

课程计划进程表 (学院参考版)

| 课程性质 | 学分修读要求 | 课程中文名称 | 课程英文名称 | 课程学分、学时分配 | | | | 各学年、学期每周课内学时 | | | | | | | | | |
|-------|--------|-------------|---|-----------|-----|------|------|--------------|---|-----|---|-----|---|-----|---|--|--|
| | | | | 学分 | 总学时 | 讲授学时 | 实践学时 | 1学年 | | 2学年 | | 3学年 | | 4学年 | | | |
| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | |
| 公共必修课 | 40 | 大学英语(一) | College English | 4 | 72 | 72 | 0 | 4 | | | | | | | | | |
| | | 大学英语(二) | College English | 4 | 72 | 72 | 0 | | 4 | | | | | | | | |
| | | 大学英语(三) | College English | 4 | 72 | 72 | 0 | | | 4 | | | | | | | |
| | | 大学英语(四) | Business English | 4 | 72 | 72 | 0 | | | | 4 | | | | | | |
| | | 体育(一) | Physical Education | 1 | 36 | 4 | 32 | 2 | | | | | | | | | |
| | | 体育(二) | Physical Education | 1 | 36 | 4 | 32 | | 2 | | | | | | | | |
| | | 体育(三) | Physical Education | 1 | 36 | 4 | 32 | | | 2 | | | | | | | |
| | | 体育(四) | Physical Education | 1 | 36 | 4 | 32 | | | | 2 | | | | | | |
| | | 思想道德修养和法律基础 | Ideological and Moral Cultivation and Legal Basis | 3 | 54 | 54 | 0 | | | 3 | | | | | | | |
| | | 中国近现代史纲要 | Outline of Modern History of China | 3 | 54 | 54 | 0 | | | | 3 | | | | | | |
| | | 马克思主义基本原理概论 | Introduction to the Basic Principle of Marxism | 3 | 54 | 54 | 0 | | | | | | 3 | | | | |

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| | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 专业核心课 | 24 | 经济学 | Economics | 3 | 54 | 36 | 18 | 3 | | | | | | | | |
| | | 电子商务概论 | Introduction to E-Commerce | 3 | 54 | 36 | 18 | | 3 | | | | | | | |
| | | Python程序设计 | Python Programming | 3 | 54 | 27 | 27 | | 3 | | | | | | | |
| | | 网络营销 | Network marketing | 3 | 54 | 36 | 18 | | | 3 | | | | | | |
| | | 数据库原理与应用 | Principle and application of database | 3 | 54 | 27 | 27 | | | 3 | | | | | | |
| 专业核心课学分(学时)小计 | | | | 24 | 432 | 270 | 162 | 9 | 9 | 6 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | 方向一：跨境电商运营管理 | | | | | | | | | | | | | | |
| | | 数据采集与处理 | Data acquisition and processing | 3 | 54 | 27 | 27 | | | 3 | | | | | | |
| | | 电商运营与管理 | E-commerce operation and management | 3 | 54 | 12 | 42 | | | | 3 | | | | | |
| | | Excel数据处理与分析 | Excel data processing and analysis | 3 | 54 | 36 | 18 | | | | 3 | | | | | |
| | | 跨境电子商务 | Cross-border e-commerce | 3 | 54 | 27 | 27 | | | | | 3 | | | | |
| | | 供应链与物流管理 | Supply chain and logistics | 3 | 54 | 36 | 18 | | | | | 3 | | | | |
| | | 市场调研与预测 | Market research and forecast | 3 | 54 | 36 | 18 | | | | | | | 3 | | |

