**【电子商务专业】2015版本科培养方案**

**Undergraduate Education Plan for Specialty in E-Business(2015)**

|  |  |  |  |
| --- | --- | --- | --- |
| 专业名称 | **电子商务** | 主干学科 | **计算机科学与技术，经济学，管理学** |
| Major | E-Business | Major Disciplines | Computer Science and Technology, Economics, Management |
| 计划学制 | **四年** | 授予学位 | **管理学学士** |
| Duration | 4 Years | Degree Granted | Bachelor of Management |

**最低毕业学分规定**

**Graduation Credit Criteria**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 课程类别  课程性质 | 通识课程  Public Basic Courses | 学科大类课程  Basic Disciplinary Courses | 专业课程  Specialized Courses | 个性课程  Personalized Course | 集中性实践  Practice Courses | 课外学分  Study Credit after Class | 总学分  Total  Credits |
| 必修课  Required Courses | 35 | 43.5 | 38.5 | \ | 23.5 | \ | 190 |
| 选修课  Elective Courses | 9 | \ | 20.5 | 10 | \ | 10 |

1. **培养目标与毕业要求**

**Ⅰ Educational Objectives &Requirement**

1. **培养目标**

本专业是集理、工、经、管、法等多学科交叉融合形成的新型专业，培养电子商务复合型高级专门人才，主要目标：

1. 身心健康，具备良好的敬业精神、互联网思维、社会责任感和职业道德，关注当代经济和社会问题，以及互联网和电子商务的最新发展。
2. 具有从事电子商务领域科学研究和实践所需的数学、信息技术、经济学、管理学和法学知识，具备多维分析能力，能将以上知识运用于解决电子商务问题。
3. 具有综合运用电子商务知识分析电子商务需求、设计电子商务解决方案、开发电子商务系统和进行技术实施的能力。
4. 精通电子商务产品策划、设计与运营，网络营销，电子商务服务管理。
5. 具有良好的口头和书面表达和交流沟通能力、良好的团队意识和合作精神，具有终身学习的能力。

Electronic business (e-business) is a new interdiscipline involving science, technology, economics, management and laws. The aim is to educate interdisciplinary talents in the field of e-business. The main educational objectives include:

1. Be solid physically and sound mentally with dedication to work. Be sensitive to Internet in thinking. Be able to take social responsibilities and professional ethics. Care about modern economic and societal problems and the up-to-date developments in Internet and e-business as well.
2. Grasp the knowledge in mathematics, information technologies, economics, management and laws, which is necessitated by the e-business research and practices. Have the ability in multi-dimensional analysis. Be able to put the concerned knowledge into solving e-business issues.
3. Have the ability in analyzing e-business requirements, designing e-business solutions, developing e-business systems and implementing solutions using the knowledge in e-business.
4. Be proficient in e-business products planning, products designing, operations, internet marketing and service management.
5. Be good at oral and written presentation. Possess good communication abilities, teamwork and cooperation spirit. Be able to pursue study for a life-long time.
6. **毕业要求**
7. 学生掌握与电子商务相关的信息技术、经济、管理和法律的基本理论和基本知识。
8. 学生掌握本专业的基本理论知识和专业基础知识，能够利用原理性知识进行自主发现、自主设计和自主解决与电子商务相关的科学问题。
9. 具备扎实的计算机编程基础，以及对主流开发技术和工具的熟练运用能力；
10. 能够理解应用需求，设计、开发和实施电子商务/电子政务综合解决方案；
11. 能够进行产品策划与设计，网络营销分析与策划，电子商务运作与电子商务服务管理；
12. 熟练运用数据仓库与数据挖掘工具，对电子商务业务数据进行分析与挖掘，提供决策支持；
13. 理解储蓄信贷、支付结算、清算和中间业务的相关技术与管理原理，能够灵活运用电子支付工具，掌握经典的互联网金融模式并能进行策划设计；
14. 学生了解本专业的发展动态和前沿，熟悉电子商务领域的最新发展方向和商务模式。
15. 学生具有良好的思想素质、身体素质、心理素质、文化修养、社会道德和责任担当等人文素养。
16. 学生了解当代全球问题和社会问题，在电子商务设计中综合考虑经济、环境、法律、安全和伦理等制约因素。
17. 学生具有逻辑思维和辩证思维的能力，具有批判意识和求真务实的科学思维方法，具有创新意识，掌握基本的创新方法。
18. 学生掌握运用现代信息技术跟踪并获取信息的方法，熟练进行文献检索和资料查询。
19. 学生具有良好的口头和书面表达和交流能力，至少熟练掌握一门外语进行技术沟通和交流能力。具有良好的团队意识和合作精神。
20. 学生能够胜任本专业入门级的职业岗位，具备研究生课程学习所需的认知和基础能力。
21. 学生具有进行终身学习的愿望和能力，具有适应电子商务技术与模式不断创新和发展的能力。
22. Grasp the basic theory and knowledge in information technologies, economics, management and laws concerned with e-business.
23. Grasp the basic theoretical and professional knowledge. Be able to exploit those knowledge to discover, design and solve scientific problems concerned with e-business.
24. Have a solid background in computer programming. Be able to use the main-stream developing technologies and tools proficiently.
25. Be able to understand application requirements and then design develop and implement overall e-business/e-government solutions.
26. Be able to plan and design e-business products, analyze and plan internet marketing, manage e-business operations and service.
27. Be proficient in exploiting data warehouse and data mining tools to analyze e-business data in order to provide support in decision-making.
28. Understand the principle and technologies concerned with savings and credits, accounts settlement, clearing and intermediary business. Be able to use e-payment tools skillfully. Grasp typical internet finance modes and be able to plan and design them.
29. Know the developing trends and cutting-edge developments. Be familiar with the most up-to-date developing orientation and business modes.
30. Have good qualities in thinking, body and mentality. Have good humane accomplishments in culture, social morality and responsibility.
31. Understand modern global issues and societal issues. Be able to consider constraints in economics, environment, laws, security and ethics in e-business designing.
32. Have the ability in logical and dialectical thinking. Be conscious of criticizing and scientific thinking. Be aware of innovation and grasp basic methods of innovation.
33. Grasp the methods of exploiting modern information technologies to follow and acquire information. Be proficient in literature retrieval and materials inquiry.
34. Have good ability in oral and written presentation and communication. Be able to communicate about technologies using at least one foreign language. Have good teamwork and cooperative spirit.
35. Be competent for preliminary professional position. Have the cognitive and basic ability required by master program study.
36. Have the intention and ability in studying for life-long time. Be able to adapt to the continuous innovations and developments in e-business technologies and modes.

