



浙江工商大学
ZHEJIANG GONGSHANG UNIVERSITY



INTRODUCTION OF FEATURED PROGRAMS

2024



CONTACT US

Address: Room 519, Admission Office, College of International Education, Zhejiang Gongshang University, 18 Xuezheng Str., Xiasha, Hangzhou

Tel: +86-571-28008676; +86-571-28008677; +86-571-28008687; +86-571-28008678;

Email: admissionzjsu@163.com



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BACHELOR PROGRAM OF E-COMMERCE

© School Profile

School of Management and E-Business [China (Hangzhou) Cross-Border E-Commerce College] (SME for short) is a distinctive school established by Zhejiang Gongshang University to meet the demands of economic and social development in the new era. Keeping operations optimization and intelligent decision-making, business intelligence and big data analysis, smart logistics and supply chain management, information management and information systems as the core research areas, the School integrates talent development, scientific research, and social service, sets up three "digital +" innovation classes on cross-border e-commerce and business intelligence, smart supply chain management and big data management, with the goal of becoming a high-impact, top-tier institution for scientific research and talent cultivation both nationally and internationally. SME currently has over 80 staff members, including 65 full-time faculty members, among whom there are 18 professors and 24 associate professors. Since 2012, the School has been admitting international students and offers two bachelor's programs in E-Commerce and Logistics Management, as well as two master's programs in Management Science and Engineering and Logistics Engineering and Management. Currently, SME has enrolled more than 340 international students from more than 50 countries, making it one of the largest schools for international students at Zhejiang Gongshang University. Leveraging the strengths of the university's extensive business and economic programs, SME is dedicated to cultivating innovative talents with a global perspective and competitive skills, who are skilled in management, technology, application, and innovation.

© School Faculty

The E-commerce major has a faculty team with both high research capabilities and strong practical experience. It comprises 17 full-time teachers, including 4 professors, 12 associate professors, 13 teachers with doctoral degrees, and 13 enterprise part-time teachers, including Professor Zheng Dazhao, Dean of the School of Business at Hong Kong Polytechnic University and Changjiang Chaired Professor; Professor Sheng Zhaohan from the School of Engineering Management at Nanjing University, a National Expert with Outstanding Contributions; and Professor Zhu Jianping, Director of the Data Mining Research Center at Xiamen University, Professor Sajal K. Das, IEEE academician at the University of Missouri. Additionally, over 40 mid- to high-level managers and technical experts, including co-founder of Alibaba and CEO of Ant Financial Group, Peng Lei; former Chairman of Wuchan Zhongda Group, Hu Jiangchao; and Vice President of Sunyard Technology, Wei Zhishan, are appointed as practical mentors.

© Program Highlights

As an important part in China's modern service industry, e-commerce is known as "sunrise industry, green industry". The so-called "The world's e-commerce should be viewed from China, the Chinese e-commerce should be viewed from Zhejiang Province, and Zhejiang's e-commerce should be viewed from Hangzhou city", Hangzhou is the capital of China's e-commerce, and the world's largest e-commerce company Alibaba is also located in Hangzhou. With the rapid development of e-commerce in various industries, professional talents in the e-commerce industry are quite scarce. In the fertile commercial land of Hangzhou, learning e-commerce will definitely be the best choice.

Zhejiang Gongshang University was among the first to establish a e-commerce major in China. According to the "China University and Discipline Specialty Evaluation Report (2022-2023)", ZJSU's E-commerce program ranks first among 478 undergraduate institutions nationwide. The School of Management and E-business (School of Cross-border E-commerce), as one of the largest international student schools at Zhejiang Gongshang University, has admitted over 340 international students from more than 50 countries since 2012. The School is the first batch of China (Hangzhou) cross-border e-commerce talent training base, the secretary-general and chairman of China (Hangzhou) cross-border e-commerce talent alliance, the support for the establishment of China (Hangzhou) Cross-border E-commerce College, and the Zhejiang Provincial College Student E-commerce Competition Organizer, which has rich experience in cultivating international talents in e-commerce and cross-border e-commerce.

© Educational Objectives

The E-commerce major is a first-class major in China. It is a composite comprehensive discipline that integrates economics, management and engineering (with a focus on information technology). It aims to cultivate comprehensive, application-oriented and innovative senior professionals with a keen understanding of the digital economy, a solid foundation in modern management, economic theories, and engineering principles, possessing certain internet innovation capabilities with digital literacy, data thinking and analysis capabilities, e-commerce practical operation capabilities, and information and digital technology application capabilities and adapting well to the needs of business intelligence operation management and technical services in the era of digital economy and artificial intelligence.

© Course Outline

In the curriculum of the E-commerce major, core courses include Introduction of E-commerce, Network Marketing and Planning, Business Data Analysis, Internet Finance, Cross-border E-commerce Operations, Internet Product Design, etc.. Practical courses includes three levels, four platforms, and five combinations. The teaching method of practical courses is flexible, it cooperates with the government, schools, enterprises, and parks to jointly build six platforms for teaching experiment, scientific research practice, enterprise internship, park practice, open collaboration, and achievement transformation, and a "three-dimensional, complementary, interactive, real, shared and open" teaching environment. Many large-scale e-commerce operations practical courses, such as first-line practical elite classes, school-enterprise co-construction classes, special lectures, practical operations, entrepreneurship education and other practical courses, are arranged to provide student lots of practical training opportunities.



Visit the Cross-Border E-commerce Comprehensive Pilot Area



Attend the AI Conference



The School Lab 2

BACHELOR PROGRAM OF LOGISTICS MANAGEMENT

© School Profile

The Logistics Management major has a faculty team primarily composed of middle-aged and young teachers who are proficient in both research and teaching. Among them, there are 4 professors, 6 associate professors, all holding PhD. degrees with overseas study experience. In 2018, the Logistics Engineering and Management Department was rated as a five-star teaching organization of Zhejiang Gongshang University for its excellent teachers and teaching achievements. Outstanding academic research is the foundation of teaching. In terms of academic research, the teachers' research focuses comprehensively on the logistics supply chain, and undertakes more than 30 projects of the National Natural Science Foundation, the National Social Science Foundation, the Humanities and Social Sciences Project of the Ministry of Education, and provincial and ministerial projects. The teachers have published over 40 high-level academic papers in well-known journals such as EJOR, OMEGA, IJPE, and "Systems Engineering Theory and Practice", and have undertaken over 30 research projects commissioned by enterprises.

© Program Highlights

Logistics industry is a basic and strategic industry that supports national economic and social development. The logistics industry plays a crucial role in commodity circulation field. The scale of a country's logistics industry is not only a direct result of economic development but also a significant embodiment of the level of economic development and the degree of marketization. The emergence of numerous specialized logistics enterprises and their rapid development indicate that specialized logistics services, as a new field of specialization, have become an emerging sector and an integral part of the national economy. Professionals in logistics management have been identified as one of the 12 categories of urgently needed talents in 21st-century China.

