

## **International Business**

### **Program Objective**

The Bachelor Program of International Business is designed to help undergraduates :

■ Have a good master of professional knowledge in the area of international business including international business laws, conventions and skills.

■ Acquaint students with Chinese politics, economics, and culture, and contribute to friendly international exchange and cooperation.

■ Obtain practical operational capabilities in business via this program, such as business planning, international business management, business legal consultancy, business environmental research, and business English communication.

Graduates of this program are prepared for careers in multinational companies, consultant agencies, international trade business, and economic departments in government and in research institutions.

### **Program Requirement**

The program requires that students have a good master of theory and analytical methods of economics, basic knowledge and technical ability in conducting international business activities such as international marketing, and that they could use metrology, statistics and other analytical research methods. They should also be familiar with the development of economics and international trade theory, trends in economics, policy, and development in main countries and regions, and familiar with a special emphasis on the dynamics of Chinese economic policies and regulations. Finally they should demonstrate a master of computers and other economic analytical tools used in international business.

### **Main Courses**

Skill Courses: Comprehensive Chinese, Business Chinese, Outline of China, and

Advanced Application of Office Software

Compulsory Courses: Principles of Management, Economics, Accounting, Financial Management, and Marketing

Core Courses: International Business English, International Business Planning, Organizational Behavior, and International Market Analysis

Elective Courses: International Business Etiquette, International Marketing, Human Resource Management, Business Negotiation, E-commerce, Brand and Image Strategies, Enterprise Strategic Management, Project Management, International Settlement, International Finance, International Commercial Law, International Investment, Customer Relationship Management, Cross-cultural Communication, Network Marketing, Outsourcing Management, China Industrial Policy and Trade Environment, Chinese Culture and Business Etiquette, Corporate Governance in China , Chinese Consumer Behavior.

### **Faculty**

There are 16 full-time lecturers in department of international business who are highly professionally qualified. Most of them have doctor's degree and overseas experience with global vision. Among them 3 are professors, 10 are associate professors, 3 are lecturers. Department of international business also owns a dynamic, high-level research team which has been successfully funded by the government at various levels for a range of research topics.

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

The length of curriculum is four years. Minimum credits for graduation: 126 credits. Qualified students will be granted Bachelor Degree of Management in International Business.

### **Instruction Language**

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

## **International Hotel Management**

### **Program Objectives**

Designed to meet the needs of international hotel industry, this BSc program gives the students both in-depth knowledge in hotel management and a broader range of transferable skills that can be applied to a variety of hotel supervisory and managerial roles.

### **Program Requirement**

This bachelor program requiring one year of practice after three years of theoretical study makes students fully master the knowledge of hotel management and service and the related skills. And they can communicate with guests and colleagues both using English and Chinese in the hotel.

### **Main Courses**

Hotel Operation and Management; Food & Beverage Operation and Management; Rooms Division Operation and Management; Hotel Human Resource Management; Hotel Facilities Management; Hotel Accounting

### **Faculty**

Faculty of Hotel Management (FHM) was founded in 1983. Over the past thirty years,

the FHM has worked at the boundaries of theory and practice. FHM has maintained a good reputation in teaching and research on hotel management in China. Our academic staff have a wide range of research interests and have been involved in many research projects sponsored by government and private agencies.

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

The length of curriculum is four years. Minimum credits for graduation: 130 credits.

Qualified students will be granted Bachelor degree of Management in International Hotel Management.

### **Instruction Language**

■ All the courses are delivered in English except some of Chinese language courses.

■ Dissertation is required to be written in English

## **Accounting**

### **Program Objectives**

Students will acquire systematic knowledge of Accounting from an international perspective, including Taxation, Auditing, Management and Financial Accounting, Management Information System, as well as various general business knowledge. Meanwhile, the students will also learn Chinese, and acquire a good understanding of China's contemporary politics, economy, and culture.

