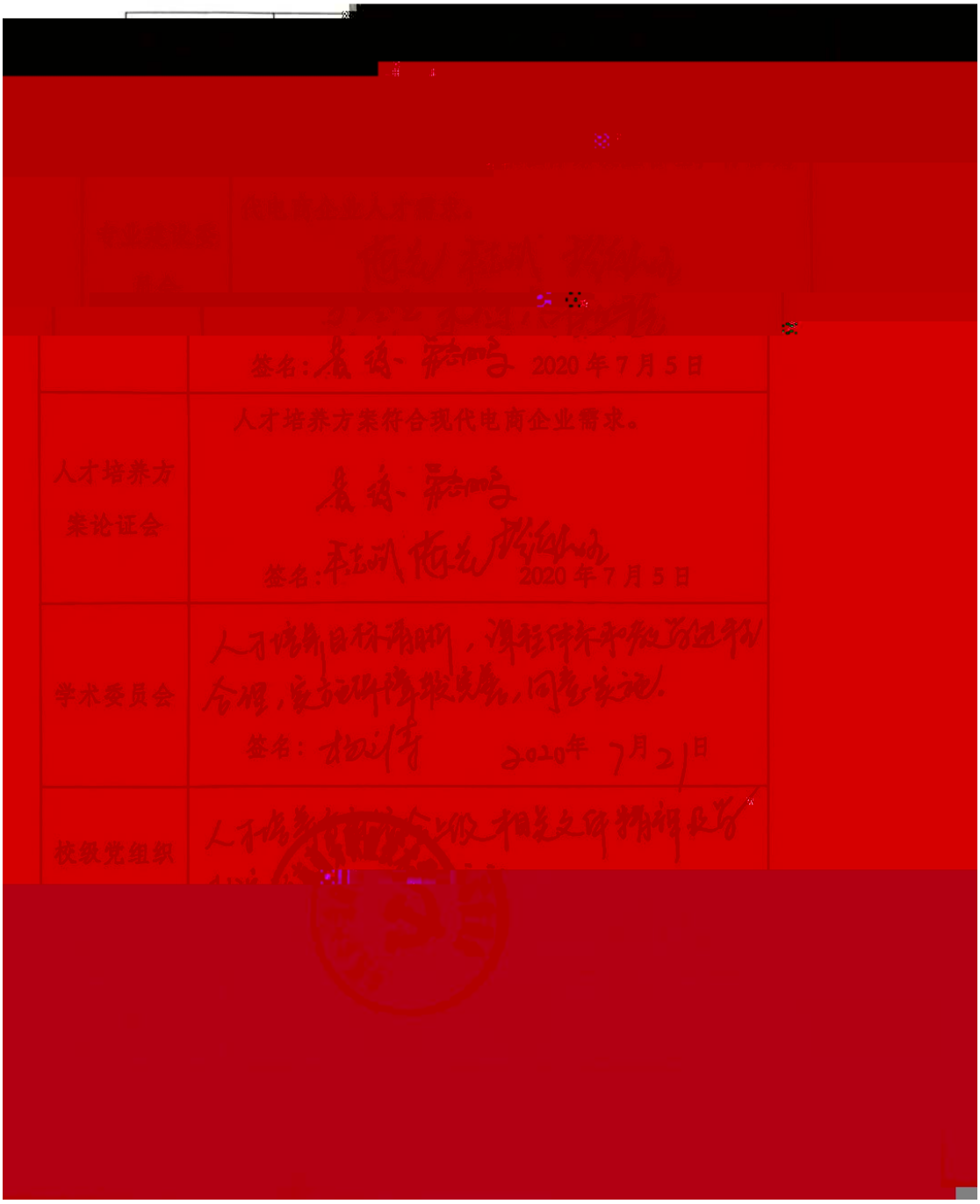
湖南商务职业技术学院

Hunan Vocational College of Commerce

# 三年制高职

# 专业人才培养方案

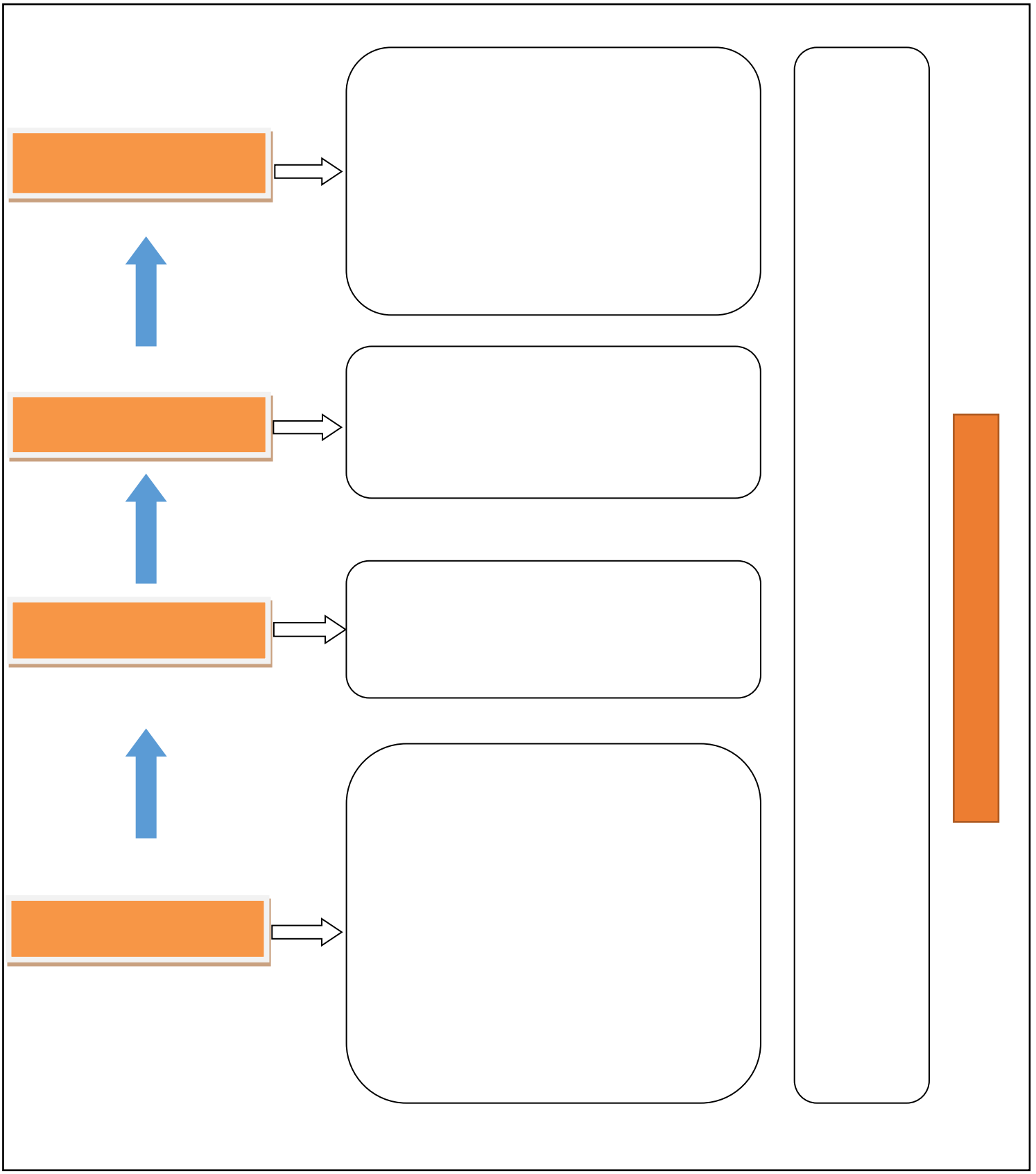
# 2020 级专业人才培养方案制订与审核表



| | |
|---|---|
| | 签名：　　2020 年 7 月 5 日 |
| 人才培养方案论证会 | 人才培养方案符合现代电商企业需求。<br>签名：　　2020 年 7 月 5 日 |
| 学术委员会 | 人才培养目标明确，课程体系和知识结构合理，实训环节较为完备，同意实施。<br>签名：　　2020 年 7 月 21 日 |
| 校级党组织 | 人才培养方案及相关文件材料符合 |

**1**

| | | | | | |
|---|---|---|---|---|---|
| 61 | 6102 | 65 | 4-01-02-02<br>4-04-05-01<br>2-09-06-07 | | 1+X<br><br>1+X |



**3**

| | | | |
|---|---|---|---|
| | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | ( | | | |

| | | | |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | | | | |
|---|---|---|---|---|
| | | | | |

| | | | | |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |

1.

2.

