

## **Teaching Program for E-commerce**

**(2014)**

**1. Training Goal:** The major of e-commerce aims at training professionals who have the proper knowledge and integrated skills concerning e-commerce such as modern economy, management theory and information technology, and have the basic skills and methods in computer network technology, information technology and business technology, and can engage in e-commerce information system planning, analysis, design, development, management and evaluation, and can use electronic information technology to engage in business, trade and marketing management or research, teaching and other application.

**2. School Year:** 4 years full-time

**3. Degree Awarded:** Bachelor of Management

**4. Credit Requirements:** 154 credits(not include Extra credit). 46 credits for general compulsory courses, 9 credits for general elective courses, 40 credits for discipline basic course, 36 credits for professional required courses, 11 credits for professional limited selection courses, 12 credits for comprehensive application courses. Any more, students also need to get 10 quality development for extra-curricular credits, and to read the “health education of College students”.

### **5.Requirements for Students from Hong Kong, Macao and Taiwan**

According to the Education Department of Guangdong Province, the students from Hong Kong, Macao and Taiwan need not take courses from the sections of “Education of National Defense” and “Theory of Ideology and Politics”. The students should strictly follow the teaching program, taking courses of the other sections.

## 6. Requirements for Overseas Students

According to Ministry of Education and Education Department of Guangdong Province, overseas students need not take courses from the section “Education of National Defense”. Oversea students of economic disciplines should take courses of political theory, while the students of other disciplines could apply to be excused from it. The overseas students who receive education with record of formal schooling should take courses “Chinese” and “A Survey of China”. Other courses should be taken strictly in accordance with the teaching program.

## 7. Teaching Schedule

**Table 1: The Reference Table of E-commerce to Earn Credits**

Course Type	Course Nature	Due Credit	Due Credits for Each Term								Total
			1	2	3	4	5	6	7	8	
Public Courses	compulsory	46	11.5	14	12	2	2	4.5	0	0	46
	Limit	9	0	1	1	1	2	2	2	0	9
Discipline-Based Courses	compulsory	40	8	10	15	4	3	0	0	0	40
Specialized Courses	compulsory	36	4	0	0	4	15	10	3	0	36
	Limit	11	0	0	0	0	3	5	3	0	11
Comprehensive Application Courses	compulsory	12	0	1	0	2	0	3	2	4	12
Total		154	23.5	26	28	13	25	24.5	10	4	154

**Table 2: The Teaching Program Schedule of E-commerce**

course category	course nature	course type	course code	course name	Credits (c)	Weeks (w)	Hours (h)	hours allocation			Term / weeks / hours								Exam
											1	2	3	4	5	6	7	8	
								teach	Exp.	practice	15	16	16	16	16	16	16	15	
General course	Obligatory 46c	national defense education	140471	Military theory(training)	1.0	15	15	15	0	0	1								☆
		Ideological and political theory course	140193	Marx's basic principle	3.0	15	45	30	0	15	3								★
			140464	Ideological and moral cultivation and legal basis	4.0	16	64	64	0	0		4							★
			140222	Outline of modern history of China	2.0	16	32	32	0	0			2						★
			140473	Introduction to the theoretical system of Mao Zedong and socialism with Chinese characteristics(1)	3.0	16	48	32	0	16			3						★
			140483	Introduction to the theoretical system of Mao Zedong and socialism with Chinese characteristics(2)	3.0	16	48	32	0	16			3						★
			140241	Situation and policy	2.0	16	32	32	0	0						2			☆

		Language and skills(1)	121542	University Chinese	2.0	16	32	32	0	0		2						★
			121552	Application Writing	2.0	16	32	32	0	0		2						★
		Language and skills(2)	090834	College English IIIa	4.0	15	60	60	0	0	4							★
			090864	College English IIb	4.0	15	60	60	0	0	4							★
			090874	College English IIIb	4.0	16	64	64	0	0		4						★
			090844	College English IVa	4.0	16	64	64	0	0		4						★
			180264	English Chinese / English translation	4.0	16	64	64	0	0			4					★
			090884	College English IVb	4.0	16	64	64	0	0			4					★
			180412	Academic English	2.0	16	32	32	0	0				2				★
		Physical and mental education	400015	Career development and planning	0.5	8	8	8	0	0	1							☆
			130452	Sports option I	2.0	15	30	30	0	0	2							☆
			340031	Mental health education	1.0	15	15	15	0	0	1							☆
			130462	Sports option II	2.0	16	32	32	0	0		2						☆
			130472	Sports option III	2.0	16	32	32	0	0					2			☆
			130482	Sports option IV	2.0	16	32	32	0	0						2		☆
			340051	Employment guidance	0.5	8	8	8	0	0						1		☆
				subtotal	46		725	678		47	12	14	12	2	2	5		
	limited	General	990032	General elective	1.0	16	16	16	0	0		1						☆

