
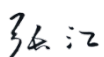



《跨境电商采购管理实务(双语)》本科课程教学大纲

一、课程基本信息

课程名称	跨境电商采购管理实务(双语)				
	Cross-Border E-commerce Procurement Management Practice(Bilingual Course)				
课程代码	2060871	课程学分		3	
课程学时	48	理论学时	16	实践学时	32
开课学院	Business School	适用专业与年级		E-Commerce; B22-1, 2	
课程类别与性质	Elective Course for Major	考核方式		Assessment	
选用教材	Cross-Border E-Commerce Logistics, by Chen Xuan, Han Xue, ISBN 9787111702368, published by China Machine Press, 1st Edition, 2nd Printing, January 2024.			是否为马工程教材	No
先修课程	Advanced Mathematics (1) 2060522; Introduction to E-commerce (2) 2060733; Cross-Border E-Commerce				
课程简介	<p>"Cross-Border E-Commerce Procurement Management Practical" is a systematic course designed to provide a comprehensive introduction to the key knowledge and practical skills in procurement management within cross-border e-commerce logistics and supply chain management. The course content covers essential areas such as the basic concepts of cross-border e-commerce logistics, its development history, characteristics and selection strategies of different logistics channels, cross-border e-commerce logistics information management, procurement, warehousing management, delivery processes, overseas warehousing, import and export logistics for cross-border e-commerce, and operations on cross-border e-commerce platforms. Through a variety of teaching methods including theoretical lectures, case analyses, group discussions, and practical exercises, students will not only grasp the theoretical foundations of cross-border e-commerce logistics but also enhance their problem-solving abilities through real-world cases and simulation exercises. This course is suitable for students majoring in International Trade, E-Commerce, Logistics Management, and related fields, as well as industry practitioners who wish to improve their logistics management capabilities in the cross-border e-commerce sector. It aims to provide a thorough understanding of all aspects of cross-border e-commerce</p>				

	<p>logistics and equip learners with the fundamental skills in logistics management, laying a solid foundation for their future career development.</p>		
<p>选课建议与学习 要求</p>	<p>1. Course Relevance The curriculum covers procurement principles, practices, and strategic frameworks widely applicable in today’s cross-border e-commerce. Through this course, you will develop professional competence to effectively manage procurement functions and processes across diverse industries and organizational contexts.</p> <p>2. Career Development Prospects Procurement and logistics management are high-demand fields with a vast job market. Completing this course will lay a solid foundation for roles such as Procurement Specialist, Logistics Coordinator, Procurement Manager, and other diverse positions in cross-border supply chain operations.</p> <p>3. Practical Skill Development The course employs case studies, group discussions, and other interactive methods to cultivate core workplace competencies, including problem-solving, decision-making, communication, and coordination.</p> <p>4. Multi-Dimensional Assessment System Through written assignments, group presentations, exams, and other evaluation methods, the course systematically assesses students’ ability to apply theoretical knowledge and practical skills in real-world cross-border e-commerce procurement scenarios, ensuring a holistic evaluation of learning outcomes.</p> <p>This course is particularly suitable for e-commerce majors. In summary, Cross-Border E-Commerce Procurement Management Practices combines knowledge transfer, skill training, and practical application, providing students aspiring to careers in cross-border procurement and logistics management with a robust professional foundation. It is an ideal choice to launch your career in this dynamic field.</p>		
<p>大纲编写人</p>	 (签名)	<p>制/修订时间</p>	<p>Feb 2025</p>
<p>专业负责人</p>	 (签名)	<p>审定时间</p>	<p>Feb 2025</p>
<p>学院负责人</p>	 (签名)	<p>批准时间</p>	