Graduates will be able to pursue professional Accounting careers in public accounting firms, commercial firms, as well as non-profit organizations, both in China and elsewhere in the world. Graduates will be able to participate and promote international

exchange and cooperation between China and their home countries.

### **Program Requirement**

Students are required to acquire International Financial Reporting Standards (IFRS) ;be able to identify, measure and record business transactions, and produce financial reports under IFRS.

Students are required to acquire theoretical and practical aspects of corporate financial management, including financing and investment, cost accounting and risk management techniques, as well as internal control mechanisms in the firms.

Students are required to understand basic business operation, and how it can be affected by current business environments including economic, taxation, & government regulatory environment.

Students are also required to develop general business skills, including oral & written communication skills, problem solving skills, as well as the ability to use office software.

Students are also required to be proficient in Chinese language, and have a good understanding of culture, politics, and economies in China.

### **Main Courses**

- Corporate Financial Accounting
- Fundamental Accounting
- Management Accounting
- Performance Management
- Financial Reporting
- Financial Management
- Advanced Financial Management
- Auditing & Assurance I & II,
- Commercial Law, Taxation

### **Faculty**

1. Xiao-fang Ma, Director of Auditing department, Associate Professor, Ph.D. in Accounting.
2. YizhengQiu, Deputy Dean of the School, Graduate Student Supervisor, Associate Professor, Ph. D in Corporate Finance.
3. Binfeng Chai, Director of Finance Management Department, Associate professor, Ph.D in Finance.
4. Star AiminZeng, Vice-director of the Institute for Corporate Finance Study, Associated Professor, Ph. D in Accounting
5. YinChen, Graduate Student Supervisor, Professor, Master's degree in Accounting.
6. Shirley Xie, Director of International affairs, Associate professor, Ph.D. in Accounting.

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

The length of curriculum is four years. Minimum credits for graduation: 125 credits. Qualified students will be granted Bachelor Degree of Management in Accounting.

### **Instruction Language**

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

## **Economic Statistics (Business Data Management)**

### **Program Objective**

This program is designed to bring up senior specialized statistical talents who possess good basic knowledge and statistics theories, methods and application skills, and are well trained in solving practical problems in economy and management. The

graduates are not only competent for basic statistical works in companies and government, but also eligible for market survey, economic information analysis, decision making and other economic managements. They would also been exposed to China's politics, economy and culture so that they can participate and contribute to friendly exchanges and cooperation between China and their own country.

The graduates can build their career in multiple choices, such as multinational corporation, bank, security, insurance, consulting agency, government management department and education institute.

### **Program Requirement**

The program demands the students have a sound foundation in economics, management and finance. They will master the basic theory of statistics, statistical methods, and have a preliminary ability in statistical designing, survey project designing, data collection, data processing and quantitative analysis. They also should understand the situation and development tendency of regional and national economy and be familiar with the skills for analysing and management of business data. Finally they can make full use of information technology and marketing research methods, and will be good at collecting and utilizing business intelligence and commercial intelligence, which could service for enterprise decision.

### **Major Courses**

**Training Courses:** Basic Chinese, Advanced Spoken Chinese, Applied Chinese Translation, Introduction to China, Advanced Office Application Software, etc.

**Compulsory Courses:** Management, Macroeconomics, Microeconomics, Introduction to Statistics, Investment, Accounting, Corporate Finance etc.

**Core Courses:** Applied Regression Analysis, Business Statistics, Statistical Software Package, Marketing Survey, Management Decisions and Analysis, Marketing Statistical Analysis etc.

**Elective courses:** Financial Time Series Analysis, Monetary and Banking,

International Trade, Financial Statistics, Categorical Data Analysis, Risk Management, International E-Commerce, Advanced Statistical Analysis, International Economic Statistics, Marketing Research, Technical Analysis of Financial Markets, Marketing, Quality Management, Data Mining, Consumer Behavior, etc.

