

Xidian University eCommerce

Curriculum

** The information below is extracted from the existing curriculum at the university, which may be adjusted by the university as appropriate. Therefore, please refer to the curriculum used in the year of entry as final curriculum.*

I. Programme Overview

Based on the development of information technology, the eCommerce programme is offered to meet the needs for business activities in the modern society. Integrated with disciplines such as management, economics and information, it has a cross-disciplinary and practical focus. Following the principle of fostering talent of “solid foundation, broad vision, strong competency and high quality”, the programme aims to develop interdisciplinary talent with the following competencies:

- Basic knowledge, skills and methods about modern enterprise management;
- Mastery of information technology for computer and network technologies.

Graduates will be able to work for planning, design, implementation, management, maintenance, evaluation, consultancy and eCommerce system development in government organisations and enterprises in the area of eCommerce solutions.

II. Graduation Requirement

Students will be equipped with theories and knowledge in the areas of management, economics and information technologies, mastery of methods and skills in application development, website development and maintenance, data collection and analysis, eCommerce strategic positioning, online marketing strategy, logistic management, etc., and competencies such as interpersonal communication and online marketing planning.

Graduates are required to master the following knowledge and abilities:

1. Knowledge in economics and management: Have the basic understanding of theories of economics and management and can use relevant knowledge to solve complex management problems such as model design, strategic positioning, marketing and logistics management in eCommerce.

2. Ability for data analysis: Apply the basic principles of mathematical statistics, select and use appropriate technologies, resources and software tools for data analysis, mining and interpretation.
3. Ability for system development: Design eCommerce websites/applications, models and business processes that meet specific requirement, analyze needs, design structure, coding, test and maintenance, with innovative mindset in design and development, taking social, health and safety, legal, cultural and environmental factors into consideration.
4. Research skills: Based on the principles of management and economics, research methods can be used to undertake research in eCommerce, including topics and questions, design processes and data analysis for achieving effective results.
5. Humanistic quality and citizenship: Based on relevant background knowledge such as history, philosophy and law, evaluate the impact of eCommerce on society, health, safety, law and culture with understandings on the social responsibilities to be undertaken.
6. Professional ethics: With humanistic quality and social responsibility, understand and follow professional ethics in work and industrial practice.
7. Teamwork ability: Undertake tasks in a multidisciplinary team as an excellent team member or leader.
8. Communicative skills: Communicate with peers in the industry and the public effectively on eCommerce such as reports writing and presentations, and cross-cultural communication with a global mindset.
9. Project management: Understand and master management principles and decision-making methods, and be able to apply in a multidisciplinary environment.
10. Lifelong learning: Awareness of independent learning and lifelong learning, and the ability to learn continuously and adapt to the new trend of development.

III. Duration of Study and Degree Awarding

1. Duration of study: 4 years
2. Degree: Bachelor's Degree in Management

IV. Featured Modules

1. Module code: EM054502
Module: Introduction to eCommerce

Hour: 32/2

Credit: 2

Overview: Students will gain a basic understanding of business and government activities in the context of the Internet, learning about the principles, types and technologies of eCommerce to lay the foundation for the further study and work.

2. Module code: EM054507

Module: Design and Implementation of Web Site

Hour: 48/4

Credit: 3

Overview: This module is designed to meet the rapid development of websites, with a focus on the design and development of business websites. Students will learn about website design technologies and art while learning to understand the basic principles of website design as well as rules and models of business website development.

3. Module code: EM054505

Module: Network Finance & Electronic Payment

Hour: 32/4

Credit: 2

Overview: Students will learn about the relationships between eCommerce and electronic payment and between traditional payment and online payment; the development and characteristics of various types of electronic money; the form and characteristics of online banking as well as key business of online finance.

The key points are: various types of electronic payment business processes; application and use of digital certificates, installation and use of electronic wallets; security protocols and methods and means of electronic payment; construction of online banking, system development of major financial banking networks and the settlement process.

Students are expected to be familiar with the online banking business of various commercial banks, skilled in the installation and use of various online payment systems to complete payment and settlement.