二、课程目标与毕业要求

(一) 课程目标

类型	序号	内容
知识目标	1	Master the basic process of cross-border e-commerce procurement, including supplier selection, procurement negotiation, contract signing, order management, and understand the characteristics and applicable scenarios of different procurement models.
	2	Understand the common modes of cross-border e-commerce logistics, be familiar with the operation process, advantages and disadvantages, and applicable scenarios of each mode, and be able to choose the appropriate logistics method according to different business needs.
技能目标	3	Be able to apply the cross-border e-commerce English skills of this major to pass the final assessment
	4	Capable of team collaboration, able to complete cross-border e-commerce logistics experiments and analysis reports
素养目标 (含课程思政目标)	5	Be honest and responsible, truthful and trustworthy, diligent and hardworking, constantly strive for excellence, and be brave in taking responsibility.
	6	Maintain mental health, endure setbacks, and be able to withstand the pressure of learning and life.

(二) 课程支撑的毕业要求

<p>LO1 Moral cultivation: support the leadership of the CPC, strengthen ideals and beliefs, consciously cultivate and actively promote socialist core values, strengthen political identity, foster family and country feelings, abide by laws and regulations, inherit Lei Feng's spirit, practice the eight character school motto of "gratitude, return, love, responsibility", actively serve others, serve the society, be honest and responsible, love and work.</p> <p>④ Be honest and responsible, truthful and trustworthy, diligent and hardworking, constantly strive for excellence, and be brave in taking responsibility.</p>
<p>LO2 Professional Skills: Possess humanities literacy and possess theoretical knowledge and practical abilities to engage in e-commerce related work or profession.</p> <p>③ E-commerce online store operation and promotion ability: have the ability to independently complete the e-commerce website (online store) project plan for a certain type of product or enterprise, and use Internet tools and platforms to complete the front-end design and beautification of the website (online store), website (online store) operation activities and online marketing and promotion.</p>

<p>LO3 Expression communication: Understand the opinions of others, respect their values, and be able to effectively communicate in written or oral form in different settings.</p> <p>① Listen to others' opinions, respect their perspectives, and analyze their needs.</p>
<p>LO5 Healthy Development: Understanding aesthetics, loving labor, being passionate about people, maintaining physical and mental health, enduring setbacks, and possessing the ability for sustainable development.</p> <p>② Psychological health, learning and participating in various psychological adjustment activities, resistant to setbacks, able to withstand pressure in learning and life.</p>
<p>LO8 International Perspective: Possess basic foreign language expression, communication skills, and cross-cultural understanding, as well as awareness of international competition and cooperation.</p> <p>① Have the ability to express and communicate in foreign languages, and meet the requirements of this major.</p>

(三) 毕业要求与课程目标的关系

毕业要求	指标点	支撑度	课程目标	对指标点的贡献度
LO1	④	H	Be honest and responsible, truthful and trustworthy, diligent and hardworking, constantly strive for excellence, and be brave in taking responsibility.	100%
LO2	③	H	Master the basic process of cross-border e-commerce procurement, including supplier selection, procurement negotiation, contract signing, order management, and understand the characteristics and applicable scenarios of different procurement models.	50%
			Understand the common modes of cross-border e-commerce logistics, be familiar with the operation process, advantages and disadvantages, and applicable scenarios of each mode, and be able to choose the appropriate logistics method according to different business needs.	50%
LO3	①	M	Capable of team collaboration, able to complete cross-border e-commerce logistics experiments and analysis reports	100%
LO5	②	M	Maintain mental health, endure setbacks, and be able to withstand the pressure of learning and life.	100%

LO8	①	M	Have the ability to express and communicate in foreign languages, and meet the requirements of this major.	100%
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三、课程内容与教学设计

