

# 厦门大学嘉庚学院电子商务（数智化运营方向）专业人才培养方案（120801）

（2023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；在数字化时代能有效运用数字技术和工具运营管理电子商务业务；即是德智体美劳全面发展，同时兼备管理、经济、计算机信息技术、大数据、人工智能等领域知识，掌握电子商务策划、数据化运营与大数据分析、电子商务AI技术、商务智能工具等综合技能；具有国际化视野，全渠道运营，多平台营销、跟踪科技发展趋势，运用新兴技术发现、分析与解决问题，以及团队协作和创新精神的复合型专业人才。学生毕业后即能运用所学综合知识从事电子商务相关工作，尤其在各类企、事业机构从事电子商务的策划、数智化运营与管理，商务数据分析与应用，网络营销等工作；也可以在经济、管理等学科领域继续深造。

## 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 具备数据挖掘、分析和展示的能力
- 2.2 具有熟练使用一门外语的能力
- 2.3 具备运用互联网、大数据、云计算、人工智能等新兴技术，发现、分析与解决问题的能力
- 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 掌握数字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  |    |     | 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 |  |
| 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                   | 8  | 4   | 4  | 128 | 64   | 64  |     |                 | 2   | 2   | 2   | 2 |   |   |   |  |
|                         | 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。<br>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，可依学校规定认定为技能选修课学分。<br>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  | 22  | 17 | 5   | 416  | 304 | 112 | 6               | 5   | 3   | 6   |   |   |   | 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  |     | 1               |     |     |     |   |   |   |   |  |
|                         | 思想道德与法治  | 2   | 2  |     | 32   | 32  |     |                 | 2   |     |     |   |   |   |   |  |
|                         | 思想道德与法治实践  | 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   |   |   |   |   |  |
|                         | 《概论》实践   | 2   |    | 2   | 64   |     | 64  |                 |     |     | 4   |   |   |   |   |  |
|                         | 习近平新时代中国特色社会主义思想概论   | 2   | 2  |     | 32   | 32  |     |                 |     |     | 2   |   |   |   |   |  |
| 形势与政策                   | 2  | 2   |    | 64  | 64   |     |     |                 |     |     |     |   |   | 2 |   |  |
| 通识选修课                   | 14   | 12  | 2  | 256 | 192  | 64  |     |                 | 2   | 4   | 4   | 4 |   |   |   |  |
|                         | 通识选修课课程详见每学期开课计划。<br>修读要求：<br>1. “人文艺术类”中包含“人文类”和“艺术类”两个课程组，其中“艺术类”课程组至少修读2学分。<br>2. “社会科学类”中包含《国家安全教育》课程、“四史”课程组和“社会科学类”课程组；其中《国家安全教育》课程和“四史”课程组中的《党史、新中国史、改革开放史、社会主义发展史专题》课程须修读合格。<br>3. “自然科学类”至少修读2学分。 |   |    |     |      |     |     |                 |     |     |     |   |   |   |   |  |
| 国家安全教育                  | 1  | 1   |    | 16  | 16   |     |     |                 | 2   |     |     |   |   |   |   |  |
| 党史、新中国史、改革开放史、社会主义发展史专题 | 1  | 1   |    | 16  | 16   |     |     |                 | 2   |     |     |   |   |   |   |  |
| 专业必修课                   | 41   | 36  | 5  | 656 | 568  | 88  | 13  | 10              | 11  | 3   | 2   | 2 |   |   |   |  |
| 学科平台课                   | 22   | 22  |    | 352 | 352  |     | 10  | 8               | 4   |     |     |   |   |   |   |  |

