. Course introduction

E-Commerce sets out to cultivate students' ability to conduct international business activities by the means of Internet.

2. Course objectives

The Learning objectives include (1) understand basic knowledge about the Internet and computers; (2) Be about to apply basic words and expressions about e-commerce; (3) Have a basic understanding of e-commerce models, marketing, management, and laws and regulations; (4) Understand and be able to apply basic principles of project management in the design of an information product or service

Except for knowledge about global electronic commerce, students will also improve their English skills, such as reading, translation and business writing by taking this course.

III. Course content

E-commerce consists of 6 modules, concerning the Internet, e-commerce, e-marketing, e-business, Internet security and payment, legislation and tax, etc.

IV. Requirements and key points

Requirements: Upon completion of this course, students are required to understand basic theories and practices of e-commerce. Particularly, they need to master the knowledge of the computer and the Internet and to conduct regular e-commerce activities.

Key points: Lecturing is the main form of teaching. This class will use a variety of methods

including lectures, discussions, take-home problems and team research projects. Professional knowledge and specialized vocabulary may set barriers against students' study.

8. Course Description for International Finance

I. Course Title

International Finance

II. Course introduction and objectives

1. Course introduction

International Finance is designed to provide students with a clear understanding of the fundamental theory and practice of international finance. It offers a detailed analysis of what determines the exchange rate and how currencies are borrowed, lent, bought and sold. The course examines the relationship between a nation's economy and its balance of payments, explores exchange rate determinants, and analyzes how international financial systems are organized for handling cross-border financial flows.

2. Course objectives

Students will have a general picture of fundamental theory and practice of international finance. The course examines what determines the exchange regimes, derivative instruments, formats. Major international derivative markets are explored and financial derivatives employed to hedge against foreign exchange risk are studied.

III. Course content

International Finance consists of 11 modules, concerning international balance, foreign exchange, exchange rate and financial institutions. *International Payment and Settlement* consists of 12 modules, concerning international trade documents, letter of credit, remittance and collection.

IV. Requirements and key points

Requirements: Upon completion of this course, students are required to understand basic theories and practices of international finance. Particularly, they need to master the knowledge of the importance of international monetary and financial markets, the balance of payments and the relationship between a nation's current account balance and its capital flows, international financial markets and their major instruments,

Key points: Lecturing is the main form of teaching. This class will use a variety of methods including lectures, discussions, take-home problems and team research projects. The course sets out to enhance students' ability to solve practical problems in the realm of international finance and settlement. Professional knowledge and specialized vocabulary may set barriers against students' study.



9. Course Description for Theories and Practices of International Trade

I. Course Title

Theories and Practices of International Trade

II. Course introduction and objectives

1. Course introduction

Theories and Practices of International Trade aims at providing students with an overview of the basic theories and policies of international trade, the basic provisions of the import and export contracts, helping them understand the process of negotiation and formation of the contract from a legal point of view, and the details of performing import and export contracts.

2. Course objectives

Upon completion of the course, students are expected to be able to (a) Understand the fundamental theories and policies in international trade; (b) Understand some major differences between domestic trade and international trade; (c) Familiarize themselves with trade terms, major terms and conditions in international sales contract of goods, international cargo transportation and international marine cargo insurance; (d) Familiarize themselves with the tools and methods of payment in international trade.

III. Course content

The contents are designed to facilitate students' understanding of both theoretical and practical issues in international trade. Following topics are discussed in lectures.

Topic 1: Introduction to International Trade

Topic 2: Trade Theories

Topic 3: Import Protection: Tariffs and Non-Tariff Barriers

Topic 4: Export Promotion and Other Policies

Topic 5: Regional Economic Integration and WTO

Topic6: International Trade Terms

Topic 7: Quality, Quantity, Packing and Pricing

Topic 8: International Marine Cargo Transportation and Insurance

Topic 9: International Payment

Topic 10: Negotiation and Formation of Contract

IV. Requirements and key points

Requirements: Upon completion of this course, students are required to master basic knowledge of international trade and systematically grasp the knowledge of the policies and theories of international trade. Students need to know how to tactfully comprehend and analyze practical problems in world economy and international trade.

Key points: Lecturing is the main form of teaching. This class will use a variety of methods including lectures and case studies. The teaching is carried out in English but Chinese literature may appear.