附：培养目标实现矩阵Educational Objectives Realizing Matrix

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Objectives  Requirements | 培养目标1 | 培养目标2 | 培养目标3 | 培养目标4 | 培养目标5 |
| 毕业要求1 |  | 🗸 | 🗸 | 🗸 |  |
| 毕业要求2 |  | 🗸 | 🗸 | 🗸 |  |
| 毕业要求3 |  | 🗸 | 🗸 |  |  |
| 毕业要求4 |  |  | 🗸 |  |  |
| 毕业要求5 |  |  |  | 🗸 |  |
| 毕业要求6 |  |  | 🗸 |  |  |
| 毕业要求7 |  |  | 🗸 | 🗸 |  |
| 毕业要求8 | 🗸 |  | 🗸 | 🗸 |  |
| 毕业要求9 | 🗸 |  |  |  |  |
| 毕业要求10 | 🗸 |  | 🗸 | 🗸 |  |
| 毕业要求11 | 🗸 | 🗸 |  |  | 🗸 |
| 毕业要求12 |  |  |  |  | 🗸 |
| 毕业要求13 |  |  |  |  | 🗸 |
| 毕业要求14 |  | 🗸 |  |  | 🗸 |
| 毕业要求15 |  |  |  |  | 🗸 |

1. **专业核心课程与专业特色课程**

**II Core Courses and Characteristic Courses**

1. **专业核心课程：**

核心课程：电子商务概论、电子商务数据库技术、电子商务算法结构、XML与电子商务应用、电子商务程序设计、电子商务应用开发技术、计算机网络设计、电子商务安全技术、电子商务营销、电子支付与网络金融、电子商务物流与供应链管理、企业资源计划、电子商务解决方案、电子商务前沿与进展、商务数据分析等。

Core Courses: An Introduction to E-Business, E-Business Database Technology, E-Business Algorithm Structure, XML and Applications in E-Business, E-Business Program Designing, E-Business Applications Development Technology, Computer Network Designing, E-Business security Technology, E-Commerce Marketing, E-Payment and Network Finance, E-Business Logistics and Supply Chain Management (SCM), Enterprise Resources Planning, E-Business Solutions, E-Business Forefronts and Developments, Business Data Analysis.