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 |
| 专业必修课   | 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               |   |     |     |     |     |     |   |
|   | 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  | 216 | 88 | 3               | 2 | 7   | 3   | 2   | 2   |     |   |
|   | 电子商务概论(A)          | 3    | 2  | 1   | 48   | 32  | 16 | 2+1             |   |     |     |     |     |     |   |
|   | 数智化电商概论            | 2    | 2  |     | 32   | 24  | 8  |                 | 2 |     |     |     |     |     |   |
|   | Web开发技术 I (客户端)(B) | 2    | 1  | 1   | 32   | 16  | 16 |                 |   | 1+1 |     |     |     |     |   |
|   | 网络营销               | 3    | 3  |     | 48   | 48  |    |                 |   | 3   |     |     |     |     |   |
|   | 数据库应用              | 2    | 1  | 1   | 32   | 16  | 16 |                 |   | 1+1 |     |     |     |     |   |
|   | Python与数据分析        | 3    | 2  | 1   | 48   | 32  | 16 |                 |   |     | 2+1 |     |     |     |   |
|   | 电子商务规划             | 2    | 2  |     | 32   | 32  |    |                 |   |     |     | 2   |     |     |   |
|   | 网站建设与模板应用          | 2    | 1  | 1   | 32   | 16  | 16 |                 |   |     |     |     | 1+1 |     |   |
| 专业选修课   | 34                 | 29   | 5  | 549 | 471  | 78  |    |                 |   | 4   | 14  | 10  | 6   |     |   |
| <p>修读要求：</p> <p>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。</p> <p>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。</p> <p>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。</p> <p>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。</p> |                    |      |    |     |      |     |    |                 |   |     |     |     |     |     |   |
| 课程组A  |                    |      |    |     |      |     |    |                 |   |     |     |     |     |     |   |
| 商务与管理   |                    |      |    |     |      |     |    |                 |   |     |     |     |     |     |   |
| 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 |     |     |     |     |   |
| 客户关系与客户智能   | 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   |   |
| 文献检索与论文写作(经管类)  | 2                  | 2    |    | 32  | 24   | 8   |    |                 |   |     |     |     | 2   |     |   |
| 直播电商运营  | 2                  | 1    | 1  | 32  | 12   | 20  |    |                 |   |     |     | 1+1 | 1+1 |     |   |

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 | 数据智能         |      |    |    |      |    |    |                 |   |   |   |     |   |     |   |
|        | 电商大数据分析      | 2    | 1  | 1  | 32   | 16 | 16 |                 |   |   |   |     |   | 1+1 |   |
|        | 数智化营销        | 2    | 2  |    | 32   | 24 | 8  |                 |   |   | 2 |     |   |     |   |
|        | 人工智能产业及其行业应用 | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |     |   | 2   |   |
|        | 电商数智化运营      | 2    | 2  |    | 32   | 24 | 8  |                 |   |   |   | 2   |   |     |   |
|        | 电子商务安全       | 2    | 2  |    | 32   | 32 |    |                 |   | 2 |   |     |   |     |   |
|        | SPSS统计分析与应用  | 3    | 2  | 1  | 48   | 24 | 24 |                 |   |   |   | 2+1 |   |     |   |
|        | 人工智能与机器学习    | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |     | 2 |     |   |
|        | 课程组B         |      |    |    |      |    |    |                 |   |   |   |     |   |     |   |
|        | 企业管理         |      |    |    |      |    |    |                 |   |   |   |     |   |     |   |
|        | 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       |      |    |    |      |    |    |                 |   |   |   |     |   |     |   |
|        | 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         |      |    |    |      |    |    |                 |   |   |   |     |   |     |   |
|        | 品牌文化与鉴赏      | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |     |   |     |   |
|        | 营销策划         | 2    | 1  | 1  | 32   | 16 | 16 |                 |   |   |   |     |   |     |   |
|        | 数字新媒体营销      | 2    | 1  | 1  | 32   | 16 | 16 |                 |   |   |   |     |   |     |   |
|        | 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         |      |    |    |      |    |    |                 |   |   |   |     |   |     |   |
|        | 现代酒店管理       | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |     |   |     |   |
|        | 会展与节事产业概论    | 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 |                 |   |   |   |     |   |     |   |
|        | 节事策划与管理      | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |     |   |     |   |
|        | 财会与金融        |      |    |    |      |    |    |                 |   |   |   |     |   |     |   |
|        | 证券投资学(B)     | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |     |   |     |   |
|        | 个人理财(B)      | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |     |   |     |   |
|        | 商业银行风险管理(B)  | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |     |   |     |   |

