

厦门大学嘉庚学院电子商务（运营管理方向）专业人才培养方案（120801）

（2020年）

一、培养目标

本专业培养德智体美劳全面发展“应用型+复合型+团队与创新型”的人才；即是培养德智体美劳全面发展，兼备管理、经济、计算机信息技术等领域知识，掌握电子商务策划、设计与开发、运营与管理、商务数据分析等综合技能；具有国际化视野，并具备跟踪科技发展趋势能力且有较强的团队工作能力和创新能力的复合型专业人才。学生毕业后即能运用所学综合知识从事传统商务或电子商务，尤其在各类企、事业机构从事电子商务的策划、运营与管理、开发，商务数据分析与应用；也可以在经济、管理学科领域继续深造。

二、培养规格

1. 素质要求

- 1.1 具有健康的体魄、健全的人格和高尚的品德
- 1.2 具有良好的公民意识和社会责任感
- 1.3 具有良好的心理素质和团队合作精神
- 1.4 具有良好的人文与科学素养
- 1.5 具有良好的国际视野和人生、社会价值观
- 1.6 具备较高的网络文明素养、电子商务诚信与信用素养、信息安全与保密素养

2. 能力要求

- 2.1 具有良好的计算机运用能力
- 2.2 具有熟练使用一门外语的能力
- 2.3 具有电子商务业务实践的基本能力
- 2.4 具有网络营销及电子商务策划、组织和管理等能力
- 2.5 具有计算机技术领域的基础知识，具有电子商务网站建设的实践能力、电子商务系统运营维护的能力
- 2.6 具有互联网创新、创业能力和市场开拓能力
- 2.7 具有良好的获取知识和自主学习能力
- 2.8 具有良好的沟通交流与表达能力
- 2.9 具有良好的批判性、创新性思维能力
- 2.10 具有良好的团队协作与领导能力

3. 知识要求

- 3.1 兼备管理、经济等领域的综合知识
- 3.2 熟练掌握电子商务运营管理的基本理论和方法
- 3.3 掌握电子商务相关技术的基本理论和应用
- 3.4 掌握电子商务及相关领域的新兴知识
- 3.5 熟练掌握一门外语
- 3.6 具有良好的军事基础知识
- 3.7 掌握自然科学、社会科学和人文学科等通识类相关知识

