

## Evaluation and Benchmarking of the Bachelor's Degree in E-Commerce from Shandong Vocational University of Foreign Affairs

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### Context and scope

Shandong Vocational University of Foreign Affairs commissioned Ecctis for an independent evaluation and benchmarking of its Bachelor's Degree in E-Commerce, which was completed in September 2025.

The Bachelor's Degree in E-Commerce is one of over 60 qualifications delivered by the University alongside programmes covering economics, law, education, art and literature.

The main aims of the benchmarking were to:

- Establish comparability in the context of the UK through reference to the Regulated Qualifications Framework (RQF), and by extension, the European Qualifications Framework (EQF)<sup>1</sup>
- Assess the extent to which the University's underpinning quality assurance meets a set of international standards.

### Key findings

The Bachelor's Degree in E-Commerce seeks to develop students' knowledge and skills in preparation to work in industries such as e-commerce, marketing, and web design. In line with national requirements, the Bachelor's Degree also encompasses "public basic courses" which include topics from arts, social sciences and science domains.

The general entry requirement for the Bachelor's Degree is the National College Entrance Examination (NCEE, popularly known as the *gaokao* 高考) – comparable to GCE A Level / RQF Level 3 in the UK – or suitable marks in one of the University's own tests.

The Bachelor's Degree is a four-year full-time programme equating to approximately 3312 hours of guided learning time. Reflecting its vocational focus, the Bachelor's Degree combines classroom-based study with practical-based simulated learning and a 768-hour internship that allows students to gain hands-on practical experience within a real-world environment.

Upon completion, many students enter the workforce; however, some students will be eligible to continue their education in postgraduate studies, for example, Master's degrees in e-commerce and business administration. The Bachelor's Degree in E-Commerce provides

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<sup>1</sup> To date, a total of 36 countries have now referenced their national education systems to the EQF.

students similar academic progression routes to that of UK Bachelor's degrees, graduate diplomas and other UK Level 6 awards.

The study revealed several strengths of the Bachelor's Degree in E-Commerce, namely it demonstrated that:

- The opportunity for students to tailor their learning in a second language, SEO, and finance is a clear strength of the Bachelor's Degree.
- The high percentage of practical hours is a strength of the Bachelor's Degree as this ensures that students can develop their practical skills in preparation for real-world business and digital marketing environments.
- The inclusion of a diverse range of facilities is a strength of the Bachelor's Degree that allows students to develop their real-world business skills and knowledge.
- The opportunity for students to gain professional certificates within the duration of the Degree is a clear strength that will support students in gaining employment.
- The University's comprehensive benefits package can be considered a strength and is likely to be a considerable factor in attracting qualified full-time staff to the University.
- Part-time staff are eligible to sit on the International Business School committee and are therefore directly involved in programme design.
- A set percentage of assessments and examinations are given a secondary review by the AAO and the Secretary of Teaching. This is a strength that ensures the reliability and consistent award of grades.

**In terms of international comparability, the Bachelor's Degree in E-Commerce has been found comparable to Level 6 of the RQF and EQF.** It has also met international quality standards in the following five areas:

- **Admission**  
There is a pre-defined and published admissions policy ensuring transparency in the admissions policy and supporting consistency in admissions decisions
- **Programme development, approval, monitoring and review**  
There is a clear process in place for the design, approval and monitoring of programmes
- **Teaching and learning**  
There is a formalised process for monitoring the quality and effectiveness of delivery, relevant to the modes of study employed
- **Assessment**  
Assessment provides a sufficiently fair, valid and reliable evaluation of the intended knowledge, skills and competencies
- **Information**  
The information available to prospective students, current students and other interested stakeholders is accurate, transparent and clear for the intended audience.

## Engagement

Shandong Vocational University of Foreign Affairs has committed to further development and engagement encompassing:

- Writing new learning outcomes at programme- and module- level, ensuring these are specific, measurable, and feasible. Ensure that learning outcomes explicitly target higher level of knowledge and critical thinking skills, in line with all RQF Level 6 descriptors.
- Developing new programme assessment frameworks/plans that link the MLOs to assessment that appropriately tests the required skills and knowledge.
- Ensuring that there is a clear policy on programme assessment plans. Assessments should be developed so that they are clearly linked to MLOs.
- Maintaining and ensuring adoption by all staff of the unified quality assurance handbook.

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Ecctis is a gold-standard provider of services in international education, training, and skills, and in the development and recognition of globally portable qualifications. We are an internationally trusted and respected reference point for qualifications and skills standards.

We are UK-based and operate worldwide, with a global network and client base spanning 62 countries and 5 continents. We have a 25-year track record in international consultancy and development.

Ecctis provides official UK national agency services on behalf of the UK Government in qualifications, skills, and migration – including UK ENIC, formerly UK NARIC.

UK ENIC is the UK National Information Centre for global qualifications and skills. Following the UK's leaving the EU, the former UK NARIC recognition agency function changes from a NARIC (which is an EU-only title) to an ENIC (the wider European title for national recognition agencies) in order to meet the UK's continuing treaty obligations under the [Lisbon Recognition Convention](#).

Since 2019, through our China representatives and Beijing office Nalike we have conducted qualification benchmarking in China and fostered educational links between China and other countries, to support the internationalisation efforts of China's higher vocational colleges and universities.