### **Faculty**

Our faculty with 37 qualified teachers is outstanding, including 12 professors and 24 associate professors, most of them have overseas experience. All of the teachers have Doctor's degrees. Of all members, one teacher obtained his Ph.D. in Indiana University, and one teacher got a postdoctoral fellow at Cornell University in USA. These teachers can teach in English. They not only have ample experience in teaching, but are also good at doing research to support teaching.

### **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 Economics in Economic Statistics (Business Data Management).

### **Instruction Language**

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

## **Finance (International Finance)**

### **Program Objectives**

The program is designed to bring up senior specialized financial talents who possess



good basic knowledge and financial theories, methods and application skills of modern finance fields, and are well trained in scientific research, being able to solve practical problems and use computer skillfully.

### **Program Requirement**

Graduates should be qualified for positions of research, teaching, application development and management in the departments of firms, bank, securities, insurance and other institutions. They would also been exposed to China's politics, economy and culture so that they can participate and contribute to friendly exchanges and cooperation between China and their own country.

### **Main Courses**

Monetary and Banking, Microeconomics, Macroeconomics, Economic Law, Accounting, Public Finance, International Economy, Commercial Bank Management, Principles of Insurance, Financial Marketing, Econometrics, Investments, Introduction to Financial Engineering.

### **Main Faculty**

Ni He, PhD, Investments, Introduction to Financial Engineering

Shi Xiaokun, PhD, Commercial Bank Management, Financial Marketing

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

The length of curriculum is four years. Minimum credits for graduation: 136 credits. Qualified student will be granted Bachelor Degree of Economics in Finance (International Finance).

### **Instruction Language**

■ All the courses are delivered in English except some of Chinese language courses.

- Dissertation is required to be written in English

## Computer Science and Technology

### Program Objective

The aims of the Undergraduate (Bachelor's Degree) Program of Computer Science and Technology are cultivating advanced specialists in Computer Science and Technology who would have the basic research abilities in computational theory, and can engage in design and development of software/hardware system, or can solve the practical problems by using computer technologies. Through the four-year study, the graduates are expected to master the basic theories, knowledge of mathematics and computer science, be able to use techniques, skills, and modern software development tools necessary for computing practice, master at least one programming language and acquaintance with at least three more, be able to communicate effectively orally and in writing and work both individually and collaboratively, have the knowledge, skills, and attitudes for lifelong self-development. The graduates are also expected to have the ability to apply computer knowledge to solve both theoretical and practical problems, to analyze and design computer systems, to analyze, design, and implement computer programs, to apply problem-solving strategies to new, unknown, or open-ended situations in computer science.

### Major Courses

This course module focuses on training qualified personnel with skills in the field of computer science and technology by enhancing their abilities of solving practical problems by using computer theory and methods. (The list below is a part of the all courses):

MODULE I.

High-Level Language Programming

Data Structure

Foundations of Linux System

The Principle of Database

Advanced Mathematics

Discrete Mathematics

## MODULE II.

Fundamentals of Compiling

Operating System

Assembly Language Programming

Computer Network and Communication

Structured Computer Organization

Object Oriented Programming

Introduction to Computer System

## MODULE III.

Computer System Architecture

Digital Logic

Algorithm Analysis and Design

Interface and Communication Experiment

Python Program Design and Practice

Computer Graphics

Artificial Intelligence

Digital Image Processing

GIS and Its Applications

Java Program Design

Single Chip Computer Technology

## **Faculty**

SCIE has more than 100 faculties, including 14 full professors and 45 associate professors. 80 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 students will be granted Bachelor Degree of Engineering in Computer Science and Technology.

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### **Instruction Language**

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

## **Computer Science and Technology (Data Science and Engineering)**

### **Program Objective**

The program object is to prepare the students the basic theories and applications of data science and engineering, as well as the basic knowledge of computer science and software engineering. Meanwhile, prepare the students have the strong abilities to analyze and solve practical engineering problems using the data engineering

techniques with strong technical innovation and team cooperation ability.