(一) 各教学单元预期学习成果与教学内容

<p>Chapter 1 Overview of Cross border E-commerce Logistics</p> <p>Content of courses:</p> <p>Session 1: Understand cross-border e-commerce logistics</p> <p>Session 2: Cross border e-commerce logistics model</p> <p>Session 3: The Problems and Development Trends of Cross border E-commerce Logistics</p> <p>Session 4: Cross border e-commerce supply chain management</p> <p>Knowledge requirements:</p> <p>① Understand the connotation and characteristics of cross-border e-commerce logistics</p> <p>② Master the types of cross-border e-commerce logistics</p> <p>③ Understand the problems in the development of cross-border e-commerce logistics</p> <p>④ Propose development strategies for cross-border e-commerce logistics based on practical considerations</p> <p>Ability requirements:</p> <p>① Be able to analyze and evaluate based on the connotation and core characteristics of cross-border e-commerce logistics, combined with practical cases.</p> <p>② Be able to compare the advantages, disadvantages, and applicable scenarios of different cross-border e-commerce logistics models, simulate business needs, propose mode selection suggestions, and develop optimization plans.</p> <p>③ Be able to integrate industry trends (such as green logistics and intelligent supply chain), policies and regulations, technological applications (such as blockchain tracking), and market demand to design development strategies for cross-border e-commerce logistics</p> <p>Teaching difficulties</p> <p>① Advantages, disadvantages, and applicable scenarios of mainstream logistics models</p> <p>② The process of cross-border e-commerce supply chain</p>
<p>Chapter 2 Cross border E-commerce Procurement</p> <p>Content of courses:</p> <p>Session 1: Concept and Process of Cross border E-commerce Procurement</p> <p>Session 2: Cross border e-commerce procurement model</p> <p>Session 3: Management of Cross border E-commerce Procurement</p> <p>Knowledge requirements:</p> <p>① Understand the concept and process of cross-border e-commerce procurement</p>

- ② Master various modes of cross-border e-commerce procurement
- ③ Know the classification of cross-border suppliers
- ④ Understand the characteristics and methods of scientific procurement decision-making

Ability requirements:

- ① Accurately analyze the definition, core processes, and entire process of cross-border e-commerce procurement
- ② Comparing the differentiated characteristics of traditional procurement and cross-border procurement in terms of supply chain complexity, policy compliance, and other aspects
- ③ Master how to choose cross-border suppliers based on principles

Teaching difficulties

- ① The procurement process of cross-border e-commerce
- ② Classification and selection of cross-border suppliers

Chapter 3 Cross border E-commerce Warehouse Management

Content of courses:

Session 1: The concept and objectives of cross-border e-commerce warehouse management

Session 2: Cross border e-commerce warehousing management operations

Session 3: Cross border e-commerce logistics packaging

Knowledge requirements:

- ① Master the process and methods of cross-border e-commerce warehousing management
- ② Master the key points of cross-border e-commerce logistics packaging

Ability requirements:

- ① Ability to master the goals of cross-border e-commerce warehousing management
- ② Ability to optimize cross-border e-commerce warehousing management processes
- ③ Be able to understand the trend of cross-border e-commerce logistics packaging

Teaching difficulties

- ① Design ideas for the entire process of cross-border e-commerce warehousing
- ② The adaptability challenge of packaging solutions

Chapter 4 Cross-border E-commerce Distribution Management

Content of courses:

Session 1: Overview of Cross border E-commerce Distribution

Session 2: Overview of Cross border E-commerce Supply and Distribution Centers

Session 3: Operation and management of cross-border e-commerce supply and distribution centers

Knowledge requirements:

- ① Understand the concepts of cross-border e-commerce delivery and distribution centers
- ② Master the classification of cross-border e-commerce delivery
- ③ Understand the factors considered in the selection of distribution center locations
- ④ Select the optimal distribution center route based on actual conditions

Ability requirements:

- ① Being able to scientifically select the location for distribution centers
- ② Capable of designing the optimal delivery route

Teaching difficulties

① Route optimization of cross-border e-commerce distribution centers

② Location selection of distribution center

Chapter 5 Overseas Warehouse

Content of courses:

