

2021 Bachelor Program Introduction

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1. International Business

Program Objectives

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 Requirements

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

Faculty members of our school are reasonably structured in age, education background

and academic title. There are 85 full-time teachers, among whom 21 professors, 36 associate professors; 61 doctors, and 19 post-doctorates. There are 18 supervisors for PhD. and 41 for graduates, most of whom are young and middle-aged under 45.

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 Management.

Instruction Language

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

2. Hospitality Management (International Hospitality 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 Requirements

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.

Instruction Language

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

3. 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 Requirements

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. Aimin Zeng, Vice-dean of the School, Associated Professor, Ph. D in Accounting
2. Shirley Xie, Vice-dean of the School, Associate professor, Ph.D. in Accounting.
3. Yizheng Qiu, Deputy Dean of the School of Finance, Graduate Student Supervisor, Professor, Ph. D in Corporate Finance.
4. Xiao-fang Ma, Director of Auditing department, Associate Professor, Ph.D. in Accounting.
5. Binfeng Chai, Director of Finance Management Department, Associate professor, Ph.D in Finance.
6. Yin Chen, Graduate Student Supervisor, Professor, Master's degree 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.

Instruction Language

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

4. Economics Statistics (Business Data Management)

Program Objectives

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 Requirements

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 analyzing 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 get 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.

Instruction Language

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

5. Economics Statistics (Financial Statistics)

Program Objectives

This program is designed to bring up senior specialized statistical talents who possess good basic statistical knowledge, as well as proficient skills for data process and analysis. Student will be well trained in analyzing big data, especially for Finance Insurance data and management, and will become internationalized and

highly-competent talents for Finance Insurance and business data analysis. The graduates are not only competent for basic statistical works in financial institutions and companies, but also eligible for market survey, economic information analysis, macroeconomic decision making and other economic managements. They would also be 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 Requirements

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.

Main Courses

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

Compulsory Courses: Macroeconomics, Introduction to Statistics, International Finance, Insurance, Financial risk management etc.

Core Courses: Applied Regression Analysis, Insurance management , Statistical Software Package, Marketing Survey, Microeconomics, Business Statistics, Marketing Survey, The Internet Finance etc.

Elective courses: Financial Time Series Analysis, Property Insurance, Financial Statistics, Marine Insurance, Life and Health Insurance, Social Insurance and Management, Advanced Statistical Analysis, Commercial Insurance, Marketing Research and Forecasting, Actuarial Science, Financial Marketing, Sampling , International Trade, Data Mining of Finance, Social insurance policy in China, etc.

Faculty

Our faculty with 25 qualified teachers is outstanding, including 9 professors and 15 associate professors, most of them have overseas experience. Of all members, one teacher obtained his PhD in Indiana University, and one teacher get 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 four years. Minimum credits for graduation: 125 credits. Qualified student will be granted Bachelor of Economics.

Instruction Language

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

6. International Economics and Trade

Program Objectives

Have a good master of professional knowledge in the area of international economics and trade including international trade laws, conventions and skills, Chinese politics, economics, and culture.

Obtain practical operational capabilities in business, such as econometric modeling, practical operation of international trade, international investment.

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 Requirements

The program requires that students have a good master of theory and analytical methods of economics, basic knowledge and technical ability in conducting international investment activities such as international investment marketing, and that they could use metrology, statistics and other analytical research methods. They should also be familiar with the basic principles of management, international financial and investment environment. Understand the business skills of international trade, government investment and enterprise investment, trends in economics, policy, and development in main countries and regions,, and understand the dynamics of Chinese economic policies and regulations. Finally they should demonstrate a master of basic ability of quantitative analysis and computer application for modeling and decision analysis.