1. **专业特色课程：**

专业特色课程：企业经营与模拟、移动电子商务开发技术、互联网产品设计与开发、电子商务物流与供应链管理、电子商务营销、电子支付与网络金融、电子商务解决方案、电子商务前沿与进展、商务数据分析等。

Characteristic Courses: Enterprise Operation Simulation, Mobile E-Business Development Technology, Internet Products Designing and Development, E-Business Logistics and SCM, E-Business Marketing, E-Payment and Network Finance, E-Business Solutions, E-Business Forefronts and Developments, Business Data Analysis.

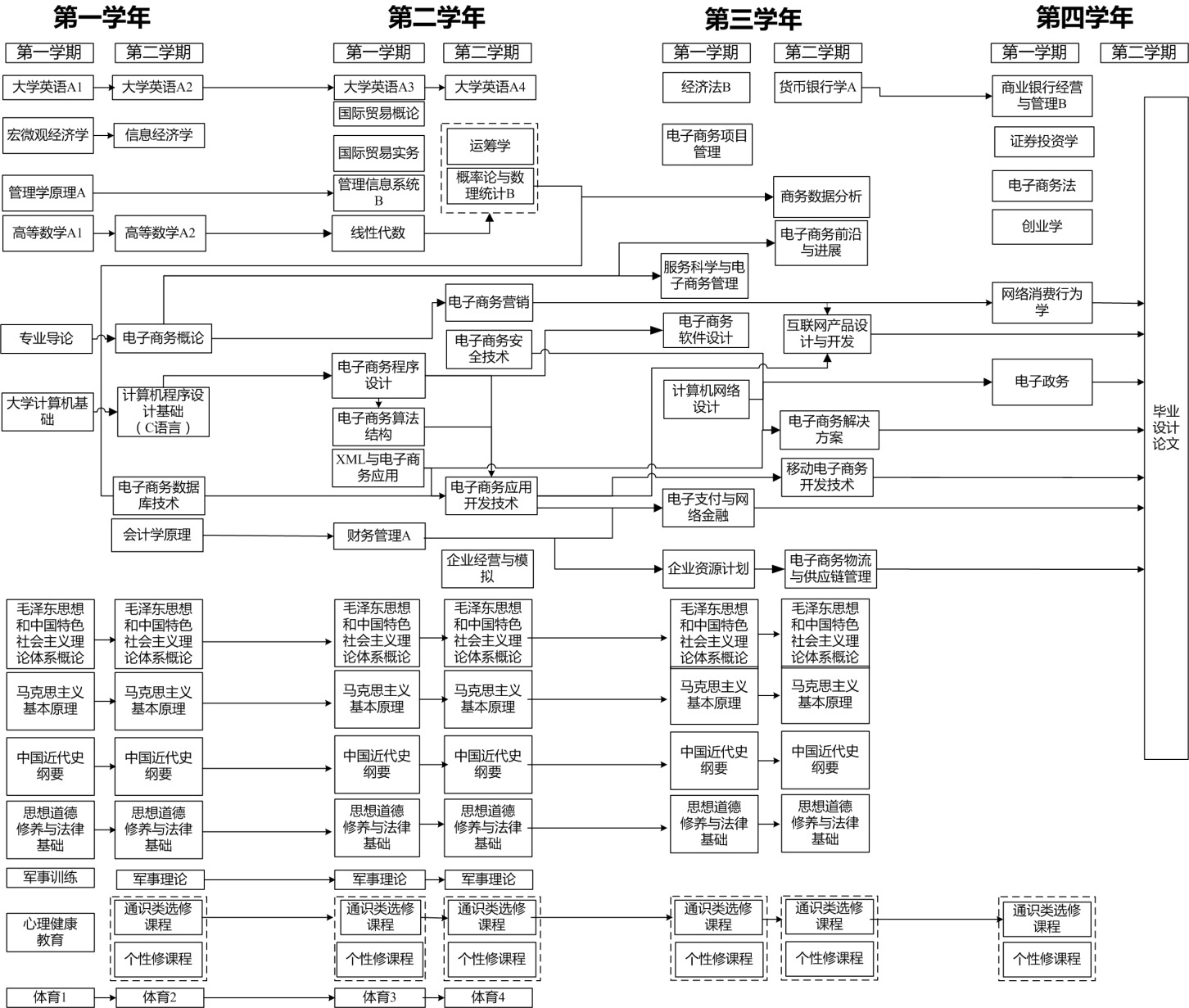
附：毕业要求实现矩阵：

Requirements Realizing Matrix

| **专业核心课程** | **专业特色课程** | **课程名称** | **电子商务专业毕业要求** | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| （1） | （2） | （3） | （4） | （5） | （6） | （7） | （8） | （9） | （10） | （11） | （12） | （13） | （14） | （15） |
|  |  | 思想道德修养与法律基础 | 🗸 |  |  |  |  |  |  |  | 🗸 | 🗸 |  |  |  |  |  |
|  |  | 中国近现代史纲要 |  |  |  |  |  |  |  |  | 🗸 | 🗸 |  |  |  |  |  |
|  |  | 毛泽东思想和中国特色社会主义理论体系概论 |  |  |  |  |  |  |  |  | 🗸 | 🗸 | 🗸 |  |  |  |  |
|  |  | 马克思主义基本原理 |  |  |  |  |  |  |  |  | 🗸 |  | 🗸 |  |  | 🗸 |  |
|  |  | 军事理论 |  |  |  |  |  |  |  |  | 🗸 |  |  |  |  |  |  |
|  |  | 心理健康教育 |  |  |  |  |  |  |  |  | 🗸 |  |  |  |  |  |  |
|  |  | 体育 |  |  |  |  |  |  |  |  | 🗸 |  |  |  |  |  |  |
|  |  | 大学英语 |  |  |  |  |  |  |  |  |  |  |  |  | 🗸 | 🗸 | 🗸 |
|  |  | 大学计算机基础 | 🗸 |  |  |  |  |  |  |  |  |  |  |  |  | 🗸 |  |
|  |  | 计算机程序设计基础(C语言) | 🗸 |  | 🗸 |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | 专业导论 |  | 🗸 |  |  |  |  |  | 🗸 |  | · |  | 🗸 |  |  |  |
|  |  | 高等数学 | 🗸 |  |  |  |  |  |  |  |  |  |  |  |  | 🗸 |  |
|  |  | 线性代数 | 🗸 |  |  |  |  |  |  |  |  |  |  |  |  | 🗸 |  |
