

湖北经济学院法商学院

COLLEGE OF LAW AND BUSINESS, HUBEI UNIVERSITY OF ECONOMICS

2014 教学指导书

TEACHING GUIDES

湖北经济学院法商学院教务部 编印

Academic Affairs Division, College of Law and Business, HBUE

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国际贸易实务专业专科培养方案

Junior College Program for International Trade

一、培养目标

I. Educational Objectives

本专业培养具有一定的国际贸易理论基础，熟悉通行的国际贸易规则和惯例，有从事对外经济贸易工作的基本技能，具有一定的外语水平和熟练的计算机操作能力，能胜任国际贸易及相关经济部门工作的应用性人才。

The program provides the students with basic knowledge of international trade and deep understanding of regulations and customary practice in international trade. Students are supposed to graduate as practical talents with basic skills necessary to foreign trade, high-level foreign languages and ability of skillful computer operation, and to be qualified to engaged in international trade practice and related institutions.

二、基本要求

II. Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿为社会主义现代化建设服务、为人民服务；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2、掌握宏微观经济学、国际经济学的理论与方法；能运用统计、会计方法进行分析研究；了解世界主要国家和地区的贸易政策、法规和国际通行的规则、

惯例；具有较强解决实际问题的能力，能胜任对外经贸的某项具体业务工作；能利用计算机从事涉外经济工作。

2. Master theories and methods in Macro-economics, Micro-economics and international economics; be able to do analysis and research by means of statistics and accounting; be familiar with the trade policy, law and customary regulations and practice in the main countries and regions; be capable of solving practical problems and certain transactions in foreign trade; be able to deal with foreign affairs by means of computer.

3、掌握科学锻炼身体的基本知识和技能，养成良好的体育锻炼和卫生习惯，具备健全的心理和健康的体魄。

3. Master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、学制

III. Length of Schooling

学制三年。

3 years.

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分为专业选修课、通识选修课两类。

The Compulsory Courses are classified into three categories of Public Basic Courses, Specialty Basic Courses and Specialty Courses; the Optional Courses are classified into two categories of Public Optional Courses and Specialty Optional Courses.

本专业主干课程：

Main Courses are:

微观经济学、宏观经济学、世界经济概论、外贸函电、报关实务、国际贸易、国际商务、进出口贸易实务、外贸单证与结算、国际商法、会计学、WTO 规则。

Micro-economics, Macro-economics, An Introduction to World Economy, International Business Correspondence, Custom Transactions, International Trade, International Business, International Trade Practice, Foreign Trade Document and Account Settlement, International Law of Business, Accounting, WTO Regulations.

五、实践教学

V. Practical Teaching

1、学生参加军事训练、入学教育及公益劳动，由学校统一安排。

1. Students are required to participate in Military Training, Enrollment Education and Labor for Public Benefits.

2、在专业教师的指导下，在有关实验室进行外贸仿真实验，模拟外贸进出口实务。

2. Under the guidance of teachers, students should conduct Financial Trade Simulation of import-export practice.

3、在学校有关部门的组织下，参加社会调查与实践活动。

3. Organized by the relevant departments of the university, students should participate in Social Surveys and practical activities.

4、通过学校组织与自己联系相结合，进行校外生产实习和毕业实习。

4. Organized by the university or contacting on their own, students should conduct Production Practice and Graduation Internship outside the university.

5、在专业教师的指导下，撰写毕业论文。

5. Under the guidance of teachers, students should complete the Graduation Thesis.

六、毕业条件

VI. Graduation Requirements

学生应按教学计划修满 149 学分，并通过毕业资格审查，方准予毕业。

The students can be conferred graduation, after obtaining 149 Credits in accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

教学环节 Teaching Links		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		合计 Total
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	
Classroom Teaching 课堂教学	课堂教学（含教学实践） Classroom Teaching (including Practical Teaching)	12	16	16	16	16		76
	考试 Tests	2	2	2	2	2		10
	小计 Subtotal	14	18	18	18	18		86
Practical Teaching 综合实践教学	军事训练和国防教育 Military Training and National Defense Education	3						3
	入学教育和毕业教育 Enrollment Education and Graduate Education	1					1	2
	公益劳动 Labor for Public Benefits	1	1	1				3
	实验、实训、模拟实习等 校内实践教学 Practical Teaching in School Including Experiment, Practical Training, Simulating Internship etc.	1		1	1	1		4
	社会调查、生产实习等 校外实践教学 Practical Teaching out of school including Social Survey, Production Internship etc.		1		1	1	4	7
	毕业实习 Graduation Internship						10	10
	毕业论文（设计） Graduation Thesis (Design)						4	4
	小计 Subtotal	6	2	2	2	2	19	33
假期 Vacation		5	7	5	7	5		29
总计 Total		25	27	25	27	25	19	148

2、实践教学环节安排表

2. Practical Teaching Table

内容 Contents	学期安排 Semester	周数 Weeks	学分 Credits
公益劳动 Labor for Public Benefits	1、2、3	3	3
毕业论文 Graduation Thesis	6	4	8
实验、实训、模拟实习等校内实践教学 Practical Teaching in school including Experiment, Practical Training, Simulating Practice, etc.	1、3、4、5	4 (假期除外) except vacations	4
军事训练、入学教育和毕业教育 Military Training, Enrollment Education and Graduation Education	1、6	5	3
社会调查、生产实习等校外实践教学 Practical Teaching out of school including Social Survey, Production Practice	2、4、5、6	7	6
毕业实习 Graduation Internship	6	10	6
合计 Total		33	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week										
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year						
							1 st Semester	第1学期	2 nd Semester	第2学期	3 rd Semester	第3学期	4 th Semester	第4学期	5 th Semester	第5学期	6 th Semester
公共基础课程 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4								
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3										
	3	形势与政策 Situation and Policies	16	16		1											
	4	大学英语一 College English I	60	60		4	4										
	5	大学英语二 College English II	64	64		4		4									
	6	大学英语三 College English III	64	64		4			4								
	7	英语专项训练一 Special training in English I	30	30		2	2										
	8	英语专项训练二 Special training in English II	32	32		2		2									

	9	体育一 Physical Education I	30	30		1	2					
	10	体育二 Physical Education II	30	30		1		2				
	11	体育三 Physical Education III	30	30		1			2			
	12	大学数学一 College Mathematics I	60	60		4	4					
	13	大学数学二 College Mathematics II	64	64		4		4				
	14	经济应用写作 Applied Writing of Economics	48	48		3		3				
	15	计算机文化基础 Basics of Computer	64	48	16	4		4				
	16	数据库应用技术 Database Application	64	32	32	4			4			
	17	就业指导 Career Guidance	16	16		1				2		
	18	大学生心理健康教育 Psychological Health	32	32		2	2					
	小计 Subtotal		816	752	64	49	17	19	14	2		
Specialty Basic Courses 专业基础课	19	微观经济学 Micro-economics	48	48		3		3				
	20	宏观经济学 Macro-economics	48	48		3			3			
	21	会计学 Accounting	64	64		4	4					
	22	国际商法 Laws of International Business	48	48		3				3		
	23	管理学 Management	48	48		3	3					
	24	世界经济概论 An Introduction to World Economy	32	32		2				2		
	25	国际贸易 International Trade	48	48		3			3			
	26	经济法 Business Law	48	48		3	3					
	27	货币金融学 Currency Finance	48	48		3		3				
	小计 Subtotal		432	432		27	10	6	6	5		
Specialty Courses 专业必修课	28	国际商务 International Business	48	42	6	3				3		
	29	进出口贸易实务 International Trade Practice	48	32	16	3				3		
	30	外贸单证与结算 Foreign Trade Document and Account Settlement	48	42	6	3					3	
	31	国际市场营销 International Marketing	32	32		2			2			
	32	国际商务谈判 International Business Negotiation	32	32		2			2			
	33	报关实务 Customs Practice	48	42	6	3				3		
	34	外贸函电 International Business Correspondence	48	42	6	3				3		

	35	外贸仿真实验 Foreign Trade Simulation	68		68	4				4	
	36	国际金融 International Finance	32	32		2			2		
	小计 Subtotal		404	296	108	25			6	12	7
必修课小计 Subtotal of Compulsory Courses			1652	1480	172	101	27	25	26	19	7
选修课小计 Subtotal of Optional Courses						18					
实践教学环节小计 Subtotal of Practical Teaching						30					
毕业应取得总学分 149 Graduates should obtain a total of 149 Credits			通识必修课必修学分 49, 占总学分 32.9% Public Basic Courses have 49 Compulsory Credits, 32.9% of total Credits								
			专业基础课必修学分 27, 占总学分 18.1% Specialty Basic Courses have 27 Compulsory Credits, 18.1% of total Credits								
			专业必修课必修学分 25, 占总学分 16.8% Specialty Courses have 25 Compulsory Credits, 16.8% of total Credits								
			综合实践教学环节学分 30, 占总学分 20.1% Practical Teaching has 30 Compulsory Credits, 20.1% of total Credits								
			选修课学分 ≥ 18, 其中通识选修课 ≥ 8 Optional Credits ≥ 18, including the Credits of Public Optional Courses ≥ 8								

4、选修课设置

4. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	教学时数 Teaching Hours	学分 Credits	开设学期 Semester	备注 Remarks
专业选修课 Specialty Optional Courses	1	消费心理学 Consuming Psychology	32	2	3	10 Credits should be obtained for courses of this category 本类课程应修满 10 学分
	2	商务英语 Business English	32	2	4	
	3	电子商务概论 Introduction to E-commerce	32	2	4	
	4	物流管理 Logistics Management	32	2	4	
	5	国际商情预测 The International Market Forecast	32	2	4	
	6	货物运输与保险 Cargo Transportation and Insurance	32	32	4	
	7	跨国公司 Transnational Company	32	2	5	
	8	电子商务 E-commerce	48	3	5	
	9	购买者行为分析 Consumer Behaviour Analysis	32	2	5	
	10	世界经济地理 World Economic Geography	32	2	5	
	11	WTO 规则 WTO Regulations	32	2	5	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 8 学分 8 Credits should be obtained for courses of this category

金融管理与实务专业（金融理财方向） 专科培养方案

Junior College Program for Finance Management and Practice (in the field of Finance)

一、培养目标

I. Educational Objectives

本专业培养德智体美全面发展，具有一定的经济金融理论基础，了解金融专业基础知识，掌握投资理财的业务技能和方法，具有较高的外语水平和熟练的计算机操作能力，能够适应各类经济主体投资、融资工作需要，以及证券公司各工作岗位需要的高技能人才。

The program is designed to enable the students to obtain moral, intellectual, physical all around development and to provide a basic finance and trade education with opportunities to study financial theories and business application in investment and money management. Students with high level of foreign language and computer skills are able to engage in financing or investment of economical entities as well as various posts of securities companies.

二、基本要求

II. Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿意为社会主义现代化建设服务、为人民服务；爱岗敬业、艰苦奋斗、热爱劳动、遵纪守法、团结合作；具有良好的思想品德、社会公德和职业道德。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish

team spirit; have good moral character, social morality and professional ethics.

2、掌握经济、金融学的基本理论、基本知识，熟悉金融市场运作的相关政策、法规，了解各类金融工具及衍生产品的功能特性，有较强解决实际问题的能力，能处理银行、证券、信托、保险等方面业务，具备从事企业、个人投资理财及相关具体金融业务的能力。

2. Master the basic theories and knowledge in economics and finance; be familiar with the economic and financial principles, policies, laws and regulations of financial market; be well aware of the function of kinds of financial instruments and derivative products; be good at problem-solving and capable of dealing with banking, securities, trust, insurance and other business; have the ability to engage in business events, personal investment and financial planning as well as other special related services.

3、掌握科学锻炼身体的基本知识和技能，养成良好的锻炼和卫生习惯，具备健康的心理和健康的体魄。

3. Master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、学制

III. Length of Schooling

学制三年。

3 years.

四、主要课程：

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分为通识选修课、专业选修课两类。

The Compulsory Courses are classified into Public Basic Courses, Specialty Basic Courses and Specialty Courses; the Optional Courses are classified into Public Optional Courses and Specialty Optional Courses.

本专业主干课程：

Main Courses are:

微观经济学、宏观经济学、会计学、统计学、经济法、货币金融学、财政学、国际金融学、商业银行经营学、证券投资学、保险学、金融会计、投资银行学、

证券投资技术分析、期货与期权等。

Micro-economics, Macro-economics, Accounting, Statistics, Economic Law, Monetary Finance, Public Finance, International Finance, Commercial Bank Management, Securities Investment, Insurance, Financial Accounting, Investment Banking, Technical Analysis on Securities Investment, Futures and Options, etc.

五、实践教学

V. Practical Teaching

1、学生参加军事训练和国防教育、入学教育和毕业教育及公益劳动，由学校统一安排。

1. Students are required to participate in Military Training, National Defense Education, Enrollment Education, Graduate Finance and Labor for Public Benefits.

2、在专业教师的指导下，在有关专业实验室进行金融业务仿真实验，模拟股票交易、外汇交易、期货交易及银行业务等金融实务。

2. Under the guidance of teachers, students should conduct financial business simulation of stock trading, foreign exchange, futures, banking services and other financial practices in the specialty laboratories.

3、在学校有关部门组织下，参加社会调查与实践活动。

3. Organized by the relevant departments of the university, students should participate in Social Survey and practical activities.

4、通过学校组织与学生自己联系相结合的方式，进行校外生产实习和毕业实习。

4. Organized by the university or contacting on their own, students should conduct Production Practice and Graduation Internship outside the university.

5、在专业教师指导下，撰写毕业论文。

5. Under the guidance of teachers, students should complete the Graduation Thesis.

六、毕业条件

VI. Graduation Requirements

学生应按教学计划修满 149 学分，并通过毕业资格审查，方准予毕业。

The students can be conferred graduation, after obtaining 149 Credits in accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

教学环节 Teaching Links		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		合计 Total
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	
课堂教学 Classroom Teaching	课堂教学 (含教学实践) Classroom Teaching (including Practical Teaching)	12	16	16	16	16		76
	考试 Tests	2	2	2	2	2		10
	小计 Subtotal	14	18	18	18	18		86
综合实践教学 Practical Teaching	军事训练、国防教育 Military Training and National Defense Education	3						3
	入学和毕业教育 Enrollment Education and Graduate Education	1					1	2
	公益劳动 Labor for Public Benefits	1	1	1				3
	实验、实训、模拟实习等 校内实践教学 Experiments, and Simulator Practice, etc.	1	1	1				3
	社会调查、生产实习等校 外实习 Social Survey and Production Practice				2	2	4	8
	毕业实习 Graduation Internship						10	10
	毕业论文 (设计) Graduation Thesis (Design)						4	4
	小计 Subtotal	6	2	2	2	2	19	33
假期 Vacation		5	7	5	7	5		29
总计 Total		25	27	25	27	25	19	148

2、实践教学环节安排表

2. Practical Teaching Schedule

内容 Contents	学期安排 Semester	周数 Weeks	学分 Credits
公益劳动 Labor for Public Benefits	1-3	3	3
实验、实训、模拟实习等校内实践教学 Experiments, and Simulator Practice, etc.	1-3	3	4
毕业论文或毕业设计 Graduation Thesis or Graduation Design	4	4	8
军训、入学教育、毕业教育 Military Training, Enrollment Education, and Graduate Education	1、6	5	3
社会调查、生产实习等校外实践教学 Social Survey and Production Practice	4-6	8	8
毕业实习 Graduation Internship	6	10	4
合计 Total		33	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week						
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	
公共必修课 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4				
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3						
	3	形势与政策 Situation and Policies	16	16		1							
	4	大学英语一 College English I	60	60		4	4						
	5	大学英语二 College English II	64	64		4		4					
	6	大学英语三 College English III	64	64		4			4				