三、学制及学习年限：学制四年，学习年限三至六年。

四、学分说明：毕业最低总学分155。

五、授予学位：管理学学士。

课程设置与学分分配表

| 类别 | 课程名称 | 课程学分数 | | | 课程学时数 | | | 建议修读学期、周学时/学分合计 | | | | | | | | |
|--------|--|--|----|-----|-------|-----|-----|-----------------|-----|-----|-----|---|---|---|---|--|
| | | 合计 | 理论 | 实践 | 合计 | 理论 | 实践 | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 | |
| 技能教育模块 | 技能必修课 | 22 | 11 | 11 | 480 | 178 | 302 | 5 | 7 | 6 | 4 | | | | | |
| | 计算机基础 | 1 | 1 | | 32 | 18 | 14 | | 1+1 | | | | | | | |
| | 大学英语 I | 3 | 2 | 1 | 64 | 32 | 32 | 2+2 | | | | | | | | |
| | 大学英语 II | 3 | 2 | 1 | 64 | 32 | 32 | | 2+2 | | | | | | | |
| | 大学英语 III | 3 | 2 | 1 | 64 | 32 | 32 | | | 2+2 | | | | | | |
| | 大学英语 IV | 3 | 2 | 1 | 64 | 32 | 32 | | | | 2+2 | | | | | |
| | 军事训练 | 1 | | 1 | 3周 | | 3周 | 3周 | | | | | | | | |
| | 体育 I | 1 | | 1 | 32 | | 32 | 2 | | | | | | | | |
| | 体育 II | 1 | | 1 | 32 | | 32 | | 2 | | | | | | | |
| | 体育 III | 1 | | 1 | 32 | | 32 | | | 2 | | | | | | |
| | 体育 IV | 1 | | 1 | 32 | | 32 | | | | 2 | | | | | |
| | 生涯规划-探索与管理 | 2 | 1 | 1 | 32 | 16 | 16 | | 1+1 | | | | | | | |
| | 创新与创业基础 | 2 | 1 | 1 | 32 | 16 | 16 | | | 1+1 | | | | | | |
| | 技能选修课 | 10 | 5 | 5 | 160 | 80 | 80 | | | 2 | 2 | 2 | 4 | | | |
| 技能选修课 | 技能选修课课程详见每学期开课计划。学生修满要求学分即可。 鼓励学生积极参加各类创新创业实践活动。学生参加学校认可的学科竞赛、学术科研、社会实践、创业实践以及其他创新创业实践活动，可依学校规定认可为技能选修课学分。 鼓励学生选修各专业开设的融合双创教育的实训实践类课程。 | | | | | | | | | | | | | | | |
| 通识教育模块 | 通识必修课 | 21 | 15 | 6 | 416 | 272 | 144 | 6 | 5 | 3 | 5 | | | | 2 | |
| | 《形势与政策》 | 每学期开设至少8学时，在综合考核合格的基础上，统一至毕业前最后一学期给定2学分。 | | | | | | | | | | | | | | |
| | 军事理论 | 2 | 2 | | 32 | 32 | | | 2 | | | | | | | |
| | 大学语文 | 2 | 2 | | 32 | 32 | | 2 | | | | | | | | |
| | 大学生心理健康教育 | 1 | 1 | | 16 | 16 | | 2 | | | | | | | | |
| | 思想道德修养与法律基础 | 2 | 2 | | 32 | 32 | | | 2 | | | | | | | |
| | 思想道德修养与法律基础实践 | 1 | | 1 | 16 | | 16 | | 1 | | | | | | | |
| | 中国近现代史纲要 | 2 | 2 | | 32 | 32 | | 2 | | | | | | | | |
| | 中国近现代史纲要实践 | 1 | | 1 | 16 | | 16 | 1 | | | | | | | | |
| | 马克思主义基本原理 | 2 | 2 | | 32 | 32 | | | | 2 | | | | | | |
| | 马克思主义基本原理实践 | 1 | | 1 | 16 | | 16 | | | 1 | | | | | | |
| | 毛泽东思想和中国特色社会主义理论体系概论 | 2 | 2 | | 32 | 32 | | | | | 2 | | | | | |
| | 毛泽东思想和中国特色社会主义理论体系概论实践 | 3 | | 3 | 96 | | 96 | | | | 6 | | | | | |
| | 形势与政策 | 2 | 2 | | 64 | 64 | | | | | | | | | 2 | |
| 通识选修课 | 14 | 12 | 2 | 256 | 192 | 64 | | | 4 | 4 | 2 | 4 | | | | |
| 通识选修课 | 通识选修课课程详见每学期开课计划。 修读要求：人文艺术类、社会科学类、自然科学类等三大类课程每类至少修读2学分。 | | | | | | | | | | | | | | | |
| | 专业必修课 | 41 | 36 | 5 | 656 | 576 | 80 | 13 | 11 | 9 | 3 | 2 | 3 | | | |
| | 学科平台课 | 22 | 22 | | 352 | 352 | | 10 | 8 | 4 | | | | | | |
| | 经济数学 I | 4 | 4 | | 64 | 64 | | 4 | | | | | | | | |
| | 经济数学 II | 2 | 2 | | 32 | 32 | | | 2 | | | | | | | |
| | 微观经济学原理 | 3 | 3 | | 48 | 48 | | 3 | | | | | | | | |