Zhejiang Gongshang University is one of the earliest university to engage in logistics management research and establish Logistics Management major. In the "China University and Discipline Specialty Evaluation Report (2022-2023)", ZJSU's Logistics Management major ranks 5/448. The Logistics Management program consistently ranks at the forefront (A+ or A category) in national mainstream major rankings, maintaining the top position in Zhejiang Province. It has become a domestically leading first-class national major with a focus on cultivating talents in smart supply chain management field. The Logistics Management major began admitting international students in 2016, which has been the first Logistics Management major in Zhejiang Province to admit English-taught international students. So far, the School has enrolled nearly a hundred international students studying in Logistic Management for 8 sessions. Since 2019, the Logistics Management major has become one of the first majors in the School of Silk Road which was co-constructed with Sharjah University in the UAE, and began to admit international students from the UAE.

© Educational Objectives

The Logistics Management major is oriented towards the digital, intelligent, low-carbon, and global development of modern logistics and supply chain management. It aims to cultivate internationally minded and humane professionals who have a high sense of social responsibility and mission; are proficient in the knowledge of management, economics, operations research, statistics, and computer science; are familiar with logistics policies and regulations; possess a systematic understanding of logistics and supply chain operations management, decision optimization, system analysis, and solution design; have a strong innovative spirit, entrepreneurial awareness, and certain innovative and entrepreneurial abilities; are able to engage in scientific research, applied practices, and other work in the fields of modern logistics and supply chain management, showcasing characteristics of being "business-savvy, technologically literate, practice-oriented, and innovation-focused".

© Course Outline

In the curriculum of the Logistics Management major, core courses include Introduction of Logistics, International Logistics, Warehouse Management and Inventory Control, Modern Transport Management, Production and Operations Management, and Supply Chain Management. Moreover, the Logistics Management major emphasizes a co-op-based collaborative education system, and has established a number of distinctive and top-notch professional support platforms, leading modern logistics laboratories in China, and collaborated with leading enterprises in logistics industry, such as Alibaba, SF Express, and Bosch Electric, to establish professional laboratories and training bases, which utilizes practical teaching, extracurricular practical activities, and discipline competitions to enhance students' innovation and entrepreneurial capabilities.



Attend the Conference of CeMAT ASIA



Visit Alibaba Company



Visit SF Express Company



The School Lab 1

BACHELOR PROGRAM OF LAW (FIELD: INTERNATIONAL LAW)

© School Profile

The School of Law & School of Intellectual Property of Zhejiang Gongshang University has started to recruit international students with academic qualifications since 2013. After ten years of development, a relatively stable full English curriculum system for international students and a team of teaching teachers have been formed, and remarkable achievements have been made in the training of international students. The college's full English teaching programs include Bachelor of Law (International Law), Master of Law (International Law), Doctor of Economics (Sciences of Economics in Rule of Law), and Doctor of Law (International Law), covering three levels of undergraduate, master and doctoral. As of September 2023, the college has recruited 216 international students from France, Canada, Mexico, Morocco, Nepal, Laos, Thailand, Turkmenistan, South Africa Zimbabwe and other 44 countries and regions. It includes 190 undergraduate students of Law (International Law), 20 postgraduate students of International Law, 1 doctor of Sciences of Economics in Rule of Law, and 5 doctoral students of International Law. As of June 2023, there are 123 undergraduate students majored in Law (International Law), 2 masters of International Law, and 1 doctor of Sciences of Economics in Rule of Law have graduated.

School Faculty

School of Law has 90 full-time faculty members. Among them, there are 26 professors, 35 associate professors, 72% of the teachers with doctoral degrees, and more than 30 have been overseas for studying and doing research. School of Law has one full-time foreign professor: professor Sanoj Rajan (from India) in International Criminal Law and International Human Rights Law, etc. In the past five years, the school faculty have achieved remarkable results in scientific research. They have undertaken 85 national and provincial-level scientific research projects, published 34 monographs and more than 200 papers in academic journals at home and abroad, and won 10 scientific research awards.

© Program Highlights

1. Ranking No. 1 among all Law Schools in Zhejiang Province, according to the assessments by China's Ministry of Education for the past years
2. Granted the rights to award doctoral degree in law in 2018
3. Altogether more than 200 international students from over 40 countries have chosen School of Law, including the winners of Chinese Government Outstanding International Student Scholarship for three years in a row
4. Full time international staff members and regular lectures from overseas Visiting Professors, with new international staff hiring in process
5. Courses range across Chinese law, International Law, Comparative Law and legal skills and are taught in

- English with opportunities to study in the Chinese language and to study with Chinese students
6. Close collaboration with universities and institutions in the United States, Netherlands, South Korea, United Kingdom, Germany, Japan, and Spain
 7. Scholarship opportunities including Zhejiang Provincial Government Scholarship, Zhejiang Gongshang University Scholarship
 8. Internship or job opportunities in international organizations including United Nations and International Committee of the Red Cross

© Educational Objectives

The Law (International Law) 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.



HK International Arbitration Center



Moot Court Competition

© Teaching 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 the basic methods of international dispute settlement; understand the latest developments in international criminal law and international human rights 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

© Course Outline

Common courses	Panorama of Contemporary China, Developing Listening and Speaking, Outline of China, etc.
Subject common courses	International Law, International Economic Law, Private International Law, Constitutional Law, Criminal law, Civil Law, Administrative Law, Jurisprudence, etc.
Core courses	Introduction to Law, International Organization Law, International Trade Law, International Treaty Law, International Investment Law, International Commercial Arbitration, Corporation Law, Contract Law, Moot Court, etc.
Optional courses	International Criminal Law, Maritime law, International Human Rights Law, etc.

© Outstanding Students



Rubina Uprety is an outstanding graduate of the School of Law in 2018 majored in Law (International Law). She once served as the chairman of the International Students Association (AIS) of Zhejiang Gongshang University. She has won the Chinese Government Scholarship for Outstanding Foreign Students in China for three consecutive years. She is also the only international student who has won this honor for three consecutive times in the university. After graduation, Rubina Uprety went to California Institute of Technology to study for a master's degree in public administration. At present, she is the peace coordinator of a transnational mediation institution and the editor in chief of the Peace Bulletin of the institution. She is also the chief coordinator of the international certification program and the chief executive officer of a charitable foundation headquartered in California, USA.



