

**Zhejiang Gongshang University
School of Management and E-Business
Degree Programs for International Students**

**YOUR
BRIDGE TO
THE FUTURE**
From China to all over the World



管理工程与电子商务学院
School of Management and E-Business



浙江工商大学
ZHEJIANG GONGSHANG UNIVERSITY

Contents



Introduction of ZJSU and SME	1
Practice and Internship	3
Program List	4
Various Scholarships	8
Campus Life	10
Recommendation from Students	11
Application and Admission	12

About Zhejiang Gongshang University (ZJSU)

ZJSU, founded in 1911, is the earliest business school in modern China. The university is located in Hangzhou, the capital of Zhejiang Province, and is the vicinity of Shanghai. The university is one of the provincial top universities covering nine academic areas including economics, management, law, literature, history, philosophy, engineering, science and arts. It has a good reputation in teaching and research, especially in business, administration, economics, law and food science.

ZJSU has a full-time student population of 27600, a high level faculty and staff team of 2180 and has an area of 129.6 hectares, with two campuses: Xiasha Campus and downtown campus. Nearly 1800 international students are studying on the campuses coming from more than one hundred countries. The university offers more than 150 full-time Chinese-medium degree programs including undergraduate, postgraduate, PhD and post-doctoral programs. The university also offers different kinds of Chinese language, culture and business programs. Over 30 English-medium and Japanese-medium degree programs especially designed for international students.

In the past years, ZJSU has been paying great attention to international exchanges and cooperation, and making an effort to promote education internationalization. The university has partner relationship with more than 90 universities and scientific research institutions from more than 50 countries, including the United States, Britain, Germany, France, Belgium, Canada, New Zealand, Australia, Turkey, Japan, and South Korea, etc. Moreover, the university has started cooperation programs with over 60 foreign universities and research institutions such as Columbia University, University of California at Berkeley, University of Manchester, Waseda University, University of Canterbury, and Chulalongkorn University in the areas of faculty and students exchange, mutual accreditation of credits, scientific research cooperation.



About School of Management and E-Business (SME)

SME is one of the biggest schools in ZJSU. It was specially established by ZJSU under the background of modern business in Zhejiang province. The school focuses on e-commerce, modern logistics and business intelligence and business data, and serves the society through training, scientific research and social service. It was founded in 1985 and now has four bachelor programs for Chinese students, two bachelor programs for international students including E-Commerce (International E-Business) and Logistics Management, as well as two master programs including Management Science and Engineering (International E-Business) and Logistics Engineering (Supply Chain Management). What's more, Modern Business Research Center of SME offers two master programs and one doctor program, including Circulation Engineering and Technology Management (Master program) and Circulation Economy and Management (Both Master and Doctor programs). At present, the school has more than 1,200 students and over 80 faculties.

In scientific research, SME focuses on e-commerce and modern logistics, operations research, information management and information system, project management, technology innovation and service management. The school has nine national and provincial supporting platforms, such as National E-Commerce Virtual Simulation Center of the Ministry of Education, National Internet Innovation Platform, Provincial Modern Logistics and E-Commerce Labs and Big Data Center, etc., which are sufficient to meet the requirements of teaching activities.

In addition to providing academic supports, field trip is an important part of SME curriculum for international students, through which students can have a better understanding of China and its colorful and diversified cultures. Over the years, the school keep organizing lots of program-related field trips, visits, as well as leisure activities for international students which help them to expand their horizons and enhance their abilities through practice.



SME Building



Modern Logistics Lab



Big Data Lab



With the characteristics of electronic commerce, SME is committed to become a first-class business intelligence research, application and training center with domestic and international influence. The school has nine national and provincial supporting platforms, including National E-Commerce Virtual Simulation Center of the Ministry of Education, Center of National Humanities and Social Sciences Base, National Internet Innovation Platform, Provincial Key Lab of E-commerce and logistics, Provincial Modern Logistics and E-Commerce and Business Data Center. Having cooperation agreement with Tsinghua University, the Royal Logistics and Transport Association (ILT), the superior students in Logistics Management major can be sent to study in Tsinghua University, and obtain the 2nd level ILT certificate.

Located at Hangzhou, the capital of Chinese E-commerce, the school has established close ties with many world famous companies, such as Alibaba (the biggest E-commerce company in the world), Netease (Kaola.com), Amazon China and Sunyard. The school also has many training centers in numerous enterprises, from Alibaba, Zhejiang Yiwu Small Commodity City and Zhejiang Materials Industry Group to many industrial parks, e-business parks and faster-growing small and medium E-commerce companies. Our students can carry out practice study as well as get different internship positions in these companies.



