

## **E-commerce (Cross-border E-commerce)**

### **Program Objective**

The program provides you with an excellent foundation in all areas of computer science by stressing both theory and practice. In addition, the program offers a solid base for students who intend to pursue graduate study, and a general background for students who want to enter the work force immediately after graduation.

### **Major Courses**

The program is focused on personal development, and mirrors a progression in computer science by several groups (the list below is a part of the all courses):

#### **I. Cognates**

1. The C Programming Language
2. The Experiments of The C Programming Language
3. Database Principle
4. Course Design of Database Application

#### **II. Core**

1. Special Topic on Electronic Commerce
2. Java Program Design
3. Java Program Design (Practical Project)
4. Electronic Commerce
5. Web Technology (Practical Project)
6. Design and Implementation of e-commerce System
7. Design and Implementation of e-commerce System (Practical Project)
9. Network Security and Payment System
10. Introduction of Network Economy
11. Network marketing strategy
12. Network marketing strategy Practical Project

### III. Electives

1. Management Information System
2. e-commerce and modern logistics
3. Customer Relationship Management
4. Electronic commerce strategy and management
5. Data Warehouse and Data Mining
6. Computer Network
7. Web Design
8. Operations research
9. Mathematical Modeling Using Mat lab
10. Literature Retrieval

### IV. Practice

Object Oriented Programming

Database Applications

Software Engineering

### **Faculty**

SCIE has more than 100 faculties, including 14 full professors and 45 associate professors. 70 percent of faculties hold PhD degree or are pursuing their PhD degree currently. We have 4 faculties with National Experts title, 1 Zhejiang New Century Expert, 13 members of Zhejiang “151” Experts group, 8 Leading Young Researchers of Zhejiang Province and 1 Zhejiang Prestige Teacher. In recent years, SCIE is taking on 4 provincial high-quality course construction tasks. Several provincial or state education projects have been completed. Additionally, SCIE has continually won the first and second prize of teaching achievements of Zhejiang Province.

### **Length, Credits and Degree**

The length of curriculum is normally four years. Minimum credits for graduation: 130 credits. Qualified student will be granted Bachelor Degree of Management in E-commerce.

### **Instruction Language**

- All the courses are delivered in English except some of Chinese language courses.
- Dissertation is required to be written in English