课程设置与学分分配表

| 类别 | 课程名称 | 课程学分数 | | | 课程学时数 | | | 建议修读学期、周学时/学分合计 | | | | | | | | | |
|--|--------------------|-------|----|-----|-------|-----|----|-----------------|-----|-----|-----|-----|-----|-----|---|--|--|
| | | 合计 | 理论 | 实践 | 合计 | 理论 | 实践 | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 | | |
| 专业必修课 | 宏观经济学原理 | 3 | 3 | | 48 | 48 | | | 3 | | | | | | | | |
| | 管理学原理(A) | 3 | 3 | | 48 | 48 | | 3 | | | | | | | | | |
| | 会计学原理(A) | 3 | 3 | | 48 | 48 | | | 3 | | | | | | | | |
| | 统计学原理 | 4 | 4 | | 64 | 64 | | | | 4 | | | | | | | |
| | 专业必修课 | 19 | 14 | 5 | 304 | 224 | 80 | 3 | 3 | 5 | 3 | 2 | 3 | | | | |
| | 电子商务概论(A) | 3 | 2 | 1 | 48 | 32 | 16 | 2+1 | | | | | | | | | |
| | 网络营销 | 3 | 3 | | 48 | 48 | | | | 3 | | | | | | | |
| | Web开发技术 I (客户端)(A) | 3 | 2 | 1 | 48 | 32 | 16 | | 2+1 | | | | | | | | |
| | Web开发技术 II (PHP) | 3 | 2 | 1 | 48 | 32 | 16 | | | | | 2+1 | | | | | |
| | 数据库应用 | 2 | 1 | 1 | 32 | 16 | 16 | | | 1+1 | | | | | | | |
| | 电子商务规划 | 2 | 2 | | 32 | 32 | | | | | | 2 | | | | | |
| | 网站建设与模板应用 | 3 | 2 | 1 | 48 | 32 | 16 | | | | | | | 2+1 | | | |
| 专业选修课 | 34 | 30 | 4 | 551 | 469 | 82 | | | | | 4 | 14 | 10 | 6 | | | |
| 修读要求： 1. 专业选修课分为课程组A、B、C，其中课程组A有最低学分修读要求。 2. 课程组A为本专业的重要补充课程，学生应至少选修24学分(本组分为2个课程单元，各单元无具体学分修读要求，其划分仅供选课参考)；其余学分可从课程组B(管理学院平台课)、课程组C或其他院系开设的经管类课程中选修。 3. 课程组C主要为考研、出国或有加厚、加深基础理论部分学习需求的学生开设。 4. 课程组B、C均在管理学院平台课开设，课程在第4-7学期以交叉、滚动形式开设。 | | | | | | | | | | | | | | | | | |
| 课程组A | | | | | | | | | | | | | | | | | |
| 经济管理类 | | | | | | | | | | | | | | | | | |
| 跨境电子商务 | 3 | 2 | 1 | 48 | 32 | 16 | | | | | 2+1 | | | | | | |
| 电子商务管理 | 3 | 2 | 1 | 48 | 32 | 16 | | | | | 2+1 | | | | | | |
| 客户关系管理 | 2 | 2 | | 32 | 32 | | | | | | 2 | | | | | | |
| 互联网创业与创新 | 2 | 1 | 1 | 32 | 16 | 16 | | | | | 1+1 | 1+1 | | | | | |
| 企业运营管理(A) | 3 | 3 | | 48 | 40 | 8 | | | | | | 3 | | | | | |
| 电子商务法(管理类) | 2 | 2 | | 32 | 32 | | | | | | | 2 | | | | | |
| 电子商务服务 | 2 | 2 | | 32 | 32 | | | | | | | 2 | | | | | |
| 管理信息系统(B) | 2 | 2 | | 32 | 24 | 8 | | | | | | 2 | | | | | |
| 电子政务 | 2 | 2 | | 32 | 32 | | | | | | | 2 | | | | | |
| 企业间电子商务(B2B)协同管理 | 2 | 2 | | 32 | 28 | 4 | | | | | | 2 | | | | | |
| 项目管理(A) | 3 | 3 | | 48 | 40 | 8 | | | | | | 3 | | | | | |
| 电子商务案例分析 | 2 | 2 | | 32 | 32 | | | | | | | | 2 | | | | |
| 移动电子商务 | 2 | 2 | | 32 | 32 | | | | | | | | 2 | | | | |
| 电子商务与物流管理 | 2 | 2 | | 32 | 32 | | | | | | | | 2 | | | | |
| 电子商务策划 | 3 | 3 | | 48 | 48 | | | | | | | | 3 | | | | |
| ERP原理与应用 | 3 | 2 | 1 | 48 | 32 | 16 | | | | | | | 2+1 | | | | |
| 互联网前沿专题讲座 | 1 | 1 | | 16 | 16 | | | | | | | | | 1 | 1 | | |
| 网络经济学 | 3 | 3 | | 48 | 48 | | | | | | | | | | 3 | | |
| 直播电商运营 | 2 | 1 | 1 | 32 | 12 | 20 | | | | | | 1+1 | 1+1 | | | | |
| 电子商务企业实操 | 2 | | 2 | 48 | | 48 | | | | | | | | | 3 | | |
| 电商数智化运营 | 2 | 2 | | 32 | 24 | 8 | | | | | | 2 | | | | | |