1

2019 49

2

3

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1 | | | | | | | |
| | 2 | | | | | | | |
| | 3 | | | | | | | |
| | 4 | | | | | | | |
| | 5 | | | | | | | |
| | 6 | | | | | | | |
| | 7 | | | | | | | |
| | 8 | | | | | | | |
| | 9 | | | | | | | |
| | 10 | | | | | | | |
| | 11 | | | | | | | |
| | 12 | | | | | | | |
| | 13 | | | | | | | |
| | 14 | | | | | | | |
| | 15 | | | | | | | |
| | 16 | | | | | | | |
| | 17 | | | | | | | |
| | 18 | | | | | | | |
| | 19 | | | | | | | |
| | 20 | | | | | | | |
| | 21 | | | | | | | |
| | 22 | | | | | | | |
| | 23 | | | | | | | |
| | 24 | | | | | | | |
| | 25 | | | | | | | |
| | 26 | | | | | | | |
| | 27 | | | | | | | |
| | | 18 | 16 | 19 | 19 | 11 | 0 | 83 |
| | | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| | | 0 | 2 | 0 | 0 | 3 | 0 | 5 |
| | | 0 | 0 | 0 | 0 | 9 | 15 | 24 |
| | | 1 | 1 | 1 | 1 | 1 | 1 | 6 |
| | | 21 | 19 | 20 | 20 | 24 | 16 | 120 |
| | | 5 | 7 | 6 | 7 | 0 | | 25 |
| | | 26 | 26 | 26 | 27 | 24 | 16 | 145 |
| | | ( ″ ( | | | | | | |

| | | | | | | | | | / / / | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | |
| | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | | | |
| | | | | | | | | | 18 | 16 | 19 | 19 | 11 | 0 | | | |
| | 1 | | 0601025 | A | 3.0 | 48 | 48 | | | 3 | | | | | 2 | | |
| | 2 | | 0601024 | A | 3.0 | 48 | 48 | | 4*12 | | | | | | 1 | | |
| | 3 | | 0601046 | C | 1.0 | 16 | 16 | | 4*4 | | | | | | | 1 | |
| | 4 | | 0601028 | A | 1.0 | 40 | 40 | | 2*4 | 2*4 | 2*4 | 2*4 | 2*4 | | | 5 | |
| | 5 | | 0801001 | C | 2.0 | 112 | | 112 | 2 | | | | | | | | |
| | 6 | | 0801215 | A | 2.0 | 36 | 36 | | | | | 2 | | | | 4 | |
| | 7 | | 0603001 | B | 2.0 | 32 | 4 | 28 | 2 | | | | | | | 1 | |
| | 8 | | 0603002 | B | 2.0 | 32 | 4 | 28 | | 2 | | | | | | 2 | |
| | 9 | | 0603003 | B | 2.0 | 32 | 4 | 28 | | | 2 | | | | | 3 | |
| | 10 | | 0603004 | B | 1.0 | 16 | 2 | 14 | | | | 1*16 | | | | 4 | |
| | 11 | | 0601039 | A | 2.0 | 32 | 32 | | 2 | | | | | | | 1 | |
| | 12 | | 0601070 | A | 1.0 | 16 | 16 | | 2*8 | | | | | | | 1 | |
| | 13 | | 0601071 | A | 1.0 | 16 | 16 | | | | | 2*8 | | | | 4 | |
| | 14 | | 0801080 | A | 2.0 | 32 | 32 | | | | 2*8 | | | | | 3 | |
| | 15 | | 0801216 | A | 1.0 | 16 | 16 | | 2*8 | | | | | | | 1 | |
| | 16 | | 0801217 | C | 1.0 | 28 | | 28 | | | | | | | | 5 | |
| | | | | | 27.0 | 552 | 314 | 238 | 10 | 5 | 2 | 2 | 0 | | | | |
| ) | 17 | | 0601072 | A | 1.0 | 16 | 16 | | 1 | | | | | | | 1 | |
| | 18 | | 0601069 | A | 1.0 | 16 | 16 | | 1 | | | | | | | 1 | |
| | 19 | | 0201241 | A | 2.0 | 32 | 32 | | | 2 | | | | | | 2 | |
| | 20 | | 0201232 | A | 1.0 | 16 | 16 | | | 1 | | | | | | 2 | |
| | 21 | | 0201039 | A | 3.0 | 48 | 48 | | | 3 | | | | | | 2 | |
| | 22 | | 0201039 | A | 3.0 | 48 | 48 | | | 3 | | | | | | 2 | |
| | 23 | | 0203001 | B | 2.0 | 32 | 24 | 8 | 2 | | | | | | | 1 | |
| | 24 | | 0203002 | B | 2.0 | 32 | 24 | 8 | | 2 | | | | | 2 | | |
| | 25 | | 0602013 | A | 3.0 | 48 | 48 | | | 3 | | | | | 2 | | |
| | 26 | | 0602001 | A | 3.0 | 48 | 48 | | | 3 | | | | | 2 | | |
| | 27 | | 0602023 | A | 3.0 | 48 | 48 | | | 3 | | | | | 2 | | |
| ( | 28 | | 0401001 | B | 2.5 | 40 | 20 | 20 | 3 | | | | | | | 1 | |
| | 29 | | 0401129 | B | 2.5 | 40 | 20 | 20 | 3 | | | | | | | 1 | |
| | 30 | | 0801080 | B | 1.0 | 16 | 8 | 8 | 2*4 | 2*4 | | | | | | 2 | |
| | 31 | | 0801217 | A | 1.0 | 16 | 16 | | | | | | | | | 2 | |
| | | | | | **14.5** | **232** | **188** | **44** | **6** | **8** | **0** | **0** | **0** | **0** | | | |
| | 1 | | | | | | | | | | | | | | | | |
| | 2 | | | | | | | | | | | | | | | | |
| | | | | | **4.0** | **64** | **64** | | 2 | 0 | 0 | 0 | 2 | **0** | | | |
| | | | | | **45.5** | **848** | **566** | **282** | **18** | **13** | **2** | **2** | **2** | **0** | | | |