4. Module Code: EM054503

Module: Security of eCommerce

Hour: 32/2

Credit: 2

Overview: Students will have a systematic and comprehensive understanding of eCommerce security, combining theory and practice to understand security problem and application of information security technology in eCommerce. They will learn about the concept, principle and knowledge system of information security, how to use the core encryption technology, key distribution and management technology, network security protocols, access control and firewall technology, intrusion detection technology, security audit and other means for building an eCommerce security system.

5. Module Code: EM054508

Module: E-marketing

Hour: 32/2

Credit: 2

Overview: As one of the core modules of eCommerce, E-marketing enables students to understand the current development and trend of E-marketing through theoretical and practical teaching. From the perspective of Internet technology, marketing and information management, students can understand the basic theory and core content of E-marketing, and improve their theory and marketing ability in eCommerce practice.

6. Module Code: EM055501

Module: Chinese E-commerce Law

Hour: 32/2

Credit: 2

Overview: This module will help students to understand China's eCommerce laws and regulations and the current status of global eCommerce legislation.

Combined with the needs of student career development, case study, teaching, group discussion, case analysis and evaluation will be used for learning both theories and practice, teaching and learning interaction for guiding students to think, and improving their mastery and application of eCommerce law.

7. Module Code: EM054506

Module: Internet Economics

Hour: 32/2

Credit: 2

Overview: This module uses the basic analytical tools of neoclassical economics to build a general interpretation framework for the Internet and network economy, based on existing network economic research to help students gain a deep insight into the nature of economics in the context of Internet economy.

8. Module Code: EM054510

Module: Business Analytics

Hour: 48/4

Credit: 3

Overview:

This module focuses on developing students' ability to apply professional knowledge to solve theoretical and practical problems. Through this module, students will learn about the basic concepts and business value of business data analysis; master the basic ideas, theory and method of descriptive analysis and predictive analysis, have the ability to design and build predictive models; master the process of data analysis; have the ability to apply data analysis methods to solve practical business problems; be skillful in basic operations of SPSS software, using software tools to implement various data analysis methods, and understanding their limitation; have the competence to interpret analytical results correctly and reasonably; master various communication methods such as writing analysis report and presentation, and communication skills, in order to clearly express and exchange data analysis results.

V. Curriculum Schedule

Teaching Plan

Category	Type (Compulsory - C, Optional - O)	Module Code	Module	Credit	Hour	Hour				Assessment (Exam - E, Test - T)	Semester
						Teaching	Experiment	Computer Operation	Practice		
Basic Module	C	MC006003	Outline of Modern Chinese History	3	48	48				E	2
	C		China Survey	3	48	48				E	1
	C		College Chinese (I)	2	32	32				E	1
	C		College Chinese (II)	2	32	32				E	2
	C		College Chinese (III)	2	32	32				E	3
	C		College Chinese (IV)	2	32	32				E	4
	C	HE006001	Physical Education(I)	1	No in-class learning, implemented by a club				E	1	
	C	HE006002	Physical Education(II)	1	No in-class learning, implemented by a club				E	2	
	C	HE006003	Physical Education(III)	1	No in-class learning, implemented by a club				E	3	
	C	HE006004	Physical Education(IV)	1	No in-class learning, implemented by a club				E	4	
	C	MS006009	Advanced Mathematics D	3	48	48				E	1
	C	MS006007	Linear Algebra	3	48	48				E	2
	C	MS006008	Probability Theory and Mathematical Statistics	3	48	48				E	3
	Basic Module of Subject Platform	C	EM202002	Management	2.5	40	38			2	E
C		EM202003	Economics	2.5	40	38			2	E	1
C		EM202004	Accounting	2.5	40	38			2	E	2
C		EM203024	Computer Network	2.5	40	32	16			E	4
C		EM203003	System Engineering Theory and Method	2.5	40	38			2	E	3
C		EM203010	Economic Law	2.5	40	30			10	E	3
C		EM203023	Database Principle and Application	2.5	40	32	16			E	3
C		EM203011	Operational Research	2.5	40	40				E	3
C		EM203005	Information Management and Information System	2.5	40	38			2	E	6
C		EM203004	Applied Statistics	2.5	40	38	4			E	4