课程设置与学分分配表

| 类别 | 课程名称 | 课程学分 | | | 课程学时 | | | 建议修读学期、周学时/学分合计 | | | | | | | |
|--------|------------------|------|----|----|------|----|----|-----------------|---|---|-----|-----|-----|---|---|
| | | 合计 | 理论 | 实践 | 合计 | 理论 | 实践 | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 |
| 专业教育模块 | 大数据金融分析 | 2 | 2 | | 32 | 24 | 8 | | | | | 2 | | | |
| | 电商大数据分析 | 2 | 1 | 1 | 32 | 16 | 16 | | | | 1+1 | | | | |
| | 信息技术类 | | | | | | | | | | | | | | |
| | 电子商务安全 | 2 | 2 | | 32 | 32 | | | | | 2 | | | | |
| | Java程序设计(管理类)(A) | 3 | 2 | 1 | 48 | 32 | 16 | | | | | 2+1 | | | |
| | 移动Web应用开发(B) | 2 | 1 | 1 | 32 | 16 | 16 | | | | | | 1+1 | | |
| | 数据仓库与挖掘 | 2 | 2 | | 32 | 24 | 8 | | | | | | | 2 | |
| | 课程组B | | | | | | | | | | | | | | |
| | 企业管理类 | | | | | | | | | | | | | | |
| | 连锁经营管理概论 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 管理咨询工具 | 2 | 2 | | 32 | 28 | 4 | | | | | | | | |
| | 管理决策分析 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 投资项目评估 | 3 | 3 | | 48 | 42 | 6 | | | | | | | | |
| | 国际企业管理 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 企业战略管理(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 华商经营管理之道 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 信息管理概论 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 现代信息与决策 | 3 | 3 | | 48 | 48 | | | | | | | | | |
| | 人力资源管理类 | | | | | | | | | | | | | | |
| | 员工关系管理 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 人力资源管理(A) | 3 | 3 | | 48 | 42 | 6 | | | | | | | | |
| | 组织行为学(A) | 3 | 3 | | 48 | 42 | 6 | | | | | | | | |
| | 绩效管理 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 薪酬管理 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 员工开发与培训 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 市场营销类 | | | | | | | | | | | | | | |
| | 品牌文化与鉴赏 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 营销策划 | 2 | 1 | 1 | 32 | 16 | 16 | | | | | | | | |
| | 移动互联时代的新媒体营销 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 体验营销 | 3 | 2 | 1 | 48 | 32 | 16 | | | | | | | | |
| | 营销案例研究分析 | 3 | 2 | 1 | 48 | 32 | 16 | | | | | | | | |
| | 广告学原理 | 3 | 3 | | 48 | 40 | 8 | | | | | | | | |
| | 商品学概论 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 旅游管理类 | | | | | | | | | | | | | | |
| | 现代酒店管理 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 会展概论 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 旅游社会学 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 导游基础与实务 | 3 | 2 | 1 | 48 | 32 | 16 | | | | | | | | |
| | 智慧旅游 | 2 | 2 | | 32 | 26 | 6 | | | | | | | | |
| | 节事策划与管理 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 财会与金融类 | | | | | | | | | | | | | | |
| | 证券投资学(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |

专业选修课

课程设置与学分分配表

| 类别 | 课程名称 | 课程学分数 | | | 课程学时数 | | | 建议修读学期、周学时/学分合计 | | | | | | | |
|--------|--------------|-------|----|----|-------|----|----|-----------------|---|---|---|---|---|---|---|
| | | 合计 | 理论 | 实践 | 合计 | 理论 | 实践 | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 |
| | 个人理财(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 商业银行风险管理(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 货币银行学(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 保险学(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 小企业会计(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 财务报告分析(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 资产评估学(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 证券投资分析 | 3 | 2 | 1 | 48 | 32 | 16 | | | | | | | | |
| | 金融科技概论 | 3 | 3 | | 48 | 48 | | | | | | | | | |
| | 创业与融资 | 3 | 2 | 1 | 48 | 32 | 16 | | | | | | | | |
| | 人工智能与经济管理 | 3 | 3 | | 48 | 48 | | | | | | | | | |
| | 期货与期权 | 3 | 2 | 1 | 48 | 32 | 16 | | | | | | | | |
| 电商与物流类 | | | | | | | | | | | | | | | |
| | 网络金融学 | 3 | 3 | | 48 | 48 | | | | | | | | | |
| | 物流学 | 3 | 3 | | 48 | 46 | 2 | | | | | | | | |
| | 物流与供应链管理(A) | 3 | 3 | | 48 | 46 | 2 | | | | | | | | |
| 国贸与商务类 | | | | | | | | | | | | | | | |
| | WTO与中国对外贸易 | 3 | 3 | | 48 | 44 | 4 | | | | | | | | |
| | 国际贸易实务 | 3 | 3 | | 48 | 48 | | | | | | | | | |
| | 世界经济概论 | 3 | 3 | | 48 | 48 | | | | | | | | | |
| | 商务英语(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 国际商务谈判 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 外贸函电与写作(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| 其他 | | | | | | | | | | | | | | | |
| | 博弈与社会 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 经济法(经济类)(B) | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | SPSS应用入门 | 3 | 2 | 1 | 48 | 24 | 24 | | | | | | | | |
| | 英语听说 I | 1 | | 1 | 32 | | 32 | | | | | | | | |
| | 英语听说 II | 1 | | 1 | 32 | | 32 | | | | | | | | |
| | 茶饮品牌创新与运营 | 2 | 1 | 1 | 32 | 15 | 17 | | | | | | | | |
| | 人工智能产业及其行业应用 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 创新创业与领导力 | 2 | 2 | | 32 | 26 | 6 | | | | | | | | |
| | 创新创业实训 | 2 | 1 | 1 | 32 | 16 | 16 | | | | | | | | |
| | “一带一路”沿线国家概览 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 新商科大数据应用专题讲座 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 大数据与商业决策分析 | 2 | 1 | 1 | 32 | 16 | 16 | | | | | | | | |
| | 实用商务数据分析 | 3 | 2 | 1 | 48 | 30 | 18 | | | | | | | | |
| | 形象美学与时尚商业 | 3 | 3 | | 48 | 48 | | | | | | | | | |
| | 区块链经济与金融 | 3 | 3 | | 48 | 48 | | | | | | | | | |
| 课程组C | | | | | | | | | | | | | | | |
| | 中级微观经济学 | 3 | 3 | | 48 | 48 | | | | | | | | | |
| | 中级宏观经济学 | 3 | 3 | | 48 | 48 | | | | | | | | | |