10. Course Description for Business Etiquette

I. Course Title

Business Etiquette

II. Course introduction and objectives

1. Course introduction

Business Etiquette is about building relationships with business partners. And it is not about rules and regulations but is about providing basic social comfort and creating an environment where others feel comfortable and secure, which is possible through better communication.

2. Course objectives

The teaching goal of this course is to enable students to systematically master the basic principles about how to present oneself professionally in different cultures, the keys for making a good impression.

III. Course content

Business Etiquette consists of two parts. Firstly, thoughtful consideration of the interests and feelings of others; secondly, being able to minimize misunderstandings. These are influenced by individual behavior and demeanor. Business etiquette instructs the keys for making a good impression including dressing appropriately, body language, presenting business cards, gift giving, conducting meetings and many other important elements.

IV. Requirements and key points

Basic requirements: through studying Business Etiquette's basic theories and methods, students can master the basic knowledge of the Business Etiquette with the flexible ways, and be able to present themselves with confidence in business and social situations.

山东交通学院

SHANDONG JIAOTONG UNIVERSITY

Key and hard descriptions: A key pillar of business etiquette is sensitivity, meaning giving careful thought to every business aspect before making a judgment. This gives a strong foundation to your business. Also, thoughtless words and actions lead to a negative outcome. Being aware of business etiquette encourages careful thought.



11. Course Description for Customer Service

I. Course Title

Customer Service

II. Course Introduction and Objectives

1. Course introduction

Customer Service is an applied science based on marketing management, and a series of economics & management theories. It mainly studies the customer behavior, the customer service department & its staff, the basic elements of customer service, the relationship between organization and customers, the effective communication, how to handle the complaints and etc, of which content has the comprehensive, applied, practical and procedural features.

2. Course Objectives

The teaching goal of this course is to enable students to systematically master the basic concepts and principles of Customer Service, familiar with various Customer Service techniques and methods, and improve students' overall quality and comprehensive vocational ability.

III. Course content

Customer service concepts; The customer service and customer; Customer service elements; Customer service department; The importance of product; Effective and ineffective communications; Complaints; Handle complaints; Customer service information; Stress.

IV. Requirements and key points

Basic requirements: through studying customer service's basic concepts and approaches of how to handle customer service's problems, students can master the basic knowledge and principles of the customer service with the scientific and flexible ways, especially in the practical

山东交通学院

SHANDONG JIAOTONG UNIVERSITY

situation.

The key points: this course combines with enterprise management, marketing and other disciplines, involving a wide-range of knowledge. This course textbook is in English, students should hold terms in the learning theoretical knowledge at the same time.



12. Course Description for

Management of Human Resource and Brand

I. Course Title

Management of Human Resource and Brand

II. Course introduction and objectives

1. Course introduction

Management of Human Resource and Brand consists of two sections: management of human resource and brand management. The former section (management of human resource) aims to combine employees' professional competence with organizational HRM practices for better organizational effectiveness. Besides the basic introduction for HR functions, it also integrates the HR practices in the organization, organizational behavior and related management theories for employee management. The latter section (brand management) is the analysis and planning on how that brand is perceived in the market.

2. Course objectives

The teaching goal of this course is to enable students to systematically master the basic concepts and principles of management of human resource and brand management, familiar with various techniques and methods, and improve students' overall quality and comprehensive vocational ability.

III. Course content

Management of human resource: Basic human resource management knowledge and the relationship between corporate strategy and human resource management functions combined with the external environment; enterprises actual operation issues with organizational theories.

Brand management: the process of identifying the core value of a particular brand and reflecting the core value among the targeted customers; brand credibility and how to build brand loyalty, bounce back from circumstantial crisis, and can benefit from price-sensitive

customers.

IV. Requirements and key points

Basic requirements: through studying Management of Human Resource and Brand's basic theories and methods, students can master the basic knowledge of human resource and brand management with the flexible ways, and apply and analyze by the reference of related literature and knowledge.

Key and hard descriptions:

Management of human resource: organizational structure and design, corporate strategy, the basic practices of human resource management practices which can support corporate strategic goals, enterprise planning related to human resources management system; environmental impact of industrial human resources management systems, job analysis, pay and benefits system, reward system, performance management and so on.

Brand management: how to develop a good relationship with the target market which is essential for brand management; Tangible elements of brand management including the product itself, look, price, the packaging, etc.; intangible elements which are the experience that the consumer has had with a brand, and also the relationship that they have with that brand.