	7	体育一 Physical Education I	30	30		1	2					
	8	体育二 Physical Education II	30	30		1		2				
	9	体育三 Physical Education III	30	30		1			2			
	10	微积分一 Calculus I	60	60		4	4					
	11	微积分二 Calculus II	64	64		4		4				
		线性代数 Linear Algebra	48	48		3			3			
		概率论与数理统计 Probability Theory and Mathematical Statistics	48	48		3				3		
	15	经济应用写作 Applied Writing of Economics	48	48		3		3				
	16	计算机文化基础 Basics of Computer	64	48	16	4		4				
	17	数据库应用技术 Database Application	64	32	32	4			4			
	18	大学生心理健康教育 Psychological Health	32	32		2	2					
	19	就业指导 Career Guidance	16	16		1				2		
		小计 Subtotal	850	786	64	51	15	17	17	5		
	专业基础课 Specialty Basic Courses	20	经济法 Economic Law	48	48		3	3				
21		微观经济学 Micro-economics	48	48		3	3					
22		宏观经济学 Macro-economics	48	48		3		3				
23		会计学 Accounting	64	56	8	4			4			
24		统计学 Statistics	48	48		3			3			
25		管理学 Management	48	48		3	3					
26		财政与税收 Finance & Taxation	48	48		3				3		
27		投资学 Investment	48	42	6	3				3		
28		货币金融学 Monetary Finance	64	64		4		4				
		小计 Subtotal	464	450	14	29	9	7	7	6		

Specialty Courses 专业必修课	29	理财学 Financial Management	48	42	6	3			3			
	30	国际金融 International Finance	48	42	6	3			3			
	31	证券投资学 Securities Investment	48	42	6	3				3		
	32	商业银行经营学 Commercial Bank Operation	48	42	6	3			3			
	33	财务会计 Financial Accounting	32	28	4	2				2		
	34	保险学 Insurance	48	42	6	3				3		
	35	投资银行学 Investment Banking	32	32		2					2	
	36	期货与期权 Futures and Options	32	28	4	2					2	
		小计 Subtotal	336	298	38	21			9	8	4	
必修课小计 Subtotal of Compulsory Courses		1650	1534	116	101	24	24	33	19	4		
选修课小计 Subtotal of Optional Courses					18							
实践教学环节小计 Subtotal of Practical Teaching					30							
毕业应取得总学分 149 Graduates should obtain a total of 149 Credits		通识必修课必修学分 51, 占总学分 34.2% Public Basic Courses have 51 compulsory Credits, 34.2% of total Credits										
		专业基础课必修学分 29, 占总学分 19.5% Specialty Basic Courses have 29 compulsory Credits, 19.5% of total Credits										
		专业必修课必修学分 21, 占总学分 14.1% Specialty Courses have 21 compulsory Credits 14.1% of total Credits										
		综合实践教学环节学分 30, 占总学分 20.1% Practical Teaching has 30 compulsory Credits 20.1% of total Credits										
		选修课学分≥18, 其中通识选修课≥8 Optional Courses ≥ 18 Credits, including the Credits of Public Optional Courses ≥ 8										

4、选修课设置

4. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	教学时 数 Teaching Hours	学分 Credits	开设学期 Semester	备注 Remarks
专业选修课 Specialty Optional Courses	1	社会心理学 Social Psychology	32	2	3	本类课程应修满 10 学分 10 Credits should be obtained for courses of this category
	2	贵金属投资 Precious metals investment	32	2	3	
	3	房地产金融 Real Estate Finance	32	2	3	
	4	信托与租赁 Trust and Leasehold	32	2	4	
	5	国际结算 International Settlement	32	2	4	
	6	金融业务技能 Financial Skills	32	2	4	
	7	金融英语 Financial English	32	2	4	
	8	金融法规 Financial Regulations	32	2	4	
	9	商业银行实训 Training in Commercial Banks	32	2	5	
	10	证券投资技术分析 Technical Analysis on Securities Investment	32	2	5	
	11	创业投资 Venture Investment	32	2	5	
	12	证券投资基金 Securities Investment Fund	32	2	5	
	13	外汇交易 Foreign Exchange	32	2	5	
	14	保险业务与经营 Insurance Business and Operation	32	2	5	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 8 学分 8 Credits should be obtained for courses of this category

工商企业管理专业专科培养方案

Junior College Program for Business Administration

一、培养目标

I. Educational Objectives

本专业培养德智体美全面发展，具备工商管理、经济、法律方面知识和能力，掌握现代企业管理的基本方法和技能的应用型专门人才。学生毕业后，能在企事业单位从事企业管理、市场营销、企业策划工作，也可到政府部门、事业单位从事管理工作。

The program is designed to provide students with basic knowledge and theories on management, economics and law, and develop them in an all-round way, i. e., morally, intellectually, physically and aesthetically. They will graduate as advanced practical talents with a good command of basic principles and techniques of modern business management, being capable of doing business operations, marketing, business planning in enterprises, as well as management work in government department or public institutions.

二、基本要求

II. Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；有强烈的社会责任感、明确的职业理想和良好的职业道德，愿为社会主义现代化建设服务；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2、掌握本专业必需的管理学、经济学、金融学的基本理论、基础知识和基本技能，具有独立获取知识、提出问题、分析解决问题的能力及开拓创新精神；熟悉现代工商企业管理的基本理论与方法，综合运用所学知识，具有企业管理方面的实际操作能力；具有较强的语言文字表达、人际沟通能力；要求学生掌握一门外语，并具有较强的外语和计算机应用能力。

2. Master the basic theories, knowledge and skills in management and economics; be with the independent access to knowledge and the capability to raise questions, analyze problems and solve them independently; have the pioneering spirit; be familiar with the basic theories and methods of modern business administration; have the practical operation ability of business management with the comprehensive application of knowledge; have the strong language and writing expression and interpersonal communication skills; require students to master a foreign language and have the strong ability of application in the foreign language and computer.

3、掌握科学锻炼身体的基本知识和技能，养成良好的体育锻炼和卫生习惯，具备健全的心理和健康的体魄。

3. Master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、学制

III. Length of Schooling

学制三年。

3 years.

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分为专业选修课和通识选修课两类。

The Compulsory Courses are classified into three categories of Public Basic Courses, Specialty Basic Courses and Specialty Courses; the Optional Courses are classified into two categories of Public Optional Courses and Specialty Optional Courses.

本专业主干课程：

Main Courses are:

管理学、统计学、会计学、市场营销、经济法、企业财务管理、企业运营管理、人力资源管理、企业战略管理、物流管理、组织行为学等。

Management, Statistics, Accounting, Marketing, Economic Law, Enterprise Finance Management, Enterprise Operations Management, Human Resources Management, Strategic Enterprise Management, Logistics Management, Organization Behavior, etc.

五、实践教学

V. Practical Teaching

1、学生参加军事训练和国防教育、入学教育和毕业教育及公益劳动，由学校统一安排。

1. Students are required to participate in Military Training, National Defense Education, Enrollment Education and Labor for Public Benefits.

2、在专业教师的指导下，按课程教学大纲的要求，完成相应的案例分析。

2. Under the guidance of teachers, students should complete the corresponding case analysis according to the course curriculum requirements.

3、在专业教师的指导下，在有关实验室进行模拟谈判、公关、推销等内容。

3. Under the guidance of teachers, students should have some activities of simulation negotiations, public relations, sales, etc. in the related laboratory.

4、在专业教师的指导下，参加市场调研及企业策划等实践活动。

4. Under the guidance of teachers, students should participate in market surveys, business planning and some other practice activities.

5、通过学校组织与学生自己联系相结合的方式，进行校外生产实习和毕业实习。

5. Organized by the university or contacting on their own, students should conduct Production Practice and Graduation Internship outside the university.

6、在专业教师的指导下，完成毕业论文。

6. Under the guidance of teachers, students should complete the Graduation Thesis.

六、毕业条件

VI. Graduation Requirements

本专业学生应按培养方案修满 143 学分，并通过毕业资格审核，方准予毕业。

The students can be conferred graduation, after obtaining 143 Credits in accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

教学环节 Year / Semester		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	
Classroom Teaching 课堂教学	课堂教学 (含教学实践) Classroom Teaching (including Practical Teaching)	12	16	16	16	16		76
	考试 Tests	2	2	2	2	2		10
	小计 Subtotal	14	18	18	18	18		86
Practical Teaching 综合实践教学	军事训练和国防教育 Military Training and National Defense Education	3						3
	入学教育和毕业教育 Enrollment Education and Graduate Education	1					1	2
	公益劳动 Labor for Public Benefits		1	1	1			3
	社会调查 (生产实习) Social Survey (Production Practice)		1	1	1	1		4
	毕业实习 Graduation Internship						6	6
	模拟实习 Simulation Practice						4	4
	毕业论文 (设计) Graduation Thesis (Design)						4	4
	小计 Subtotal	4	2	2	2	1	15	26
机动 Flexible		2				1	4	7
假期 Vacation		5	7	5	7	5		29
总计 Total		25	27	25	27	25	19	148

2、实践教学环节安排表

2. Practical Teaching Table

内容 Contents	学期安排 Semester	周数 Weeks	学分 Credits
军事训练和国防教育 Military Training and National Defense Education	1	3	1
入学教育和毕业教育 Enrollment Education and Graduate Education	1、6	2	2
公益劳动 Labor for Public Benefits	2、3、4	3	3
社会调查（生产实习） Social Survey (Production Practice)	2、3、4、5	4	4
模拟实习（设计） Simulation Practice (Design)	6	4	6
毕业实习 Graduation Internship	6	6	6
毕业论文（设计） Graduation Thesis (Design)	6	4	8
合计 Total		26	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per week							
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year			
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester		
通识必修课 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4					
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3							
	3	形势与政策 Situation and Policies	16	16		1								
	4	大学英语一 College English I	60	60		4	4							
	5	大学英语二 College English II	64	64		4	4							

	6	大学英语三 College English III	64	64		4			4			
	7	体育一 Physical Education I	30	30		1	2					
	8	体育二 Physical Education II	30	30		1		2				
	9	体育三 Physical Education III	30	30		1			2			
	10	大学数学一 College Mathematics I	60	60		4	4					
	11	大学数学二 College Mathematics II	64	64		4		4				
	12	经济应用写作 Applied Writing of Economics	48	48		3	3					
	13	计算机文化基础 Basics of Computer	64	48	16	4		4				
	14	数据库应用技术 Database Application	64	32	32	4			4			
	15	大学生心理健康教育 Psychological Health	32	32		2	2					
	16	就业指导 Career Guidance	16	16		1				2		
		小计 Subtotal		754	690	64	45	18	14	14	2	
专业基础课 Specialty Basic Courses	17	管理学 Management	48	42	6	3	3					
	18	会计学 Accounting	48	42	6	3		3				
	19	统计学 Statistics	48	42	6	3			3			
	20	市场营销学 Marketing	48	48		3			3			
	21	组织行为学 Organization Behavior	48	48		3				3		
	22	物流管理 Logistics Management	48	42	6	3					3	
	23	电子商务 E-commerce	48	48		3				3		
	24	经济法 Economic Law	48	48		3		3				
		小计 Subtotal		384	360	24	24	3	6	6	6	3
专业必修课 Specialty Courses	25	营销调研 Marketing Research	48	48		3				3		
	26	企业运营管理 Enterprise Operations Management	54	48	6	3				3		
	27	人力资源管理 Human Resources Management	56	48	8	3				3		

	28	企业财务管理 Enterprise Finance Management	64	48	16	4					4	
	29	电子商务 E-Commerce	48	48		3					3	
	30	企业战略管理 Strategic Enterprise Management	62	48	14	4			4			
	31	质量管理学 Quality Management	48	48		3				3		
	32	创业管理 Entrepreneurship Management	48	48		3					3	
		小计 Subtotal	428	384	44	26			4	12	10	
必修课小计 Subtotal of Compulsory Courses			1566	1434	132	95	21	20	24	20	13	
选修课小计 Subtotal of Optional Courses						18						
实践教学环节小计 Subtotal of Practical Teaching						30						
毕业应取得总学分 143 Graduates should obtain a total of 143 Credits			通识必修课必修学分 45，占总学分 30.5% Public Basic Courses have 43 compulsory Credits, 30.5 % of total Credits									
			专业基础课必修学分 24，占总学分 17.0% Specialty Basic Courses have 24 compulsory Credits, 17.0% of total Credits									
			专业必修课必修学分 26，占总学分 18.4% Specialty Courses have 26 compulsory Credits, 18.4 % of total Credits									
			综合实践教学环节学分 30，占总学分 21.3% Practical Teaching has 30 compulsory Credits, 21.3 % of total Credits									
			选修课学分≥18，其中通识选修课≥8 Credits of Optional Courses ≥ 18, including the Credits of Public Optional Courses ≥ 8									

4、选修课设置

4. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	开设学期 Semester	教学时数 Teaching Hours	学分 Credits	备注 Remarks
专业选修课 Specialty Optional Courses	1	管理心理学 Management Psychology	3	32	2	10 Credits should be obtained for courses of this category 本类课程应修满 10 学分
	2	管理信息系统 Management Information System	2	32	2	
	3	演讲与口才 Lecture and Eloquence	2	32	2	
	4	公共关系 Public Relations	3	32	2	
	5	国际商法 International Commercial Law	3	32	2	
	6	证券投资与管理 Securities investment and management	3	32	2	
	7	工商管理管理学 Industrial and Commercial Administration	3	32	2	
	8	供应链管理 Supply Chain Management	4	32	2	
	9	商务谈判 Business Negotiation	4	32	2	
	10	销售管理 Sales Management	4	32	2	
	11	外贸函电 International Business Correspondence	4	32	2	
	12	现代企业制度 Modern Enterprise System	4	32	2	
	13	服务营销 Service Marketing	5	32	2	
	14	连锁经营 Chain Operation	5	32	2	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 8 学分 8 Credits should be obtained for courses of this category

市场营销专业专科培养方案

Junior College Program for Marketing

一、培养目标

I. Educational Objectives

本专业培养德智体美全面发展、具备工商管理、经济、法律方面知识和能力，掌握现代企业营销的基本方法和技能的高等技术应用型专门人才。学生毕业后，主要在企业从事市场营销业务，也可从事售后服务和营销策划以及其它管理工作。

The program provides an all-round development education of practical high-level talents with knowledge and ability of business administration, economics and law, mastering the basic methods and skills of modern enterprise marketing. After graduation students are supposed primarily to engage in marketing, after-sales service, marketing planning, as well as other management.

二、基本要求

II. Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；有强烈的社会责任感、明确的职业理想和良好的职业道德，愿为社会主义现代化建设服务；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2、掌握本专业必需的基础知识、基本理论和基本技能，具有独立获取知识、提出问题、分析解决问题的能力及开拓创新精神；以及具有较强的语言文字表达、人际沟通能力；并掌握财会、金融、经济信息管理的相关知识和具有较强的外语与计算机应用能力。

2. Master necessary basic knowledge, theory and skills of the program, be with the independent access to knowledge and the capability to raise questions, analyze problems and solve them independently; have the pioneering spirit; be with strong expression of the spoken and written language, interpersonal communication skills and master of accounting, financial and economic information management knowledge and strong foreign language and computer applications.

3、掌握科学锻炼身体的基本知识和技能，养成良好的体育锻炼和卫生习惯，具备健全的心理和健康的体魄。

3. Master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、学制

III. Length of Schooling

学制三年。

3 years.

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分为专业选修课、通识选修课两类。

The Compulsory Courses are classified into three categories of Public Basic Courses, Specialty Basic Courses and Specialty Courses, the Optional Courses are classified into two categories of Public Optional Courses and Specialty Optional Courses.

本专业主干课程：

Main Courses are :

管理学、市场营销学、组织行为学、商务谈判、现代推销技术、营销调研、营销策划、广告策划、电子商务等。

Management, Marketing, Organization Behavior, Business Negotiation, Techniques of Modern Sales, Marketing Research, Marketing Planning, Advertising Designing, E-Commerce, etc.

五、实践教学

V. Practical Teaching

1、学生参加军事训练、入学教育及公益劳动，由学校统一安排。

1. Students are required to participate in Military Training, National Defense Education, Enrollment Education and Labor for Public Benefits.