|  |  | 概率论与数理统计B | 🗸 |  |  |  |  |  |  |  |  |  |  |  |  | 🗸 |  |
|  |  | 管理学原理A | 🗸 | 🗸 |  |  |  |  |  |  |  |  |  |  |  | 🗸 |  |
|  |  | 宏微观经济学 | 🗸 | 🗸 |  |  |  |  |  |  |  | 🗸 |  |  |  | 🗸 |  |
|  |  | 会计学原理 | 🗸 | 🗸 |  |  | 🗸 |  | 🗸 |  |  |  |  |  |  | 🗸 |  |
| 🗸 |  | 电子商务概论 |  | 🗸 |  |  |  |  |  | 🗸 |  | 🗸 |  |  |  | 🗸 |  |
|  |  | 财务管理A | 🗸 | 🗸 |  |  | 🗸 |  | 🗸 |  |  |  |  |  |  | 🗸 |  |
|  |  | 信息经济学 | 🗸 | 🗸 |  |  |  |  |  |  |  | 🗸 |  |  |  | 🗸 |  |
|  |  | 国际贸易实务 | 🗸 | 🗸 |  |  |  |  |  |  |  | 🗸 |  |  |  | 🗸 |  |
| 🗸 | 🗸 | 电子商务营销 |  | 🗸 |  |  | 🗸 |  |  |  |  |  |  |  |  |  | 🗸 |
|  |  | 运筹学 | 🗸 | 🗸 |  |  |  |  |  |  |  |  |  |  |  | 🗸 |  |
| 🗸 |  | 电子商务数据库技术 |  | 🗸 | 🗸 | 🗸 |  | 🗸 |  |  |  |  |  |  |  |  | 🗸 |
| 🗸 |  | XML与电子商务应用 |  | 🗸 | 🗸 | 🗸 |  |  |  |  |  |  |  |  |  |  | 🗸 |
| 🗸 |  | 电子商务程序设计 |  | 🗸 | 🗸 | 🗸 |  |  |  |  |  |  |  |  |  |  | 🗸 |
| 🗸 |  | 电子商务算法结构 |  | 🗸 | 🗸 | 🗸 |  |  |  |  |  |  |  |  |  |  | 🗸 |
| 🗸 |  | 电子商务应用开发技术 |  |  | 🗸 | 🗸 |  |  |  |  |  |  |  |  |  |  | 🗸 |
| 🗸 |  | 电子商务安全技术 |  | 🗸 |  | 🗸 |  |  |  |  |  | 🗸 |  |  |  |  | 🗸 |
| 🗸 | 🗸 | 电子商务物流与供应链管理 |  | 🗸 |  | 🗸 | 🗸 |  |  |  |  |  |  |  |  |  | 🗸 |
| 🗸 |  | 计算机网络设计 |  | 🗸 |  | 🗸 |  |  |  |  |  |  |  |  |  |  | 🗸 |
| 🗸 | 🗸 | 电子支付与网络金融 |  | 🗸 |  | 🗸 |  |  | 🗸 |  |  |  |  |  |  |  | 🗸 |
| 🗸 |  | 企业资源计划 |  | 🗸 |  | 🗸 | 🗸 |  |  |  |  |  |  |  |  |  | 🗸 |
| 🗸 | 🗸 | 电子商务前沿与进展 |  |  |  |  |  |  |  | 🗸 |  | 🗸 |  |  |  |  | 🗸 |
| 🗸 | 🗸 | 电子商务解决方案 |  |  |  | 🗸 |  |  |  |  |  | 🗸 |  |  |  |  | 🗸 |
| 🗸 | 🗸 | 商务数据分析 |  |  |  |  |  | 🗸 |  |  |  |  |  |  |  |  | 🗸 |
