

Evaluation and Benchmarking of the Diploma in E-Commerce from Shijiazhuang Posts and Telecommunications Technical College

Context and scope

Shijiazhuang Posts and Telecommunications Technical College commissioned Ecctis for an independent evaluation and benchmarking of its Diploma in E-Commerce, which was completed in January 2023.

The Diploma in E-Commerce is designed to prepare students to work in a range of roles in E-commerce and the postal industry after graduation.

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)¹
- Assess the extent to which the College's underpinning quality assurance meets a set of international standards.

Key findings

The Diploma in E-Commerce sets out to develop skills and knowledge in four key areas: e-commerce operations, marketing planning, data analysis and postal management and operations. In line with national requirements, the Diploma also encompasses “public basic courses” which include topics from arts, social sciences and science domains.

The general entry requirement for the programme 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 College's own tests.

The Diploma is a three-year full-time programme. Reflecting its vocational focus, the Diploma combines classroom-based study with project-based learning and assessed professional practice in the form of an internship.

Upon completion, many students enter the workforce; however, some students will be eligible to apply for top-up Benke (本科) / Bachelor degree programmes. These require a minimum of two years of further study, which shows that the Diploma has similar academic progression routes to that of HND, Diploma of Higher Education and other UK Level 5

¹ To date, a total of 35 countries have now referenced their national education systems to the EQF.

awards.

The study revealed several strengths of the Diploma in E-Commerce, namely that it demonstrated:

- Highly relevant specialist E-commerce modules, which blend well with the wider programme modules to support the overarching aims of the programme.
- A well-structured programme with clear learning development plan for students.
- A clearly defined and transparent admissions policy.
- Detailed documents relating to monitoring of teaching and opportunities for the continued professional development for teachers.

In terms of international comparability, the Diploma in E-Commerce has been found comparable to Level 5 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

Shijiazhuang Posts and Telecommunications Technical College has committed to further development and engagement encompassing:

- Undertaking a comprehensive revision of the Diploma in E-commerce documents at programme and module level to centre programme design around the intended learning outcomes.

- Rewriting learning outcomes at programme- and modular-level, using clear command words and context to ensure that wherever possible these are specific, measurable and feasible and form a firmer basis for assessment design and marking.
- Developing a mapping document, showing how each assessment links to the programme learning outcomes.
- Ensuring that the module level learning outcomes link appropriately to the assessment methods of the programme.
- Reviewing current assessments and approaches to marking in order to assess higher cognitive skills expected at Level 4 and 5. This includes more integrated and/or extended questions testing analysis and evaluation skills in modules towards the end of second year and the third year of the programme and ensure these carry substantial weighting in the exam papers, reducing the total marks assigned to questions purely testing recall and memory.
- Maintaining and ensuring adoption by all staff of the unified quality assurance handbook.

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 20-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, and our UK China Council and UK NARIC China Council projects, 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.