2、在专业教师的指导下，按课程教学大纲的要求，完成相应的案例分析。

2. Under the guidance of teachers, students should complete the case study according to the curriculum syllabus.

3、在专业教师的指导下，在有关实验室进行模拟网络营销、谈判、公关、推销等内容等。

3. Under the guidance of teachers, students should practice laboratory simulation of network marketing, negotiations, public relations, sales and so on.

4、在专业教师的指导下，在实验室进行本专业的技能训练：普通话训练，形体礼仪训练，交际舞训练，撰写广告、公关、营销策划及CI设计方案。

4. Under the guidance of teachers, students should carry out the specialty skills training: Putonghua training, physical training in etiquette, ballroom dancing training, Designing advertisement, public relations, marketing planning and CI design in the laboratory.

5、在专业教师的指导下，参加市场调研及企业的营销策划与实施活动。

5. Under the guidance of teachers, students should participate in market research and business marketing planning and implementation activities.

6、通过学校组织与自己联系相结合，在专业教师的指导下，在企业进行生产实习。

6. Organized by the university or contacting on their own, under the guidance of teachers, students should practice in the enterprise.

7、在专业教师的指导下，完成毕业论文。

7. Under the guidance of teachers, students should complete the Graduation Thesis.

六、毕业条件

VI. Graduation Requirements

学生应按教学计划修满 145 学分，并通过毕业资格审核，方准予毕业。

The students can be conferred graduation, after obtaining 145 Credits in accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

教学环节 Teaching Links		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	
Classroom Teaching 课堂教学	课堂教学(含教学实践) Classroom Teaching (Including Practical Teaching)	12	16	16	16	16		76
	考试 Test	2	2	2	2	2		10
	小计 Subtotal	14	18	18	18	18		86
Practical Teaching 综合实践教学	军训和国防教育 Military Training and National Defense Education	3						3
	入学教育和毕业教育 Enrollment Education and Graduate Education	1					1	2
	公益劳动 Labor for Public Benefits		1	1	1			3
	生产实习 Production Practice		1	1	1	1		4
	毕业实习 Graduation Internship						10	10
	毕业论文(设计) Graduation Thesis (Design)						4	4
	小计 Subtotal	4	2	2	2	1	15	26
机动 Flexible	2				1	4	7	
假期 Vacation	5	7	5	7	5		29	
总计 Total	25	27	25	27	25	19	148	

2、实践教学环节安排表

2. Practical Teaching Schedule

内 容 Contents	学 期 Semester	周 数 Weeks	学 分 Credits
入学教育和毕业教育 Enrollment Education and Graduate Education	1、6	2	2
军训和国防教育 Military Training and National Defense Education	1	3	1
公益劳动 Labor for Public Benefits	2、3、4	3	3
生产实习 Production Practice	2、3、4、5	4	8
毕业论文（设计） Graduation Thesis (Design)	6	4	8
毕业实习 Graduation Internship	6	10	8
合计 Total		26	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week						
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	
公共基础课 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4				
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3						
	3	形势与政策 Situation and Policies	16	16		1							
	4	大学英语一 College English I	60	60		4	4						

	5	大学英语二 College English II	64	64		4		4					
	6	大学英语三 College English III	64	64		4		4					
	7	体育一 Physical Education I	30	30		1	2						
	8	体育二 Physical Education II	30	30		1		2					
	9	体育三 Physical Education III	30	30		1		2					
	10	大学数学一 College Mathematics I	60	60		4	4						
	11	大学数学二 College Mathematics II	64	64		4		4					
	12	经济应用写作 Applied Writing of Economics	48	48		3	3						
	13	计算机文化基础 Basics of Computer	64	48	16	4		4					
	14	数据库应用技术 Database Application	64	32	32	4		4					
	15	大学生心理健康教育 Psychological Health	32	32		2	2						
	16	就业指导 Career Guidance	16	16		1				2			
		小计 Subtotal	754	690	64	45	18	14	14	2			
	Specialty Basic Courses 专业基础课		管理学 Management	48	42	6	3	3					
		17	会计学 Accounting	48	42	6	3		3				
		18	经济法 Economic Law	48	48		3		3				
19		统计学 Statistics	48	42	6	3		3					
20		市场营销学 Marketing	48	42	6	3		3					
21		组织行为学 Organization Behavior	32	32		2				2			
22		物流管理学 Logistics Management	48	32	16	3				3			
23		电子商务 E-Commerce	64	48	16	4				4			
		小计 Subtotal	384	328	56	24	3	6	6	9			

Specialty Courses 专业必修课	24	现代推销技术 Techniques of Modern Sales	64	48	16	4				3		
	25	商务谈判 Business Negotiation	64	48	16	4					3	
	26	营销策划 Marketing Planning	64	48	16	4				3		
	27	营销调研 Marketing Research	48	48		3				3		
	28	广告策划 Advertising Designing	64	48	16	4					3	
	29	创业管理 Entrepreneurship Management	48	42	6	3					3	
	30	服务营销 Service Marketing	64	48	16	4					3	
	31	消费者行为 Consumer Behavior	32	32		2			2			
		小计 Subtotal	448	362	86	28			2	9	12	
必修课小计 Subtotal of Compulsory Courses			1586	1380	206	97	21	20	22	20	12	
选修课小计 Subtotal of Optional Courses						18						
实践教学环节小计 Subtotal of Practical Teaching						30						
毕业应取得总学分 145 Graduates should obtain a total of 145 Credits			通识必修课必修学分 45, 占总学分 31.0% Public Basic Courses have 45 compulsory Credits, 31.0% of total Credits									
			专业基础课必修学分 24, 占总学分 16.6% Specialty Basic Courses have 24 compulsory Credits, 16.6% of total Credits									
			专业必修课必修学分 28, 占总学分 19.3% Specialty Courses have 28 compulsory Credits, 19.3% of total Credits									
			综合实践教学环节学分 30, 占总学分 20.7% Practical Teaching has 30 compulsory Credits, 20.7% of total Credits									
			选修课学分≥18, 其中通识选修课≥8 Credits of Optional Courses ≥ 18, including the Credits of Public Optional Courses ≥ 8									

4、选修课设置

4. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	开设学期 Semester	教学时数 Teaching Hours	学分 Credits	备注 Remarks
专业选修课 Specialty Optional Courses	1	消费心理学 Consuming Psychology	2	32	2	10 Credits should be obtained for courses of this category 本类课程应修满 10 学分
	2	经济地理 Economic Geography	2	32	2	
	3	国际金融 International Economics	2	32	2	
	4	国际商法 International Business Law	3	32	2	
	5	演讲与口才 Speech and Eloquence	3	32	2	
	6	现代信息技术 Modern Information Technology	3	32	2	
	7	国际市场营销 International Marketing	3	32	2	
	8	品牌管理 Brand Management	4	32	2	
	9	公共关系 Public Relations	4	32	2	
	10	超市管理 Supermarket Management	4	32	2	
	11	销售渠道管理 Sales Channel Management	4	32	2	
	12	销售管理 Sales Management	4	32	2	
	13	外贸函电 International Business Correspondence	5	32	2	
	14	连锁营销 Marketing Chain	5	32	2	
	15	产品开发 Products Development	5	32	2	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 8 学分 8 Credits should be obtained for courses of this category

市场营销专业(汽车营销与技术服务方向) 专科培养方案

Junior College Program for Marketing (in the field of Automobile Marketing and Technological Services)

一、培养目标

I. Educational Objectives

本专业培养德智体美全面发展，掌握营销技术和汽车结构、性能及使用知识，具有较强的专业实践技能，能够从事汽车的采购、销售及售后服务管理的高等技术应用性专门人才。学生毕业后，主要面向汽车销售公司，汽车专营店，汽车特许经销店，汽车授权销售服务公司及汽车配件销售公司，从事汽车的营销策划、采购、销售、售后服务管理及汽车金融保险等工作，也可在一般流通企业从事营销业务与管理工作。

The program is designed to train professional personnel, mastering marketing technology, automotive structure, performance and usage, being capable of doing automobile purchasing, selling and after-sales management. Graduates, with a strong Specialty Internship skill, are able to engage in automobile marketing planning, purchasing, selling, after-sales service management and automotive finance and insurance in Auto Sales Companies, Auto Monopolized Stores, Auto Franchises, Authorized Auto Sales Service Company and Auto Parts Sales Company. They are also capable of sales and management work in the various distribution firms.

二、基本要求

II. Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿为社会主义现代化建设服务；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；有强烈的社会责任感、明确的职业理想和良好的职业道德。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping

Theory, “Three Represents” Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation’s prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2、掌握本专业必需的基础知识、基本理论和基本技能，具有独立获取知识、提出问题、分析解决问题的能力及开拓创新精神。掌握市场营销的基本理论、原则和技术；掌握汽车及配件编号、库存管理、营销售后服务环节的各项业务工作的基本理论、原则和方法；具有对汽车进行拆装的基本能力；具有较强的从事汽车及配件的采购与销售的业务经营能力；具有较强的计算机操作和使用计算机进行产品销售、管理及信息分析的能力；具有驾驶汽车的能力。

2. Grasp the necessary basis of professional knowledge, the basic theories and basic skills; be with the independent access to knowledge and pioneering spirit, being capable of raising questions, analyzing and solving the problems independently. Master the basic theories, principles and techniques of marketing; master the basic theories, principles and methods of numbering of motor vehicles and parts, inventory management, after-sales services; be with the basic capacity of disassembling the cars; have the business management capacity of purchasing and selling automobiles and parts; have good computer application on product sales, management and information analysis; be with the ability to drive a car.

3、掌握科学锻炼身体的基本知识和技能，养成良好的体育锻炼和卫生习惯，具备健全的心理和健康的体魄。

3. Master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、学制

III. Length of Schooling

学制三年。

3 years.

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分

为专业选修课和通识选修课两类。

The Compulsory Courses are classified into three categories of Public Basic Courses, Specialty Basic Courses and Specialty Courses; the Optional Courses are classified into two categories of Public Optional Courses and Specialty Optional Courses.

本专业主干课程：

Main Courses are:

管理学、市场营销、电子商务概论、商务谈判、推销技巧、物流技术与供应链管理、汽车概论、汽车构造、汽车电气、汽车运用技术、汽车故障诊断与检测、汽车保险与理赔等。

Management, Marketing, Introduction to E-commerce, Business Negotiations, Sales Skills, Logistics Technology and Supply Chain Management, General Introduction to Automobiles, Automobile Construction, Automobile Electronics, Automobile Application Technology, Automobile Fault Diagnosis and Detection, Auto Insurance and Claims, etc.

五、实践教学

V. Practical Teaching

1、学生参加军事训练、入学教育及公益劳动，由学校统一安排。

1. Students are required to participate in Military Training, Enrollment Education and Labor for Public Benefits, arranged by the university.

2、在专业教师的指导下，在有关实验室进行模拟网络营销、推销、谈判、公关等。

2. Under the guidance of teachers, students should conduct laboratory simulation of network marketing, sales, negotiations, public relations, etc.

3、在专业教师的指导下，参加市场调研及企业的营销策划与实施活动。

3. Under the guidance of teachers, students should participate in market research and business marketing planning and implementation activities.

4、在专业教师的指导下，在实验室进行汽车构造拆装实习。

4. Under the guidance of teachers, students should carry out automobile assembly and disassembly in the laboratory.

5、在专业教师的指导下，在实验室进行汽车电器设备拆装实习。

5. Under the guidance of teachers, students should carry out automotive electrical equipment assembly and disassembly in the laboratory.

6、在专业教师的指导下，进行汽车驾驶实习。

6. Under the guidance of teachers, students should conduct automobile driving

training.

7、在专业教师的指导下，在企业进行汽车维修实习。

7. Under the guidance of teachers, students should conduct automobile maintenance training.

8、通过学校组织与自己联系相结合，进行校外毕业实习。

8. Organized by the university or contacting on their own, students should practice in the enterprise.

9、在专业教师的指导下，完成毕业论文。

9. Under the guidance of teachers, students should complete the Graduation Thesis.

六、毕业条件

VI. Graduation Requirements

学生应按教学计划修满 138 学分，并获得“汽车驾驶证书”，方准予毕业。

The students can be conferred graduation, after obtaining 138 Credits in accordance with the program requirements, the Drive License and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

教学环节 Teaching Links		学年、学期 Year / Semester		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		合计 Total
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester			
课堂教学 Classroom Teaching	课堂教学（含教学实践） Classroom Teaching (including Practical Teaching)	12	16	16	16	16				76
	考试 Tests	2	2	2	2	2				10
	小计 Subtotal	14	18	18	18	18				86
综合实践教学 Practical Teaching	军训和国防教育 Military Training and National Defense Education	3								3
	入学教育和毕业教育 Enrollment Education and Graduate Education	1							1	2
	公益劳动 Labor for Public Benefits		1	1						2

市场调查与预测实习 Market Resaerch and Forecast Internship		1	1				2
汽车构造拆装实习 Automobile Assembly and Disassembly Internship				2			2
汽车电器设备拆装实习 Automobile Electrical Equipment Assembly and Disassembly Internship					2		2
汽车驾驶实习 Automobile Driving Training						4	4
毕业实习 Graduation Internship						10	10
毕业论文(设计) Graduation Thesis (Design)						4	4
小计 Subtotal	4	2	2	2	2	19	31
机动 Flexible	2						2
假期 Vacation	5	7	5	7	5		29
总计 Total	25	27	25	27	25	19	148

2、实践教学环节安排表

2. Practical Teaching Table

内 容 Contents	学 期 Semester	周 数 Weeks	学 分 Credits
汽车维修实习 Automobile Maintenance Internship	5	1	1
汽车构造拆装实习 Automobile Assembly and Disassembly Internship	4	2	2
汽车电器设备拆装实习 Automobile Electrical Equipment Assembly and Disassembly Internship	5	2	1
公益劳动 Labor for Public Benefits	2、3	3	3
市场调查、模拟推销、谈判、公关 Market Survey, Simulation of Sales, Negotiations, Public Relations	1-5	4	4
汽车驾驶实习 Automobile Driving Training	6	4	2
毕业论文(毕业设计) Graduation Thesis (Design)	6	4	8
军训、入学教育和毕业教育 Military education, Enrollment Education and Graduate Education	1、6	5	3
毕业实习 Graduation Internship	6	10	4
社会调查 Social Survey	假期 Vacation		2
合计 Total		35	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week							
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year			
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester		
公共基础课程 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4					
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3							
	3	形势与政策 Situation and Policies	16	16		1								
	4	大学英语一 College English I	60	60		4	4							
	5	大学英语二 College English II	64	64		4		4						
	6	体育一 Physical Education I	30	30		1	2							
	7	体育二 Physical Education II	30	30		1		2						
	8	体育三 Physical Education III	30	30		1			2					
	9	大学数学一 College Mathematics I	60	60		4	4							
	10	大学数学二 College Mathematics II	64	64		4		4						
	11	经济应用写作 Applied Writing of	48	48		3		3						
	12	计算机文化基础 Basics of Computer	64	48	16	4		4						
	13	数据库应用技术 Database Application	64	32	32	4			4					
	14	大学生心理健康教育 Psychological Health	32	32		2	2							
	15	就业指导 Career Guidance	16	16		1				2				
	小计 Subtotal		690	626	64	41	15	17	10	2				

