

国际商务

一、学制

四年（含二年制专升本），本专业修满应修学分并通过毕业论文答辩后，将获得“**管理学学士学位**”。

二、培养目标

本专业面向浙江省及长三角区域经济的发展需求，以“培养数智时代具有国际视野、创新意识和家国情怀的高端复合型管理人才”为目标，培养践行社会主义核心价值观，具备国际视野、本土情怀、创新意识、团队精神和沟通技能，适应以人工智能、大数据、云计算为主要特征的技术变化，具备数字化、智慧化管理思维，熟悉数据挖掘、大数据分析应用与管理决策等专业知识和技能，能够在新兴制造业、数字化企事业单位、行政管理部门等机构从事数智管理工作的融合型、应用型、创新型管理人才。培养目标具体包括：

(1) 掌握经济管理的基本理论与方法，具有创新创业精神、技能和方法。

(2) 深刻理解智能商务系统的原理，掌握当前主流大数据挖掘与分析、机器学习等技术，具备大数据、人工智能综合应用能力。

(3) 具有互联网思维和创新精神，能够将多学科知识交叉整合，胜任新兴制造业、数字化企事业单位、行政管理部门的管理应用和创新工作。

(4) 具备国际视野，有较强的表达意识、人际交往、团队协作能力和一定的跨文化交流能力。

三、主要课程

管理学、数智时代战略管理、跨国公司管理、商务统计与软件应用、财务管理、组织行为学、国际金融、大数据技术导论、Python 数据分析、数字化人力资源管理、数字营销、数字化运营管理、数据挖掘基础、创业管理、西方经济学等。

四、就业方向

部分毕业生考取了如美国纽约大学、英国纽卡斯尔大学、华中科技大学、西南财经大学、北京外国语大学等海内外知名大学的研究生；部分毕业生入职了如宁波亚虎进出口、杭州赛群等知名跨境电子商务公司，建设银行、农业银行等银行系统，顾家家居、博洋家纺等著名生产企业、跨国公司和政府商务外贸部门。

五、专业特色

本专业是“**省一流专业**”建设点，2023 年上榜校友会中国顶尖应用型专业排名为 A++，并列全国第一。本专业根植于本土商务实践的“国际化、个性化、小班化、多语种化”的培养模式，重点突出智能化、数字化的数智商务管理和商务跨文化管理。师资配备专业与社会结合的“双师导师”，“双师双能型”教师占比达到 80%以上。构建了数智商务管理全流程的教学设施和教学条件，形成了一流的教学软件、硬件资源。



我校举办第十二届中国拉美研究青年论坛暨第六届拉美研究与中拉合作协同创新论坛并发布《拉美研究论丛》



我院师生获省经济管理案例大赛一等奖荣誉证书



2018 届国际商务校友李大磊
(创办宁波思动电子商务有限公司)

International Business

1. School System

Four years (including two-year junior college to undergraduate), after completing the required credits and passing the graduation thesis defense in this major, you will receive a "Bachelor of Management" degree.

2. Training Objectives

According to the economic development needs in Zhejiang Province and the Yangtze River Delta region, this major aims to "cultivate high-end versatile management talents with international vision, innovative consciousness and national feelings in the age of digital intelligence". The major aims to cultivate the versatile, practical and innovative management talents practicing socialist core values, having international vision, local feelings, innovative consciousness, team spirit and communication skills, adapting to technological changes mainly characterized by artificial intelligence, big data and cloud computing, having digital and intelligent management thinking, familiar with data mining, big data analysis and application, management decision-making and other professional knowledge and skills, and engaging in digital intelligence management in the emerging intelligent manufacturing industry, digital enterprises and institutions, administrative departments and other institutions. The training objectives include:

(1) Master the basic theories and methods of economic management, and have the spirit, skills and methods of innovation and entrepreneurship.

(2) Deeply understand the principle of intelligent business system, master the current mainstream big data mining and analysis, robot learning and other technologies, and have the comprehensive application ability of big data and artificial intelligence.

(3) Be able to integrate interdisciplinary knowledge with internet thinking and innovative spirit, and be competent for the management application and innovation of the emerging intelligent manufacturing industry, digital enterprises and institutions, and administrative departments.

(4) Have international vision, strong sense of expression, interpersonal communication, teamwork and cross-cultural communication skills.

3. Main Courses

Management, Strategic Management in the Age of Digital Intelligence, Management of Multinational Corporations, Business Statistics and Software Application, Financial Management, Organizational Behavior, International Finance, Introduction to Big Data Technology, Python Data Analysis, Digital Human Resource Management, Digital Marketing, Digital Operations Management, Fundamentals of Data Mining, Entrepreneurial Management, Western Economics, etc.

4. Employment direction

Some of the graduates have been admitted to New York University, Newcastle University, Huazhong University of Science and Technology, Southwestern University of Finance and Economics, Beijing Foreign Studies University and other well-known universities at home and abroad. Some graduates work in well-known cross-border e-commerce companies such as Ningbo Yahu Import and Export, Hangzhou Saiqun, some in the banking systems such as China Construction Bank and Agricultural Bank, and some in the famous production enterprises such as Gujia Home, Boyang Home Textile, multinational companies and government commerce and foreign trade departments.

5. Specialized Characteristic

This major is the construction point of "provincial first-class major". It was ranked A++ among China's top applied majors by the Alumni Association in 2023, tied for the first place in China. The major training mode of "internationalization, individuation, small class and multilingualism" is rooted in the local business practices, focusing on digital business management and cross-cultural business management. Teachers are equipped with "double mentors" who combine professional skills with society, and "double professional and double ability" teachers account for more than 80%. The teaching facilities and teaching conditions of the whole process of digital wisdom business management have been constructed, and first-class teaching software and hardware resources have been formed.



Our school held the 12th China-Latin America Youth Forum and the 6th Latin America Research and China-Latin America Cooperation Collaborative Innovation Forum, and published the "Latin American Research Series".



Our faculty and students won the first prize certificate of honor in the Provincial Economic Management Case Competition.



Li Dalei, a 2018 alumnus of International Business, founded Ningbo Sidong E-commerce Co., Ltd.