课程设置与学分分配表

| 类别 | 课程名称 | 课程学分数 | | | 课程学时数 | | | 建议修读学期、周学时/学分合计 | | | | | | | |
|-----------------------|-----------------|------------|------------|-----------|-------------|-------------|------------|-----------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|
| | | 合计 | 理论 | 实践 | 合计 | 理论 | 实践 | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 |
| 实 习 与 实 践 | 经济数学Ⅲ | 4 | 4 | | 64 | 64 | | | | | | | | | |
| | 高代选讲 | 2 | 2 | | 32 | 32 | | | | | | | | | |
| | 概率统计(经管类) | 3 | 3 | | 48 | 48 | | | | | | | | | |
| | 实习与实践 | 13 | | 13 | 26周 | | 26周 | | 1 | | 1 | | 1 | | 10 |
| | 教学实践Ⅰ:网络销售实践 | 1 | | 1 | 2周 | | 2周 | | 2周 | | | | | | |
| | 教学实践Ⅱ:电子商务企业调研 | 1 | | 1 | 2周 | | 2周 | | | | 2周 | | | | |
| | 教学实践Ⅲ:项目设计 | 1 | | 1 | 2周 | | 2周 | | | | | | 2周 | | |
| | 毕业实习(电商(管理)) | 4 | | 4 | 8周 | | 8周 | | | | | | | | 8周 |
| | 毕业论文/设计(电商(管理)) | 6 | | 6 | 12周 | | 12周 | | | | | | | | 12周 |
| 学分、学时总计及学分学期分布 | | 155 | 109 | 46 | 2519 | 1767 | 752 | 24 | 24 | 24 | 23 | 20 | 22 | 6 | 12 |

学期教学活动安排情况

| 学年学期 | | 项目周数 | 课程教学周 | 实践教学周 | 军事训练 | 复习考试周 | 毕业实习 | 毕业论文(设计)及答辩 | 教研活动周 | 合计 |
|------|---|------|-------|-------|------|-------|------|-------------|-------|-----|
| | | | | | | | | | | |
| 一 | 1 | 16 | | (3) | 2 | | | | 1 | 19 |
| | 2 | 16 | 2 | | 2 | | | | 1 | 21 |
| 二 | 3 | 16 | | | 2 | | | | 1 | 19 |
| | 4 | 16 | 2 | | 2 | | | | 1 | 21 |
| 三 | 5 | 16 | | | 2 | | | | 1 | 19 |
| | 6 | 16 | 2 | | 2 | | | | 1 | 21 |
| 四 | 7 | 16 | | | 2 | | (12) | | 1 | 19 |
| | 8 | 16 | | | 2 | (8) | | | 1 | 19 |
| 合计 | | 128 | 6 | (3) | 16 | (8) | (12) | | 8 | 158 |