Specialty Basic Courses 专业基础课	16	管理学 Management	48	42	6	3	3					
	17	会计学 Accounting	48	42	6	3		3				
	18	统计学 Statistics	48	42	6	3			3			
	19	市场营销学 Marketing	48	42	6	3		3				
	20	经济法 Economic Law	48	42	6	3					3	
	21	汽车概论 General Introduction to Automobiles	32	32		2	2					
	22	汽车构造 Automobile Construction	48	40	8	3				3		
	23	电子商务概论 Introduction to E-commerce	48	40	8	3				3		
	24	汽车电气 Automobile Electronics	48	40	8	3				3		
		小计 Subtotal	416	362	54	26	5	6	3	9	3	
Specialty Courses 专业必修课	25	汽车运用技术 Automobile Application Technology	48	40	8	3					3	
	26	营销调研 Marketing Research	48	48		3				3		
	27	汽车维修 Automobile Maintenance	48	28	20	3					3	
	28	汽车保险与理赔 Auto Insurance and Claims	48	40	8	3				3		
	29	推销技巧 Sales Skills	48	40	8	3					3	
	30	商务谈判 Business Negotiations	48	40	8	3					3	
	31	汽车故障诊断与检测 Automobile Fault Diagnosis and Detection	32	28	4	2						2
	32	物流技术与供应链管理 Logistics Technology and Supply Chain Management	48	40	8	3						3
		小计 Subtotal	368	304	64	23				6	17	
必修课小计 Subtotal of Compulsory Courses			1474	1292	182	90	20	23	13	17	20	
选修课小计 Subtotal of Optional Courses						18						
实践教学环节小计 Subtotal of Practical Teaching						30						

毕业应取得总学分 138 Graduates should obtain a total of 138 Credits	通识必修课必修学分 41, 占总学分 29.7% Public Basic Courses have 41 compulsory Credits, 29.7% of total Credits
	专业基础课必修学分 26, 占总学分 18.8% Specialty Basic Courses have 26 compulsory Credits, 18.8% of total Credits
	专业必修课必修学分 23, 占总学分 16.7% Specialty Courses have 23 compulsory Credits, 16.7% of total Credits
	综合实践教学环节学分 30, 占总学分 21.7% Practical Teaching has 30 compulsory Credits, 21.7% of total Credits
	选修课学分≥18, 其中通识选修课≥8 Credits of Optional Courses ≥ 18, including the Credits of Public Optional Courses ≥ 8

4、选修课设置

IV. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	开设学期 Semester	教学时数 Teaching Hours	学分 Credits	备注 Remarks
Specialty Optional Courses 专业选修课	1	消费心理学 Consuming Psychology	2	32	2	10 Credits should be obtained for courses of this category 本类课程应修满 10 学分
	2	公共关系 Public Relations	2	32	2	
	3	汽车美容 Automobile Beauty	2	32	2	
	4	财产保险 Property Insurance	3	32	2	
	5	汽车营销 Auto Marketing	3	32	2	
	6	现代信息技术 Modern Information Technology	3	32	2	
	7	汽车经营管理学 Auto Operation Management	3	32	2	
	8	汽车贸易理论与实务 Theory and Practice of Auto Trade	3	32	2	
	9	消费者行为 Consumer Behavior	4	32	2	
	10	国际金融 International Finance	4	32	2	
	11	汽车售后服务管理 Auto After-sale Service Management	4	32	2	
	12	销售管理 Sales Management	4	32	2	
	13	行驶与安全系统维修专门化 Driving and Securities System Maintenance	5	32	2	
	14	汽车展览与营销策划 Auto Show and Marketing Planning	5	32	2	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 8 学分 8 Credits should be obtained for courses of this category

会计专业（注册会计师方向） 专科培养方案

Junior College Program for Accounting (in the field of Certified Public Accountant)

一、培养目标

I . Educational Objectives

本专业培养德智体美全面发展，掌握经济学、管理学、会计学的基本理论、基本知识和基本技能，具有从事会计、审计和经济管理等方面工作的基本技能的应用型专门人才。学生毕业后主要在企事业单位、会计师事务所和政府部门从事会计、审计和经济管理实务工作。

This program aims at preparing students to have all-round development in moral, intelligence, physical, and art, master the basic theories, knowledge and skills of economics, management and accounting, be expertise in accounting, auditing and economic management. After graduation, students can pursue a career in enterprises, accounting firm, and government.

二、基本要求

II . Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿为社会主义现代化建设服务、为人民服务；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2、系统掌握本专业所需的会计学、审计学基本理论知识，牢固掌握基本技能。具有自主学习、独立获取知识的能力和提出问题、分析问题、解决问题的初步能力；具备一定的中外语言能力、计算机应用能力和社会活动能力；具备从事审计、会计业务工作的基本能力与素质。

2. Systematically master the basic theories of accounting, auditing, firmly grasp the basic skills; have the ability of self-learning, gaining knowledge, asking questions, analyzing problems, and solving problems; have some foreign language skills and computer applications, strong organizational skills and social activities; have the ability and quality to work in the fields of auditing or accounting.

3、掌握科学锻炼身体的基本知识和技能，养成良好的体育锻炼和卫生习惯，具备健全的心理和健康的体魄。

3. Master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、学制

III.Length of Schooling

学制三年。

3 years.

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分为专业选修课、通识选修课两类。

The Compulsory Courses are classified into three categories of Public Basic Courses, Specialty Basic Courses and Specialty Courses; the Optional Courses are classified into two categories of Public Optional Courses and Specialty Optional Courses.

本专业主干课程：

Main Courses are:

管理学、基础会计学、中级财务会计、高级财务会计、财务管理学、审计学、经济法、税法、电算化会计、成本会计、管理会计等。

Management, Basic Accounting, Intermediate Financial Accounting, Advanced

Financial Accounting, Financial Management, Auditing, Economic Law, Tax Law, Computerized Accounting, Cost Accounting, Management Accounting etc.

五、实践教学

V. Practical Teaching

1、学生参加军事训练、入学教育及公益劳动，由学校统一安排。

1. Students are required to participate in Military Training, National Defense Education, Enrollment Education and Labor for Public Benefits.

2、在专业教师的指导下，学生在学完《基础会计学》和《中级财务会计》课程之后，分别在我校会计实验室进行手工会计的模拟实习。在学完《电算会计》课程后，在我校会计实验室进行电算会计的模拟实习，模拟实习结束后，要求提交实训账表资料和电子文档。在学完《审计学》课程后，进入会计师事务所实习基本审计实务。生产实习结束后，学生应提交实习报告。

2. On completion of “Basic Accounting” and “Intermediate Financial Accounting” courses, students will undertake practical training and financial accounting integrated training Manuel Accounting Imitative Lab under the guidance of teachers. On completion of “Computerized Accounting” course, students will do simulate accounting internship at Computerized Accounting Lab, and hand in accounting information of both paper work and electronic files after training. After finishing “Auditing” course, students will enter the accounting firms to do audit interning, and submit internship report at the end of the internship.

3、在学校有关部门的组织下，参加社会调查与实践活动。

3. With the organization of the related departments of the university, students should participate in Social Surveys and practical activities.

4、通过学校组织与自己联系相结合，进行校外生产实习和毕业实习。

4. Organized by the university or contacting on their own, students should conduct Production Practice and Graduation Internship outside the university.

5、在专业教师的指导下，撰写毕业论文。

5. Under the guidance of teachers, students should complete the Graduation Thesis.

六、毕业条件

VI. Graduation Requirements

学生应按教学计划修满 148 学分，并通过毕业资格审查，方准予毕业。

The students can be conferred graduation, after obtaining 148 Credits in accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Table of Teaching Schedule

1. 总周数分配表

1. Week-distribution Table

教学环节 Teaching Links		学年、学期 Year / Semester		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester			
Classroom Teaching 课堂教学	课堂教学 (含教学实践) Classroom Teaching (including Practical Teaching)	12	16	16	16	16				76
	考试 Tests	2	2	2	2	2				10
	小计 Subtotal	14	18	18	18	18				86
Practical Teaching 综合实践教学	军事训练和国防教育 Military Training and National Defense Education	3								3
	入学教育和毕业教育 Enrollment Education and Graduate Education	1						1		2
	公益劳动 Labor for Public Benefits	1	1		1					3
	社会调查 (生产实习) Social Survey (Production Practice)		假期 Vacation	假期 Vacation		2				2
	模拟实训 Simulation Training		2	2	2					6
	毕业实习 Graduation Internship							10		10
	毕业论文 Graduation Thesis							4		4
	小计 Subtotal	5	3	2	3	2		15		30
机动 Flexible		1						4		5
假期 Vacation		5	6	5	6	5				27
总计 Total		25	27	25	27	25		19		148

2、实践教学环节安排表

2. Table of Practical Teaching Schedule

内容 Contents	学期 Semester	周数 Weeks	学分 Credits
社会调查（生产实习） Social Survey (Production Practice)	2、3、5	2（不含假期） (exclude vacation)	4
公益劳动 Labor for Public Benefits	1、2、4	3	3
毕业论文（设计） Graduation Thesis (Design)	6	4	8
校内模拟实训 Simulation Training in schools	2、3、4	6	6
军事训练、入学教育和毕业教育 Military Training, Enrollment Education and Graduate Education	1、6	5	3
毕业实习 Graduation Internship	6	10	6
合计 Total		28	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Course Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week						
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	
公共基础课 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4				
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3						
	3	形势与政策 Situation and Policies	16	16		1							
	4	大学英语一 College English I	60	60		4	4						

	5	大学英语二 College English II	64	64		4		4					
	6	大学英语三 College English III	64	64		4			4				
	7	体育一 Physical Education I	30	30		1	2						
	8	体育二 Physical Education II	30	30		1		2					
	9	体育三 Physical Education III	30	30		1			2				
	10	大学数学一 College Mathematics I	60	60		4	4						
	11	大学数学二 College Mathematics II	64	64		4		4					
	12	经济应用写作 Applied Writing of Economics	48	48		3		3					
	13	计算机文化基础 Basics of Computer	64	48	16	4		4					
	14	数据库应用技术 Database Application	64	32	32	4			4				
	15	大学生心理健康教育 Psychological Health	32	32		2	2						
	16	就业指导 Career Guidance	16	16		1				2			
		小计 Subtotal	754	690	64	45	15	17	14	2			
	专业基础 课 Specialty Basic Courses	17	微观经济学 Micro-economics	48	48		3			3			
		18	宏观经济学 Macro-economics	48	48		3				3		
		19	统计学 Statistics	48	48		3				3		
20		基础会计学 Basic Accounting	60	60		4	4						
21		税法 Tax Law	64	64		4		4					
22		管理学 Management	48	32	16	3	4						
23		经济法 Economic Law	48	48		3	3						
24		货币金融学 Monetary Finance	48	48		3					3		
		小计 Subtotal	412	396	16	26	11	4	3	6	3		

Specialty Courses 专业必修课	25	中级财务会计 Intermediate Financial Accounting	96	80	16	6		6				
	26	高级财务会计 Advanced Financial Accounting	64	56	8	4			4			
	27	成本会计 Cost Accounting	48	48		3				3		
	28	财务管理学 Financial Management	80	64	16	5				5		
	29	电算化会计 Computerized Accounting	48	36	12	3				3		
	30	审计学 Auditing	80	64	16	5					5	
	31	管理会计 Management Accounting	48	48		3				3		
		小计 Subtotal	464	396	68	29		6	4	14	5	
必修课小计 Subtotal of Compulsory Courses			1630	1482	148	100	26	27	19	22	8	
选修课小计 Subtotal of Optional Courses						18						
实践教学环节小计 Subtotal of Practical Teaching						30						
毕业应取得总学分 148 Graduates should obtain a total of 148 Credits			通识必修课必修学分 45, 占总学分 30.4% Public Basic Courses have 45 compulsory Credits, 30.4 % of total Credits									
			专业基础课必修学分 26, 占总学分 17.6% Specialty Basic Courses have 26 compulsory Credits, 17.6% of total Credits									
			专业必修课必修学分 29, 占总学分 19.6% Specialty Courses have 29 compulsory Credits, 19.6 % of total Credits									
			综合实践教学环节学分 30, 占总学分 20.3% Practical Teaching has 30 compulsory Credits, 20.3% of total Credits									
			选修课学分≥18, 其中通识选修课≥8 Credits of Optional Courses ≥ 18, including the Credits of Public Optional Courses ≥ 8									

4、选修课设置

4. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	开设学期 Semester	教学时数 Teaching Hours	学分 Credits	备注 Remarks
专业选修课 Specialty Optional Courses	1	珠算与点钞 Abacus and Currency Counting	1	30	2	10 Credits should be obtained for courses of this category 本类课程应修满10学分
	2	社会心理学 Social Psychology	3	32	2	
	3	政府与非营利组织会计 Not-for-profit Organization Accounting	4	32	2	
	4	财政学 Finance	4	48	3	
	5	税收筹划 Taxation Planning	4	32	2	
	6	企业内部控制 Business Internal Control	4	32	2	
	7	商业银行业务与经营 Commercial banking business and management	4	32	2	
	8	财务会计 Financial Accounting	4	32	2	
	9	资产评估 Asset Evaluation	5	32	2	
	10	市场营销学 Marketing	5	32	2	
	11	证券投资学 Securities Investment	5	32	2	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满8学分 8 Credits should be obtained for courses of this category

酒店管理专业专科培养方案

Junior College Program for Hotel Management

一、培养目标

I. Educational Objectives

本专业培养适应社会主义现代化建设需要的、德智体美等全面发展、从事酒店服务与管理工作的应用型专门人才。学生毕业后主要去大、中型酒店从事前厅、客房、餐厅、娱乐等岗位的业务管理和服务工作。

This program is designed to train application-oriented talents with all-round development in moral qualities, intellectual ability, physical fitness and aesthetic appreciation for hotel services and management expertise. Students become capable of business management and services in the lobbies, guest rooms, restaurants, and entertainment positions of large and medium-sized hotels.

二、基本要求

II. Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿为社会主义现代化建设服务，为人民服务，有为国家富强、民族昌盛而奋斗的志向和责任感；具有爱岗敬业、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2、掌握本专业必需的基础知识、基本理论和基本技能，具有独立获取知识、提出问题、分析解决问题的能力 and 开拓创新精神。掌握现代酒店管理的基本

知识、理论及现代管理工具，具有较强的实践应用能力和创新能力，具有一种以上较高水平的专门服务技艺；熟练掌握饭店前厅、客房、餐厅、娱乐等服务技术，至少有一门技术达到国家规定的中级技术等级水平并获得相应技术等级证书；能熟练运用现代管理理论、方法和工具；熟悉酒店业务主管、部门经理或中级以上技术人员的岗位职责、工作规程，能独立担任现代酒店某一部门营运的组织与服务工作。

2. Have a good command of the necessary fundamental knowledge, basic theories and skills, be with basic abilities to independently access knowledge, ask questions, analyze and solve problems and pioneering spirit; master basic knowledge, theories and modern management tools of modern hotel management; have strong ability in practice and application and creativity; have several specialty skills; be proficient in the service technologies for the lobbies, guest rooms, restaurants, entertainment services of the hotel, be with at least one technology meeting the state standard of intermediate technical level and with the corresponding certificate; be skilled in using modern management theories, methods and tools; be familiar with the job responsibilities and working regulations for hotel business director, department manager or mid-level technical staff; be independent ability for organization and service in the operation of a given sector of the modern hotel.

3、具有一定的体育和军事知识，掌握科学锻炼身体的基本技能，养成良好的体育锻炼和卫生习惯，具备健全的心理和健康的体魄，具有一定的美育知识和审美素养。

3. Have a good command of certain sports and military knowledge; master the basic skills of physical science; develop good habits of physical activity and sanitation; keep psychologically and physically healthy; and have certain knowledge of aesthetic education and aesthetic quality.

三、学制

III. Length of Schooling

学制三年。

3 years.

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Courses Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分为专业选修课和通识选修课两类。

The Compulsory Courses are classified into three categories of Public Basic Courses, Specialty Basic Courses and Specialty Courses, the Optional Courses are classified into two categories of Public Optional Courses and Specialty Optional Courses.

本专业主干课程：

Main Courses are:

酒店经营与管理、酒店电子商务、酒店前厅服务与管理、酒店客房服务与管理、酒店餐厅服务与管理、酒店营销及策划、酒店设计与布局、酒店公共关系学、酒店英语口语等。

Hotel Operations and Management, Hotel E-commerce, Service and Management of the Hotel Lobby, Hotel Room Service and Management, Hotel Restaurant Service and Management, Hotel Marketing and Planning, Design and Layout of Hotel, Hotel Public Relations, Hotel Oral English, etc.