What kind of job can you get after graduation?

- E-Commerce companies like Alibaba, Taobao, Amazon, Jingdong, etc;
- Information service companies like SF-Express, LightInTheBox.com, etc.;
- Banks, Telecom and other commercial companies;
- Start your own business by e-commerce;
- You can also continue with master and even PhD study.

Bachelor Programs

E-Commerce (International E-Business)

This program is designed for international students who want to study International E-Business. Through the study, the graduates will possess the following knowledge and abilities:

- 1) understanding the development of Chinese E-Commerce and international business transaction;
- 2) using mainstream e-commerce platforms to conduct International E-Business;
- 3) initiating and managing online business;
- 4) using the Internet thinking to transform the existing business mode;
- 5) attaining global view on future online business and enhancing their competitive advantages in the global economy activities.

Logistics Management

This program is designed for international students who want to study logistics management. Through the study, the graduates will possess the following knowledge and abilities:

- 1) mastering the basic theory and knowledge of logistics management;
- 2) being familiar with relative laws and principles;
- 3) mastering analysis methods and management techniques;
- 4) mastering the basic technology and approaches;
- 5) understanding the theory front, application prospect and development trend;
- 6) searching, analyzing and processing relative papers, and doing scientific research and practical work.

Main Courses

E-Commerce Big Data Analysis
Global Online Shop Operation
Global Sourcing and Channel Management
Internet Marketing
Network Payment and Settlement
Online Shop Construction and Operation
Search Engine Optimization and Promotion
.....

Introduction to Transportation
International Logistics
Logistic System Simulation and Design
Operational Research
Production and Operations Management
Purchasing and Supplying
Supply Chain Management
Warehouse and Stock Management
.....

Teaching Arrangement

18 weeks per semester, with about 25 class hours per week
Program-related field trips, visits, tours, sightseeing

Duration

4 years, with a maximum extension to 6 years

Fees

Tuition: 18,000 RMB/Year
Accommodation: 250-1100RMB/Month



Master Programs

Management Science and Engineering (International E-Business)

This program is designed to cultivate professionals that have solid professional knowledge and superior comprehensive quality, with the ability to design and execute cross-border business strategy. Graduates are expected to work as senior managers in big data analyzing department and international companies or related research works in university or other research institutions. The basic requirements include:

- 1) to build solid theoretical base, systematic knowledge about the developing trend of cross-border technology, and the ability to undertake innovative research work to solve practical problems with management method and analysis with quantitative and qualitative methods;
- 2) to acquire excellent practical skills and scientific spirit to carry on research or specific technical task independently.

Logistics Engineering (Supply Chain Management)

Through the study of this program, students will become interdisciplinary talents who are able to apply the strategy of international e-business, and fit for the positions in distribution companies, logistics companies and supply chain departments, or do logistics and supply chain research works in universities, colleges and research institutions. The teaching objectives of this program are:

- 1) to equip students with a solid foundation and excellent comprehensive quality so that they can use modern scientific methods and scientific and technological achievements;
- 2) to understand supply chain management and logistics activities;
- 3) to apply and develop the theory of application and development of management engineering and science, as well as business management and system engineering theory and method.

Main Courses

Big Data and Knowledge Engineering
Business Data Analysis
Business Intelligence
E-Business Strategy
E-Commerce Risk Management
E-Commerce Technology
Mobile Commerce
.....

Advanced Operational Research,
Advanced Statistics,
International Logistics,
Logistics Cost Management,
Logistics Information System,
Logistics Service Theory and Practice,
Logistics Case Study
.....

Teaching Arrangement

18 weeks per semester, with about 25 class hours per week.

Duration

2.5 years, with a maximum extension to 4.5 years

Fees

Tuition: 25,000 RMB/Year

Accommodation: 250-1100 RMB/Month



Master Programs (Provided by Modern Business Research Center of SME)

Circulation Engineering and Technology Management	Circulation Economy and Management
Through the study, the graduates would possess the following knowledge and abilities: 1) to apply management methods, quantitative-and-qualitative systematic analysis and engineering technology to solve theoretical and practical problems in the planning, managing and financing fields of commodity circulation such as retailing, wholesaling and logistics; 2) to have the sustainable learning and potential improvement ability to understand the knowledge and development trend of related fields	Through the study, the graduates would possess the following knowledge and abilities: 1) to master the comprehensive knowledge of Circulation and Management, to obtain the ability to analyze the phenomenon and regularity of this field; 2) to know the pattern of circulation economy and its management, thoroughly understand International Law about Circulation, and to have international communication ability and managerial competence; 3) to analyze and research on circulation economy and consuming data; 4) to gather information and material to analyze, judge and make decisions with the aid of modern means.