Nazly Ahmed Amir Hafez Sadik, from Egypt, the beautiful "pyramid country", is an outstanding graduate of the law (international law) of the school of law in 2019. She once served as the monitor of the Class of 15Q1 and the head of the learning department of the International Student Association (AIS) of Zhejiang Gongshang University. She has good leadership ability and coordination and organization ability. She also went to the legal department of Maslow Bank for training. She is keen on volunteer services and is also a member of the non-profit organization AIESEC (Overseas Volunteer). She has won the Scholarship for International Students in Zhejiang Gongshang University for three consecutive years. Nazly Ahmed Amir Hafez Sadik is proficient in the languages of Arabic, English, French and Chinese, and can communicate with people from many countries without barriers. After graduation, she worked as a legal adviser in Global Advocacy and continued LLM study in international and European law in Vrije Universiteit Brussel. Nazly Ahmed Amir Hafez Sadik is currently working in the Dubai office of Al Tamimi&company, one of the leading law firms in the Middle East.

BACHELOR PROGRAM OF INTERNATIONAL BUSINESS

© School Profile

The School of Business Administration (MBA) is one of the oldest colleges in Zhejiang Gongshang University. In 2017, the Business Administration of the university became the only key characteristic discipline of Business Administration in Zhejiang Province, and in 2020, it became a strategic co-construction discipline with the Business School at Renmin University of China. In 2022, Business Administration ranked 15th among the best soft subjects, top 5% in discipline strength. Over the past 45 years since its establishment, the School of Business Administration (MBA) has gathered talents from both domestic and international sources, focusing on cultivating virtue and nurturing talents. Adhering to the concept of "every person in SBA shines", it is dedicated to cultivating talents who truly understand management in the era of digital intelligence.

© School Faculty

SBA has a team of staff with a reasonable structure of age, educational backgrounds and professional titles, including 10 national talents, more than 30 professors, more than 20 doctoral supervisors. And more than 90% of the teachers have doctoral degrees.

© Core Courses

International Business, Business Analysis, Internationalization and Management of Firms, International Business Planning, International Market Analysis, Cross-cultural Communication, and Corporate Governance in China.

© Educational Objectives

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

1. Have a good master of professional knowledge in the area of international business including international business laws, conventions and skills.
2. Acquaint students with Chinese politics, economics, and culture, and contribute to friendly international exchange and cooperation.
3. 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.
4. Graduates of this program are prepared for careers in multinational companies, consultant agencies, international trade business, and economic departments in government and research institutions.

© Course Description

- ### 01

International
Business
Planning

This course is a study of international business transactions, using a transaction-based approach. The course content includes foreign direct investment, international transfer of technology, and the sale of goods and services based on the economic relationships among countries. The different types of international agreements and how they are converted into enforceable rights in domestic legal systems are also discussed. The course aims to equip students with basic methods and skills to make business planning in the international business environment.
- ### 02

International
Market Analysis

International market analysis is one of the core courses of the International Business major. Since concrete theories and methods are indispensable for competition in the global market, the course gives students a concise overview of the theoretical foundations of international market analysis and practical guidance on how to acquire and share information about existing and new markets in order to support strategic responses to customer needs.
- ### 03

Cross-
cultural
Communication

This course is designed to enhance students' ability to improve interpersonal communication skills and enhance their cross-cultural communication capacity. It looks at the unique relationship between culture and communication, especially at how people from different cultural backgrounds communicate thoughts, feelings and information. Main content includes: socializing and culture, the challenges of future, the deep structure of culture, the foundation of reality, culture and people, cultural identity and interpretation of reality, cultural values, and etc.
- ### 04

Corporate
Governance
in China

Corporate Governance in China consists of basic features and courses of China's enterprise reforming, China's listed company governance and assessment, Corporate governance evaluation and evaluation system, political contact preferences of private enterprise, private enterprise governance.

© Length of Curriculum

The length of the curriculum is normally four years with a minimum of three years and a maximum of six years.

© Job Prospects

Graduates of international business can make contributions in the fields of international business planning, cross-border e-commerce, cross-border mergers and acquisitions, international exhibitions, foreign direct investment, foreign trade, and technology trade. They can be competent in practical business operations, business activity planning, international enterprise management, legal consulting, policy research, and other positions in multinational corporations, export-oriented enterprises, as well as foreign-related economic and trade departments and government agencies.

BACHELOR PROGRAM OF CHINESE LANGUAGE AND LITERATURE (FIELD: BUSINESS CHINESE)

© Program Characteristics: Flexible Academic System

Basic four years, specific study years:
Students hold a new hsk3 Certificate (more than 180 points) and directly enter the first grade for four years.
Students who hold a new hsk4 Certificate (with a score of more than 180 points) and pass the entrance test can apply for class transfer to enter the second grade, but they need to obtain the first grade credits in the way of exemption from examination;
Students who hold a new hsk5 Certificate (with a score of more than 180 points) and pass the entrance test can apply for class transfer to enter the third grade, but they need to obtain grade 1 and grade 2 credits in the way of exemption from examination.

© Program Syllabus

Chinese Language and Literature (Business Chinese) is a Chinese language undergraduate program for international students. It is a special program of our international undergraduate degree program and is jointly cultivated by the College of International Education and the School of Humanities and Communication taking advantage of their respective strengths.

© Program Highlights

1. Innovation and Entrepreneurship Training Seminar

The Innovation and Entrepreneurship Training Seminar aims to provide entrepreneurship thinking training and entrepreneurship education platform. The university will invite famous business executives to have innovation and entrepreneurship training seminars in each semester. Through close interactions and communications with business executives, international students are encouraged to learn more about China's companies, business and cross-border trade, inspire more ideas for innovation, continuously improve their professional accomplishments, and develop their professional innovative abilities.



2. Innovation and Entrepreneurship Activities & Competition in Campus

The university has set up a pioneer park to gather international students with a keen interest in innovation and entrepreneurship. The university will arrange many training activities related to entrepreneurship and innovation for international students in campus in each year; and encourage students to participate in various types of innovation and entrepreneurship competitions. The international students will be provided with more platforms to showcase their professional talents through various activities.



3. Company Visits Internships and Employment

The university has built in-depth cooperation with companies, established "Industry-Academy Cooperation" mechanism for international students. In the fields of cross-border trade and e-commerce, the university has cooperated with many top multinational companies, such as Alibaba, Netease, Geely Automobile, Wahaha, etc. to provide business tour and internship opportunities for international students during their study. In addition, outstanding graduates will have the opportunity to be employed by companies in Hangzhou or start business in China.



© Award Degree

Grant a Bachelor of Arts degree.

© Educational Objectives

Chinese Language and Literature (Business Chinese) adheres to the integration and innovation of education on China's national conditions, professional education, general education, and cultural and sports education. It aims to construct a talent cultivation system that emphasizes the development of five aspects, namely moral, professional, physical, psychological, and digital skills. The goal is to cultivate individuals with good moral and ethical

qualities, professional competence, physical fitness, and psychological qualities. These individuals should also possess a broad international perspective, solid foundation in Chinese language skills, and knowledge in politics, economics, business, culture, and other related fields. They should be proficient in listening, speaking, reading, writing, and translation skills in Chinese, and possess good cross-cultural communication skills, critical thinking abilities, and business skills. Ultimately, they should become innovative and outstanding talents in international business who can work in departments such as business, trade, culture, foreign affairs, education, and tourism.