五、实践教学

V. Practical Teaching

实践性教学环节分为校内实践性教学和校外实习两部分，包括：军事训练、课程实践、模拟训练、校外生产实习和毕业实习等环节。

Practical Teaching is divided into On-campus Practical Teaching and Off-campus Training, including Military Training, National Defense Education, Curriculum Practice, Simulation Training, Off-campus Production Practice and Graduation Internship etc.

1、军事训练

1. Military Training

通过军训对学生进行爱国主义、集体主义、组织纪律及基本军事基础知识的教育，以培养和增强学生爱国主义、集体主义思想意识和组织纪律观念，培养艰苦奋斗的良好作风，提高学生的生理、心理和思想素质。

Through education in patriotism, collectivism, organization and discipline as well as basic military knowledge, military training is intended to foster and enhance students' awareness of patriotism, collectivism ideology and organization and discipline, cultivate a good style of hard work, improve their physical, psychological and ideological quality.

2、课程实验

2. Curriculum Experiments .

凡有实践性教学要求的课程，均安排课程实验与操作训练，学生必须按课程教学大纲的要求，完成相应课程实验与操作，经考核合格，方可给予规定的学分。

Curriculum Experiments, and Operation Training are arranged for all courses conducted through Practical Teaching. Students must complete the experiments, and Operation of Corresponding Courses according to the course syllabus, and pass the Tests before obtaining the specified Credits.

3、模拟训练

3. Simulation Training

本专业方向的模拟训练，包括酒店前厅、客房、餐厅服务及酒店公共关系与营销活动模拟训练，要求学生按照现代酒店有关业务部门各岗位的工作规程认真进行训练活动。

It includes simulation training in services of the hotel lobby, guest rooms, and restaurants, as well as hotel public relations and marketing activities. Students must conduct the training activities seriously according to the working regulations of corresponding positions in the business departments of modern hotel.

4、校外生产实习和毕业实习

4. Off-campus Production Practice and Graduation Internship

本专业方向的学生必须参加生产实习和毕业实习，并按其实习计划及有关实习管理规则进行。学生的实习活动经所在企业鉴定合格以上者，方可计算学分。

Students must participate in Production Practice and Graduation Internship according to the practice plan and related rules of practice management. The practice activities of s students must be accredited by the enterprise before Credits can be calculated.

5、毕业论文（设计）

5. Graduation Thesis (Design)

毕业论文（设计）是在毕业实习基础上，学生对所学理论知识的综合运用，是对学生学习成绩及能力进行综合检验评定的重要环节。学生在指导教师的指导下完成毕业论文（设计）。

Based on the Graduation Internship and as the integrated use of theoretical knowledge by students, the Graduation Thesis (Design) is an important part of comprehensive tests and assessing the academic performance and ability of the students. Students complete the Graduation Thesis (Design) under the guidance of their instructors.

六、毕业条件

VI. Graduation Requirements

学生应按教学计划修满 127 学分，并通过毕业资格审查，方准予毕业。

The students can be conferred graduation, after obtaining 127 Credits in accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

教学环节 Teaching Links		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		Total 合计
		第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	
Classroom Teaching 课堂教学	课堂教学(含教学实践) Classroom Teaching (including Practical Teaching)	12	16	16	16			60
	考试 Tests	2	2	2	2			8
	小计 Subtotal	14	18	18	18			68
Practical Teaching 综合实践教学	军训和国防教育 Military Training	3						3
	入学教育和毕业教育 Enrollment Education and Graduate Education	1					1	2
	公益劳动 Labor for Public Benefits		1	1	1			3
	模拟训练 Simulation Training			1	1			2
	生产实习 Production Practice					16		16
	毕业设计(论文) Graduation Design (Thesis)						4	4
	毕业实习 Graduation Internship						10	10
小计 Subtotal	4	1	2	2	16	15	40	
机动 Flexible		2	1			5	4	12
假期 Vacation		5	7	5	7	4		28
总计 Total		25	27	25	27	25	19	148

2、实践教学环节安排表

2. Practical Teaching Schedule

内容 Contents	学期 Semester	周数 Weeks	学分 Credits
模拟训练 Simulation Training	3	1	1
模拟训练 Simulation Training	4	1	1
公益劳动 Labor for Public Benefits	2-4	3	1
毕业论文(设计) Graduation Thesis (Design)	6	4	4
军训、入学与毕业教育 Military Training, National Defense Education, Enrollment Education and Graduate Education	1、6	5	3
毕业实习 Graduation Internship	6	10	10
专业实习 Profession Internship	5	20	10
合计 Total		44	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week							
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year			
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester		
公共必修课 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4					
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3							
	3	形式与政策 Situation and Policy	16	16		1								
	4	大学英语一 College English I	60	60		4	4							
	5	大学英语二 College English II	64	64		4		4						
	6	体育一 Physical Education I	30	30		1	2							
	7	体育二 Physical Education II	30	30		1		2						

	8	体育三 Physical Education III	30	30		1			2			
	9	经济应用写作 Applied Writing of Economics	48	48		3	4					
	10	计算机文化基础 Basics of Computer	64	48	16	4		4				
	11	数据库应用技术 Database Application	64	32	32	4			4			
	12	大学生心理健康教育 Psychological Health	32	32		2	2					
	13	就业指导 Career Guidance	16	16		1				2		
	小计 Subtotal		566	502	64	33	15	10	10	2		
Specialty Basic Courses 专业基础课	14	经济法 Economic Law	48	48		3			3			
	15	管理学 Management	48	48		3	4					
	16	饭店管理原理 Principles of Hotel Management	32	32		2	2					
	17	食品营养与卫生 Food Nutrition and Hygiene	48	48		3			3			
	18	世界知名酒店概况 Introduction to World-famous Hotels	32	32		2		2				
	19	酒店设计与布局 Design and Layout of Hotel	48	42	6	3			3			
	20	酒店公共关系学 Hotel Public Relations	48	48		3			3			
小计 Subtotal		304	298	6	19	6	2	12				
Specialty Courses 专业必修课	21	酒店经营与管理 Hotel Operations and Management	48	48		3		3				
	22	酒店餐厅服务与管理 Hotel Restaurant Service and Management	48	26	22	3		3				
	23	酒店前厅、客房服务与管理一 Hotel Lobby, Room Service and Management I	48	24	24	3		3				
	24	酒店前厅、客房服务与管理二 Hotel Lobby, Room Service and Management II	48	24	24	3			3			
	25	酒店营销及策划 Hotel Marketing and Planning	48	48		3				3		
	26	酒店会计与财务管理 Hotel Accounting and Financial	64	64		4				4		
	27	酒店康乐服务与管理 Hotel Recreational Services and Management	32	16	16	2				2		
	28	酒店电子商务 Hotel E-commerce	48	42	6	3				3		
	29	酒店英语口语 Hotel Oral English	48	24	24	3			3			
	小计 Subtotal		432	316	116	27		9	6	12		
必修课小计 Subtotal of Compulsory Courses		1302	1116	186	79	21	21	28	14			

选修课小计 Subtotal of Optional Courses				18						
实践教学环节小计 Subtotal of Practical Teaching				30						
毕业应取得总学分 127 Graduates should obtain a total of 127 Credits	通识必修课必修学分 33, 占总学分 26.0% Public Basic Courses have 33 compulsory Credits, 26.0% of total Credits									
	专业基础课必修学分 19, 占总学分 15.0% Specialty Basic Courses have 19 compulsory Credits, 15.0% of total Credits									
	专业必修课必修学分 27, 占总学分 21.3% Optional Courses have 27 compulsory Credits, 21.3% of total Credits									
	综合实践教学环节学分 30, 占总学分 23.6% Practical Teaching have 30 compulsory Credits, 23.6% of total Credits									
	选修课学分≥18, 其中通识选修课≥8 Credits of Optional Courses ≥ 18, including the Credits of Public optional Courses ≥ 8									

4、选修课设置

4. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	开设学期 Semester	教学时数 Teaching Hours	学分 Credits	备注 Remarks
专业选修课 Specialty Optional Courses	1	社会心理学 Social Psychology	2	32	2	10 Credits should be obtained for courses of this category. 本课程须修满 10 学分
	2	旅游地理 Tourism Geography	2	32	2	
	3	旅游社交礼仪 Tourism Etiquette	2	32	2	
	4	会展概论 Introduction to Exhibition	2	32	2	
	5	饮食文化学 Diet Culture	2	32	2	
	6	旅游文物艺术 Cultural Relics and Art of Tourism	2	32	2	
	7	旅游美学 Tourism Aesthetics	3	32	2	
	8	民俗学 Folklore	3	32	2	
	9	世界遗产旅游 World Heritage Tourism	3	32	2	
	10	生态旅游学 Eco-Tourism	3	32	2	
	11	景区经营与管理 Operation and Management of Scenic Spots	4	32	2	
	12	节事活动策划和组织 Planning and Organization of Festival Events	4	32	2	
	13	旅游规划与开发 Tourism Planning and Development	4	32	2	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 8 学分 8 Credits should be obtained for courses of this category.

烹饪工艺与营养专业专科培养方案

Junior College Program for Cooking Techniques and Nutrition

一、培养目标

I .Educational Objectives

本专业培养适应社会现代化建设需要的、德智体美等全面发展的、从事餐饮生产与管理工作的应用技术应用性专门人才。学生毕业后主要去大、中型餐饮企业、饭店从事餐饮生产、经营、服务与管理等岗位的工作。

The program is designed to train professional personnel for the production and management of food industry; the students are expected to develop in an all-round way, i. e., morally, intellectually, physically and aesthetically, with solid academic background for the industry. Graduates will mainly work for medium or large-sized restaurants, hotels or related industry as producers, service-providers and managers.

二、基本要求

II. Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿为社会主义现代化建设服务，为人民服务，有为国家富强、民族昌盛而奋斗的志向和责任感；具有爱岗敬业、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德；具有较强的语言与文字表达能力及人际交往能力。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2、掌握本专业必需的基础知识、基本理论和基本技能，具有独立获取知识、提出问题、分析解决问题的能力的基本能力和开拓创新精神。

2. Master the basic knowledge, theories and skills for the profession; have

independent ability to acquire knowledge, explore, analyze and solve new challenges, with strong innovation spirit.

3、具备现代餐饮企业和饭店厨师长及以上餐饮生产、经营管理者所必备的文化知识和专业理论知识；具有较强的现代餐饮生产、经营管理的基本能力和创新能力。

3. Have professional and cultural knowledge for chefs and managers in modern food industry; basic ability to manage modern food industry and make innovation.

4、熟悉掌握鄂、川、粤、鲁、苏等菜系及主要品种的风味特点及川、粤、鲁、苏等菜系的一般生产技艺，精通鄂菜的制作工艺、至少掌握中式面点、西点、西餐等不同类别饮食品中一类及以上的制作技术。

4. Be familiar with different flavors of major cuisines in China and their cooking process; master cooking dishes of Hubei, Sichuan, Guangdong, Shandong, Jiangsu, and etc.; have proficient ability to cook Hubei dishes; have a good command of cooking Chinese pastry, Western pastry and some western food.

5、能独立设计中档以上的风味筵席，能组织 100 人左右的宴会；具有中级厨师以上的技术水平，并获得相应技术等级证书。

5. Be able to design flavor feast of mid-range or above; and to organize banquet of 100 people; acquire strong technical skills of intermediate cook or above and corresponding certificate.

三、学制

III. Length of Schooling

招收中职和高中毕业生，学制三年。

3 years. (Application candidates: Graduates from both high school and secondary vocational education).

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分通识必修课、专业基础课、专业必修课等三类，共 26 门 1278 学时，计 77 学分；选修课最低应选 18 个学分，其中限定选修课 10 学分，通识选修课 8 学分；综合实践教学共 44 周，计 30 学分。

The Compulsory Courses are classified into three categories of Public Basic Courses, Specialty Basic Courses and Specialty Courses, including 26 subjects with 1278 Credits hours and 77 Credits. The Optional Courses are classified into two categories of Public Optional Courses (8 Credits) and Specialty Optional Courses (10 Credits). The Credits for Optional Courses should be no less than 18. Practical teaching occupies 44 weeks with 30 Credits.

本专业主干课程:

Main Courses are:

中国烹调工艺学（一）（二）、菜品制作基础、名菜制作工艺、冷盘与雕刻、中国面点工艺、餐饮企业管理等。

Chinese Cooking Techniques I, II; Techniques for Cooking; Cooking for Famous Dishes; Cold Platter and Food Sculpture; Chinese Pastry; Management of Food Industry, etc.

五、实践教学

V. Practical Teaching

本专业实践教学环节主要有军事训练、课程实验、技能训练、专业实习和毕业设计等环节。

Practical Teaching mainly includes Military Training, Course Experiment, Skill Training, Professional Internship and Graduation Design.

1、军事训练

1. Military Training

通过军训对学生进行爱国主义、集体主义、组织纪律、国防意识教育，培养学生遵守纪律、不怕困难的顽强品质和良好作风，提高学生的生理、心理及思想素质。

Military training is expected to develop students' sense of patriotism, collectivism, and organizational disciplines as well as improve students' mental, physical and spiritual qualities.

2、课程实验

2. Course Experiment

凡有实践性要求的专业基础课程均安排相应的课程实验，学生须按课程教学大纲要求，完成相应的课程实验，课程实验和理论考核均合格，该课程方为合格。

In accordance with the demand of syllabus, students must complete necessary experiments and pass the experimental and theoretical examination.

3、技能训练

3. Skill Training

技能训练包括基本技能和专业技能训练，基本技能训练为专业技能训练打基础，具体包括刀工技术和翻锅等，专业技能训练按课程要求完成，经考核合格后，方可认为该课程成绩合格。

Skill training is concerned with training of basic skills, including knife skills and turning pot, and professional skills. All the students are expected to master these skills and pass the final exams.

4、专业实习

4. Professional Internship

专业实习分为生产实习和毕业实习。学生结合本专业的具体要求，深入到相应的企业相关岗位，通过实践，熟悉本专业的的主要业务和技能，巩固所学的专业知识，为毕业设计（论文）和就业作好充分准备。专业实习应取得实习单位工作鉴定，并作为学生能力的评定依据。

Professional internship includes Production Practice and Graduation Internship. Students are expected to apply professional knowledge and skills to real practice and thus consolidate their major knowledge needed for Graduation Design (Thesis) and future career. The evaluation from the companies will be taken into account as to judgment for students' ability.

5、毕业设计（论文）

5. Graduation Design (Thesis)

毕业设计（论文）是在毕业实习的基础上，学生对所学理论知识的综合运用，是对学生学习成绩和能力进行综合检验评定的重要环节。学生在指导教师的指导下有序完成毕业设计（论文），由指导老师对学生毕业设计（论文）写评阅意见，毕业设计（论文）经教研室和系部鉴定小组集体审定后，报学校认定。

On the basis of graduation internship, students under the guidance of instructors, apply and integrate what they have learned to complete Graduation Design (Thesis), which is an important part to assess students academic achievement and practical ability. After instructors give reviews to students' thesis, which will later be evaluated by Department of Teaching and research, the paper will be rendered to School Administration for final judgment.