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 |
|    | 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 |                 |   |   |   |   |   |   |   |
|    | 创业与融资        | 3    | 2  | 1  | 48   | 32 | 16 |                 |   |   |   |   |   |   |   |
|    | 金融科技概论       | 3    | 3  |    | 48   | 48 |    |                 |   |   |   |   |   |   |   |
|    | 人工智能与经济管理    | 3    | 3  |    | 48   | 48 |    |                 |   |   |   |   |   |   |   |
|    | 期货与期权        | 3    | 2  | 1  | 48   | 32 | 16 |                 |   |   |   |   |   |   |   |
|    | 网经与物流        |      |    |    |      |    |    |                 |   |   |   |   |   |   |   |
|    | 网络金融学        | 3    | 3  |    | 48   | 48 |    |                 |   |   |   |   |   |   |   |
|    | “一带一路”沿线国家概览 | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |   |   |   |   |
|    | 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        |      |    |    |      |    |    |                 |   |   |   |   |   |   |   |
|    | 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      | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |   |   |   |   |
|    | 数据智能与商业创新    |      |    |    |      |    |    |                 |   |   |   |   |   |   |   |
|    | 茶饮品牌创新与运营    | 2    | 1  | 1  | 32   | 15 | 17 |                 |   |   |   |   |   |   |   |
|    | 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 |                 |   |   |   |   |   |   |   |
|    | 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 |                 |   |   |   |   |   |   |   |
|    | 区块链金融        | 3    | 3  |    | 48   | 48 |    |                 |   |   |   |   |   |   |   |
|    | 其他           |      |    |    |      |    |    |                 |   |   |   |   |   |   |   |
|    | 博弈与社会        | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |   |   |   |   |
|    | 形象美学与时尚商业    | 2    | 1  | 1  | 32   | 16 | 16 |                 |   |   |   |   |   |   |   |
|    | 经济法(经济类)(B)  | 2    | 2  |    | 32   | 32 |    |                 |   |   |   |   |   |   |   |
|    | 商务礼仪         | 2    | 2  |    | 32   | 24 | 8  |                 |   | 2 |   |   |   |   |   |
|    | 英语听说 I       | 1    |    | 1  | 32   |    | 32 |                 |   |   |   |   |   |   |   |
|    | 英语听说 II      | 1    |    | 1  | 32   |    | 32 |                 |   |   |   |   |   |   |   |
|    | 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 |    |                 |   |   |   |   |   |   |   |
|    | 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 |    |                 |   |   |   |   |   |   |   |

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                 | 实习与实践              | 14         |            | 14        | 26周+32      | 8           | 26周+24     |                 | 1         |           | 1         |           | 1         |          | 11        |
|                       | 劳动教育               | 1          |            | 1         | 32          | 8           | 24         |                 |           |           |           |           |           |          |           |
|                       | 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(数智化运营))    | 4          |            | 4         | 8周          |             | 8周         |                 |           |           |           |           |           |          | 8周        |
|                       | 毕业论文/设计(电商(数智化运营)) | 6          |            | 6         | 12周         |             | 12周        |                 |           |           |           |           |           |          | 12周       |
| <b>学分、学时总计及学分学期分布</b> |                    | <b>155</b> | <b>109</b> | <b>46</b> | <b>2517</b> | <b>1785</b> | <b>732</b> | <b>24</b>       | <b>23</b> | <b>24</b> | <b>24</b> | <b>22</b> | <b>19</b> | <b>6</b> | <b>13</b> |

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   |
| 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            | √    | √   | √   | √   |     |      |     |     |     |     |     |     |     |     |     | √    |     |     |     |     |     |     |     | √ |  |
|        | 思想道德与法治              | √    | √   | √   | √   |     |      |     |     |     |     |     |     |     |     |     |      | √   |     |     |     |     |     |     | √ |  |
|        | 思想道德与法治实践            | √    | √   | √   | √   |     |      |     |     |     |     |     |     |     |     |     |      | √   |     |     |     |     |     |     | √ |  |
|        | 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 |      |     |     | √   |     |      |     |     |     |     |     |     |     |     |     |      | √   |     |     |     |     |     |     | √ |  |
|        | 习近平新时代中国特色社会主义思想概论   |      |     |     | √   |     |      |     |     |     |     |     |     |     |     |     |      | √   |     |     |     |     |     |     | √ |  |
|        | 《概论》实践               |      |     |     | √   |     |      |     |     |     |     |     |     |     |     |     |      | √   |     |     |     |     |     |     | √ |  |
|        | 形势与政策                |      |     |     |     | √   |      |     |     |     |     |     |     |     |     |     |      |     | √   |     |     |     |     |     | √ |  |
| 国家安全教育 | √                    | √    | √   |     | √   | √   |      |     |     |     |     |     |     |     |     |     |      | √   | √   |     |     |     |     | √   |   |  |