Session 1: Overview of Overseas Warehouse Model

Session 2: Overseas warehouse selection positioning and ideas

Session 3: Traditional overseas warehouse model

Session 4: Virtual overseas warehouse

Knowledge requirements:

① Understand the concept and advantages and disadvantages of overseas warehouses

② Familiar with the positioning and ideas of overseas warehouse recruitment

③ Master the different modes of overseas warehouses

Ability requirements:

① Be able to understand the operation process and costs of cross-border e-commerce overseas warehouses

② Be able to grasp the product selection ideas for cross-border e-commerce overseas warehouses

③ Can compare and analyze the advantages and disadvantages of different overseas warehouses

Teaching difficulties:

① Accuracy of overseas warehouse selection decisions

② The core differences between traditional overseas warehouses and virtual overseas warehouses

Chapter 6 Cross border E-commerce Import Logistics

Content of courses:

Session 1: Direct mail mode

Session 2: Bonded mode

Session 3: Inbound and outbound inventory management in bonded logistics centers

Knowledge requirements:

① Familiar with the direct mail mode of cross-border e-commerce import logistics

② Master the bonded modes of various cross-border e-commerce import logistics

③ Master the inventory management of bonded logistics centers

Ability requirements:

① Be able to master the declaration and approval process of inbound packages in direct mail mode

② Be familiar with the process of bonded stocking mode

③ Be able to understand the process of goods entering and exiting the bonded logistics center

④ Ability to navigate and troubleshoot e-procurement technologies

Teaching difficulties:

① The difference between direct mail mode and bonded mode

The process of goods entering and exiting the bonded logistics center

Chapter 7 Cross border E-commerce Export Logistics

<p>Content of courses:</p> <p>Session 1: post logistics</p> <p>Session 2: International Commercial Logistics</p> <p>Session 3: Dedicated line logistics</p> <p>Session 4: China Europe freight train</p> <p>Session 5: Export Market Risk Management</p> <p>Knowledge requirements:</p> <ul style="list-style-type: none">① Master the cross-border e-commerce export logistics model② Understand the China Europe freight train③ Understand export market risk management <p>Ability requirements:</p> <ul style="list-style-type: none">① Capable of calculating the shipping costs for various postal logistics based on actual conditions② Capable of calculating the shipping costs of mainstream international commercial enterprises based on actual situations③ Can understand how to avoid customs inspection and seizure of goods <p>Teaching difficulties:</p> <ul style="list-style-type: none">① Freight calculation for various logistics modes② Differences and Similarities of the Four Major International Commercial Logistics
<p>Chapter 8 Operation of Cross border E-commerce Logistics Platform</p> <p>Content of courses:</p> <p>Session 1: eBay Logistics Platform Operations</p> <p>Session 2: Operation of Global AliExpress Logistics Platform</p> <p>Session 3: Operation of Dunhuang Network Logistics Platform</p> <p>Knowledge requirements:</p> <ul style="list-style-type: none">① Familiar with mainstream cross-border e-commerce logistics platforms② Understanding the Differences and Similarities of Different Cross border E-commerce Logistics Platforms <p>Ability requirements:</p> <ul style="list-style-type: none">① Ability to understand cross-border e-commerce logistics platforms② Proficient in operating cross-border e-commerce logistics platforms <p>Ability to communicate effectively with suppliers and other stakeholders</p> <p>Teaching difficulties:</p> <p>The specific operation of cross-border e-commerce logistics platform</p>

(二) 教学单元对课程目标的支撑关系

课程目标 教学单元	1	2	3	4	5	6
	Chapter 1 Overview of Cross border E-commerce Logistics	√	√	√		√
Chapter 2 Cross border E-commerce Procurement		√	√	√		
Chapter 3 Cross border E-commerce Warehouse Management	√	√	√			
Chapter 4 Cross-border E-commerce Distribution Management	√	√		√		
Chapter 5 Overseas Warehouse	√		√			√
Chapter 6 Cross border E-commerce Import Logistics	√		√			
Chapter 7 Cross border E-commerce Export Logistics	√	√	√	√		
Chapter 8 Operation of Cross border E-commerce Logistics Platform	√	√		√	√	