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | 10 | 2 | 5 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 314 | 238 | 552 |
| | 6 | 0 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 188 | 44 | 232 |
| | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 64 | 0 | 64 |
| | 10 | 0 | 12 | 0 | 12 | 0 | 20 | 0 | 4 | 0 | 0 | 0 | 352 | 448 | 800 |
| | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 11.5 | 0 | 15.5 | 0 | 812 | 812 |
| | 0 | 0 | 0 | 0 | 11 | 0 | 2 | 0 | 10 | 0 | 0 | 0 | 180 | 148 | 328 |
| | 28 | 2 | 25 | 1 | 25 | 1 | 24 | 0 | 16 | 11.5 | 0 | 15.5 | 1098 | 1690 | 2788 |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | 30.4% | | | | | |
| | | | | | | | | | | 22.4% | | | | | |
| | | | | | | | | | | 60.6% | | | | | |
| | | | | | | | | | | 150.0 | | | | | |

# 表六　课程教学进程安排表

| 学期 | 序号 | 课程名称 | 总学时 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 备注 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 第五学期 | 1 | 形势与政策（五） | 8 hours | | | | | | | | | | | | | | | ⊙ | | | | | | | |
| | 2 | 经济法/管理学原理 | 40 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | ⊙ | | | | | | | 2选1 |
| | 3 | 经济学基础/消费者行为分析 | 48 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | ⊙ | | | | | | | 2选1 |
| | 4 | 网络营销 | 40 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | ⊙ | | | | | | | |
| | 5 | 网店运营推广/数据化运营管理 | 40 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | ⊙ | | | | | | | 2选1 |
| | 6 | 电子商务技术专业综合实训 | 56 | 28 | 28 | | | | | | | | | | | | | ⊙ | | | | | | | |
| | 7 | 毕业教育 | | | | | | | | | | | | | | | | ⊙ | | | | | | | |
| | 8 | 毕业设计 | 14 | | | | | | | | | | | | | | | ⊙14 | | | | | | | |
| | 9 | 毕业实习 | 252 | | | | | | | | | | | | | | | ⊙ | 第16-24周 | | | | | | |
| | 小计 | | | 28 | 28 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 4 | 4 | | 第16-24周 | | | | | | |
| 第六学期 | 1 | 毕业实习 | 420 | 第1-15周 | | | | | | | | | | | | | | | ⊙ | | | | | | |
| | 2 | 毕业设计 | 14 | | | | | | | | | | | | | | | | ⊙14 | | | | | | |
| | 小计 | | | 第1-15周 | | | | | | | | | | | | | | | | | | | | | |

备注：①各专业公共基础课程（含必修、限选）开课学期不同，请教研室根据《关于制订2020级专业人才培养方案实施计划的原则意见》（湘商职院发（2019）67号）参照本表调整、设置。

②各专业公共基础限选课程，请教研室根据专业需要及附表2的选修规定进行选择。

| | | | | | |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

1

2

3