备注：教研活动周于期末考试后进行，学生不需参与。

培养规格实现矩阵图

| 课程类别 | 课程名称 | 培养规格 | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------|------------------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|---|---|--|
| | | 素质要求 | | | | | | 能力要求 | | | | | | | | | | 知识要求 | | | | | | | | | |
| | | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 | 2.1 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.7 | 2.8 | 2.9 | 2.10 | 3.1 | 3.2 | 3.3 | 3.4 | 3.5 | 3.6 | 3.7 | | | |
| 技能必修课 | 计算机基础 | | | | √ | | | √ | | | | | √ | | | | | | | | | √ | | | | | |
| | 大学英语 I | | | | √ | | | | √ | | | | | | | | | | | | | | | √ | | | |
| | 大学英语 II | | | | √ | | | | √ | | | | | | | | | | | | | | | √ | | | |
| | 大学英语 III | | | | √ | | | | √ | | | | | | | | | | | | | | | √ | | | |
| | 大学英语 IV | | | | √ | | | | √ | | | | | | | | | | | | | | | √ | | | |
| | 军事训练 | √ | √ | √ | | | | | | | | | | | | | √ | | | | | | | | √ | | |
| | 体育 I | √ | | | | | | | | | | | | | | | √ | | | | | | | | | | |
| | 体育 II | √ | | | | | | | | | | | | | | | √ | | | | | | | | | | |
| | 体育 III | √ | | | | | | | | | | | | | | | √ | | | | | | | | | | |
| | 体育 IV | √ | | | | | | | | | | | | | | | √ | | | | | | | | | | |
| | 生涯规划-探索与管理 | | | | | √ | | | | | | | | | √ | | | √ | | | | | | | | √ | |
| 创新与创业基础 | | | | | √ | | | | | | | | | | | √ | √ | | | | | | | | √ | | |
| 通识必修课 | 军事理论 | | | √ | | | | | | | | | | | | √ | | | | | | | | √ | | | |
| | 大学语文 | | | | √ | | | | | | | | | | √ | √ | | | | | | | | | √ | | |
| | 大学生心理健康教育 | √ | √ | √ | √ | | | | | | | | | | | √ | | | | | | | | | √ | | |
| | 思想道德修养与法律基础 | √ | √ | √ | √ | | | | | | | | | | | √ | | | | | | | | | √ | | |
| | 思想道德修养与法律基础实践 | √ | √ | √ | √ | | | | | | | | | | | √ | | | | | | | | | √ | | |
| | 中国近现代史纲要 | | | | √ | | | | | | | | | | | √ | | | | | | | | | √ | | |
| | 中国近现代史纲要实践 | | | | √ | | | | | | | | | | | √ | | | | | | | | | √ | | |
| | 马克思主义基本原理 | | | | √ | | | | | | | | | | | √ | | | | | | | | | √ | | |
| | 马克思主义基本原理实践 | | | | √ | | | | | | | | | | | √ | | | | | | | | | √ | | |
| | 毛泽东思想和中国特色社会主义理论体系概论 | | | | √ | | | | | | | | | | | √ | | | | | | | | | √ | | |
| | 毛泽东思想和中国特色社会主义理论体系概论实践 | | | | √ | | | | | | | | | | | √ | | | | | | | | | √ | | |
| 形势与政策 | | | | | √ | | | | | | | | | | √ | | | | | | | | | √ | | | |

| 课程类别 | 课程名称 | 培养规格 | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|--------------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|---|--|--|
| | | 素质要求 | | | | | | 能力要求 | | | | | | | | | | 知识要求 | | | | | | | | | |
| | | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 | 2.1 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.7 | 2.8 | 2.9 | 2.10 | 3.1 | 3.2 | 3.3 | 3.4 | 3.5 | 3.6 | 3.7 | | | |
| 专业必修课 | 经济数学 I | | | | √ | | | | | | | | | √ | | | | √ | | | | | | | √ | | |
| | 经济数学 II | | | | √ | | | | | | | | | √ | | | | √ | | | | | | | √ | | |
| | 微观经济学原理 | | | | √ | | | | | | | | | √ | | | | √ | | | | | | | √ | | |
| | 宏观经济学原理 | | | | √ | | | | | | | | | √ | | | | √ | | | | | | | √ | | |
| | 管理学原理(A) | | | | √ | | | | | | | | | √ | | | | √ | | | | | | | √ | | |
| | 会计学原理(A) | | | | √ | | | | | | | | | √ | | | | √ | | | | | | | √ | | |
| | 统计学原理 | | | | √ | | | | | | | | | √ | | | | √ | | | | | | | √ | | |
| 专业必修课 | 电子商务概论(A) | | | | √ | | √ | | | √ | | | | √ | | | | | √ | √ | √ | | | | | | |
| | 网络营销 | | | | √ | | | | | | √ | | | √ | | | | | √ | √ | √ | | | | | | |
| | Web开发技术 I (客户端)(A) | | | | √ | | | | | | | √ | | √ | | | | | √ | √ | √ | | | | | | |
| | Web开发技术 II (PHP) | | | | √ | | | | | | | √ | | √ | | | | | √ | √ | √ | | | | | | |
| | 数据库应用 | | | | √ | | | | | | | √ | | √ | | | | | √ | √ | √ | | | | | | |
| | 电子商务规划 | | | | √ | | | | | | √ | √ | | √ | | | | | √ | √ | √ | | | | | | |
| | 网站建设与模板应用 | | | | √ | | | | | | | √ | | √ | | | | | √ | √ | √ | | | | | | |
| | 互联网创业与创新 | | | | √ | | | | | | | | √ | √ | √ | √ | | | | | √ | | | | | | |
| | 跨境电子商务 | | | | √ | | | | | √ | | | | √ | √ | | | | | | √ | | | | | | |
| | 电子商务管理 | | | | √ | | √ | | | | √ | | | √ | √ | | | √ | | | | | | | | | |
| | 电子商务与物流管理 | | | | √ | | | | | | √ | | | √ | √ | | | √ | | | | | | | | | |
| | 企业运营管理(A) | | | | √ | | | | | | √ | | | √ | √ | | √ | | | | | | | | | | |
| | 电子商务法(管理类) | | | | √ | | √ | | | √ | | | | √ | √ | | √ | | | | | | | | | | |
| | 电子商务案例分析 | | | | √ | | | | | | √ | | | √ | √ | | | √ | | | | | | | | | |
| | 电子商务服务 | | | | √ | | | | | | √ | | | √ | √ | | | | | | √ | | | | | | |
| | 移动电子商务 | | | | √ | | | | | | √ | | | √ | √ | | | | | | √ | | | | | | |
| | 项目管理(A) | | | | √ | | | | | √ | | | | √ | √ | | √ | | | | | | | | | | |
| | 客户关系管理 | | | | √ | | | | | √ | | | | √ | √ | | √ | | | | | | | | | | |
| | 电子商务策划 | | | | √ | | | | | | √ | | | √ | √ | | | √ | | | | | | | | | |
| | 管理信息系统(B) | | | | √ | | | | | | √ | | | √ | √ | | √ | | | | | | | | | | |
| | 电子政务 | | | | √ | | | | | | √ | | | √ | √ | | | √ | | | | | | | | | |