(三) 课程教学方法与学时分配

教学单元	教与学方式	考核方式	学时分配		
			理论	实践	小计
Chapter 1 Overview of Cross border E-commerce Logistics	Lecture, Student Discussion, Class Exercises, Practical Operation	Class Discussion, Class Assignment, Computer-based Practic	2	2	4
Chapter 2 Cross border E-commerce Procurement	Lecture, Student Discussion, Class Exercises, Practical Operation	Class Discussion, Class Assignment, Computer-based Practic	2	4	6
Chapter 3 Cross border E-commerce Warehouse Management	Lecture, Student Discussion, Class Exercises, Practical Operation	Class Discussion, Class Assignment, Computer-based Practic	2	4	6
Chapter 4 Cross-border E-commerce Distribution Management	Lecture, Student Discussion, Class Exercises,	Class Discussion, Class Assignment, Computer-based	2	4	6

	Practical Operation	Practic			
Chapter 5 Overseas Warehouse	Lecture, Student Discussion, Class Exercises, Practical Operation	Class Discussion, Class Assignment, Computer-based Practic	2	4	6
Chapter 6 Cross border E-commerce Import Logistics	Lecture, Student Discussion, Class Exercises, Practical Operation	Class Discussion, Class Assignment, Computer-based Practic	2	4	6
Chapter 7 Cross border E-commerce Export Logistics	Lecture, Student Discussion, Class Exercises, Practical Operation	Class Discussion, Class Assignment, Computer-based Practic	2	4	6
Chapter 8 Operation of Cross border E-commerce Logistics Platform	Lecture, Student Discussion, Class Exercises, Practical Operation	Class Discussion, Class Assignment, Computer-based Practic	2	6	8
合计			16	32	48

(四) 课内实验项目与基本要求

序号	实验项目名称	目标要求与主要内容	实验时数	实验类型
1	Cross-Border E-Commerce Logistics Operations Simulation	mastering the use of logistics simulation software and methods	32	④

实验类型：①演示型 ②验证型 ③设计型 ④综合型

四、课程思政教学设计

1. National strategy and policy orientation: introduce national policies and strategies on cross-border e-commerce, such as the "the Belt and Road" initiative, so that students can understand the guiding role of national policies on industry development.

2. Emphasize social responsibility: Emphasize corporate social responsibility in teaching, including environmental protection, public welfare and charity. Through case analysis and discussion, guide students to think about how enterprises can assume social responsibility and promote sustainable development in the field of cross-border e-commerce.
3. Cultivate international perspective and cross-cultural communication skills: Add content such as international trade laws and regulations, international business etiquette, and cross-cultural communication skills to the curriculum to help students expand their international perspective and enhance their cross-cultural communication skills. Through practical operations and discussions, guide students to respect different cultural backgrounds and promote international cooperation.
4. Social responsibility and sustainable development: Discuss corporate social responsibility, including environmental protection, social equity, etc., and guide students to think about procurement strategies for sustainable development.

五、课程考核

总评构成	占比	考核方式	课程目标						合计
			1	2	3	4	5	6	
X1	40%	In class quizzes	10%	15%	15%	20%	20%	20%	100%
X2	20%	Cross border E-commerce Procurement Assignment	15%	10%	15%	15%	20%	25%	100%
X3	30%	Cross-border E-commerce Practical Operations	10%	10%	20%	20%	20%	20%	100%
X4	10%	Class Participation	10%	15%	15%	20%	20%	20%	100%

评价标准细则

考核项目	课程目标	考核要求	评价标准			
			优 100-90	良 89-75	中 74-60	不及格 59-0
X1						

X2						
X3						
X4						

六、其他需要说明的问题

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