© Teaching Requirements

1. Quality Requirements: Possess good moral qualities and a correct worldview, outlook on life, and values; have the concept of a community with a shared future for mankind, a sense of social responsibility, Chinese sentiments, and an international perspective; have humanistic and scientific literacy, work ethic, artistic accomplishment, innovation spirit, and cooperative spirit.
2. Knowledge Requirements: Systematically master Chinese language knowledge such as phonetics, vocabulary, grammar, and discourse; understand basic information about China's history, politics, economy, diplomacy, society, and culture; be familiar with Chinese language and culture knowledge; understand the basic knowledge of language learning; be familiar with and master China's foreign trade and international trade policies, regulations, basic theories, and practices; master the basic theories and methods of linguistics and have relevant basic knowledge of regional and country studies.
3. Ability Requirements: Possess the ability to use Chinese language, cross-cultural communication ability; have literary appreciation ability; have the ability to use professional knowledge for thinking, innovation, participation in scientific research, and business.

© Core Courses

Intermediate Chinese, Advanced Chinese, New HSK6 Advancement Guide, Advanced Business Chinese, Business Spoken Chinese, Business Chinese Listening, Business Chinese Reading, Business Chinese Writing, Introduction to International Business, Basic Economics, International Marketing, International Trade Practice, E-Commerce, Financial Management, Chinese Business Culture, Introduction to Famous Chinese Modern and Contemporary Literature, International Business Law, etc.

© Main Practical Teaching Links

Language practice, corporate company visits and research, professional internship, graduation thesis.

© Outstanding Students

The Chinese Language and Literature program (Business Chinese) has been warmly welcomed by international students since the enrollment started in 2012. The number of students enrolled each year is increasing rapidly. MEIRIYANA LIM, MANKEYEV YERMEK, MAYER IANA, KENNY LIM CHING NGEN received the Chinese government scholarship for outstanding international students coming to China, and a total of 4 students received it.

The first international students graduated successfully in June 2016. Up to now, 6 classes of students have been successfully graduated. The employment situation of the graduates is good, most of them are engaged in translation, Chinese teaching, business and other jobs in government agencies, schools and companies in their countries, some of them continue to pursue master's degree, and some stay in China to start their own business or find jobs. At the same time, outstanding international students of the major have frequently emerged in domestic competitions.



ZHUMAHAZI AYIBOTA, from Kazakhstan, majoring in Chinese Language and Literature (Business Chinese) of 2014
She ranked 9th among 108 competitors in the global competition of Chinese Bridge-2017 Chinese Proficiency Competition for Foreigners Across the Globe, and won "Outstanding Individual Award". The Chinese Bridge-2017 Chinese Proficiency Competition for Foreigners Across the Globe, abbreviated Chinese Conference, is a large-scale cultural competition and co-hosted by Confucius Institute Headquarter (Hanban) and China Central Television.



MAYER IANA, from Russia, majoring in Chinese Language and Literature (Business Chinese) of 2017
She won the Excellent Award of international student group in the provincial A-category competition "the 8th Chinese Classics Reciting Competition for College students in Zhejiang Province" host by the Committee of Zhejiang Province College Student Technology Contest. The competition aims to improve the Chinese speaking of college students, further promoting the excellent traditional Chinese culture.



DOLKYN ROZA, from Kazakhstan, majoring in Chinese Language and Literature (Business Chinese) of 2017

She won the second prize of international student group in the provincial A-category competition "the 7th Chinese Classics Reciting Competition for College students in Zhejiang Province". In addition, she also won the third prize of international student group in the "2019 Contest of Recitation, Writing and Speech of Chinese Classics" hosted by the Ministry of Education and the State Language Commission.



TSKHAI DIANA, from Kyrgyzstan, majoring in Chinese Language and Literature (Business Chinese) of 2018

She won the third prize of international student group in the provincial A-category competition "the 9th Chinese Classics Reciting Competition for College students in Zhejiang Province" for her excellent comprehension of Chinese poetry.



CHUPRAKOVA POLINA, from Russia, majoring in Chinese Language and Literature (Business Chinese) of 2019

She won the first prize of international student group in the A-category competition "the 4th Chinese Classics Reciting Competition for College students in China (only 5 winners nationwide). Sponsored by the Ministry of Education and the State Language Commission, the competition is one of the brand activities of the Chinese Classic reading project.



KUZMINA ANASTASIIA, from Russia, majoring in Chinese Language and Literature (Business Chinese) of 2020

She won the "New Star Award" in 2022 Chinese Proficiency Competition for Foreigners Across the Globe-Online Dubbing Show. It is one of the series of competitions of the 2022 "Chinese Bridge" Global Chinese Conference for Foreigners hosted by the center for language education and cooperation of the Ministry of Education.

MASTER PROGRAM OF FINANCIAL STATISTICS, RISK MANAGEMENT AND INSURANCE ACTUARIAL

© Program Highlights

1.Class A Discipline: According to the latest fourth round China Discipline Evaluation by the Ministry of Education, statistics of Zhejiang Gongshang University entered Class A disciplines among China's universities which set up the same major.

2.Comprehensive Student Training System: School of Statistics and Mathematics (SSM in short) has a complete teaching and training system for undergraduates, masters, doctors and post-doctors. It can grant first-level Master degree, Doctor degree in Statistics, and also a post-doc research center.

3.Excellent Faculty & Talented Teachers: SSM includes 33 teachers having the title above professor. More than 80% teachers have studied overseas. Besides, the school has numerous foreign pundits from the University of Michigan of the US, the University of York of the UK, and so on.

4.High Level of Research Projects in Related Field: SSM has more than 30 national funding and 38 provincial and ministerial projects such as the Humanities and Social Sciences Project of the MOE in the past five years. SSM won the third prize of Zhejiang Science and Technology Progress Award and the first prize of Provincial Excellent Teaching Achievement, having published more than 50 papers in journals such as "Insurance Mathematics & Economics", "Statist. Sinica", "Bernoulli", "Science in China: Mathematics" (Chinese and English edition), among which more than 40 are indexed by SCI and more than 10 are domestic first-level journals.

5.Comprehensive Study Equipment System: In order to improve the practical teaching environment, the Experimental Center of SSM is equipped with international mainstream statistical analysis software such as SAS, SPSS, EViews, STATA, and has a telephone survey system, a network survey system. The Experimental Center also has a real-time update of the national economy database, financial database, and financial Analyze the database. A convenient learning environment is provided for doctoral students by the SSM, equipped with study rooms, reading rooms and public computers.