|  | 🗸 | 企业经营与模拟 |  |  |  |  | 🗸 |  |  |  |  |  |  |  |  |  | 🗸 |
|  |  | 服务科学与电子商务管理 |  | 🗸 |  |  |  |  |  |  |  | 🗸 |  |  |  | 🗸 | 🗸 |
|  |  | 商业银行经营与管理B | 🗸 |  |  |  |  |  | 🗸 |  |  |  |  |  |  |  |  |
|  |  | 电子商务软件设计 |  |  | 🗸 | 🗸 |  |  |  |  |  |  |  |  |  |  |  |
|  | 🗸 | 移动电子商务开发技术 |  |  | 🗸 | 🗸 |  |  |  |  |  |  |  |  |  |  | 🗸 |
|  |  | 电子商务项目管理 |  |  |  | 🗸 |  |  |  |  |  |  |  |  |  |  |  |
|  |  | 货币银行学A | 🗸 |  |  |  |  |  |  |  |  | 🗸 |  |  |  | 🗸 |  |
|  | 🗸 | 互联网产品设计与开发 |  |  |  |  | 🗸 |  |  |  |  |  |  |  |  |  | 🗸 |
|  |  | 电子商务法 |  | 🗸 |  |  |  |  |  |  |  | 🗸 |  |  |  | 🗸 |  |
|  |  | 网络消费者行为 |  | 🗸 |  |  | 🗸 |  |  |  |  |  |  |  |  |  | 🗸 |
|  |  | 电子政务 |  |  |  | 🗸 |  |  |  |  |  |  |  |  |  |  |  |
|  |  | 创业学 |  |  |  |  |  |  |  |  |  |  | 🗸 |  | 🗸 |  |  |
|  |  | 管理信息系统B |  | 🗸 |  | 🗸 |  |  |  |  |  |  |  |  |  | 🗸 |  |
|  |  | 国际贸易 | 🗸 | 🗸 |  |  |  |  |  |  |  | 🗸 |  |  |  | 🗸 |  |
|  |  | 经济法B | 🗸 |  |  |  |  |  |  |  |  | 🗸 |  |  |  |  |  |
|  |  | 证券投资学 | 🗸 |  |  |  |  |  | 🗸 |  |  |  |  |  |  |  |  |
|  |  | 军事训练 |  |  |  |  |  |  |  |  | 🗸 |  |  |  |  |  |  |
|  |  | 网络营销与网络营销策划 |  |  |  |  | 🗸 |  |  |  |  |  |  |  | 🗸 |  | 🗸 |
|  |  | 电子商务设计与开发 |  |  |  | 🗸 |  |  |  |  |  |  |  |  | 🗸 |  | 🗸 |
|  |  | 专业实习 |  |  |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |  | 🗸 |  |  | 🗸 |  | 🗸 |
|  |  | 毕业实习 |  |  |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |  | 🗸 |  |  | 🗸 |  | 🗸 |
|  |  | 毕业设计（论文）· |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |  | 🗸 | 🗸 | 🗸 |  | 🗸 | 🗸 |