### **Main Courses**

Higher mathematics, linear algebra, probability theory and mathematical statistics, data structure, advanced language programming, database principle, operating system, computer network and communication, Python programming, NoSQL database technology, foundation of data science, the introduction of data mining, Hadoop and Spark technology, data science and engineering practice, handheld program development, cloud computing, Web application design and development, network programming

### **Program Requirements**

Through the study, students are required to have the following capabilities: (1) basic technical capabilities to manage, analyze and process the massive data; (2) strong data security consciousness and law consciousness; (3) to master the basic computer programming languages, hardware system, operating system, network system theory, have strong ability of computer application; (4) with good capabilities of research, design, development and application of big data systems; (5) with the basic ability to engage in e-commerce, the Internet of things, cloud computing and big data industry;

### **Faculty**

The program has the 16 faculty members in which 3 professors, 8 associate professors and 5 lecturers. Most of the faculty members have Ph.D. degrees. Of all members, one teacher obtained his Ph.D. in PSU, 5 teachers studied abroad or worked in foreign countries as visiting scholars. These teachers can teach in English. They not only have ample experience in teaching, but are also good at doing research to support teaching.

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

The length of curriculum is normally four years. Minimum credits for graduation: 165 credits. Qualified students will be granted Bachelor Degree of Engineering.

## **Instruction Language**

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

## **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

## **Logistics Management**

### **Program Objective**

The aims of the Undergraduate (Bachelor Degree) Program of Logistics Management are cultivating international, commercial and engineering specialists in Logistics Management and Engineering who are skilled with the basic theory and fundamental knowledge of management, economics, statistics and information, can be engaged in international logistics management, analysis of enterprise logistics management simulation and optimization, logistics information system design and development, logistics system planning and design. Logistics management demands students to master the necessary basic skills such as foreign language, computer information, statistics, modern enterprise logistics management and logistics internationalization



management.

### **Major Courses**

The program has been developed in response to the increasing complexity and diversity of logistics management. The program is focused on computer technology, logistics management and logistics engineering by 3 modules (the list below is a part of the all courses):

#### MODULE I. Computer technology

The Principle of Database

Java Program Design

Web Technology

E-commerce System Design and Implementation

#### MODULE II. Logistics Management

Introduction of Logistics

Supply Chain Management

International Logistics Management

Logistics Cost Management

Purchasing and Supply Management

#### MODULE III. Logistics Engineering

Distribution Center

Warehouse Management and Inventory Control

Transportation Engineering

Logistics Information System

Logistics System Planning and Design

### **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 Logistics Management.

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### **Instruction Language**

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

## **Law (International Law)**

### **Program Objective**

This program is developed to provide students with a good understanding of legal knowledge across a broad spectrum of legal issues in a global context. In this degree, students will also learn the language and history of China. They will have an opportunity to immerse themselves in Chinese culture and will learn the role of law as well as politics and business in contemporary China. The program is thus designed for students to sharpen their knowledge and understanding of international legal acumen

and to improve their skills in cross-culture communication. This international outlook will help students to start a career without boundaries after their graduation. The program is ideal for those who would be interested in pursuing a career in an international arena, allowing graduates to work in the fields of law at both the domestic and international levels.

### **Main Courses**

**Common courses:** Basic Chinese, Comprehensive Chinese, Chinese Listening, Advanced Spoken Chinese, Chinese Translation, Chinese Writing, China Panorama, Advanced Office Software

**Compulsory courses:** Jurisprudence, Constitution law, Civil Law, Criminal Law, Administrative Law, Civil Procedure Law, International Law, Private International Law, International Economic Law.