6.Strong Academic Atmosphere: SSM regularly organizes international conferences such as "The International Symposium on Innovative Management, Information & Production", "the International Symposium on Composite Indicators and Comprehensive Evaluation". Foreign experts are invited to convene international conferences on a regular basis where students can participate in and make academic reports.

7.Abundant Practical Opportunities: In order to strengthen the school-enterprise cooperation mode of talent cultivation, help international students feel the corporate culture of the internet industry, understand the direction of employment, and etc., SSM has created many opportunities of internship in enterprises. The school has cooperated with more than 20 enterprises, including Alibaba, Huawei, Hikvision, Netease, Hund Sun Electronics and so on. In order to provide high quality internship opportunities for international students, the school provides internship reference letter to students who meet the criteria.



A Visit to Big Data Center



The 1st International Conference on Composite Indicators and Comprehensive Evaluation (2019 SSM)



A Visit to Yiwu International Trade City



The First “China-Africa Bridge” Cup of Cross-border E-commerce Entrepreneurship Competition

© Award Degree

Upon graduation, students are required to have at least level 3 proficiency in the “International Chinese Language Proficiency Standard” (HSK3). Upon completion of the prescribed requirements, the Master’s students will be conferred with a Master's degree in Economics.

© Educational Objectives

- 1.This program aims to cultivate students' solid basic knowledge of statistics, data processing and data analysis skills, enabling students to master big data analysis methods and be proficient in business data analysis and management. The program also cultivates international, high-quality business intelligence and business data analysis professionals.
- 2.This program aims to cultivate integrated statistics professionals in digital era. Graduates will be trained to be capable of regular statistical transactions in companies and government sectors, and to be qualified for all kinds of statistical investigations, economic information analysis, planning and decision consultation, big data statistics and data resources development as well as other economic management tasks for enterprises.

© Teaching Requirements

- After graduation, master’s degree students in this program are expected to have/ to be:
- 1.Advanced financial professionals who meet the requirements of international financial and insurance markets, have a systematic understanding of basic knowledge and skills in the field of finance, and are proficient in financial practices, with the ability to adapt to positions such as banks and securities.
 - 2.A strong theoretical foundation, systematic professional knowledge, a reasonable knowledge structure, and the ability to engage in creative scientific research.
 - 3.Excellent practical abilities, being able to proficiently apply professional knowledge in modern finance, statistics, and related fields to solve practical problems.
 - 4.A basic understanding on China's national conditions and social culture; basic listening, speaking, reading, and writing skills in Chinese; a certain degree of knowledge and understanding of the cultural background and linguistic cultural knowledge of the Chinese language. This helps to cultivate a "friendship with China and understanding of China" and promote friendly exchanges and cooperation between China and other countries.

© Core Courses

The course is divided into four modules:

Degree courses	Frontiers of Statistics Theory, Statistics Methods, Multivariate Statistics
Compulsory courses	Chinese language and the outline of China
Elective courses	selected topics such as Financial Risk Management, Time Series Analysis, Corporate Finance, Analysis of Life Insurance
Academic activities	various academic seminars and conferences

© Outstanding Students

1. Diaz Martinez Gustavo Omar

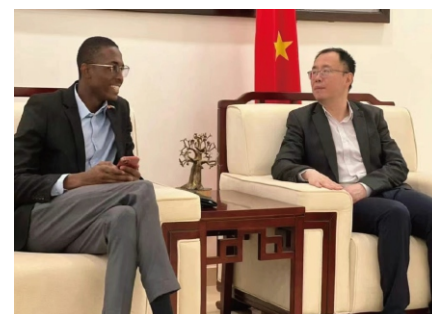
Diaz Martinez Gustavo Omar, a 19th grade master's student from the Dominican Republic, was invited to attend and deliver a speech at 2020 World Young Scientists Forum.



2020 World Young Scientists Forum

2. Ouedraogo Tegawende Brice Arnaud

Ouedraogo Tegawende Brice Arnaud from Burkina Faso who served as the head of Learning Department of AIS, participated in the orientation work of the university. He also attended the summit of "Perceiving China Silk Treaty" and served as Anti-Drug Ambassador of ZJSU. He won the honor of excellent student cadre in 2018-2019.



A meeting with Lushan, the ambassador of China to Burkina Faso

MASTER PROGRAM OF ADMINISTRATION MANAGEMENT

© School Profile

School of Public Administration at Zhejiang Gongshang University, founded in 2001, is committed to cultivating future elites of public affairs, integrating knowledge and practice, advancing both scientific research and teaching, and cultivating outstanding management talents with abilities of leadership and innovation, who could shoulder the responsibility of public affairs in the new era for the country and society. After more than 20 years of construction, the School has developed into a first-class school of Public Administration with strong teachers in Zhejiang Province, and has important influence in China.

The College has 4 undergraduate majors, including Administration Management, Land Resource Management, Social Work and Cultural Industry Management, which the first two are national first-class undergraduate major construction sites and social work is provincial first-class undergraduate major construction site. The College also has three professional master's programs in Public Management (including Administration Management, Land Resource Management and Social Security).

The School fully broadens students' international horizons, cooperates with well-known universities in the United States, the United Kingdom, Canada and other countries, and sends students to Columbia University, the University of Toronto and other well-known overseas universities for exchange study.

The school has always adhered to the goal of cultivating international talents in public affairs, continuously improving the systematic, standardized, and scientific international talent training system. Currently, there are bachelor's programs in Administration Management, Land Resource Management and Social Work, and master's programs in Administration Management, Land Resource Management and Social Security all taught entirely in Chinese. Since 2018, the school has been admitting international students, with over 15 students from nearly 10 countries studying for degrees.

© Program Highlights: Comprehensive development of morality, intelligence, physical fitness, aesthetics, and labor

The comprehensive development of morality, intelligence, physical fitness, aesthetics, and labor aims to cultivate students' ability to balance learning (work) and life. The School encourages students to actively participate in various extracurricular activities, enhance their own abilities, stimulate more innovative ideas, understand China in practice, and apply their professional knowledge to practice.

Length of Curriculum: 2.5 Years.

Award Degree: Any qualified students will be granted master degree of Management majoring in Administration Management.