1. **课程教学进程图**

**Ⅲ Teaching Process Map**



1. **理论教学建议进程表**

**Ⅳ Theory Course Schedule**

| 课程  类别  Course Classifi-  cation | 课程  性质  Course Nature | 课程编号  Course Number | 课 程 名 称  Course Title | 学分Crs | 学时分配 Including | | | | | 建议修读学期  Suggested Term | 先修课程  Prerequisite Course | 第二专业  Second Major |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 总学时  Tot hrs. | 实验  Exp. | 上机  Ope-  ration | 实践  Prac-  tice | 课外  Extra-  cur |
| 通 识 课 程 Public Basic Courses  General Education Elective  Coures | 必 修 课 Required Courses | 4220001110 | 思想道德修养与法律基础  Morals, Ethics and Fundamentals of Law | 3 | 48 |  |  | 8 |  | 1-6 |  |  |
| 4220002110 | 中国近现代史纲要  Outline of Chinese Contemporary and Modern History | 2 | 32 |  |  |  |  | 1-6 |  |  |
| 4220003110 | 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 Socialism with Chinese Characteristics | 4 | 96 |  |  | 32 |  | 1-6 |  |  |
| 4220005110 | 马克思主义基本原理  Marxism Philosophy | 3 | 48 |  |  | 8 |  | 1-6 |  |  |
| 1060001110 | 军事理论  Military Theory | 1 | 32 |  |  | 16 |  | 2-4 |  |  |
| 1050001130 | 心理健康教育  Mental Health Education | 1 | 16 |  |  |  |  | 2 |  |  |
| 4210001110 | 体育1  Physical EducationⅠ | 1 | 32 |  |  |  |  | 1 |  |  |
| 4210002110 | 体育2  Physical Education Ⅱ | 1 | 32 |  |  |  |  | 2 | 体育1 |  |
| 4210003110 | 体育3  Physical Education Ⅲ | 1 | 32 |  |  |  |  | 3 | 体育2 |  |
| 4210004110 | 体育4  Physical Education Ⅳ | 1 | 32 |  |  |  |  | 4 | 体育3 |  |
| 4030002110 | 大学英语A1  College English A 1 | 3 | 64 |  |  |  | 16 | 1 |  |  |
| 4030003110 | 大学英语A2  College English A Ⅱ | 3 | 64 |  |  |  | 16 | 2 | 大学英语A1 |  |
| 4030004110 | 大学英语A3  College English A Ⅲ | 3 | 64 |  |  |  | 16 | 3 | 大学英语A2 |  |
| 4030005110 | 大学英语A4  College English A Ⅳ | 3 | 64 |  |  |  | 16 | 4 | 大学英语A3 |  |
| 4120017110 | 大学计算机基础  Foundation of Computer | 2 | 32 |  | 12 |  |  | 1 |  |  |
| 4120023110 | 计算机程序设计基础(C语言)  Fundamentals of Computer Program Design(C) | 3 | 48 |  | 12 |  |  | 2 | 大学计算机基础 |  |
|  |  |  |  |  |  |  |  |  |  |  |
| 小 计 Subtotal | | 35 | 736 |  | 24 | 64 | 64 |  |  |  |
| 选 修 课  Elective Courses | 创新创业类  Innovation and Entrepreneurship Courses | | 全校学生要求至少取得9个学分，且必须选修艺术体育类课程中的艺术类相关课程，取得至少2个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程，其他专业学生至少选修一门科学技术类课程。  All students are required to obtain at least 9 credits, and must select art courses from *Art and Physical Education Courses* toobtain at least 2 credits*.* Science and engineering students should select at least one course from *Arts and Social Science Courses* or *Economy and Management Courses*, and other students should select at least one course from *Science and Technology Courses*. | | | | | | | | |
| 人文社科类  Arts and Social Science Courses | |
| 经济管理类  Economy and Management Courses | |
| 科学技术类  Science and Technology Courses | |
| 艺术体育类  Art and Physical Education Courses | |
| 学 科 大 类 课 程 Basic Disciplinary Courses | 必 修 课 Required Courses | 4050063110 | 高等数学A1  Advanced Mathematics AⅠ | 5 | 80 |  |  |  |  | 1 |  |  |
| 4170057110 | 管理学原理A  Management Principle A | 3 | 48 |  |  |  |  | 1 |  |  |
| 4010053110 | 宏微观经济学  Macro & Microeconomics | 3.5 | 56 |  |  |  |  | 1 |  |  |
| 4010128110 | 专业导论  Introduction to Specialty | 1 | 16 |  |  |  |  | 1 |  |  |
| 4050064110 | 高等数学A2  Advanced Mathematics AⅡ | 5 | 80 |  |  |  |  | 2 | 高等数学A1 |  |
| 4170066110 | 会计学原理  Accounting Principle | 3 | 48 |  |  |  |  | 2 |  |  |
| 4010014110 | 电子商务概论  Introduction to E-Business | 3 | 48 | 10 |  |  |  | 2 | 专业导论 | **\*** |
| 4050229110 | 线性代数  Linear Algebra | 2.5 | 40 |  |  |  |  | 3 | 高等数学A2 |  |
| 4170013110 | 财务管理A  Financial Management A | 3 | 48 |  |  |  |  | 3 | 会计学原理 |  |
| 4010163130 | 信息经济学  Information Economics | 3 | 48 |  |  |  |  | 2 | 宏微观经济学 |  |