六、毕业条件

VI. Graduation Requirements

学生应按教学计划修满 125 学分，并通过毕业资格审查，方准予毕业。

The students can be conferred graduation, after obtaining 125 Credits in

accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

教学环节 Teaching Links		学年、学期 Year / Semester		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester			
Classroom Teaching 课堂教学	课堂教学（含教学实践） Classroom Teaching (including Practical Teaching)	12	16	16	16					60
	考试 Tests	2	2	2	2					8
	小计 Subtotal	14	18	18	18					68
Practical Teaching 综合实践教学	军事训练和国防教育 Military Training and National Defense Education	3								3
	入学教育和毕业教育 Enrollment Education and Graduate Education	1							1	2
	公益劳动 Labor for Public Benefits		1	1	1					3
	模拟训练 Simultaneous Training			1	1					2
	生产实习 Production Practice							16		16
	毕业实习 Graduation Internship								10	10
	毕业论文（设计） Graduation Thesis (Design)								4	4
	小计 Subtotal	4	1	2	2	16	15			40
机动 Flexible		2	1					5	4	12
假期 Vacation		5	7	5	7	4				28
总计 Total		25	27	25	27	25	19			148

2、实践教学环节安排表

2. Practical Teaching Schedule

内容 Contents	学期 Semester	周数 Weeks	学分 Credits
模拟训练 Simultaneous Training	3	1	1
模拟训练 Simultaneous Training	4	1	1
公益劳动 Labor for Public Benefits	2-4	3	1
毕业论文(设计) Graduation Thesis (Design)	6	4	4
军训、入学与毕业教育 Military Training, Enrollment Education and Graduate Education	1、6	5	3
毕业实习 Graduation Internship	6	10	10
专业实习 Professional Internship	5	20	10
合计 Total		44	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per week							
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year			
							1 st Semester 第1学期	2 nd Semester 第2学期	3 rd Semester 第3学期	4 th Semester 第4学期	5 th Semester 第5学期	6 th Semester 第6学期		
公共必修课 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4					
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3							
	3	形式与政策 Situation and Policies	16	16		1								
	4	大学英语一 College English I	60	60		4	4							
	5	大学英语二 College English II	64	64		4		4						
	6	体育一 Physical Education I	30	30		1	2							
	7	体育二 Physical Education II	30	30		1		2						

	8	体育三 Physical Education III	30	30		1			2			
	9	经济应用写作 Applied Writing of Economics	48	48		3	3					
	10	计算机文化基础 Basics of Computer	64	48	16	4		4				
	11	大学生心理健康教育 Psychological Health	32	32		2	2					
	12	就业指导 Career Guidance	16	16		1				2		
	小计 Subtotal			502	470	32	29	14	10	6	2	
专业基础课 Specialty Basic Courses	13	餐饮企业管理 Management of Food Industry	48	48		3				3		
	14	烹饪学概论 Introduction of Gastronomy	48	48		3		3				
	15	烹饪化学 Cooking Chemistry	48	36	12	3				3		
	16	烹饪营养与卫生 Cooking Nutrition and Health	48	36	12	3				3		
	17	烹饪原料学 Science of Cooking Material	32	32		2	2					
	18	餐旅英语 Hospitality English	32	32		2				2		
	小计 Subtotal			256	232	24	16	2	3		11	
专业必修课 Specialty Courses	19	中国烹调工艺学（一） Chinese Cooking Techniques I	72	48	24	4	6					
	20	中国烹调工艺学（二） Chinese Cooking Techniques II	64	44	20	4		4				
	21	菜品制作基础 Techniques for Cooking	64	32	32	4		4				
	22	名菜制作工艺（一） Cooking for Famous Dishes I	64	32	32	4			4			
	23	名菜制作工艺（二） Cooking for Famous Dishes II	64	32	32	4				4		
	24	冷盘与雕刻 Cold Platter and Food Sculpture	64	32	32	4			4			
	25	中国面点工艺（一） Chinese Pastry I	64	32	32	4			4			
	26	中国面点工艺（二） Chinese Pastry II	64	32	32	4				4		
	小计 Subtotal			520	284	236	32	6	8	12	8	
必修课小计 Subtotal of Compulsary Courses			1278	986	292	77	22	21	18	21		
选修课小计 Subtotal of Elective Courses						18						
实践教学环节小计 Subtotal of Practical Teaching						30						

毕业应取得总学分 125 Graduates should obtain a total of 125 Credits	通识必修课必修学分 29, 占总学分 23.2% Public Basic Courses have 29 compulsory Credits, 23.2% of total Credits
	专业基础课必修学分 16, 占总学分 12.8% Specialty Basic Courses have 16 compulsory Credits, 12.8% of total Credits
	专业必修课必修学分 32, 占总学分 25.6% Specialty Courses have 32 compulsory Credits, 25.6% of total Credits
	综合实践教学环节学分 30, 占总学分 24% Practical Teaching has 30 compulsory Credits, 24% of total Credits
	选修课学分≥18, 其中通识选修课≥8 Credits of Optional Courses ≥ 18, including the Credits of Public Optional Courses ≥ 8

4、选修课设置

课程类别 Courses Classified	序号 No.	课程名称 Course Name	开设学期 Semester	教学时数 Teaching Hours	学 分 Credits	备 注 Remarks
专业课 Specialty Optional Courses	1	食品微生物学 Food Microbiology	1	32	2	10 Credits should be obtained for courses of this category 本类课程应修满 10 学分
	2	健康心理学 Health Psychology	2	32	2	
	3	烹饪器具与设备 Cooking Utensils and Equipment	2	32	2	
	4	酒品与饮料 Wine and Drinks	2	32	2	
	5	酒店管理概论 Introduction to Hospitality Management	2	32	2	
	6	西餐工艺 Techniques of Western-style Food	3	32	2	
	7	餐厅服务 Restaurant Service	3	32	2	
	8	客房服务 Room Service	3	32	2	
	9	宴席设计 Banquet Design	4	32	2	
	10	酒店设计与布局 Design and Layout of Hotel	4	32	2	
	11	餐饮企业会计 Catering Business Accounting	4	32	2	
	12	酒店营销学 Hotel Marketing	4	32	2	
	13	饮食美学 Food Aesthetics	4	32	2	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本课程应修满 8 学分 8 Credits should be obtained for courses of this category

计算机应用技术专业（软件工程方向） 专科培养方案

Junior College Program for Computer Application (in the field of Software Engineering)

一、培养目标

I. Educational Objectives

本专业培养德智体全面发展，有理想、有道德、有文化、遵纪守法，拥有健康人格，可从事计算机应用工作的高技能人才。在校学习期间，学生应掌握计算机应用的基本理论知识、专业知识；掌握软件工程的基本方法；熟悉较新的软硬件系统开发平台和开发工具；具有软件开发的基本能力；学生毕业后能从事计算机软、硬件和其他系统的设计制作、产品开发、检验维护及销售服务等工作。

This program aims at training high-quality talents qualified for jobs in computer application, which are of all-round development in virtue, wisdom and physics, who is ambitious, noble, civilized, disciplined and healthy in personality. In the school, the students are supposed to obtain basic theoretical and professional knowledge about computer application, master the basic method of software engineering, know development platform and tools for software and hardware well, and have the basic ability to develop software. After graduation, students can engage in the designing, producing, developing, maintenance and selling of software and hardware.

二、基本要求

II. Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿为社会主义现代化建设服务、为人民服务；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of

responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2、掌握常见的计算机软硬件系统开发平台和开发工具；具备计算机软件开发的基本能力；具备有计算机软、硬件的产品设计、制作、开发、应用能力；具备计算机软、硬件的检验、维护、应用能力。具有一定的交流与沟通能力。

2. Master common development platform and tools for computer hardware and software; have the ability to develop software; have the ability to design, make, develop, use software and hardware products; have the ability to test, maintain, use software and hardware; have certain ability to communicate.

3、掌握科学锻炼身体的基本知识和技能，养成良好的体育锻炼和卫生习惯，具备健全的心理和健康的体魄。

3. Master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、学制

III. Length of Schooling

学制三年。

3 years.

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分为专业选修课、通识选修课两类。

The Compulsory Courses are classified into three categories of Public Basic Courses, Specialty Basic Courses and Specialty Courses; the Optional Courses are classified into two categories of Public Optional Courses and Specialty Optional Courses.

本专业主干课程：

Main Courses are:

计算机电路基础、软件工程导论、微机原理与接口技术、数据结构、操作系统（Linux）、计算机组装与维护、办公设备与办公自动化、多媒体应用、数据库原理与 SQL Server、工程化软件开发（.NET/JAVA）、计算机网络、软件测试技术、网页制作与网站建设、软件需求分析、Windows 2008 Server 应用、嵌入式系统及

应用等。

An Introduction to the circuit in Computer, Introduction to Software Engineering, Computer axiom and interface technology, Data structure, Operating System (Linux), Computer Assembling and Maintenance, Office Equipment and Office automation, Multimedia Application, Principles of Database and SQL server, Engineering Software Development (.NET/JAVA), Computer networks, Software Testing Technology, Webpage Making and Website Building, Software Requirement Analysis, the Application of Windows 2008 Server, the Built-in System and its Application.

五、实践教学

V. Practical Teaching

- 1、学生参加军事训练、入学教育及公益劳动，由学校统一安排。
1. Students are required to participate in Military Training, National Defense Education, Enrollment Education and Labor for Public Benefits.
- 2、在专业教师的指导下，在相关实验室进行各科实验、课程设计及开放式实验。
2. Under the guidance of teachers, students should conduct various experiments, courses designing and open-up experiment.
- 3、在学校有关部门的组织下，参加社会调查与实践活动。
3. Organized by the relevant departments of the university, students should participate in Social Surveys and practical activities.
- 4、通过学校组织与自己联系相结合，进行校外生产实习和毕业实习。
4. Organized by the university or contacting on their own, students should conduct Production Practice and Graduation Internship outside the university.
- 5、在专业教师的指导下，撰写毕业论文。
5. Under the guidance of teachers, students should complete Mid-term Paper and the Graduation Thesis.

六、毕业条件

VI. Graduation Requirements

本专业学生应按培养方案修满 145 学分，并通过毕业资格审核，方准予毕业。
The students can be conferred graduation, after obtaining 145 Credits in accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

教学环节 Teaching Links		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	
Classroom Teaching 课堂教学	课堂教学（含教学实践） Classroom Teaching (including Practical Teaching)	12	16	16	16	16		76
	考试 Tests	2	2	2	2	2		10
	小计 Subtotal	14	18	18	18	18		86
Practical Teaching 综合实践教学	军事训练、入学教育和毕业教育 Military Training, Entrance and Graduate Education	4					1	5
	公益劳动 Labor for Public Benefits	1	1	1				3
	课程综合设计 Course Design		1	1	1	1		4
	毕业实习 Graduation Internship						8	8
	毕业论文（设计） Graduation Thesis (Design)						8	8
	小计 Subtotal	5	2	2	1	1	17	28
机动 Flexible		1			1	1	2	5
假期 Vocation		5	7	5	7	5		29
总计 Total		25	27	25	27	25	19	148

2、实践教学环节安排表

2. Practical Teaching Schedule

内容 Contents	学期安排 Semester	周数 Weeks	学分 Credits
数据库管理系统综合 Database Management System Comprehensive	3	1 (开放) openness	3
软件工程实用训练 Training in Software Engineering	5	1 (开放) openness	3
电子技术基础训练 Basic Training in Electronic Technology	2	1	4
程序设计课程设计 Course Project of Programming	3	1	1
数据结构课程设计 Course Project of Data Structure	4	1	1
网络基础训练 Basic Training in Networks	5	1	1
公益劳动 Labor for Public Benefits	1-3	3	1
社会调查、生产实习 Social Survey, Producing Internship	2-4	4 (假期) Vacation	1
军事教育、入学教育、毕业教育 Military Training, Entrance and Graduation Education	1、6	5	1
毕业实习 Graduation Internship	6	8	6
毕业论文 (设计) Graduation Thesis (Design)	6	8	8
合计 Total		34	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week						
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		
							1 st Semester 第1学期	2 nd Semester 第2学期	3 rd Semester 第3学期	4 th Semester 第4学期	5 th Semester 第5学期	6 th Semester 第6学期	
公共必修课 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4				
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3						

	3	形势与政策 Situation and Policies	16	16		1							
	4	大学英语一 College English I	60	60		4	4						
	5	大学英语二 College English II	64	64		4		4					
	6	大学英语三 College English III	64	64		4			4				
	7	体育一 Physical Education I	30	30		1	2						
	8	体育二 Physical Education II	30	30		1		2					
	9	体育三 Physical Education III	30	30		1			2				
	10	高等数学上 College Mathematics I	60	60		4	4						
	11	高等数学下 College Mathematics II	80	80		5		5					
	12	计算机导论 An Introduction to Computer	48	28	20	3	3						
	13	经济应用写作 Applied Writing of Economics	48	48		3		3					
	14	C 语言程序设计 C Programming	70	40	30	4	5						
	15	大学生心理健康教育 Psychological Health	32	32		2	2						
	16	就业指导 Career Guidance	16	16		1				2			
			小计 Subtotal	760	694	66	45	23	14	10	2		
	Specialty Basic Courses 专业基础课	17	数据库基础与 Access Basic Database and Access	48	32	16	3		3				
18		计算机电路基础 Computer Circuit Foundation	58	48	10	3		3					
19		软件工程导论 Introduction to Software Engineering	58	48	10	3			3				
20		C++程序设计 C++Programming	62	48	14	4		3					
21		微机原理与接口技术 Computer Axiom and Interface	62	48	14	4				3			
22		数据库原理与 SQL Server Database and SQL Server	48	26	22	3			3				
23		Java 语言程序设计 Java Programming	64	36	28	4			4				
24		数据结构 Database Structure	62	48	14	3					3		

	25	操作系统 (Linux) Operating System (Linux)	48	32	16	3				3		
	26	计算机组装与维护 Computer Assembly and Maintenance	32	24	8	2	2					
	27	办公设备与办公自动化 Office Equipment and Office Automation	32	16	16	2		2				
	小计 Subtotal		574	406	168	34	2	11	10	9		
专业必修课 Specialty Courses	28	多媒体应用 Multimedia Application	48	32	16	3			3			
	29	工程化软件开发 (.NET/JAVA) Engineering Software Design (.NET/JAVA)	64	32	32	3				4		
	30	计算机网络 Computer Networks	48	48		3				3		
	31	软件测试技术 Software Testing Technology	32	16	16	2					2	
	32	软件需求分析 Software Requirement Analysis	32	24	8	2					2	
	33	嵌入式系统及应用 Embedding System and Application	54	48	6	3					4	
	34	Windows 2008 Server 应用 Windows 2008 Server Application	32	16	16	2					2	
	小计 Subtotal		310	216	94	18			3	7	10	
课程设计 Course Design	1	电子技术基础训练 Basic Training in Electronic Technology	32		32			一周 one week				
	2	程序设计课程设计 Course Project of Programming	32		32			一周 one week				
	3	数据结构课程设计 Course Project of Data Structure	32		32				一周 one week			
	4	数据库管理系统综合 Database Management System Comprehensive	32		32				开放 openness			
	5	网络基础训练 Networks Basic Training	32		32				一周 one week			
	6	软件工程实用训练 Training in Software Engineering	32		32						开放 openness	
	小计 Subtotal		192		192							

必修课小计 Subtotal of Compulsory Courses	1836	1316	520	97	25	25	23	18	10	
选修课小计 Subtotal of Optional Courses				18						
实践教学环节小计 Subtotal of Practical Teaching				30						
毕业应取得总学分 145 Graduates should obtain a total of 145 Credits	通识必修课必修学分 45, 占总学分 31.0% Public Basic Courses have 45 compulsory Credits, 31.0% of total Credits									
	专业基础课必修学分 34, 占总学分 23.4% Specialty Basic Courses have 34 compulsory Credits, 23.4% of total Credits									
	专业必修课必修学分 18, 占总学分 12.4% Specialty Courses have 18 compulsory Credits, 12.4% of total Credits									
	实践教学环节学分 30, 占总学分 20.7% Practical Teaching has 30 compulsory Credits, 20.7% of total Credits									
	选修课学分≥18, 其中通识选修课≥8 Credits of Optional Courses ≥ 18, including the Credits of Public Optional Courses ≥ 8									

4、选修课设置

4. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Courses Names	开设学期 Semester	教学时数 Teaching Hours	学分 Credits	备注 Remarks
专业选修课 Professional Optional Class	1	单片机原理 Principles of SCM	5	32	2	10 Credits should be obtained for courses of this category 本类课程应修满 10 学分
	2	社会心理学 Social Psychology	3	32	2	
	3	VB 程序设计	2	32	2	
	4	微机控制技术 Computer Control Technology	5	32	2	
	5	计算机辅助电路设计 Computer Assisted Circuit Design	4	32	2	
	6	算法设计与分析 Algorithm Design and Analysis	4	32	2	
	7	UML 技术与工具 UML Technology and Tools	5	32	2	
	8	Java EE 应用开发技术 Application and Development of Java EE Technology	5	32	2	
	9	网页设计与制作 Web Page Design	4	32	2	
	10	人工智能技术 Human Intelligence Technology	4	32	2	
	11	Linux 系统分析 Linux System Analysis	4	32	2	
	12	计算机网络安全 Networks Security	5	32	2	
	13	Web 应用开发 Web Application Development	5	32	2	
	14	现代通信技术 Modern Communication Technology	5	32	2	
	15	创新实验 Creative Experiment	5	32	2	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 8 学分 8 Credits should be obtained for courses of this category

电子商务专业专科培养方案

Junior College Program for Electronic Commerce

一、培养目标

I. Educational Objectives

本专业培养德智体全面发展，有理想、有道德、有文化、遵纪守法，拥有健康人格，掌握电子商务的基本理论知识、专业知识，有较强的电子商务管理技术和能力，熟悉社会主义商品经济和网络技术环境，能从事网络营销与策划、电子商务技术与应用方面工作的企业生产、经营、管理、服务第一线所需要的高技能人才。

This program is intended for high-quality students who are well developed in morality, intelligence and physique, with lofty ideals, integrity, knowledge, and a strong sense of discipline and healthy personality. The program provides students with opportunities to know the basic theories and specialty knowledge of E-commerce, to obtain E-commerce management skills, and be familiar with the socialist commercial market and network technical environment. Students are expected to engage in enterprise production, business, management and service in terms of network marketing and planning, and E-commerce technique applications.