| 课程类别 | 课程名称 | 培养规格 | | | | | | | | | | | | | | | | | | | | | | | | | |
|------|------------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|---|--|--|
| | | 素质要求 | | | | | | 能力要求 | | | | | | | | | | 知识要求 | | | | | | | | | |
| | | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 | 2.1 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.7 | 2.8 | 2.9 | 2.10 | 3.1 | 3.2 | 3.3 | 3.4 | 3.5 | 3.6 | 3.7 | | | |
| | 企业间电子商务(B2B)协同管理 | | | | √ | | | | | | √ | | | √ | √ | | | | | | | √ | | | | | |
| | ERP原理与应用 | | | | √ | | | | | | √ | | | √ | √ | | | | | | √ | | | | | | |
| | 网络经济学 | | | | √ | | | | | | √ | | | √ | √ | | | | √ | | | | | | | | |
| | 互联网前沿专题讲座 | | | | √ | | | | | | √ | | | √ | √ | | | | | | | √ | | | | | |
| | 电商数智化运营 | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | | |
| | 直播电商运营 | | | √ | | | √ | | | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | | | |
| | 电子商务企业实操 | | | | √ | | | | | √ | √ | | | √ | √ | | | | | √ | | | | | | | |
| | 数据仓库与挖掘 | | | | √ | | | | | | | √ | | √ | √ | | | | | | √ | | | | | | |
| | 移动Web应用开发(B) | | | | √ | | | | | | | √ | | √ | √ | | | | | | √ | | | | | | |
| | Java程序设计(管理类)(A) | | | | √ | | | | | | | √ | | √ | √ | | | | | | √ | | | | | | |
| | 电子商务安全 | | | | √ | | √ | | | √ | | | | √ | √ | | | | | | √ | | | | | | |
| | 连锁经营管理概论 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 管理咨询工具 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 管理决策分析 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 投资项目评估 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 国际企业管理 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 企业战略管理(B) | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 华商经营管理之道 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 信息管理概论 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 现代信息与决策 | | | | | √ | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 员工关系管理 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 人力资源管理(A) | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 组织行为学(A) | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 绩效管理 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 薪酬管理 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 员工开发与培训 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 品牌文化与鉴赏 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |
| | 营销策划 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | |

| 课程类别 | 课程名称 | 培养规格 | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------|--------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|---|---|---|
| | | 素质要求 | | | | | | 能力要求 | | | | | | | | | | 知识要求 | | | | | | | | | |
| | | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 | 2.1 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.7 | 2.8 | 2.9 | 2.10 | 3.1 | 3.2 | 3.3 | 3.4 | 3.5 | 3.6 | 3.7 | | | |
| 专业选修课 | 移动互联时代的新媒体营销 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 体验营销 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 营销案例研究分析 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 广告学原理 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 商品学概论 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 现代酒店管理 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 会展概论 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 旅游社会学 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 导游基础与实务 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 节事策划与管理 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 证券投资学(B) | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 个人理财(B) | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 商业银行风险管理(B) | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 货币银行学(B) | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 保险学(B) | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 小企业会计(B) | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 财务报告分析(B) | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 资产评估学(B) | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 证券投资分析 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 金融科技概论 | √ | √ | √ | √ | √ | √ | √ | √ | | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| | 创业与融资 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 人工智能与经济管理 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 网络金融学 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 物流学 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | 物流与供应链管理(A) | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| | WTO与中国对外贸易 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | |
| 国际贸易实务 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | | |
| 世界经济概论 | | | | √ | | | | | | | | | √ | √ | | | √ | | | | | | | | | | |