13. Course Description for Advertising

I. Course Title

Advertising

II. Course introduction and objectives

1. Course introduction

Advertising is part art and part science. It is an integrated course based on different disciplines like marketing, art, statistics, rhetoric, media, management. It mainly touches upon advertising's role in marketing, the consumer audience, strategic research, strategic planning, copywriting, design and production, and public relations, etc.

Course objectives

The teaching goal of this course is to enable students to systematically master the basic concepts and principles of advertising, familiar with advertising planning and strategy, advertising design and production and improve students' overall quality and comprehensive vocational ability.

III. Course content

The evolution of advertising; advertising's role in marketing; how advertising works; the consumer audience; strategic research; strategic planning; print and out-of-home media; broadcast media; interactive and alternative media; media planning and buying; copy writing; design and production; sales promotion , events and sponsorships, public relations. special advertising situations, evaluation of effectiveness.

IV. Requirements and key points

Basic requirements: by studying advertising, the students can master the basic theories of

山东交通学院

SHANDONG JIAOTONG UNIVERSITY

advertising, and then put them into practice. Besides the advertising theories, they should also have enough knowledge about marketing, research, media, rhetorics, etc.

Key points: students of this course are supposed to make strategic research of the market , make a planning, try to design their own advertisements and make an evaluation of their advertisements.



14. Course Description for Business PPT Design & Presentation

I. Course Title

Business PPT Design & Presentation

II. Course introduction and objectives

1. Course introduction

Business PPT Design & Presentation is all about how to use PowerPoint to present the business data and how to give a commercial presentation. It mainly studies how to structure a presentation, to include insights and supporting data and how to apply some design principles for effective visuals and slides. In this course, students can gain skills for client-facing communication - including public speaking, executive presence and compelling storytelling. Finally, students will be given a client profile, a business problem, and a set of basic Excel charts, which they will need to turn into a presentation - which they will deliver with iterative peer feedback.

2. Course objectives

The teaching goal of this course is to discuss how to create effective slides using PowerPoint, learn about the tools available within PowerPoint, how to structure storyline, create storyboards, identify primary elements of slide design, display data and finalize slide presentation, build and deliver a presentation to peers, and receive feedback from them.