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 |   |   |  |
| 通识选修课 | 党史、新中国史、改革开放史、社会主义发展史专题 | √    | √   | √   | √   | √   |     |      |     |     |     |     |     |     |     | √   | √    |      |     |     |     |     |     |     | √ | √ |  |
| 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) (B)     |      |     |     | √   |     |     |      |     |     | √   |     |     |     | √   |     |      |      |     |     | √   | √   | √   |     |   |   |  |
|       | Python与数据分析             |      |     | √   | √   |     |     | √    |     | √   |     |     |     |     | √   |     |      |      |     |     |     | √   |     |     |   |   |  |
|       | 数据库应用                   |      |     |     | √   |     |     |      |     |     |     |     |     |     | √   |     |      |      |     |     | √   | √   | √   |     |   |   |  |
|       | 电子商务规划                  |      |     |     | √   |     |     |      |     |     | √   | √   |     |     | √   |     |      |      |     |     | √   | √   | √   |     |   |   |  |
|       | 数智化电商概论                 |      |     |     |     | √   |     |      |     | √   |     |     |     |     | √   |     |      |      |     |     | √   |     |     | √   |   |   |  |
|       | 网站建设与模板应用               |      |     |     | √   |     |     |      |     |     |     | √   |     |     | √   |     |      |      |     |     | √   | √   | √   |     |   |   |  |
| 专业选修课 | 互联网创业与创新                |      |     |     | √   |     |     |      |     |     |     |     |     | √   | √   | √   | √    |      |     |     |     |     | √   |     |   |   |  |
|       | 跨境电子商务                  |      |     |     | √   |     |     |      |     | √   |     |     |     |     | √   | √   |      |      |     |     |     |     | √   |     |   |   |  |
|       | 电子商务管理                  |      |     |     | √   |     | √   |      |     |     | √   |     |     |     | √   | √   |      |      |     |     | √   |     |     |     |   |   |  |
|       | 客户关系与客户智能               |      |     | √   | √   |     |     |      |     | √   | √   |     |     |     | √   | √   |      |      |     |     | √   |     | √   |     |   |   |  |
|       | 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                  |      |     |     | √   |     |     |      |     |     | √   |     |     |     | √   | √   |      |      |     |     |     |     |     | √   |   |   |  |

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 |  |  |
|      | 项目管理(A)          |      |     |     | √   |     |      |     |     | √   |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | 电子商务策划           |      |     |     | √   |     |      |     |     | √   |     |     |     | √   | √   |     |      |     | √   |     |     |     |     |     |  |  |
|      | 管理信息系统(B)        |      |     |     | √   |     |      |     |     | √   |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | 电子政务             |      |     |     | √   |     |      |     |     | √   |     |     |     | √   | √   |     |      |     | √   |     |     |     |     |     |  |  |
|      | 企业间电子商务(B2B)协同管理 |      |     |     | √   |     |      |     |     | √   |     |     |     | √   | √   |     |      |     |     |     | √   |     |     |     |  |  |
|      | ERP原理与应用         |      |     |     | √   |     |      |     |     | √   |     |     |     | √   | √   |     |      |     | √   |     |     |     |     |     |  |  |
|      | 互联网前沿专题讲座        |      |     |     | √   |     |      |     |     | √   |     |     |     | √   | √   |     |      |     |     |     | √   |     |     |     |  |  |
|      | 文献检索与论文写作(经管类)   |      | √   | √   | √   |     |      | √   |     | √   |     |     |     | √   | √   |     |      | √   |     | √   |     |     |     | √   |  |  |
|      | 直播电商运营           |      |     | √   |     |     | √    |     |     | √   | √   | √   | √   | √   | √   | √   | √    | √   | √   | √   | √   |     |     | √   |  |  |
|      | 电商大数据分析          |      |     |     | √   |     | √    | √   |     | √   | √   |     |     |     |     |     | √    | √   | √   | √   | √   |     |     | √   |  |  |
|      | 数智化营销            |      |     | √   | √   |     |      |     |     | √   | √   | √   | √   |     |     |     |      | √   | √   |     |     |     |     |     |  |  |
|      | 人工智能产业及其行业应用     |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | 电商数智化运营          |      |     |     | √   |     | √    | √   |     | √   | √   |     |     |     |     |     | √    | √   | √   | √   | √   |     |     | √   |  |  |
|      | 人工智能与机器学习        |      |     |     | √   |     |      |     |     |     |     | √   |     | √   | √   |     |      |     |     | √   |     |     |     |     |  |  |
|      | 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)         |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |

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 |  |  |
| 专业选修课     | 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        |      |     |     | √   |     |     |      |     |     |     |     |     | √   | √   |     |      | √    |     |     |     |     |     |     |  |  |
|           | 数字新媒体营销     |      |     |     | √   |     |     |      |     |     |     |     |     | √   | √   |     |      | √    |     |     |     |     |     |     |  |  |
|           | 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      |      |     |     | √   |     |     |      |     |     |     |     |     | √   | √   |     |      | √    |     |     |     |     |     |     |  |  |
|           | 会展与节事产业概论   |      |     |     | √   |     |     |      |     |     |     |     |     | √   | √   |     |      | √    |     |     |     |     |     |     |  |  |
|           | 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      |      |     |     | √   |     |     |      |     |     |     |     |     | √   | √   |     |      | √    |     |     |     |     |     |     |  |  |
|           | 创业与融资       |      |     |     | √   |     |     |      |     |     |     |     |     | √   | √   |     |      | √    |     |     |     |     |     |     |  |  |
| 金融科技概论    | √           | √    | √   | √   | √   | √   | √   |      | √   | √   | √   | √   | √   | √   | √   | √   | √    | √    | √   | √   |     |     |     | √   |  |  |
| 人工智能与经济管理 |             |      |     | √   |     |     |     |      |     |     |     |     | √   | √   |     |     | √    |      |     |     |     |     |     |     |  |  |

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 |  |  |
|      | 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       |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | 商务英语(B)      |      |     |     | √   |     |      |     |     | √   |     |     |     | √   | √   |     |      |     |     |     |     |     | √   |     |  |  |
|      | 国际商务谈判       |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | 外贸函电与写作      |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | 博弈与社会        |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | 形象美学与时尚商业    | √    | √   | √   | √   | √   |      |     |     |     |     |     |     | √   | √   | √   | √    |     |     |     |     |     |     | √   |  |  |
|      | 经济法(经济类)(B)  |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | SPSS统计分析与应用  |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | 商务礼仪         | √    | √   | √   | √   | √   | √    |     |     |     |     |     |     |     | √   |     |      |     |     |     |     |     |     | √   |  |  |
|      | 英语听说 I       |      |     |     | √   |     |      |     |     | √   |     |     |     | √   | √   |     |      |     |     |     |     |     | √   |     |  |  |
|      | 英语听说 II      |      |     |     | √   |     |      |     |     | √   |     |     |     | √   | √   |     |      |     |     |     |     |     | √   |     |  |  |
|      | 茶饮品牌创新与运营    |      |     | √   | √   |     |      |     |     |     |     |     |     |     | √   | √   | √    |     |     |     |     |     |     | √   |  |  |
|      | 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     |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | 区块链金融        |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     |     |  |  |
|      | 中级微观经济学      |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     | √   |  |  |
|      | 中级宏观经济学      |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     | √   |  |  |
|      | 经济数学III      |      |     |     | √   |     |      |     |     |     |     |     |     | √   | √   |     |      | √   |     |     |     |     |     | √   |  |  |

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 |  |  |
|       | 高代选讲               |      |     |     | √   |     |     |      |     |     |     |     |     | √   | √   |     |      | √    |     |     |     |     |     | √   |  |  |
|       | 期货与期权              |      |     | √   | √   | √   |     |      |     |     |     |     | √   | √   | √   | √   | √    | √    |     |     |     |     |     | √   |  |  |
|       | 概率统计(经管类)          |      |     |     | √   |     |     |      |     |     |     |     |     | √   | √   |     |      | √    |     |     |     |     |     | √   |  |  |
| 实习与实践 | 劳动教育               | √    | √   | √   | √   | √   | √   |      |     |     |     |     |     |     |     |     |      |      |     |     |     |     |     |     |  |  |
|       | 教学实践 I :网络销售实践     |      |     |     | √   |     |     |      |     | √   |     |     |     | √   | √   |     |      |      |     |     |     | √   |     |     |  |  |
|       | 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(数智化运营))    |      |     |     | √   |     |     |      |     | √   |     |     |     | √   | √   |     |      |      |     |     |     | √   |     |     |  |  |
|       | 毕业论文/设计(电商(数智化运营)) |      |     |     | √   |     |     |      |     | √   |     |     |     | √   | √   |     |      |      |     |     | √   | √   |     |     |  |  |