Main Courses

E-Commerce Theory E-Commerce big data analysis Organization Theory of Circulation Industry Strategy for Circulation Enterprises Circulation Strategy and Business Policies Supply Chain Integration and Management.	E-Commerce Theory Circulation Economy Logistics System Simulation and Design Supply Chain Management Operational Research Warehouse and Stock Management
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Teaching Arrangement

18 weeks per semester, with about 25 class hours per week.

Duration

2.5 years, with a maximum extension to 4.5 years

Fees

Tuition: 25,000 RMB/Year

Accommodation: 250-1100 RMB/Month



Doctor Program (Provided by Modern Business Research Center of SME)



Circulation Economy and Management

Through the study, the graduates would possess the following knowledge and abilities:

- 1) to acquire fundamental theories, professional knowledge and methods of circulation industry economy and enterprise management;
- 2) to receive basic training of research methodology and paradigm;
- 3) to understand the theoretical edge and the most recent development trend in relative fields.

Main Courses

E-Commerce Theory
E-Commerce Big Data Analysis
Organization Theory of Circulation Industry
Supply Chain Integration and Management
Business Model Innovation and Circulation Enterprise Transformation
Circulation Technology Innovation Management
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Teaching Arrangement

18 weeks per semester, with about 25 class hours per week.

Duration

3 years, with a maximum extension to 6 years

Fees

Tuition: 30,000 RMB/Year

Accommodation: 250-1100 RMB/Month



Chinese Government Scholarship



Scholarship	Amount
Full scholarship: for new graduate students	Fees for tuition, accommodation, a living allowance, medical insurance

Zhejiang Provincial Government Scholarship for Degree Students

Scholarship	Amount (RMB)
Type A: for graduate students	30,000/year
Type B: for undergraduate students	20,000/year



Zhejiang Gongshang University Scholarship

Type A: for New Degree Students

Scholarship	Amount (RMB)
First Prize scholarship	Tuition fee/year
Second Prize scholarship	70% of tuition fee/year
Third Prize scholarship	40% of tuition fee/year



Type B: for Enrolled Degree Students

Scholarship	Amount (RMB)
First Prize scholarship	70% of tuition fee/year
Second Prize scholarship	50% of tuition fee/year
Third Prize scholarship	30% of tuition fee/year



School of Management and E-Business (SME) Scholarship

Type A: for New Degree Students



Scholarship	Student Type	Amount (RMB)
Full scholarship	Bachelor	Tuition fee/year
Half scholarship	Bachelor	50% of tuition fee/year
First Prize scholarship	Master	8,000/year
Second Prize scholarship	Master	5,000/year
First Prize scholarship	Doctor	10,000/year
Second Prize scholarship	Doctor	6,000/year

Note: All new students will get a scholarship. Full scholarship and First Prize scholarship will be awarded to 30% new students. Half scholarship and Second Prize scholarship will be awarded to 70% new students.

Type B: for Enrolled Degree Students

Scholarship	Student Type	Amount (RMB)
First Prize scholarship	Bachelor	5,000/year
Second Prize scholarship	Bachelor	4,000/year
Third Prize scholarship	Bachelor	3,000/year
First Prize scholarship	Master	7,000/year
Second Prize scholarship	Master	5,000/year
Third Prize scholarship	Master	3,000/year
First Prize scholarship	Doctor	9,000/year
Second Prize scholarship	Doctor	7,000/year
Third Prize scholarship	Doctor	5,000/year



Modern Facilities on Campus

The University has an area of 129.6 hectares. The campuses are modern with a high standard of facilities. There are on-campus health services, dining halls, sports facilities, libraries and internet.

Competitive Accommodation

The University provides on-campus accommodation for students. Each apartment has its own bathroom with hot water. The apartment is equipped with refrigerator, air-conditioner and television. There is a public kitchen on each floor in the apartment building. Internet access is available on site.

Free Medical Insurance

The University offers a free insurance-Ping An Life Insurance's Overall Insurance & Benefit Plan for People Coming to China for long-term students, including accidental injury, hospitalization expenses, disability insurance, death insurance, etc. We have located clinic within walking distance of campus when student require medical attention. In case of emergency, the University's Security Department can provide emergency transport to the hospital.