**Core Courses:** Legal English, Contract Law, Corporation Law, Environmental Law, International Commercial Arbitration, WTO Law, International Treaty law, International Organizations law, International Criminal Law

**Optional courses:** Tort Law, Comparative Law, Security Law, International Financial Law, International Investment law, International Intellectual Property law, International Human Rights law, Chinese Kungfu.

### **Faculty**

Zhejiang Gongshang University School of Law is a pioneer of providing legal education in Zhejiang Province. Its precursor was Politics and Law College of Zhejiang Province, which was founded in 1979. Approved by China's Ministry of Education of China, the School has offered Master of Law Programs (LL.M.) and Juris Master Programs (J.M.). The School started recruiting international students in 2009. Currently, the School grants LL.M. in 7 different sub-fields of law, including Jurisprudence, Constitutional Law and Administrative Law, Civil Law and Business Law, Criminal Law, Criminal and Civil Procedures, Economic Law, and International Law. Nowadays, there are over 1200 undergraduate students and 500 master's

candidates enrolled in all programs. In 2012, the School was selected by the Ministry of Education as one of 58 educational bases from approximately 700 law schools nationwide. The educational base is dedicated to cultivating outstanding students' innovative capability of applying laws to identify and resolve various complicated issues in practice. According to an academic assessment undertaken by the Ministry of Education in 2013, the School was ranked 41st in the list of all colleges and universities in China, and was placed 1st as the main law school in the region of Zhejiang Province.

The School has 99 full-time faculty members, amongst whom are 19 full professors and 37 associate professors. Up to date, more than half faculty members have been overseas for studying and doing research. 15 have earned doctoral degrees or master's degrees from some internationally renowned universities located in the United States, Canada, the United Kingdom, Australia and Japan. Currently, the number of faculty members ranks the nation's top 10 law schools. Many senior scholars enjoy national reputations in their fields, including the Law of Procedures, International Law, Civil Law and Business Law. Most scholars have been widely recognized at provincial level. In addition, a number of law professors and scholars from the United States and the United Kingdom have been appointed as guest professors to teach courses in the fields of foreign laws or comparative laws.

The School attaches great importance to international research and exchanges. The School has built close relationships of collaboration with some universities and institutions from the United States, Netherland, Korea as well as other countries. Between 2006 and 2012, the School joined an experiential education project called "Legal Clinic and Advocacy Education" as a partner school in China. The project was funded by USAID and led by University of the Pacific McGeorge School of Law and American University Washington School of Law. 20 professors from Zhejiang Gongshang University School of Law participated in this project and thus had opportunities to expose themselves to the core idea of American legal experiential

education “Learning by Doing” as well as its multiple effective teaching methods. In addition, each year our students have numerous opportunities to go abroad for exchanges and visits, some of them thus have more overseas opportunities in pursuing their higher degrees for the future after graduation.

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

The length of curriculum is four years. Minimum credits for graduation: 120 credits. Qualified students will be granted Bachelor Degree of Law in law (International law).

### **Instruction Language**

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

## **Communication Engineering**

### **Program Objective**

This undergraduate program is designed for non-Chinese speaking international students who should have a high school diploma (or equivalent). The program aims to enable students to learn about Chinese culture and society, acquire the solid theoretical knowledge in the field of communication engineering, develop their hands-on practical skills to meet the requirements of international communication engineering industries, and reinforce their interpersonal skill and innovation ability. Through courses, labs, project studies, and thesis design, the graduates will have the ability to work in electronic and communication engineering areas, such as designing, developing, testing, or maintaining the communication systems, network communication devices, electronic information systems, etc.

Students should meet the engineering science related, communication fundamentals related, and computer related course requirements, mainly including Mathematics, Physics, Fundamentals of Electronic Circuits, Digital and Analog Electronic Circuits, Signal and Systems, Operation Systems, Programming Design, Data Structure, etc. The students should have an expertise in communication engineering, strong communication and cooperation abilities in cross-culture environments, quick learning ability to understand the trends or new technologies of communication engineering.