◎ Research Directions

1. Local Government and Local Governance
2. Public Policy Analysis
3. Comparative Study on Administrative System
4. Research on the Relationship between Government and Business
5. Digital Government and Digital Governance
6. Social Governance and Public Services

◎ Core Courses

1. Social Research Methods and Statistical Analysis
2. Special Research on Public Policy
3. Theoretical Research on Public Administration
4. Political Theory
5. Administrative Law
6. Theory and Practice of Local Governance
7. Classic Literature of Public Administration
8. Research on Digital Government Issues
9. Administrative Ethics,
10. Human Resource Development and Management in the Public Sector
11. Public Economics
12. Nonprofit Organization Management
13. Performance Management in Public Sector

◎ Educational Objectives

- 1. Quality Requirements:** Possess good moral qualities and a correct worldview, outlook on life, and values; have the concept of a community with a shared future for mankind, a sense of social responsibility, Chinese sentiments, and an international perspective; have humanistic and scientific literacy, work ethic, artistic accomplishment, innovation spirit, and cooperative spirit.
- 2. Knowledge Requirements:** Understand basic information about China's history, politics, economy, diplomacy, society, and culture; own the basic knowledge of Administration Management; understand the basic administrative system of China; have relevant basic knowledge of regional and country studies.
- 3. Ability Requirements:** Possess the ability to use Chinese language; have the ability to read professional cutting-edge literature; have the ability to use professional knowledge for thinking, innovation, participation in scientific research.
- 4. Language Ability:** Students who hold a new HSK4 Certificate (more than 180 points) and directly pass the comprehensive entrance interviews can enter the first grade for four years.

MASTER PROGRAM OF BUSINESS ADMINISTRATION

◎ Educational Objectives

The Master's degree program of business administration focuses on the training of senior business administration application talents and professional researchers, and aims to train foreign students to systematically master the cutting-edge theory and scientific research ability in the field of business management. Through learning, international students will achieve the following expected training objectives:

- Understand the research and development trends of enterprise management. Deeply understand the process of China's economic reform and the characteristics of enterprise development, cultivate students with international vision, understand the politics, economy and culture of contemporary China, and be able to participate in and promote friendly exchanges and cooperation between China and their home countries.
- According to academic research norms, be able to use analysis methods such as measurement, statistics and game theory to analyze and study management problems.
- Have the ability to engage in scientific research independently and strong pioneering and innovative spirit.

◎ Length of Study

The length of study is 2.5 years, which can be extended to 5 years at most.

◎ Job Prospects

The employment directions of Master's degree international students majoring in Business Administration mainly include academic research fields, advanced enterprises, government agencies, and financial institutions, etc. The professional knowledge and skills possessed by Master's degree international students majoring in Business Administration give them a great competitive advantage in various industries.

◎ Core Courses

Compulsory Courses: Outline of China, Basic Chinese, Organizational Behaviour, Management Research Methods, Strategic Management, Marketing.
Optional Courses: Human Resource Management, Microeconomics, Research and Design Workshop, Thesis Writing Workshop, Corporate Governance in China, Entrepreneurship, Social Network Analysis, etc.



Football Match of School of Public Administration



New Zealand University of Canterbury Teachers and Students Visit the College

© Course Description

1.Management Research Methods

This course introduces basic research tools and methods in the social sciences. The research methods mainly include qualitative analysis and quantitative analysis. The specific methods include case analysis, questionnaire analysis, empirical data analysis and so on. The research tools introduction mainly focuses on the basic principles and methods of Stata, including how to use Stata for correlation analysis and regression analysis.

2.Strategic Management

Strategic management can be defined as the art and science of formulating, implementing, and evaluating cross-functional decisions that enables an organization to achieve its objectives. Strategic management focuses on integrating management, marketing, finance/accounting, production/operations, R&D, and CIS to achieve organizational success. The strategic management process is an objective, logical, systematic approach for determining an enterprise's future direction and for making decisions in the organization. Strategic management process is based on the belief that organizations should continually monitor internal and external events and trends, so that timely changes can be made as needed. The ultimate aim of strategic management process is to build sustainable competitive advantage for an organization and improve its long-term competitiveness. This course is one of the core courses in teaching plan of Business Administration major.

3.Marketing

Marketing is the art and science of creating customer value and market place exchanges that benefit the organization and its stakeholders. It is an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, and the environment. In this course we will entails planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. It starts with identifying and measuring consumers' needs and wants, assessing the competitive environment, selecting the most appropriate customer targets and developing marketing strategy and implementation program for an offering that satisfies consumers' needs better than the competition.

4.Thesis Writing Workshop

This course is about learning how to write a research paper for journal, conference and graduation thesis completion and presentation. It will discuss how to construct and focus a research question, how to write a literature review, how to choose appropriate theories to build models and discuss hypotheses, how to develop and describe research methods, and how to explore and resolve scientific research questions.

5.Microeconomics

This course is an introduction to microeconomics. Microeconomics introduces cost-benefit analysis and the economic way of thinking to students. This analysis is used to understand small segments of the economy – specifically, consumers and producers – as they interact in output and resource markets. It is also used to understand the government's impact on these economic units.

MASTER PROGRAM OF TOURISM MANAGEMENT

© School Profile

School of Tourism & Urban-rural Planning at Zhejiang Gongshang University, founded in 1986, is one of the earliest colleges to establish the major of Tourism Management, which is also one of the key supported and encouraged disciplines by Zhejiang provincial government. It is the vice-chairman unit of Tourism Education Branch of China Tourism Association, and also the only college with a complete tourism management personnel training system of undergraduate, master's degree, doctoral degree and post-doctoral mobile station among the colleges and universities in Zhejiang Province.



Tourism Education and Research Forum



China Tourism Education Forum

© School Faculty

Currently, the college has a team of postgraduate supervisors with distinctive development characteristics and a national reputation, including 7 professors and 18 associate professors. In the faculty, 90% of the teachers have a Ph.D. degree and 80% have a senior title; over 70% of the teachers have overseas studies or academic visits. The College's tourism management program was selected as a national first-class undergraduate program construction site, and the hotel management program was selected as a provincial first-class undergraduate program construction site.



Field Survey of Tourism in Hangzhou



Tourism Aid Project for Xinjiang Province

◎ Program Description

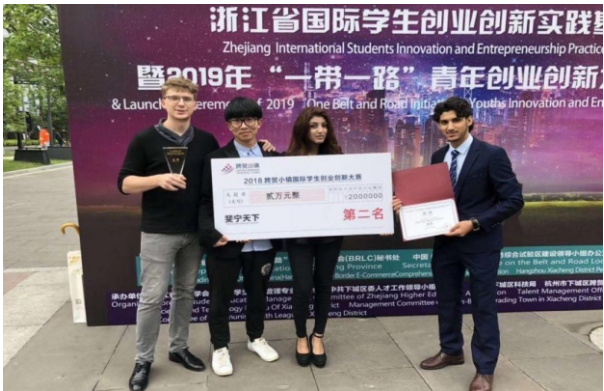
Based on the needs of Zhejiang’s tourism, the master program of Tourism Management aims to cultivate mid-to-high-end interdisciplinary tourism professionals with excellent ideological and moral character, a broad international vision, solid theoretical competency, dynamic learning abilities, unique innovative thinking, independent research abilities, excellent management qualities, and proficient professional skills.