Convenient Transportation

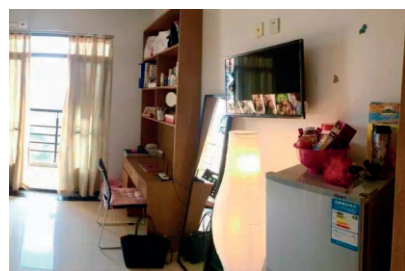
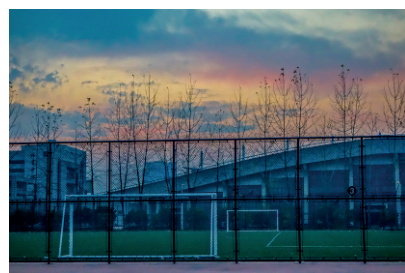
The University is located in the university town of Hangzhou. It only takes half an hour to get to the downtown by taking metro. It's less than one hour away from Shanghai by train.

Various Meals

International Students will be provided with a student card enabling them to dine at University cafeterias or they can purchase food to prepare in the public kitchen in the apartment building. There are many Halal food available in the cafeterias as well as local restaurants.

Security Assurance

Hangzhou is one of the safest cities in China. The University's Security Department is committed to creating an environment where people feel safe to learn and live. The Security Department regularly works with local police office to ensure that our international students enjoy a safe community while they are here.





Jordi
From Spain

Studying E-Commerce with Chinese students has allowed me go further in understanding the Chinese culture and language, and there is no better country in the world to study this major than China. It has been an unforgettable experience, so I would really like to thank the university for giving me this wonderful opportunity.

Ailin
From Kyrgyzstan

My name is Ailin, I'm an abroad student from Kyrgyzstan. Now I'm studying in Zhejiang Gongshang University. My major is Logistics Management. In our school you can find a friendly atmosphere, good teachers and a lot of interesting and informative things for yourself. We welcome all the students, see you in ZJSU.



Ng Qingshan
From Malaysia

From undergraduate to graduate period, I have been in Zhejiang Gongshang University for 6 years. All the teachers here are very responsible. Now, I'm in the graduate period and I'm guided by Professor Wu Bei. I have made great progress in academy. I am very grateful for the admit enrollment of Zhejiang Gongshang University.

Qualifications for Application

- 1) Applicants must be non-Chinese citizens and in good health.
- 2) Education Background Requirements:
 - Applicants for bachelor's degree studies must have high school certificate;
 - Applicants for master's degree studies must have bachelor's degree;
 - Applicants for doctoral degree studies must have master's degree.
- 3) English language proficiency requirements:
Applicants (except for English native speakers) must have TOEFL test or IELTS test or have other English language proficiency.