| 4010221140 | 国际贸易概论  Introduction to International Trade | 3 | 48 |  |  |  |  | 3 |  |  |
| 4050058110 | 概率论与数理统计B  Probability and Mathematics Statistic B | 3 | 48 |  |  |  |  | 4 | 线性代数 |  |
| 4010093110 | 电子商务营销  E-Commerce Marketing | 2.5 | 40 | 6 |  |  |  | 4 | 电子商务概论 | **\*** |
| 4170171110 | 运筹学  Operations Research | 3 | 48 |  |  |  |  | 4 | 线性代数 |  |
| 小 计 Subtotal | | 43.5 | 696 | 16 |  |  |  |  |  | 5.5 |
| 4010017110 | 电子商务数据库技术  E-Business Database Technology | 3 | 48 | 8 |  |  |  | 2 |  | **\*** |
| 4010001110 | XML与电子商务应用  XML and Application in E-Business | 3 | 48 | 16 |  |  |  | 3 |  |  |
| 4010164130 | 电子商务程序设计  E-Business Program Designing | 4 | 64 | 20 |  |  |  | 3 | 计算机程序设计基础(C语言) | **\*** |
| 4010018110 | 电子商务算法结构  E-Business Algorithm Structure | 3.5 | 56 | 16 |  |  |  | 3 | 电子商务程序设计 | **\*** |
| 4010022110 | 电子商务应用开发技术  E-Business Applications Developing Technology | 4 | 64 | 16 |  |  |  | 4 | 电子商务数据库技术  XML与电子商务应用  电子商务程序设计 | **\*** |
| 4010011110 | 电子商务安全技术  E-Business Security Technology | 3 | 48 | 8 |  |  |  | 4 |  | **\*** |
| 4010058110 | 计算机网络设计  Computer Network Designing | 2.5 | 40 | 8 |  |  |  | 5 |  |  |
| 4010024110 | 电子支付与网络金融  E-Payment and Network Finance | 3.5 | 56 | 16 |  |  |  | 5 | 财务管理A  电子商务应用开发技术 | **\*** |
| 4010076110 | 企业资源计划  Enterprise Resources Planning | 2.5 | 40 | 8 |  |  |  | 5 | 财务管理A | **\*** |
| 4010020110 | 电子商务物流与供应链管理  E-Business Logistics and SCM | 3 | 48 | 8 |  |  |  | 6 | 企业资源计划 | **\*** |
| 4010016110 | 电子商务前沿与进展  E-Business forefronts and Developments | 2 | 32 |  |  |  |  | 6 | 电子商务概论 |  |
| 4010015110 | 电子商务解决方案  E-Business Solutions | 2 | 32 | 6 |  |  |  | 6 | 电子商务安全技术  计算机网络设计  XML与电子商务应用 | **\*** |
| 4010083110 | 商务数据分析  Business Data Analysis | 2.5 | 40 | 8 |  |  |  | 6 | 电子商务数据库技术  概率论与数理统计B | **\*** |
| 小 计 Subtotal | | 38.5 | 648 | 138 |  |  |  |  |  | 31 |
| 选 修 课 Elective Courses | 4010075110 | 企业经营与模拟  Enterprise Operation Simulation | 2 | 32 |  |  |  |  | 4 |  |  |
| 4010027110 | 服务科学与电子商务管理  Service Science and E-Business Management | 2 | 32 |  |  |  |  | 5 | 电子商务概论 |  |
| 4010142120 | 电子商务软件设计  E-Business Software Designing | 3 | 48 | 12 |  |  |  | 5 | 电子商务程序设计 | **\*** |
| 4010021110 | 电子商务项目管理  E-Business Project Management | 2 | 32 | 4 |  |  |  | 5 |  |  |
| 4010057110 | 移动电子商务开发技术  Mobile E-Business Developing Technology | 3 | 48 | 12 |  |  |  | 6 | 电子商务应用开发技术 |  |
| 4010054110 | 货币银行学A  Money and Banking A | 3 | 48 |  |  |  |  | 6 |  |  |
| 4010220140 | 互联网产品设计与开发  Internet Product Designing and Development | 2 | 32 |  |  |  |  | 6 | 电子商务营销  电子商务应用开发技术 | **\*** |
| 4010013110 | 电子商务法  Electronic Business Law | 2 | 32 |  |  |  |  | 7 |  |  |
| 4010181130 | 网络消费行为学 | 2.5 | 40 |  |  |  |  | 7 | 电子商务营销 |  |
| 4010023110 | 电子政务  E-Government | 2.5 | 40 | 6 |  |  |  | 7 | 电子商务安全技术  计算机网络设计  XML与电子商务应用 |  |
| 4010009110 | 创业学  Entrepreneurship | 2 | 32 |  |  |  |  | 7 |  |  |
| 4010085110 | 商业银行经营与管理B  Commercial Bank Management B | 2.5 | 40 | 4 |  |  |  | 7 |  |  |
| 小 计 Subtotal | | 28.5 | 456 | 38 |  |  |  |  |  | 5 |
| 修读说明：要求至少选修20.5学分  NOTE: Minimum subtotal credits:20.5. | | | | | | | | | | |
| 个 性 课 程  Personalized Course | 选 修 课  Elective Courses | 4170055110 | 管理信息系统B  Management Information System B | 3 | 48 |  | 18 |  |  | 3 |  |  |
| 4010037110 | 国际贸易实务  International Trade: Practice | 3 | 48 |  |  |  |  | 3 |  |  |
| 4020074110 | 经济法B  Economics Law B | 2 | 32 |  |  |  |  | 5 |  |  |
| 4010099110 | 证券投资学  Securities Investment | 2.5 | 40 | 6 |  |  |  | 7 |  |  |
| 小 计 Subtotal | | 10.5 | 168 | 6 | 18 |  |  |  |  |  |
| 修读说明：学生从以上课程和学校公布的其它专业的个性课程列表中选课，要求至少选修10学分。  NOTE：NOTE：Students can choose any courses from above courses or the personalized courses released by other majors. Minimum subtotal credits: 10. | | | | | | | | | | |