◎ Educational System And Degree

Degree:
Any qualified students will be granted master degree of Management majoring in Tourism Management.

Program Duration:
2.5years, with a maximum extension to 5 years

Tuition Fees:
25,000yuan/year



2019 The Belt and Road Initiative Youth Innovation and Entrepreneurship Competition

◎ Program Highlights

- 1.Established in 1986, it is one of the first programs of Tourism Management established in China.
- 2.Top 3% nationally in the program of Tourism Management.
- 3.National first-class professional construction site: Tourism Management.
- 4.Zhejiang provincial first-class professional construction site: Tourism Management.
- 5.National five-star profession: Tourism Management.
- 6.Zhejiang Provincial Key Universities’ Advantageous and Characteristic Disciplines: Tourism Management Discipline (First-Level Discipline of Business Administration).
- 7.A-Category of Zhejiang Provincial First-Class Disciplines:Tourism Management Discipline (First-Level Discipline of Business Administration).
- 8.It features a complete tourism administration personnel training system with undergraduates, masters, doctors, and mobile stations for post-doctors.
- 9.School of Tourism & Urban-rural Planning is renowned for the high quality tourism education nationally.



Academic Visit to China National Tea Museum

◎ Research Directions

The master program of Tourism Management offers 6 Research Directions as following:

- 1.Tourism Planning and Management: The focus of this specialty concentrates on tourism planning theories and practices, usage of tourism-land, management of tourism planning and tourism destination marketing.
- 2.Tourism Economics and Development: The focus of this specialty concentrates on tourism economic theories, tourism industrial policies, and development models of tourism economy.
- 3.Tourism Business Operation and Management: The focus of this specialty concentrates on theories and practices of tourism business management, including hotel management, tourist attraction management, and management of tourism- projects.
- 4.Tourism Resource Conservation and Management: The focus of this specialty concentrates on tourism geographical information system, green hotel, tourism resource, and environment protection & management.
- 5.Landscape Design and Heritage Conservation: The focus of this specialty concentrates on landscape design theories and methods, heritage tourism exploitation and management, and heritage protection theories and methods.
- 6.Smart Tourism and Emerging Technologies: The focus of this specialty concentrates on tourism geographic information system and technology application, digital tourism and information technology, information technology and tourism planning, intelligent tourism system planning and design.

◎ Courses Description

The School respects individuality and emphasizes the full integration of theory and practice. It has designed a professional tourism curriculum based on the Chinese context and with an international perspective and developed high-quality academic training programs and implementation pathways for postgraduate students. It is also equipped with professional laboratory teaching facilities such as intelligent classrooms, big data labs, wine labs, among others. With over 40 high-quality cooperative practice internship bases in China, it has achieved the real-time alignment between the training program and the industry frontiers, forming a teaching model of mobile classrooms + practical teaching + academic training.

Core Courses:

- 1.Introduction to the Global Tourism Industry
- 2.Tourism Marketing
- 3.Hotel Business Management
- 4.Tourism Culture
- 5.Corporate Social Responsibility and Business Ethics
- 6.Tourism Research Methods
- 7.Tourism Destination Management
- 8.Tourism Business Innovation
- 9.Tourism Planning Theory and Methods
- 10.Service Design
- 11.Literature Research and Academic Writing

Elective Courses:

- 1.Tourism Project Investment and Management
- 2.Tourism Human Resource Management
- 3.Practical Course of Research Methods
- 4.Leadership and Management Communication
- 5.Exhibition and Festival Management
- 6.Reading and Discussion on Literature

© Internships Opportunities

The main directions for master program of Tourism Management research and internships include theme parks, tourism resorts and scenic areas, tourism e-commerce companies, large-scale international hotels, tourism planning companies, and other tourism enterprises. Our university has signed agreements on internship bases with many types of tourism enterprises, such as China Travel Service Zhejiang, Songcheng Group, Senbo Resort Hangzhou, Fliggy, Cintour, and others, to provide diversified scenarios for students' internships and learning.

Through the internship practice, international students have access to ample opportunities to get in close contact with Chinese tourists, enter various tourism enterprises and destinations, learn about China's tourism development experience, study in Chinese tourism, practice Chinese expressions, and increase their understanding of Chinese culture. It has built a bridge and stage for international students to move from the classrooms to work scenes in the future.



DOCTORAL PROGRAM OF BUSINESS ADMINISTRATION

© School Profile

The doctoral program of business administration focuses on the training of senior business administration application talents and professional researchers, and aims to train foreign students to systematically master the cutting-edge theory and scientific research ability in the field of business management. Through learning, international students will achieve the following expected training objectives:

1. Understand the research and development trends of enterprise management. Deeply understand the process of China's economic reform and the characteristics of enterprise development, cultivate students with international vision, understand the politics, economy and culture of contemporary China, and be able to participate in and promote friendly exchanges and cooperation between China and their home countries.
2. According to academic research norms, be able to use analysis methods such as measurement, statistics and game theory to analyze and study management problems.
3. Have the ability to engage in scientific research independently and strong pioneering and innovative spirit.

© Core Courses

Compulsory Courses: Outline of China, Basic Chinese, Organizational Behaviour, Management Research Methods, Strategic Management, Marketing.

Optional Courses: Human Resource Management, Microeconomics, Research and Design Workshop, Thesis Writing Workshop, Corporate Governance in China, Entrepreneurship, Social Network Analysis, etc.

© Course Description

1. Management Research Methods

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and external events and trends, so that timely changes can be made as needed. The ultimate aim of strategic management process is to build sustainable competitive advantage for an organization and improve its long-term competitiveness. This course is one of the core courses in teaching plan of Business Administration major.

3. Marketing

Marketing is the art and science of creating customer value and market place exchanges that benefit the organization and its stakeholders. It is an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, and the environment. In this course we will entails planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. It starts with identifying and measuring consumers' needs and wants, assessing the competitive environment, selecting the most appropriate customer targets and developing marketing strategy and implementation program for an offering that satisfies consumers' needs better than the competition.

4. Thesis Writing Workshop

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5. Microeconomics

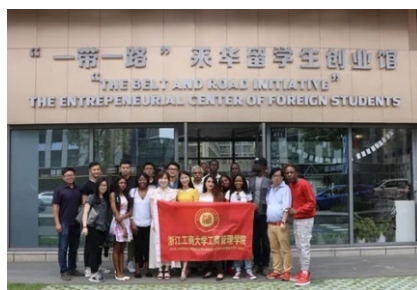
This course is an introduction to microeconomics. Microeconomics introduces cost-benefit analysis and the economic way of thinking to students. This analysis is used to understand small segments of the economy – specifically, consumers and producers – as they interact in output and resource markets. It is also used to understand the government's impact on these economic units.