Main Courses

Skill Courses: International Trade Practice (Practice)

Compulsory Courses:

Calculus, Microeconomics, Macroeconomics, Principles of Management, International Marketing, International Economics, Currency Banking, Political Economy

Core Courses: International Finance, International Investment, International Trade Policy (Practice), International Trade, International Business English

Elective Courses: Population Resource Environment, Game Theory, International E-commerce, International Commerce Negotiation, Chinese Corporate Governance, Econometrics, International Business Law, International Settlement, Regional

Economics, World Trade Organization and International Practice, Brand Image strategy, Interculture Communication, International Business Etiquette, Network Marketing, Enterprise Strategy Management, Project Management, Labour Economics

Faculty

The program of international trade includes 21 professional teachers, of which 19 teachers have the titles of associate professors, with a ratio of 90.5%. There are one Qianjiang scholar, one provincial excellent teacher and two excellent university teachers. We have achieved remarkable achievements in teaching and research. In the past five years, professional teachers have undertaken six projects of National Natural and National Social Science Funds.

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 Economics .

Instruction Language

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

7. 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 Requirements

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.

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.

Instruction Language

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

8. E-commerce (International E-Business)

Program Objectives

The primary objective of E-Commerce program is to cultivate professionals who have modern business vision and international economic perspective with knowledge of modern management, economics theory and electronic commerce theory. These graduates should have good cross-border e-commerce practice ability and the information technology application ability and communication skills. Graduates are expected to work in e-commerce companies, international companies or e-commerce department in related organizations. The basic requirements include:

- (1) to build solid theoretical base, systematic knowledge & knowledge framework, and the ability to undertake innovative research work;
- (2) to acquire excellent practical skills, and be able to use computer, statistics and big data or relevant knowledge to solve practical problems.

Program Requirements

The minimum credit requirement for graduation is 130 credits. All courses are taught in English. Only those students who have successfully completed coursework and exams, will move on to the next stage, dissertation writing. With guidance from the supervisor, bachelor candidates must finish the dissertation on their own. Bachelor candidates who meet all the requirements will be awarded Bachelor of Management.

Major Courses

Big Data and Knowledge Engineering, Planning and Management of E-Commerce Website, E-Commerce, Accounting, Online Shop Marketing, World Online Shop Management, Logistics, Market Research and Prediction, E-Commerce Application Software, Internet Finance, Business Data Analysis, Cross-border E-Commerce CRM, Photo Processing, Search Engine Optimization and Promotion, Internet Product Design and User Experience, etc.

Faculty

The faculty has over 60 full-time teachers (including 20 professors and 31 associate professors). 44 teachers have obtained PhD degree and 26 teachers are master or PhD supervisors. Most of the teachers are entrepreneurial teachers, and more than 10 teachers can teach in English. In addition, there are 26 part-time teachers from enterprises. There are practical courses for large e-commerce operation, such as practical elite classes, school and enterprise co-construction classes, special lectures, operation activities and entrepreneurship education.

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.

Instruction Language

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

9. Logistics Management

Program Objectives

The training goal of Logistics Management program is to cultivate professionals who have solid theoretical basis and excellent comprehensive quality; can apply modern scientific methods and scientific achievements; can clarify and reveal the rules of supply chain management and logistics activities; can apply and develop the theories and methods of management engineering and science, business management and system engineering. The graduates are qualified to do the works in manufacturing and circulation enterprises, logistics companies and logistics and supply chain departments in other related organizations.

Program Requirements

Through the study, the students: 1. will have solid knowledge and professional skills of engineering, management, informatics, system planning theory and so on; will be good at linking theory with practice; will become the high-level management talents who can not only have the rigorous logical thinking, but also have strong innovative ability; can use advanced theory and methods in supply chain and logistics filed to solve the practical problems; 2. will have critical attitude and innovative spirit, and the ability to do research and specialized works independently; can read professional literatures, and possess certain listening, speaking and writing skills.