1. **集中性实践教学环节**

**Ⅴ Practice Schedule**

| 课程编号  Course Number | 实践环节名称  Practice Courses Name | 周数  Weeks | 学分  Crs | 建议修读学期  Suggested Term | 第二专业  Second Major |
| --- | --- | --- | --- | --- | --- |
| 1060002110 | 军事训练  Military Training | 3 | 1.5 | 1 |  |
| 4010158120 | 网络推广与网络营销策划  Internet Promotion and Internet Marketing Planning | 2 | 2 | 4 |  |
| 4010116110 | 电子商务设计与开发  Course Design | 3 | 3 | 5 |  |
| 4010124110 | 专业实习  Practical Training in Major | 4 | 4 | 6 |  |
| 4010114110 | 毕业实习  Practical Training for Graduation | 5 | 5 | 8 |  |
| 4010156120 | 毕业论文（上机120学时）  Graduation Thesis | 12 | 8 | 8 | 8\* |
| 小 计 Subtotal | | 29 | 23.5 |  | 8 |

1. **修读指导**

**Ⅵ Recommendations on Course Studies**

学生在学完本专业的必修课程后，可以根据自己的兴趣和爱好，在经济学院内的四个专业的选修课中任意选学课程。学生可以根据自己的时间安排，决定选修课的修读学期。

学生只要学完了本专业的必修课程、完成了实践环节，并达到了本专业规定的总学分数，即可毕业。

其他专业的学生在辅修第二专业时，学完了第二专业规定的课程并完成了毕业论文后，即可获得第二学士学位。

After finish the major’s required courses, the student can study any selective course in the course list of the school according to his interests and decide which term to study the course.

Student can graduate after he finishes the major’s required courses and meet the credit requirement.

Students in other majors who want to get the second degree must finish all required courses with star(\*) on the right of the list of theory course schedule and submit graduation thesis.

Students who want to get the second degree must finish 50 credits.

学院教学责任人：杜伟岸

专业培养方案责任人：刘平峰