III. Course content

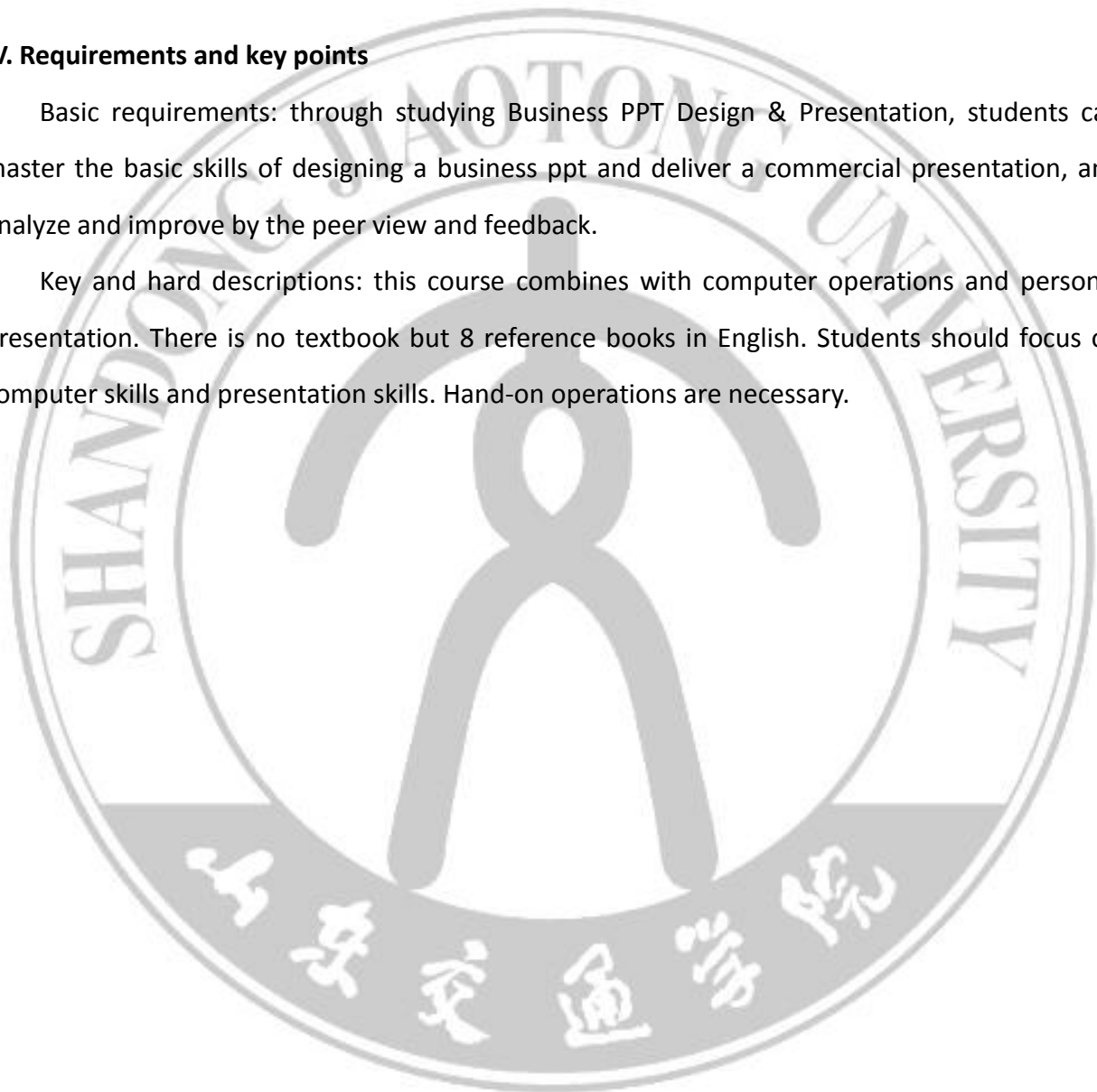
Students will create a presentation of about 10 slides, employing the guidelines and industry best practices that have been discussed in this course. They can use the presentation storyboard that they created last week, which peers have reviewed and given feedback on. Review what they have developed so far, and make changes or additions that they think will

enhance the presentation. Once they have finalized presentation, they will present it in a video using your smart phone or computer. Once they are satisfied with the PowerPoint presentation and video, they will be submitting both for peer review. They can use this feedback for current and future presentations that they will make during career.

IV. Requirements and key points

Basic requirements: through studying Business PPT Design & Presentation, students can master the basic skills of designing a business ppt and deliver a commercial presentation, and analyze and improve by the peer view and feedback.

Key and hard descriptions: this course combines with computer operations and personal presentation. There is no textbook but 8 reference books in English. Students should focus on computer skills and presentation skills. Hand-on operations are necessary.



15. Course Description for Video Editing and Post-processing

I. Course Title

Video Editing and Post-processing

II. Course introduction and objectives

1. Course introduction

This course provides students with an in-depth study of the history, techniques and technology of video and media editor. Students will study the principles and practices of editing by analyzing examples from classic and contemporary film and video as they learn how to build and strengthen a story and engage an audience. Using the latest industry non-linear software tools, students will work on advanced editing exercises that provide opportunities to master the editing process. An overview of the editing process, techniques, in-depth procedures, and skills will be reviewed. At the end of the course, the student will have learned the skills necessary to prepare for professional certification. 3 credits.

2. Course objectives

The teaching goal of this course is to learn how to make a video for a specific purpose, how to shoot it, edit it for a special purpose. Students will learn the workflow of professional editing, use basic editing tools and techniques, create custom effects and transitions, make text and graphic animations, color and audio corrections and basic visual effects

III. Course content

Students will learn how to edit video, add video and audio transitions, edit audio, color correction and grad, add titles in premiere pro and older versions, motion in premiere pro, export your video, visual effects and advanced premiere pro tips, video speed in premiere pro, add title in premiere.

IV. Requirements and key points

Basic requirements: through studying Video Editing, students can master the basic skills of designing a business ppt and deliver a commercial presentation, and analyze and improve by the peer view and feedback.

Key and hard descriptions: this course combines with computer operations and personal presentation. There is no textbook but 8 reference books in English. Students should focus on computer skills and presentation skills. Hand-on operations are necessary.



山东交通学院

SHANDONG JIAOTONG UNIVERSITY