	9c	election		course (1)														
			990062	General election (2)	1.0	16	16	16	0	0			1					☆
			990072	General election (3)	1.0	16	16	16	0	0				1				☆
			000001	Humanities science	2.0	16	32	32	0	0					2			☆
			000002	Natural science	2.0	16	32	32	0	0						2		☆
			000003	Methodology series	2.0	16	32	32	0	0							2	☆
				subtotal	9		144	144				1	1	1	2	2	2	

Table 2. table of course schedule (continue)

course category	course nature	course type	course code	course name	Credits (c)	Weeks (w)	Hours (h)	hours allocation			Term / weeks / hours								exam
								teach	Exp	practic e	1	2	3	4	5	6	7	8	
											15	16	16	16	16	16	16	15	
discipline	Obligatory 40c	Discipline basic course	110084	Program design	4.0	15	60	38	22	0	4								★
			109415	Calculus Ia	5.0	15	75	75	0	0	5								★
			100214	Calculus I	4.0	15	60	60	0	0	4								★
			109425	Calculus IIa	5.0	16	80	80	0	0		5							★
			100024	Calculus II	4.0	16	64	64	0	0		4							★
			112573	Computer architecture	3.0	16	48	24	24	0		3							★
			010013	Management science	3.0	16	48	48	0	0		3							★
			109483	Accounting science	3.0	16	48	48	0	0			3						★
			101044	Linear algebra	4.0	16	64	64	0	0				4					★
			061144	Economics	4.0	16	64	64	0	0				4					★

				principle														
			110104	Data structure	4.0	16	64	54	10	0			4					★
			109235	Linear algebra (a)	5.0	16	80	80	0	0			5					★
			109445	Probability theory and mathematical statistics (a)	5.0	16	80	80	0	0				5				★
			101084	Probability theory and mathematical statistics	4.0	16	64	64	0	0				4				★
			119133	Management operational research	3.0	16	48	48	0	0					3			★
				subtotal	40		632	576	56		8	10	15	4	3			
professional	Obligatory 36c	Basic course	113034	Introduction to electronic commerce	4.0	15	60	60	0	0	4							★
			110124	Database principle	4.0	16	64	48	16	0				4				★
			112043	Information economics	3.0	16	48	48	0	0					3			★
			113053	Electronic commerce logistics	3.0	16	48	48	0	0					3			★
			113093	Customer relationship management	3.0	16	48	48	0	0					3			★
			112523	Mobile electronic commerce	3.0	16	48	36	12	0						3		



				technology														
			113233	Network planning and management	3.0	11	33	2	31	0						3		☆
		Network marketing	112583	Electronic commerce website design	3.0	16	48	32	16	0					3			☆
			113122	Network finance	2.0	16	32	32	0	0					2			☆
			110293	DW and DM technology	3.0	16	48	38	10	0					3			☆
			112513	Knowledge management	3.0	16	48	48	0	0					3			☆
			060032	International Trade Practice	2.0	16	32	32	0	0						2		☆
			060142	Market survey	2.0	16	32	32	0	0						2		☆
			119653	Application of large DBS	3.0	16	48	48	0	0						3		☆
			112023	IS analysis and design	3.0	16	48	34	14	0						3		☆
			112273	IT project management	3.0	16	48	48	0	0						3		☆
			113202	Professional English (NM)	2.0	16	32	32	0	0						2		☆
			119303	IS modeling method and development tools	3.0	16	48	20	28	0							3	☆
			116203	Data analysis and management decision	3.0	11	33	0	33	0							3	☆
				subtotal	11		161	115	46						3	5	3	



Table 2. table of course schedule (continue)																			
course category	course nature	course type	course code	course name	Credits (c)	Weeks (w)	Hours (h)	hours allocation			Term / weeks / hours								exam
											1	2	3	4	5	6	7	8	
								teach	exp	practice	15	16	16	16	16	16	16	16	
			119871	Social survey	1.0	16	0	0	0	0		0							☆
			112452	Programming course design	2.0	8	32	0	32	0				4					☆
Comprehensive application	Obligatory 12c	comprehensive application	119162	DBS design	2.0	8	32	0	32	0						4			☆
			119441	Industry research	1.0	3	0	0	0	0						0			☆
			111002	MIS development and design	2.0	8	32	0	32	0							4		☆
			116032	Graduation practice	2.0	10	32	32	0	0								2	☆
			116082	Graduation design	2.0	5	32	32	0	0								2	☆
				subtotal	12		160	64	96				4		4	4	4		

Note:

★: Examination

☆: Investigation

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