	C	EM055518	Python Language Basis	3	48	44		8		E	3	
	C	EM055519	Applications of Python Language	3	48	28	40			E	5	
	Optional (choose 2 of 4, 4 credits)	EM205616	Public Policy	2	32	30			2		E	4
		EM203015	Monetary and Banking	2.5	40	40					E	4
		EM206208	Project Management	2	32	28			4		E	2
		EM202016	Organizational Behavior	2	32	28			4		E	2
Professional Compulsory Module	C	EM054501	Java Programming	2.5	40	24	32			T	4	
	C	EM054502	E-commerce	2	32	28			4	T	5	
	C	EM054503	Security of E-Commerce	2	32	32				E	5	
	C	EM054504	E-commerce Experiment	1	16		32			E	5	
	C	EM054505	Network Finance & Electronic Payment	2	32	22			10	E	5	
	C	EM054506	Internet Economics	2	32	20			12	E	5	
	C	EM054507	Design and Implementation of Web Site	3	48	32	32			T	5	
	C	EM054508	E-marketing	2	32	24			8	E	6	
	C	EM054509	E- marketing practice	1	16		32			E	6	
	C	EM054510	Business Statistical Analysis	3	48	32	32			E	6	
	C	EM054511	Industrial Organization	3	48	42			6	E	6	
	C	EM054513	Mobile Commerce	2	32	20			12	E	5	
Subject Optional Module	O	EM055501	Chinese E-commerce Law	2	32	28			4	T	5	
	O	EM055502	Security of E-Commerce Experiment	1	16		32			T	5	
	O	EM055503	Information Analysis and Prediction	2.5	40	40				T	5	
	O	EM055504	Experiment of Information Analysis and Prediction	1	16		32			T	5	
	O	EM055505	Group Decision and Society Choices	2	32	16			16	T	5	
	O	EM055506	Social Commerce	2	32	20			12	T	5	
	O	EM055507	Supply Chain of E-commerce	2	32	32				T	5	
	O	EM3125	Forecasting and Decision Making	3	48	32			16	T	5	
	O	EM055520	Creative Thinking for Innovation	2	32	16			16	T	3	
	O	EM055521	Management Communications	2	32	16			16	T	1	
	O	EM055508	Information Storage and Retrieval	2.5	40	40				T	6	
	O	EM055509	Experiment of Information Storage and Retrieval	1	16		32			T	6	

	O	EM055510	Logistics Management	2	32	22			10	T	6
	O	EM6301	Enterprise Resource Planning Experiment	1	16		32			T	6
	O	EM6505	International Trade	2	32	24			8	T	6
	O	EM055511	Information Economics	2	32	22			10	T	6
	O	EM055517	Game Theory and Strategy Thoughts	2	32	24			8	T	6
	O	EM055512	System Design and Development	2	32	24	16			T	8
	O	EM055513	User Experience on Internet Products	2	32	32				T	3
	O	EM055514	Data Mining and Business Intelligence	2	32	16			16	T	8
	O	EM055515	Mobile Development	2	32	24	16			T	8
	O	EM055516	Big Data Analysis	2	32	16			16	T	8
Practice Module	C	Decide by each school	Undergraduate Thesis	8	16W				16W	T	8

Basic Quality Improvement of Competency and Quality Development Module

Type	Module Code	Module	Credit	Hour	Hour				Assessment	Semester	Required Credit	Notes
					Teaching	Experiment	Computer Operation	Practice				
Compulsory	EM1005	Scientific Manufacturing	1	16				16	Test	8	Complete one of the competency and quality development module: subject competition, innovation and entrepreneur training programme, and paper patent and etc.	
Compulsory	HE006005	Physical Ability Standard Test	1	16				16	Test	7		Get 1 credit after passing the exam
Compulsory	II006001~II006006	Experiment and Practice Ability Test	2	32				32	Test	2, 4, 6, 8		Get 2 credits after passing the exam