Application Duration

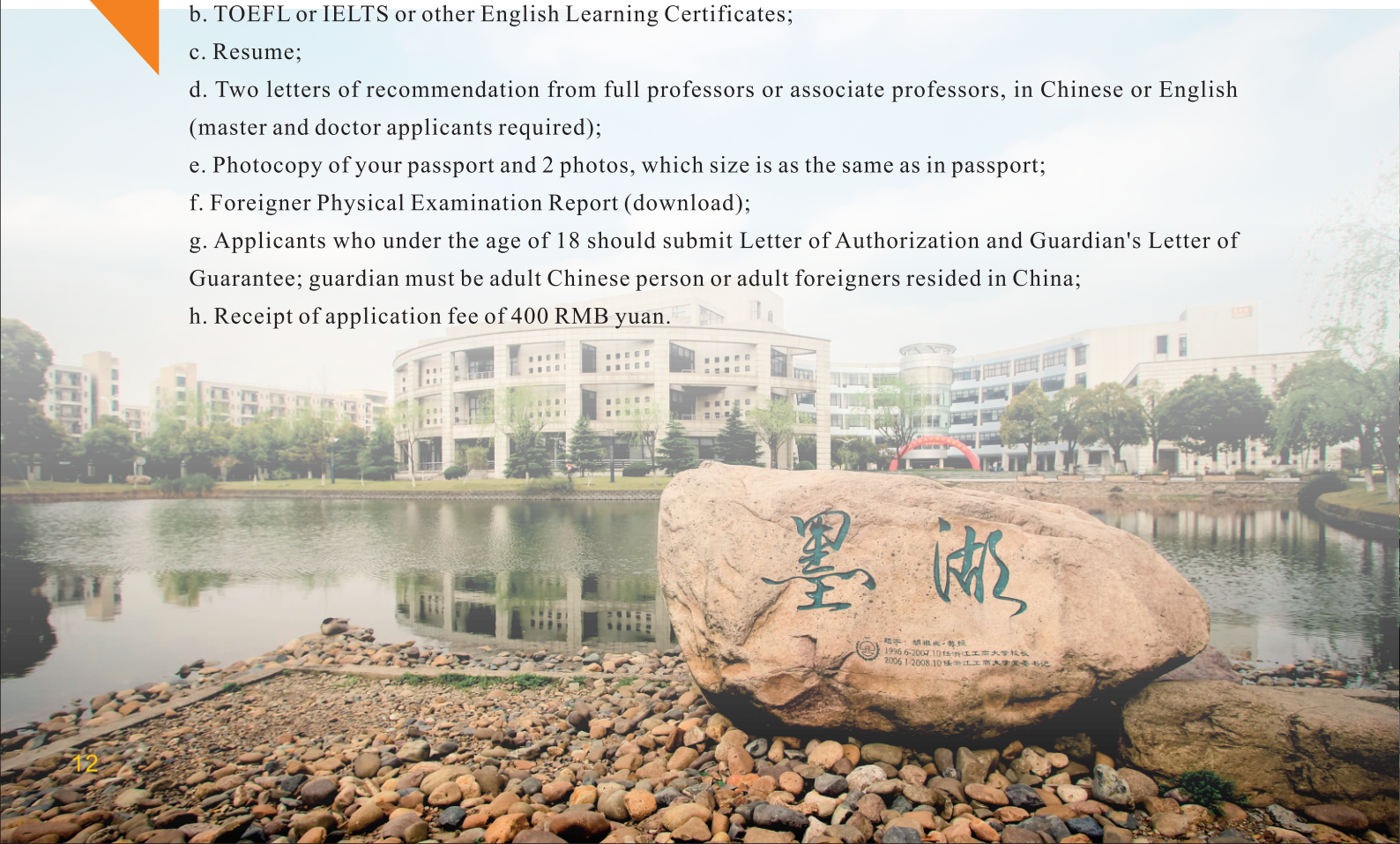
Autumn Semester: From March to August

Application Website

<http://sie.zjgsu.edu.cn/>

Application Procedure

- 1) Please log in the Online Application System: <http://121.43.56.43/gj/Login.aspx>. (Google Browser Only)
- 2) Submit the following required documents in the application system
 - a. Notarized highest education certificate and academic transcripts. Documents in languages other than Chinese or English must be attached with notarized translations in Chinese or English;
 - b. TOEFL or IELTS or other English Learning Certificates;
 - c. Resume;
 - d. Two letters of recommendation from full professors or associate professors, in Chinese or English (master and doctor applicants required);
 - e. Photocopy of your passport and 2 photos, which size is as the same as in passport;
 - f. Foreigner Physical Examination Report (download);
 - g. Applicants who under the age of 18 should submit Letter of Authorization and Guardian's Letter of Guarantee; guardian must be adult Chinese person or adult foreigners resided in China;
 - h. Receipt of application fee of 400 RMB yuan.



Application Fee

RMB 400 yuan per student (without refund)

Bank Info:

Beneficiary: Zhejiang Gongshang University

Name of the Bank: Industrial and Commercial Bank of China, Hangzhou GaoXin Sub-Branch, Zhejiang Branch 391 Wen Er Road, Hangzhou, Zhejiang Province, China

Bank Account No.: 1202026209008930682

Swift Code: ICBKCNBJZJP



Assessment & Admission

After receiving and examining the application materials, Zhejiang Gongshang University will make an assessment and send you the Admission Notice, JW 202 form and other relevant documents for your visa application if you are accepted. No written examination or interviews will be conducted.

Results of admission will come out in one month generally.

Notice: Any adjustment will be updated in time, please pay attention to website of College of International Education, Zhejiang Gongshang University: <http://sie.zjgsu.edu.cn/>

Contact Us



SME Admission Office

Tel: +86-571-28008263

Email: sme_admission@zjgsu.edu.cn

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ZJSU Admission Office

Tel: +86-571-28008685, +86-571-28008687, +86-571-28008677

Email: admission@zjgsu.edu.cn

Address: Room 517, Admission Office, College of International Education, Zhejiang Gongshang University, 18 Xuezheng Str., Xiasha, Hangzhou, China

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