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| | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | | | |
| 专业必修课 | 专业方向课 | 25 | 客户关系管理 | Customer relationship management | 2 | 36 | 24 | 12 | | | | | | | 2 | | | | | |
| | | | 消费者行为学 | Consumer Behavior | 3 | 54 | 36 | 18 | | | | | | | | | 3 | | | |
| | | | 国际货代与报关实务 | International freight forwarding and customs declaration practice | 2 | 36 | 36 | 0 | | | | | | | | | | 2 | | |
| | | | 方向二：商务数据分析 | | | | | | | | | | | | | | | | | |
| | | | 数据采集与处理 | Data acquisition and processing | 3 | 54 | 27 | 27 | | | | 3 | | | | | | | | |
| | | | 数据挖掘 | Data mining | 3 | 54 | 27 | 27 | | | | | 3 | | | | | | | |
| | | | Excel数据处理与分析 | Excel data processing and analysis | 3 | 54 | 36 | 18 | | | | | 3 | | | | | | | |
| | | | 数据可视化 | Data visualization | 3 | 54 | 36 | 18 | | | | | | | 3 | | | | | |
| | | | 统计学 | Statistics | 3 | 54 | 36 | 18 | | | | | | | 3 | | | | | |
| | | | 市场调研与预测 | Market research and forecast | 3 | 54 | 36 | 18 | | | | | | | | | 3 | | | |
| | | | 统计软件与应用 | Statistical software and its application | 2 | 36 | 18 | 18 | | | | | | | | | | 2 | | |

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| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | | |
| | | 概率论与数理统计 | Probability Theory and Mathematical Statistics | 3 | 54 | 36 | 18 | | | | 3 | | | | | | | |
| | | 会计学 | Accounting | 3 | 54 | 36 | 18 | | 3 | | | | | | | | | |
| | | 网站建设与管理 | Website construction and management | 3 | 54 | 27 | 27 | | 3 | | | | | | | | | |
| | | 国际贸易理论与实务 | International Trade Theory & Practice | 3 | 54 | 36 | 18 | | | | 3 | | | | | | | |
| | | Photoshop | Photoshop | 2 | 36 | 18 | 18 | | | | 2 | | | | | | | |
| | | 网络技术 | Network technique | 3 | 54 | 36 | 18 | | | | | 3 | | | | | | |
| | | 电子商务案例分析 | Case analysis of e-commerce | 2 | 36 | 24 | 12 | | | | | 2 | | | | | | |
| | | 摄影与后期处理 | Photography and post-processing | 2 | 36 | 18 | 18 | | | | | 2 | | | | | | |
| | | 互联网金融 | Online finance | 2 | 36 | 24 | 12 | | | | | 2 | | | | | | |
| | | 财务管理学 | Financial management | 3 | 54 | 36 | 18 | | | | | | 3 | | | | | |
| | | 跨文化商务沟通 | Cross Culture Business Communication | 2 | 36 | 24 | 12 | | | | | | 2 | | | | | |

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| | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| 专业选修课 | 专业任选课 | 26 | 新媒体营销 | New media marketing | 2 | 36 | 24 | 12 | | | | | | 2 | | | |
| | | | 采购管理 | Purchasing management | 2 | 36 | 24 | 12 | | | | | | 2 | | | |
| | | | 国际贸易地理 | International Trade Geography | 2 | 36 | 24 | 12 | | | | | | 2 | | | |
| | | | 国际结算 | International Settlements | 2 | 36 | 24 | 12 | | | | | | | 2 | | |

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| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| | | 电子商务法律与法规 | E-commerce laws and regulations | 2 | 36 | 24 | 12 | | | | | | | | 2 | |
| 专业任选课学分(学时)小计 | | | | 61 | 1100 | 720 | 380 | 0 | 6 | 8 | 11 | 11 | 14 | 11 | 0 | |
| 专业选修课学分(学时)小计 | | | | 65 | 1172 | 774 | 398 | 2 | 8 | 8 | 11 | 11 | 14 | 16 | 0 | |
| 成长必修课 | 7 | 大学生心理健康教育 | Mental Health Education | 2 | 36 | 36 | 0 | 2 | | | | | | | | |
| | | 军事理论 | Military Theory | 2 | 36 | 36 | 0 | 2 | | | | | | | | |
| | | 创业基础(理论) | Basics of Creating Enterprise (Theory) | 1 | 18 | 18 | 0 | | | | 2 (9周) | | | | | |
| | | 创业基础(实践) | Basics of Creating Enterprise (Practice) | 2 | 40 | 0 | 40 | | | | | 4 (10周) | | | | |
| 成长必修课学分(学时)小计 | | | | 7 | 130 | 90 | 40 | 4 | 0 | 0 | 2 | 4 | 0 | 0 | 0 | |

说明：[1] 修读要求：学生在公共必修课人文社科模块和自然科学模块两个模块下都至少修有1学分，人文社科模块至少修有1门“四史”课程（党史、新中国史、改革开放史和社会主义发展史）。

专业方向课作为另一个专业方向的选修课