二、基本要求

II. Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；有强烈的社会责任感、明确的职业理想和良好的职业道德，愿为社会主义现代化建设服务；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2、掌握本专业必需的基础知识、基本理论和基本技能，具有独立获取知识、提出问题、分析解决问题的能力及开拓创新精神；以及具有较强的语言文字表达、人际沟通能力；并掌握国际贸易、市场营销、信息管理的相关知识和具有较强的外语与计算机应用能力。

2. Master the basic knowledge, theories, and skills of this specialty; be able to obtain knowledge, raise questions, analyze and solve problems independently with innovative spirits; be good at language expression and interpersonal communication; be equipped with knowledge about international trade, marketing and information management as well as good foreign language and computer skills.

3、掌握科学锻炼身体的基本知识和技能，养成良好的体育锻炼和卫生习惯，具备健全的心理和健康的体魄。

3. Master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、学制

III. Length of Schooling

学制三年。

3 years.

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分为专业选修课、通识选修课两类。

The Compulsory Courses are classified into Public Basic Courses, Specialty Basic Courses and Specialty Courses; the Optional Courses are classified into Public Optional Courses and Specialty Optional Courses.

本专业主干课程：

Main Courses are:

管理学、市场营销学、电子商务数据库、商务谈判、国际贸易实务、广告策划、电子商务物流管理、电子商务安全与支付等。

Management, Marketing, E-commerce Database, Business Negotiation, Practice of International Trade, Advertising Planning, E-commerce and Network Marketing, E-commerce Security and Payment, etc.

五、实践教学

V. Practical Teaching

1、学生参加军事训练、入学教育及公益劳动，由学校统一安排。

1. Students are required to participate in Military Training, Enrollment Education and Labor for Public Benefits.

2、在专业教师的指导下，按课程教学大纲的要求，完成相应的案例分析。

2. Under the guidance of teachers, students should complete the case study according to the curriculum syllabus.

3、在专业教师的指导下，在电子商务专业实验室进行电子商务网页设计、网络营销、推广等活动。

3. Under the guidance of teachers, students should conduct E-commerce webpage design, network marketing, and promotion and so on in the E-commerce laboratory.

4、在专业教师的指导下，在电子商务专业实验室进行本专业的技能训练：普通话训练，撰写网络营销策划、企业电子商务解决方案等。

4. Under the guidance of teachers, students should practice their specialty skills and mandarin in the E-commerce laboratory, and compose network marketing planning and enterprise E-commerce solution.

5、在专业教师的指导下，参加市场调研及企业的网络营销策划与实施活动。

5. Under the guidance of teachers, students should participate in market research as well as network marketing planning and implementation activities of the enterprises.

6、通过学校组织与自己联系相结合，在专业教师的指导下，在企业进行生产实习。

6. Organized by the university or contacting on their own, students should conduct Production Practice in the enterprises under the guidance of teachers.

7、在专业教师的指导下，完成毕业论文。

7. Under the guidance of teachers, students should complete the Graduation Thesis.

六、毕业条件

VI. Graduation Requirements

学生应按教学计划修满 146 学分，并通过毕业资格审核，方准予毕业。

The students can be conferred graduation, after obtaining 146 Credits in accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

教学环节 Teaching Links		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	
Classroom Teaching 课堂教学	课堂教学（含教学实践） Classroom Teaching (Including Practical Teaching)	12	16	16	16	14		74
	考试 Tests	2	2	2	2	2		10
	小计 Subtotal	14	18	18	18	16		84
Practical Teaching 综合实践教学	军训和国防教育 Military Training and National Defense Education	3						3
	入学教育和毕业教育 Enrollment Education and Graduate Education	1					1	2
	公益劳动 Labor for Public Benefits		1			1		2
	课程设计 Course Design				2	3		5
	生产实习 Production Practice			2				2
	毕业实习 Graduation Internship						10	10
	毕业论文（设计） Graduation Thesis (Design)						4	4
	小计 Subtotal	4	1	2	2	4	15	28
机动 Flexible	2	1				4	7	
假期 Vacation	5	7	5	7	5		29	
总计 Total	25	27	25	27	25	19	148	

2、实践教学环节安排表

2. Practical Teaching Schedule

内容 Contents	学期 Semester	周数 Weeks	学分 Credits
入学教育和毕业教育 Enrollment Education and Graduate Education	1、6	2	2
军训和国防教育 Military Training and National Defense Education	1	3	1
公益劳动 Labor for Public Benefits	2、3、4	3	3
网页设计综合实训 Integrated Practice of Webpage Design	3	1	2
网络营销综合实训 Integrated Practice of Network Marketing	4	2	2
电子商务系统策划综合设计 Integrated Design of E-commerce System Planning	5	2	2
生产实习 Production Practice	3	2	2
毕业论文(设计) Graduation Thesis (Design)	6	4	8
毕业实习 Graduation Internship	6	10	8
合计 Total		29	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week						
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	
公共基础课程 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4				
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3						
	3	形势与政策 Situation and Policy	16	16		1							
	4	大学英语一 College English I	60	60		4	4						
	5	大学英语二 College English II	64	64		4		4					
	6	大学英语三 College English III	64	64		4			4				
	7	体育一 Physical Education I	30	30		1	2						

	8	体育二 Physical Education II	30	30		1		2				
	9	体育三 Physical Education II	30	30		1			2			
	10	大学数学一 College Mathematics I	60	60		4	4					
	11	大学数学二 College Mathematics II	64	64		4		4				
	12	经济应用写作 Applied Writing of Economics	48	48		3	3					
	13	信息技术导论 Introduction to Information Technology	48	32	16	3	3					
	14	电子商务数据库 E-commerce Database	64	32	32	4		4				
	15	大学生心理健康教育 Psychological Health	32	32		2	2					
	16	就业指导 Career Guidance	16	16		1					2	
		小计 Subtotal	738	674	64	44	21	14	10	2		
Specialty Basic Courses 专业基础课	17	经济学原理 Principle of Economics	48	42	6	3				3		
	18	管理学 Management	48	42	6	3		3				
	19	会计学 Accounting	48	42	6	3			3	3		
	20	统计学 Statistics	48	42	6	3						
	21	市场营销学 Marketing	48	42	6	3			3			
	22	国际贸易实务 International Trade Practice	48	42	6	3				3		
	23	商务谈判 Business Negotiation	48	42	6	3				3		
	24	电子商务技术基础 Basics of E-commerce Technology	64	48	16	4			4			
	25	电子商务网页设计 E-commerce Webpage Design	64	48	16	4			4			
		小计 Subtotal	464	390	74	29		3	14	12		
Specialty Courses 专业必修课	26	电子商务概论 Introduction to E-commerce	64	48	16	4		4				
	27	网络营销与策划 Network Marketing and Planning	64	48	16	4				4		
	28	电子商务物流管理 E-commerce Logistics Management	48	32	16	3				3		
	29	电子商务支付与网络金融 E-commerce Payment and Electronic Finance	48	32	16	3					3	
	30	电子商务网站运营与管理 E-commerce Websites Operation and Management	64	48	16	4				4		
	31	电子商务项目管理 E-commerce Project Management	48	48		3					3	
	32	电子商务解决方案 E-commerce Solutions	64	48	16	4					4	
		小计 Subtotal	400	304	96	25		4		11	10	

必修课小计 Subtotal of Compulsory Courses	1602	1368	234	98	21	21	24	25	10	
选修课小计 Subtotal of Optional Courses				18						
实践教学环节小计 Subtotal of Practical Teaching				30						
毕业应取得总学分 146 Graduates should obtain a total of 146 Credits	通识必修课必修学分 44, 占总学分 30.1% Public Basic Courses have 44 compulsory Credits, 30.1% of total Credits									
	专业基础课必修学分 29, 占总学分 19.9% Specialty Basic Courses have 29 compulsory Credits, 19.9% of total Credits									
	专业必修课必修学分 25, 占总学分 17.1% Specialty Courses have 25 compulsory Credits, 17.1% of total Credits									
	综合实践教学环节学分 30, 占总学分 20.5% Practical Teaching has 30 Credits, 20.5% of total Credits									
	选修课学分≥18, 其中通识选修课≥8 Optional Courses ≥ 18 Credits, including the Credits of Public Optional Courses ≥ 8									

4、选修课设置

4. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	开设学期 Semester	教学时数 Teaching Hours	学分 Credits	备注 Remarks
Specialty Optional Courses 专业选修课	1	消费心理学 Consuming Psychology	2	32	2	10 Credits should be obtained for courses of this category. 本类课程应修满 10 学分
	2	营销调研 Marketing Research	2	32	2	
	3	网络消费者行为学 Network Customer Behavioristics	3	32	2	
	4	营销心理学 Marketing Psychology	3	32	2	
	5	电子商务认证 E-commerce Certification	3	32	2	
	6	广告策划 Advertising Planning	3	32	2	
	7	信息经济学 Information Economics	4	32	2	
	8	商务礼仪 Business Etiquette	4	32	2	
	9	管理沟通 Management Communication	4	32	2	
	10	推销理论与实务 Sales Theory and Practice	4	32	2	
	11	商务英语 Business English	5	32	2	
	12	客户关系管理 Customer Relation Management	5	32	2	
通识选修课 Public Basic Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 8 学分 8 Credits should be obtained for courses of this category.

广告设计与制作专业专科培养方案

Junior College Program for Advertising Design & Making

一、培养目标

I .Educational Objectives

本专业培养适应社会主义现代化建设需要的德、智、体、美全面发展，具有广告设计、广告制作、广告印刷等方面知识能力，能在广告公司、印刷公司及企业的策划、设计等相关部门从事广告设计、广告制作等工作的应用型人才。

This program is designed to train application-oriented talents with knowledge and ability in advertising design, advertising production and advertising printing; students are expected to be adapted to socialist modernization and develop in an all-round way, i.e., morally, intellectually, physically and aesthetically. Graduates can pursue career in advertising companies, printing companies and enterprises or other related departments engaged in advertising design, advertising, etc.

二、基本要求

II .Skills Profile

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿为社会主义现代化建设服务、为人民服务；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve for the socialist modernization and the masses; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit, have good moral character, social morality and professional ethics.

2、掌握本专业必需的艺术设计的基本理论、基础知识和基本技能，具有独立获取知识、提出问题、分析解决问题的能力及开拓创新精神；熟悉现代广告设计与制作的基本理论与方法，综合运用所学知识，具有平面设计与网页设计及平面设计软件实际操作能力；具有较强的人际沟通能力和计算机应用能力。

2. Master the basic theories, knowledge and skills in the art of the professional design, be with the independent access to knowledge and the capability to ask problems, analyze problems and solve them; have the pioneering spirit; be familiar with basic theories and methods of modern advertising design and production, be with a command of comprehensive use of knowledge learned, have the abilities of graphic design and web design and actual practice of graphic design software; have strong ability of interpersonal communication and application in computer.

3、掌握科学锻炼身体的基本知识和技能，养成良好的体育锻炼和卫生习惯，具备健全的心理和健康的体魄。

3. Master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、学制

III.Length of Schooling

学制三年。

3 years.

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分为专业选修课、通识选修课两类。

The Compulsory Courses are classified into three categories of Public Basic Courses, Specialty Basic Courses and Specialty Courses; the Optional Courses are classified into two categories of Public Optional Courses and Specialty Optional Courses.

本专业主干课程：

Main Courses are:

设计基础、电脑艺术设计、平面广告设计、标志设计、包装设计、网页设计、版式设计及印刷、书籍装帧设计等。

Design Basis, Computer Art and Design, Thought and Design, Graphic Design, Packaging Design, Web Design, Layout and Printing, Advertising Planning.

五、实践教学

V. Practical Teaching

1、学生参加军事训练、入学教育及公益劳动，由学校统一安排。

1. Students are required to participate in Military Training, Enrollment Education and Labor for Public Benefits.

2、在专业教师的指导下，按课程教学大纲的要求，完成相应的实训内容。

2. Under the guidance of teachers, students should complete the training contents according to the course curriculum requirements.

3、在专业教师的指导下，完成艺术考察与写生等实践活动。

3. Under the guidance of professional teachers, students should complete Study & Sketch Art and practical activities.

4、通过学校组织与自己联系相结合，在专业教师的指导下，在校外进行生产实习和毕业实习。

4. Organized by the university or contacting on their own, students should conduct Production Practice and Graduation Internship outside the university.

