



## An Introduction to Logistic Management

The Logistic Management takes social needs as its direction, serving the regional economy and social development as its mission so as to actively promote the scientific research and education reform, meanwhile, cultivating qualified personnel with a solid basic theory of modern logistic management, a fundamental proficiency in modern logistic management, a better understanding of international logistic rules and trading practice. Furthermore, with our cultivation, students should be familiar with the domestic economic and trade policy, the relevant laws and regulations, owning good communication skills, fine expression capacity, ideal ideology and morality including occupation ethics. Anyhow, they should be high-quality, all-around and application-oriented qualified personnel to manage the enterprise logistics, business logistics and international logistics.

During the recent 5 years, our teachers have taken charge of 15 national or provincial scientific research projects, over 20 municipal projects and over 20 horizontal projects. Five academic monographs, more than 60 academic papers have been published in domestic and foreign journals and international conferences, receiving 12 provincial or city-leveled scientific research awards.

There are a number of professional laboratories of Logistic Management, equipped with automated warehouse, the third-party logistics, supply chain management, logistic simulation and experimental teaching software of ERP. Since 2011, 219 students have graduated from the College, their employment rate and signing rate have reached 100%. These students have been mainly distributed in Yangtze River Delta region as Zhejiang, Jiangsu, and Shanghai and been chiefly engaged in logistics and supply chain management in manufacturing enterprises or other relevant work, but some of them work in global top 500 enterprises and domestic large enterprises, such as DHL, Maersk, Panasonic, Ningbo shipyard, China Merchants Group etc. they, anyhow, have received good evaluation by the employing units.



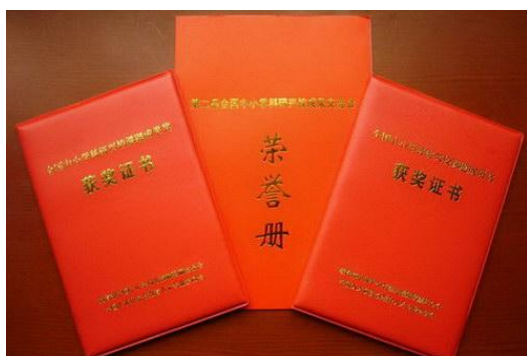
## International Exchange and Cooperation

The Business College treats the education of internationalization as its important orientation for the reform and development, for this reason, the College has zealously carried out international exchanges and collaborations with University of West Florida in America, California State University, Auburn University, University of Plymouth in Britain, Woosong University in South Korea, Catholic University in South Korea, Yilan University in Taiwan etc. The College, however, has achieved many positive results in the aspects of students exchange, teachers exchange and international academic research.



## Scientific Research and Social Service

The Business College considers the scientific research and social service as its fundamental function with which the College promotes the scientific research and social service in a vigorous way. In recent 5 years, teachers of the College have been in charge of and completed over 120 scientific research projects in which there are projects of National Social Science Fund, the Humanity and Social Science Fund of Education Ministry, the Natural Science Found of Zhejiang Province, the Social Science Fund of Zhejiang Province etc., obtaining more than 70 scientific research achievement awards. Moreover, the Business College actively serves the regional economic development, providing decision-making consultation, policy research, project research and development for the local government, enterprises and institutions. In recent years, the College has participated in over 50 projects with the locality such as the planning consultation of Huzhou economy and its social development, the Twelfth Five Year Plan for Wuxing regional economy and its social development, the planning of social credit system construction in Huzhou, the planning of logistic zone in Huzhou, the E-commerce project planning of Huzhou "Silk Road" group, the optimization of logistic system of Zhejiang Fengfan Digital Controlled Machinery Co., Ltd.



## Cooperation between College and Enterprise

The Business College always takes reinforcing the cooperation between industry, learning and research as an important way to cultivate application-oriented personnel, therefore, the College has established a close relationship with more than 10 enterprises as Alibaba group, "Wahaha" group, Lianhua China Merchants group, Meixinda group, "Silk Road" group, Xiangpiaopiao company etc., the practice and employment base has been set up jointly, professional lectures are offered to students by the senior management staff, providing students the guidance of how to innovate and how to start a business.



## Social Practice and Voluntary Service

The Business College always regards moral quality and social responsibility as the principal content in cultivating the qualified personnel with which students' social practice and voluntary service have been greatly enhanced. The College with its distinctive features leads students to apply the knowledge and skill they have learned into carrying on the social practice and voluntary service, as a result, several volunteer teams have been founded, for example, one volunteer team which is to publicize the citizen tax, another environmental protection volunteer team to make the concept popular, namely, "Beautiful Huzhou, You and I Working Together", another volunteer team to care for children with autism under the idea of "Sailing Together, Loving Voyage Starts".



## Student Associations and Extracurricular Activities

The Business College has always attached great importance to students' physical and mental health and their overall development, accordingly, students associations and extracurricular activities have been vigorously carried out so as to cultivate their optimistic attitude towards life, the independent free exploring spirit, the healthy psychology and physique.



## Contact Us

**Post Address:** Professor Jianfeng Wang, College of Business, Huzhou University  
Huzhou, Zhejiang Province, 313000, P.R. China

**Tel:** +86-572-2321158      **Fax:**+86-572-2321105

**Email:** [wjf5927@163.com](mailto:wjf5927@163.com)

**Website:** <http://sxy.hutc.zj.cn/>