### **Major Courses**

**General Courses:** Elementary Chinese, Advanced Spoken Chinese, English-Chinese Translation, Outline of China, Advanced Application of Office Software, etc.

**Compulsory Courses:** Fundamentals of Electronic Circuits, Analog Electronic Circuits, Digital Electrical Circuits, C Programming Language, etc.

**Core Courses:** Signal and Systems, Communication Theory, Microprocessor Technology, Network Programming Languages & Techniques, etc.

**Elective Courses:** Wireless Communication Technology, Digital Image Processing, Operating Systems, Mobile Communication, Internet of Things, Modern Switching Technology, etc.

### **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 Engineering in Communication Engineering.

## **Business English (Market Expansion in China)**

### **Program Objective**

The 4-year BA program “Market Expansion in China” is provided by the School of Foreign Languages at Zhejiang Gongshang University under the major Business English. The program focuses on marketing in China. It aims to equip students with basic knowledge of business communication, marketing in China, international trade laws and policies, China’s companies, business management, intercultural negotiation, business protocol, Chinese culture, Zhejiang business culture, economic advantages of Hangzhou, etc. It is designed specifically for international students who are interested in business and market expansion in China. Those foreign citizens, graduated with senior middle school certificates at least, can apply for admission into this program.

### **Main Courses**

Marketing English, Market Expansion in China, China’s Companies, Project and Management in China, Chinese Culture, Chinese Education Market, Introduction to Large Market in Zhejiang Province, Market Study in China, English for Logistics, Cross-cultural Communication, C-E/ E-C Interpretation for Marketing, Political and Economic Policies in China, China’s Policy of Foreign Trade, Business Presentations and Public Speaking in English, Business Letters Writing, Negotiations in English, Report Writing, Economic Advantages in Hangzhou, Business Protocol in China, etc.

### **Faculty**

This program boasts a qualified faculty that ranks among the best in provincial universities in terms of education backgrounds, professional ranks and academic achievements. Of its 145 faculty and staff, 129 are full-time teachers – 13 being full professors, 43 associate professors and 66 lecturers; over 95% of them have a master’s or higher degrees, of whom 35 having a doctoral degree. More than 85% of the teachers have been to Britain, the USA, Canada, Australia, France and other countries for further studies, academic visits or giving lectures.

## **Length, Credits and Degree**

The length of curriculum is normally four years. Minimum credits for graduation: 129 credits. Qualified students will be granted Bachelor Degree of Arts in Business English (Market Expansion in China).

## **Instruction Language**

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

## **Art Design**

### **Program Objective**

The program educates students to be skilled professionals in Art Design with innovation thinking, solid theoretical knowledge and abundant practical experience. It focuses on systematic and comprehensive education on modern design, design thinking, design methodology and design innovation. It also emphasizes design trend, as well as the market demand and design practice. Meanwhile, under the circumstances of modern Chinese market development, it provides knowledge about traditional Chinese culture, especially traditional Chinese concepts of artifact creation.

### **Main Courses**

Basic Design Expression, Expression of Thinking and Creativity, Design and Market Analysis, Ergonomics, Interior Product Design, Commercial Space Design

### **Faculty**

Zhang Jianchun, Professor/Dean.

Gao Ying, Professor/Vice-dean / Ph.D. Candidate (China Academy of Art, China)



XuXiaofeng, Head (Department of Product Design) / Ph.D.(National University of Singapore, Singapore)

Zhao Kan, Head (Department of Visual Communication) / M.A. (Tongji University, China)

Zhou Qing, M.A., (Musashino Art University, Japan), Industrial Design.

He Chengfei, M.A., (Eindhoven University of Technology, Holland), Interaction Design.

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

The length of curriculum is four years. Minimum credits for graduation: 160 credits.

Qualified students will be granted Bachelor Degree of Art.

### **Instruction Language**

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