Main Courses

Comprehensive Chinese; Outline of China; The Principle of Management; Microeconomics; Macroeconomic; Accounting; Statistics; Introduction of Logistics;

Supply Chain Management; International Logistics Management; E-Commerce; Warehouse Management and Inventory Control; Distribution and Distribution Center; Logistics Information System; Project Management; Logistics System Planning and Design; System Modeling and Simulation; Enterprise Strategic Management; Transport Engineering.

Faculty

The school has over 70 teachers (including fifteen professors) and over 80% teachers have obtained PhD degree. For all teachers, many have been awarded National Thousand Talents, National New Century Talents and New Century 151 Talents in Zhejiang Province. Moreover, three teachers were awarded Provincial Young Leaders, and other three were awarded E-commerce Star Teachers in Zhejiang Province, respectively. Logistics Management and Engineering faculty has a total of 13 teachers, including 4 professors, 5 associated professors. 69.2% of them have senior professional titles, and 76.9% are below 45 years old, 92.3% of them have doctoral degree, and 85% of them have overseas study or visiting experience.

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.

Instruction Language

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

10. Law (International Law)

Program Objectives

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.

Program Requirements

Through this program, the students are expected to acquire as follows:

- 1) Comprehensive knowledge in basic legal theories;
- 2) A better understanding of Chinese legal system;
- 3) Systematic knowledge in international law, including international public law, private international law and international economic law
- 4) A mastery of WTO law;
- 5) Basic legal skills needed to practice law under Chinese legal systems;
- 6) A better foundation of Chinese language skills, especially in legal writing and communication.

Main Courses

China-related courses

Comprehensive Chinese I, II, III and IV, Advanced Spoken Chinese, Advanced Chinese Listening, Advanced Chinese Writing, Applied Chinese Translation, Legal Chinese

Skills-based courses

Legal Negotiation and Arbitration, Legal Research and Writing, Legal Reasoning, Moot Court

Substantive courses

Orientation to Law, Jurisprudence , Constitutional Law, Civil Law, Criminal Law, Contract Law, Corporation Law, Administrative Law, Administrative Litigation Law, Public International Law, Private International Law, International Economic Law, International Commercial Arbitration, International Investment Law, International Trade Law, International Business Law, International Organizations Law, International Criminal Law, International Law of Armed Conflict, Tort Law, Intellectual Property Law, International Human Rights Law, Evidence Law, Maritime Law.

Faculty

Law was first taught at Zhejiang Gongshang University through the Zhejiang Administrative Institute of Politics and Law in 1979. Since then, the discipline has grown in significance and is now taught through a dedicated law school with expert staff. In the academic year 2016/2017, the School of Law educated 815 undergraduates and 344 postgraduates, including both Chinese students and international students. At undergraduate level, they have studied for the Bachelor of Laws (General), Bachelor of Laws (Intellectual Property Law) and Bachelor of Laws (International Law) degrees.

For each of the ten years since 2007, the School of Law has been evaluated by the Ministry of Education as the top law school in Zhejiang Province. In 2017, the Network of Science and Education in China (www.nseac.com) listed the School of Law as being in the top 10% of the country's law schools. The Ministry of Education's 2017 evaluation ranked the School of Law as 45th in the national league. That confidence in the School of Law is reflected in the growing range of academic programs that the School of Law can now offer.

The School of Law also has an impressive external speaker series, which draws in both national and international experts. The School of Law attaches great importance to international research, partnerships and exchange programs. The School of Law has close connections with other leading Chinese law schools, and is aligned with several universities and institutions from the United States, Netherlands, Korea as well as other countries. Between 2006 and 2012, the School of Law was part of an experiential education project called “Legal Clinic and Advocacy Education”. The project was funded by USAID and led by University of the Pacific, Mc George School of Law and American University Washington College of Law. Twenty of the School of Law’s professors participated in this project and learned about the American legal experiential educational approach known as ‘Learning by Doing’, and other pedagogical methods.

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 Law.

Instruction Language

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

11. Business English (Market Expansion in China)

Program Objectives

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.

Instruction Language

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