© Length of Curriculum

The length of study is 3 years, which can be extended to 8 years at most.



SBA(MBA) Interantional Students
Training Base Signing Ceremony



Visiting "The Belt and Road Initiative"
The Entrepreneurial Center of Foreign
Students



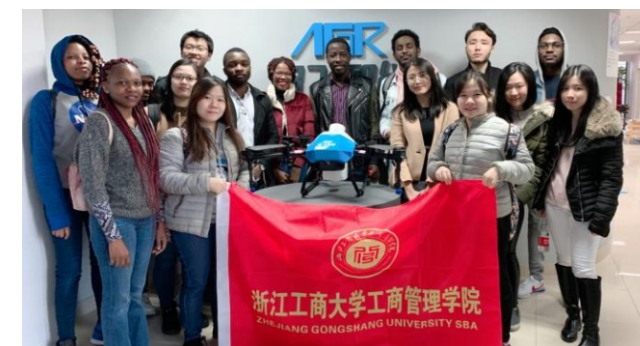
The "Poetry and painting Zhejiang"
Culutral Publicity Exhibition of Zhejiang
Provincial Cultural Tourism Hall

© Job Prospects

The employment directions of international doctoral students majoring in Business Administration mainly include academic research fields, advanced enterprises, government agencies, and financial institutions, etc. The professional knowledge and skills possessed by international doctoral students majoring in Business Administration give them a great competitive advantage in various industries.



2019 Visiting Program for Young Sinologists



International Students from SBA(MBA) visited the AGR Company



Foreign Volunteers of the Asian Games

DOCTORAL PROGRAM OF FOOD SCIENCE AND ENGINEERING

© School Profile

The School of Food Science and Biotechnology (SFSB) of Zhejiang Gongshang University, which is supported by the first-level doctoral program of Food Science and Engineering, was established in 1956. The school has the most important first-class discipline of Food Science and Engineering in Zhejiang Province. It has 4 national-level scientific research platforms such as the national "111" center, the national functional fermented food digestion and nutrition evaluation center, and the national research and development sub-center of marine fish processing technology. There are 9 provincial and ministerial scientific research platforms, 3 international joint laboratories, and University Consortium of Food Science and Nutrition (IUCoFSN) is located in our school.

The school owns the first-class hardware facilities in domestic, totaling over 22,000 square meters for teaching buildings and 15,000 square meters for laboratory area, and a total value of 160 million RMB facilities, with more than 150 large-scale teaching equipment.

© School Faculty

There are 144 faculty members, including 113 full-time teachers, 27 doctoral tutors, 73 master tutors, 37 full professors and 43 associate professors. Among the full-time teachers, 100 have doctorate degrees, and most of them have overseas work / study experience.



The Building of SFSB



International Joint Laboratory of SFSB



The Equipment and Samples in Laboratory



A Student Doing an Experiment about Food Nutrition

© Research Directions

1. Food and Biotechnology

This field conducts basic and applied research through biotechnology, chemical separation technology, bio-transformation technology, etc. It has accumulated long-term research in fermented food and microbial characteristics, food probiotic function, bio-manufacturing of safe food additives or fortifiers, biological analysis of food activity and functional factors, and food enzymology.

2. Food Nutrition

This field takes the interaction between food and humans as the starting point, and studies the evolution of food composition and microstructure in the multi-scale sense during the whole digestive process including the oral cavity, stomach and intestine, as well as the relationship with human health. Industrial design and manufacture of healthy and delicious food provide scientific ideas and technical solutions, and related research is synchronized with the international frontier.

3. Food Safety

It mainly focuses on the relevant links of food production, processing, storage and transportation, sales and consumption, focusing on the study of potential factors and sources of contamination that affect food quality and safety, both endogenous and exogenous, as well as the corresponding detection technology and control measures. The quality and hygienic quality of food promotes human health.

4. Aquatic product processing and storage engineering

Focusing on aquatic product processing, quality and safety, nutrition and function research, solve a series of scientific problems, key technologies and industrialization problems of aquatic product processing and storage, in aquaculture fish, oceanic fish, supermarket marine food and marine lipids, etc. A series of research results have been achieved in aquatic product processing, with significant economic and social benefits.

5. Agricultural products processing and storage engineering

Carrying out research on the biological basis of postpartum agricultural products, agricultural product processing and storage and preservation technology, modern industrial processing, quality control, development of agricultural product active substances, natural preservatives and stabilizers, etc., have created significant economic and social benefits.

© International Cooperation and Exchange

University Consortium of Food Science and Nutrition was first established in 2016 by Zhejiang Gongshang University in cooperation with the University of Leeds, Massey University, and Wageningen University. In 2019, Kyoto University, Guelph University, and University of Massachusetts joined. The consortium has successfully held five conferences, attracting hundreds of experts and scholars from the food science and industry at home and abroad. We recruited 19 distinguished professors from abroad, including Dr. David Julian McClements, the renowned food scientist from the University of Massachusetts, to enhance international research and talent training initiatives.



International Postdoctoral Innovation Center of Food Science and Nutrition



Induction Ceremony of Prof. David McClements



Food Science Frontier Research Forum

© Core Courses

Degree courses: Literature Searching and Scientific Writing, Economy and Society in China, Basic Chinese, etc.

Compulsory courses: Traditional Chinese Medicine and its Linkage to Food, Genetic and Metabolic Engineering, etc.

Optional courses: Molecular Biotechnology, Food Oral Processing, Advanced Food Biotechnology, Postharvest Biology and Technology for Fruits and Vegetables, etc.

© Educational Objectives

The doctoral education in the Food Science and Engineering program at Zhejiang Gongshang University fully implements the educational principles of "putting people first, prioritizing moral education" and the guiding ideology of "facing modernization, facing the world, and facing the future." The goal of doctoral training is to cultivate well-rounded individuals with professional knowledge and skills, capable of independently engaging in scientific research and possessing an international perspective as high-level research-oriented professionals and future leaders.

© Outstanding Student

Dr. Miodrag Glumac successfully obtained his Ph.D. degree in December 2020 and continued to conduct post-doctoral research at INRAE at SayFood, Paris, France.



An Interview about Research Experience of Dr. Miodrag Glumac



Workshop of Innovations in Food Science & Technology

"During the years of study and research in the SFSB of ZJSU, I have learned a lot about food science, especially oral processing, human fat perception, hydrocolloids and human saliva, emulsifiers. I have published 3 articles and 1 book chapter, and have given academic presentations at many international conferences, especially the International Universities Conference on Food Science and Nutrition IUCoFSN and the European Federation of Food Science and Technology EFFOST. I am fortunate to be able to experience such a vibrant scientific environment from the school and from novel research reports by professors around the world."

—Dr. Miodrag Glumac