5、在专业教师的指导下，完成毕业论文。

5. Under the guidance of teachers, students should complete the Graduation Thesis.

六、毕业条件

VI. Graduation Requirements

学生应按教学计划修满 133 学分，并通过毕业资格审查，方准予毕业。

The students can be conferred graduation, after obtaining 133 Credits in accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

教学环节 Teaching Links		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	
Classroom Teaching 课堂教学	课堂教学 (含教学实践) Classroom Teaching (Including Practical Teaching)	14	16	14	16	16		76
	考试 Tests	2	2	2	2	2		10
	小计 Subtotal	16	18	16	18	18		86
Practical Teaching 综合实践教学	军事训练和国防教育 Military Training and National Defense Education	3						3
	入学教育和毕业教育 Enrollment Education and Graduate Education	1					1	2
	公益劳动 Labor for Public Benefits		1	1	1			3
	艺术考察与写生 Study and Sketch Art			2				2
	社会调查、生产实习等 Social Survey, Production Practice etc.		1		1	1		3
	毕业实习 Graduation Internship						8	8
	毕业论文 (设计) Graduation Thesis (Design)						8	8
	小计 Subtotal	4	2	3	2	1	17	29
假期 Vacation	5	7	5	7	5		29	
机动 Flexible			1		1	2	4	
总计 Total	25	27	25	27	25	19	148	

2、实践教学环节安排表

2. Practical Teaching Schedule Table

内容 Contents	学期 Semester	周数 Weeks	学分 Credits
军事训练和国防教育 Military Training and National Defense Education	1	3	1
入学教育和毕业教育 Enrollment Education and Graduate Education	1、6	2	2
公益劳动 Labor for Public Benefits	2、3、4	3	4
艺术考察与写生 Study and Sketch Art	2	2	3
社会调查、生产实习 Social Survey (Production Practice)	2、4、5	3	4
毕业实习 Graduation Internship	6	8	8
毕业论文(设计) Graduation Thesis (Design)	6	8	8
合计 Total		30	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week						
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	
公共基础课 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4				
	2	思想道德修养与法律基础 Moral & Ethics and Fundamentals of Laws	48	48		3	3						
	3	形势与政策 Situation and Policies	16	16		1							
	4	大学英语一 College English I	60	60		4	4						
	5	大学英语二 College English II	64	64		4		4					
	6	体育一 Physical Education I	30	30		1	2						
	7	体育二 Physical Education II	30	30		1		2					

	8	体育三 Physical Education III	30	30		1			2			
	9	经济应用写作 Applied Writing of Economics	48	48		3		3				
	10	计算机文化基础 Basics of Computer	64	48	16	4		4				
	11	多媒体技术与应用 Multimedia Technology and Application	32	32		2			2			
	12	大学生心理健康教育 Psychological Health	32	32		2	2					
	13	就业指导 Career Guidance	16	16		1				2		
	小计 Subtotal		534	502	32	31	11	13	8	2		
Specialty Basic Courses 专业基础课	14	素描 Sketch	96	96		6	3	3				
	15	色彩 Colors	96	96		6	3	3				
	16	电脑艺术设计 Computer Art and Design 1-2	96	32	64	6		3	3			
	17	摄影 Photography	48	16	32	3		3				
	18	设计基础 Design Basis	48	16	32	3	3					
	19	设计思维与表达 Ideas and Expression of Design	32	32		2		2				
	20	商业插画 Commercial Illustration	48	16	32	3				3		
	小计 Subtotal		464	304	160	29	9	14	3	3		
Specialty Courses 专业必修课	21	平面广告设计 1-2 Graphic Design 1-2	96	32	64	6			3	3		
	22	版式设计及印刷 Layout Design and Printing	32	16	16	2				2		
	23	字体设计 typography	32	16	16	2			2			
	24	广告策划与创意 Advertising planning and creative	48	24	24	3					3	
	25	包装设计 Packaging Design	32	16	16	2					2	
	26	网页设计 Web Design	32	16	16	2					2	
	27	标志设计 Logo Design	32	16	16	2				2		
	28	广告文案与设计 Advertising Copy and Design	32	16	16	2				2		
	29	书籍装帧设计 Book Binding Design	32	16	16	2					2	
	30	VI 设计 VI Design	32	16	16	2					2	
小计 Subtotal		400	184	216	25			5	9	11		

必修课小计 Subtotal of Compulsory Courses	1398	990	408	85	20	27	16	14	11	
选修课小计 Subtotal of Optional Courses				18						
实践教学环节小计 Subtotal of Practical Teaching				30						
毕业应取得总学分 133 Graduates should obtain a total of 133 Credits	通识必修课必修学分 31, 占总学分 23.3% Public Basic Courses have 31 compulsory Credits, 23.3% of total Credits									
	专业基础课必修学分 29, 占总学分 21.8% Specialty Basic Courses have 29 compulsory Credits, 21.8% of total Credits									
	专业必修课必修学分 25, 占总学分 18.8% Specialty Courses have 25 compulsory Credits, 18.8% of total Credits									
	综合实践教学环节学分 30, 占总学分 22.6% Practical Teaching has 30 compulsory Credits, 22.6% of total Credits									
	选修课学分 ≥ 18, 其中通识选修课 ≥ 8 Credits of Optional Courses ≥ 18, including the Credits of Public Optional Courses ≥ 8									

4、选修课设置

4. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	开设学期 Semester	教学时数 Teaching Hours	学分 Credits	备注 Remarks
Specialty Optional Courses 专业选修课	1	应用伦理学 Applied Ethics	2	32	2	10 Credits should be obtained for courses of this category 本类课程应修满 10 学分
	2	书法 Calligraphy	3	32	2	
	3	视觉导向设计 Environmental Graphic Design	4	32	2	
	4	展示设计 Exhibition Design	4	32	2	
	5	丝网印刷 Screen Printing	4	32	2	
	6	互动艺术设计 Interactive design	4	32	2	
	7	品牌设计 Brand Design	5	32	2	
	8	艺术思潮与设计 Movement in Art and Design	5	32	2	
	9	信息设计 Information Design	5	32	2	
	10	中国画 Chinese Painting	5	32	2	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 8 学分 8 Credits should be obtained for courses of this category

商务英语专业专科培养方案

Junior College Program for Business English

一、培养目标

I. Educational Objectives

本专业培养德智体美全面发展，熟悉国际商务知识、掌握商务实用技能、能运用英文处理涉外业务的复合型、应用型人才。学生毕业后能在外向型企业、“三资”企业等从事涉外商务活动，也可在各级政府外办、外经贸委、海关、旅游等部门从事涉外事务工作。

The program is designed to enable the students to be familiar with international business knowledge, to grasp the practical business skills, to use English to deal with foreign business and develop them in an all-round way, i. e., morally, intellectually, physically and aesthetically. They will graduate as inter-disciplinary and application-oriented talents capable of working on foreign business in export-oriented enterprise, foreign-funded enterprise, etc. and can also deal with foreign affairs in foreign affair office of governments at all levels, foreign economic and trade committee, customs, tourism department, etc.

二、基本要求

II. Skills Profile

As a student of this program, he/she is required to:

1、热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿为社会主义现代化建设服务，为人民服务，有为国家富强、民族昌盛而奋斗的志向和责任感；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2、掌握本专业所必需的基础知识、基本理论和基本技能，具有独立获取知识、提出问题、分析及解决问题的能力 and 开拓创新精神。掌握英语听、说、读、写、译的基本技能，具备较高英语水平；了解中西方文化；熟悉国际商务业务的基本知识和基本技能；掌握与本专业相关的商务应用写作、计算机原理与运用等基础知识，熟悉办公自动化操作；掌握国际贸易、市场营销、电子商务的基本原理和技能；能用英语熟练进行日常会话，起草、翻译商务信函、合同等；具有较强的社交能力，能在国际商务业务往来中独立进行业务操作。

2. Master the basic knowledge, theories and skills in business English; have the basic ability of obtaining knowledge, proposing questions, analyzing and solving problems and have creativity; grasp the basic skills in English, i.e. listening, speaking, reading and writing and achieve comparatively high English proficiency; have a knowledge of western culture; be familiar with basic knowledge and skills in international business; master related practical business writing, the basic knowledge of computer theory and application and operation of office software; master the basic principles and skills in international trade, marketing management, electronic commerce; be able to make a conversation in proficient English, draft and translate business letters, contract, etc.; have strong communicative ability and be capable of dealing with international business independently.

3、具有一定的体育和军事知识，掌握科学锻炼身体的基本技能，养成良好的体育锻炼和卫生习惯，具有健全的心理和健康的体魄。

3. Have knowledge in physical sports and military affairs, master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、学制

III. Length of Schooling

学制三年。

3 years.

四、主要课程

IV. Curriculum Provision

本专业课程结构：

The Course Structure:

本专业必修课分为通识必修课、专业基础课和专业必修课三大类，选修课分为专业选修课、通识选修课两类。

The Compulsory Courses are classified into three categories of Public Basic Courses, Specialty Basic Courses and Specialty Courses; the Optional Courses are classified into two categories of Public Optional Courses and Specialty Optional Courses.

本专业主干课程:

Main Courses are:

基础英语、英语听力、英语口语、英语语法、英语阅读、商务翻译、英语国家概况、商务英语、商务情报阅读、国际商务谈判、商务英语写作、国际贸易实务、国际市场营销、国际商法、电子商务等，其中部分商务类专业必修课程实行双语教学。

Fundamental English, English Listening, Oral English, English Grammar, English Reading, Business Translation, Profile of English Speaking Countries, Business English, Business Information Reading, International Business Negotiation, Business English Writing, Foreign Trade Practice, International Marketing Management, Law of International Business, E-commerce etc. (Bilingual teaching will be applied to some of the courses).

五、实践教学

V. Practical Teaching

1、学生参加军事训练、入学教育及公益劳动，由学校统一安排。

1. Students are required to participate in Military Training, Enrollment Education and public-spirited labor.

2、通过课程模拟教学形式，对学生进行技能操作训练，培养学生动手和动口能力。本环节分散在实践性较强的各主要专业课程中，尤其是国际商务谈判、商务英语写作等课程。

2. By simulating teaching through curriculum, the operating skill of the students should be trained and the practical ability should be developed. This link is included in some major specialized courses with strong practicality, especially International Business Negotiation, Business English Writing, etc.

3、在学校有关部门的组织下，参加社会调查与实践活动。

3. Organized by the relevant departments of the university, students should participate in Social Surveys and practical activities.

4、通过学校组织与自己联系相结合，进行校外生产实习和毕业实习。

4. Organized by the university or contacting on their own, students should conduct Production Practice and Graduation Internship outside the university.

5、在专业教师的指导下，撰写毕业论文。

5. Under the guidance of teachers, students should complete the Graduation Thesis.

六、毕业条件

VI. Graduation Requirements

学生应按教学计划要求修满 152 学分，并通过毕业资格审查，方准予毕业。

The students can be conferred graduation after obtaining 152 Credits in accordance with the program requirements and meeting graduation qualification.

七、教学进程表

VII. Tables of Teaching Schedule

1、总周数分配表

1. Week-distribution Table

学年、学期 Year / Semester		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	
Classroom Teaching 课堂教学	课堂教学（含教学实践） Classroom Teaching (including Practical Teaching)	12	16	16	16	16		76
	考试 Tests	2	2	2	2	2		10
	小计 Subtotal	14	18	18	18	18		86
Practical Teaching 综合实践教学	军事训练和国防教育 Military Training and National Defense Education	3						3
	入学教育和毕业教育 Enrollment Education and Graduate Education	1					1	2
	公益劳动 Labor for Public Benefits	1	1					2
	社会调查（生产实习） Social Survey (Production Practice)				2			2
	综合模拟实习 Comprehensive Simulation Practice	1		2		2		5
	毕业实习 Graduation Internship						10	10
	毕业论文（设计） Graduation Thesis (Design)						4	4
	小计 Subtotal	6	1	2	2	2	15	28
机动 Flexible		1				4	5	
假期 Vacation	5	7	5	7	5		29	
总计 Total	25	27	25	27	25	19	148	

2、实践教学环节安排表

2. Practical Teaching Schedule

内 容 Contents	学 期 Semester	周 数 Weeks	学 分 Credits
公益劳动 Public Spirited Labor	1、2	2	2
社会调查（生产实习） Social Survey (Production Practice)	4	2	6
毕业论文（设计） Graduation Thesis (Design)	6	4	8
军训、入学教育和毕业教育 Military Training, Enrollment Education and Graduate Education	1、6	5	3
综合模拟实习 Comprehensive Simulation Practice	1、3、5	5	5
毕业实习 Graduation Internship	6	10	6
合计 Total		28	30

3、课程设置及教学环节安排表

3. Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week							
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year			
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester		
公共基础课 Public Basic Courses	1	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	64	48	16	4			4					
	2	思想道德修养与法律基础 Thought Morals Tutelage and Legal Foundation	48	48		3	3							
	3	经济应用写作 Economic Applied Writing of	48	48		3		3						
	4	形势与政策 Situation and Policy	16	16		1								
	5	计算机文化基础 Basics of Computer	64	48	16	4		4						
	6	体育一 Physical Education I	30	30		1	2							

	7	体育二 Physical Education II	30	30		1		2				
	8	体育三 Physical Education III	30	30		1			2			
	9	大学生心理健康教育 Psychological Health	32	32		2	2					
	10	就业指导 Career Guidance	16	16		1				2		
	小计 Subtotal		378	346	32	21	7	9	6	2		
Specialty Basic Courses 专业基础课	11	基础英语一 Fundamental English I	90	80	10	6	6					
	12	基础英语二 Fundamental English II	96	84	12	6		6				
	13	基础英语三 Fundamental English III	96	84	12	6			6			
	14	基础英语四 Fundamental English IV	96	84	12	6				6		
	15	英语阅读一 English Reading I	24	12	12	2	2					
	16	英语阅读二 English Reading II	32	20	12	2		2				
	17	英语听力一 English Listening I	24	8	16	2	2					
	18	英语听力二 English Listening II	32	8	24	2		2				
	19	英语听力三 English Listening III	32	8	24	2			2			
	20	英语口语一 Oral English I	24	10	14	2	2					
	21	英语口语二 Oral English II	32	8	24	2		2				
	22	英语口语三 Oral English III	32	8	24	2			2			
	23	英语国家概况 Introduction to English Speaking Countries	32	20	12	2			2			
	24	翻译理论与实践 Translation Theory and Practice	48	32	16	3					3	
	25	英语写作一 English Writing I	48	32	16	3		3				
	26	英语写作二 English Writing II	48	32	16	3			3			
	27	英语语音 English Phonetics	24	16	8	2	2					
	28	英语语法 English Grammar	32	32		2		2				
小计 Subtotal		842	578	264	55	14	17	15	9			

专业必修课 Specialty Courses	29	英语口语译 English Interpretation	48	32	16	3				3		
	30	外贸实务英语 English on Foreign Trade Practices	32	28	4	2			2			
	31	国际商务（双语） International Business (bilingual)	48	44	4	3					3	
	32	商务英语一 Business English I	48	28	20	3			3			
	33	商务英语二 Business English II	48	28	20	3				3		
	34	商务情报阅读（英语） Business Information Reading (English)	48	28	20	3				3		
	35	国际市场营销（双语） International Marketing Management (bilingual)	32	28	4	2				2		
	36	国际商务谈判（双语） International Business Negotiation (bilingual)	48	32	16	3					3	
	37	商务英语写作 Business English Writing	32	20	12	2				2		
	38	国际商法 Law of International Business	32	28	4	2					2	
	39	商务翻译 Business Translation	32	18	14	2					2	
		小计 Subtotal	448	314	134	28			5	13	10	
必修课小计 Subtotal of Compulsory Courses		1668	1238	430	104	21	26	26	24	10		
选修课小计 Subtotal of Optional Courses					18							
实践教学环节小计 Subtotal of Practical Teaching					30							
毕业应取得总学分 152 学分 Graduates should obtain a total of 152 Credits		通识必修课必修学分 21，占总学分 13.8% Public Basic Courses have 21 compulsory Credits, 13.8% of total Credits										
		专业基础课必修学分 55，占总学分 36.2% Specialty Basic Courses have 55 compulsory Credits, 36.2% of total Credits										
		专业必修课必修学分 28，占总学分 18.4% Specialty Courses have 28 compulsory Credits, 18.4% of total Credits										
		综合实践教学环节学分 30，占总学分 19.7% Practical Teaching has 30 compulsory Credits, 19.7% of total Credits										
		选修课学分 ≥ 18 ，其中通识选修课 ≥ 8 Credits of Optional Courses ≥ 18 , including the Credits of Public Optional Courses ≥ 8										

4、选修课设置

4. Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	开设学期 Semester	教学时数 Teaching Hours	学分 Credits	备注 Remarks
专业选修课 Specialty Optional Courses	1	英文报刊选读 Selected Reading in English Newspapers and Magazines	4	32	2	10 Credits should be obtained for courses of this category 本类课程应修满 10 学分
	2	跨文化交际学 Cross-cultural Communication	1	32	2	
	3	社会心理学 Social Psychology	2	32	2	
	4	商务秘书 Commercial Secretary	3	32	2	
	5	国际结算 International Settlement	3	32	2	
	6	英语影视欣赏 Appreciation of English Films	4	32	2	
	7	英语演讲与辩论 English Speech and Debate	3	32	2	
	8	语言学导论 Introduction to Linguistics	4	32	2	
	9	经济法 Economic Law	4	32	2	
	10	英美文学史及选读 History of British & American Literature and Selected Readings	5	32	2	
	11	外贸英文制单（双语） English Document Production in Foreign Trade (bilingual)	5	32	2	
	12	笔记法 Note-taking	5	32	2	
	13	英语论文项目设计 English Thesis Design	5	32	2	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 8 学分 8 Credits should be obtained for courses of this category