

Implementation Guidelines for Cross-Border E-commerce Talent Development Program

Applicable for the first semester of the academic year of 2017

- I. Program name: Cross-Border E-commerce Talent Development Program
- II. Program coordinator: Department of Digital Content Application and Management
- III. Planning and reviewing unit: Department of Digital Content Application and Management
- IV. Program objectives:

This program aims to cultivate students' professional knowledge and workplace skills for cross-border E-commerce affairs on the basis of students' language abilities.
- V. Qualifications for application: Senior students of the four-year college program.
- VI. Application and evaluation procedures:
 - (1) Information required: Applicants should submit application forms and Chinese transcripts of records.
 - (2) Due dates: The due dates will be announced at the beginning of the semester according to the university calendar.
 - (3) Announcement of results: Upon evaluation and approval, the list of students who can join the program will be announced on the website of the Department of Digital Content Application and Management bulletin board and the office of Academic Affairs.
 - (4) The program should enroll 20 students.
 - (5) This program is one year period project and only enroll students once on the first semester of the 2017 Academic Year.
- VII Credits: The minimum requirement is 29 credits. For students who take the credit program, credits taken should not be one of the following:
 - (1) courses offered in the student's own double major
 - (2) courses offered in the student's own minor
- VIII Regulations for the issue of program certificate:
 - (1) Review of qualifications: The department in charge of the program should complete the qualification review before students graduate.
 - (2) Issue of certificates: According to the results of qualification review provided by the department in charge of the program, the Registration Section should ask for the approval from the Dean of Academic Affairs. Upon approval, the University will issue the certificate for the "Cross-Border E-commerce Talent Development Program".
- IX Point of contact: Department of Digital Content Application and Management. Extension number 6302

X List of credits and courses of the program

Course name	Credits
Practical Applications of Cross-border E-commerce Information Systems	3
Thinking of Cross-border E-commerce and Internet Marketing	3
Product and Package Design for Cross-border E-commerce	3
Big Data Analysis for Cross-border E-commerce Information Systems	3
Foreign Trade and Order Process for Cross-border E-commerce	3
Semester-based Off-campus Internship II	14 (for 4.5 months)