| 课程类别 | 课程名称 | 培养规格 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------|----------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|---|---|---|---|---|---|
| | | 素质要求 | | | | | | 能力要求 | | | | | | | | | | 知识要求 | | | | | | | | | | | | |
| | | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 | 2.1 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.7 | 2.8 | 2.9 | 2.10 | 3.1 | 3.2 | 3.3 | 3.4 | 3.5 | 3.6 | 3.7 | | | | | | |
| | 商务英语(B) | | | | √ | | | | √ | | | | | √ | √ | | | | | | | | | | | | | √ | | |
| | 国际商务谈判 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | | | | |
| | 外贸函电与写作(B) | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | | | | |
| | 博弈与社会 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | | | | |
| | 经济法(经济类)(B) | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | | | | |
| | SPSS应用入门 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | | | | |
| | 英语听说 I | | | | √ | | | | | √ | | | | √ | √ | | | | | | | | | | | | | √ | | |
| | 英语听说 II | | | | √ | | | | | √ | | | | √ | √ | | | | | | | | | | | | | √ | | |
| | 茶饮品牌创新与运营 | | | √ | √ | | | | | | | | | | | √ | √ | √ | | | | | | | | | | | | √ |
| | 人工智能产业及其行业应用 | | | | √ | | | | | | | | | √ | √ | | | | | √ | | | | | | | | | | |
| | 创新创业与领导力 | | | | √ | | | | | | | | | √ | √ | √ | √ | | | | | | | | | | | | | |
| | “一带一路”沿线国家概览 | √ | √ | √ | √ | √ | | | | | | | | | | √ | √ | | | | | | | | | | | | | √ |
| | 新商科大数据应用专题讲座 | | | | √ | | | | √ | | √ | | | √ | | | | √ | | | √ | | | | | | √ | | | |
| | 创新创业实训 | | | | √ | | | | | | | | | √ | √ | √ | √ | | | | √ | | | | | | | | | |
| | 大数据与商业决策分析 | | | √ | √ | | √ | | √ | √ | | | | √ | | | √ | √ | | | √ | | | | | √ | | | √ | √ |
| | 实用商务数据分析 | | | | √ | | | | | | | | | √ | √ | | | | | | √ | | | | | | | | | |
| | 形象美学与时尚商业 | √ | √ | √ | √ | √ | | | | | | | | √ | √ | √ | √ | | | | | | | | | | | | | √ |
| | 区块链经济与金融 | | | | √ | | | | | | | | | √ | √ | | | | | | √ | | | | | | | | | |
| | 中级微观经济学 | | | | √ | | | | | | | | | √ | √ | | | | | | √ | | | | | | | | | √ |
| | 中级宏观经济学 | | | | √ | | | | | | | | | √ | √ | | | | | | √ | | | | | | | | | √ |
| | 经济数学III | | | | √ | | | | | | | | | √ | √ | | | | | | √ | | | | | | | | | √ |
| | 高代选讲 | | | | √ | | | | | | | | | √ | √ | | | | | | √ | | | | | | | | | √ |
| | 期货与期权 | | | √ | √ | √ | | | | | | | | √ | √ | √ | √ | √ | | | √ | | | | | | | | | √ |
| | 概率统计(经管类) | | | | √ | | | | | | | | | √ | √ | | | | | | √ | | | | | | | | | √ |
| | 大数据金融分析 | | | | √ | √ | | | √ | | | | | √ | | | | √ | √ | | | √ | | | | √ | | | | |
| | 智慧旅游 | | | √ | √ | | √ | | √ | | √ | | √ | | | | | | | | √ | | | | | | | | | √ |
| | 电商大数据分析 | | | | √ | | √ | | √ | | √ | √ | | | | | | | | √ | √ | | | | √ | √ | √ | √ | | √ |
| | 教学实践 I :网络销售实践 | | | | √ | | | | | | √ | | | | √ | √ | | | | | | | | | | | √ | | | |

| 课程类别 | 课程名称 | 培养规格 | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|-----------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|--|--|
| | | 素质要求 | | | | | | 能力要求 | | | | | | | | | | 知识要求 | | | | | | | | |
| | | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 | 2.1 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.7 | 2.8 | 2.9 | 2.10 | 3.1 | 3.2 | 3.3 | 3.4 | 3.5 | 3.6 | 3.7 | | |
| 实习与实践 | 教学实践II:电子商务企业调研 | | | | √ | | | | | √ | | | | √ | √ | | | | | | √ | | | | | |
| | 教学实践III:项目设计 | | | | √ | | | | | √ | | | | √ | √ | | | | | | √ | | | | | |
| | 毕业实习(电商(管理)) | | | | √ | | | | | √ | | | | √ | √ | | | | | | √ | | | | | |
| | 毕业论文/设计(电商(管理)) | | | | √ | | | | | √ | | | | √ | √ | | | | | √ | √ | | | | | |