



湖南商务职业技术学院
Hunan Vocational College of Commerce

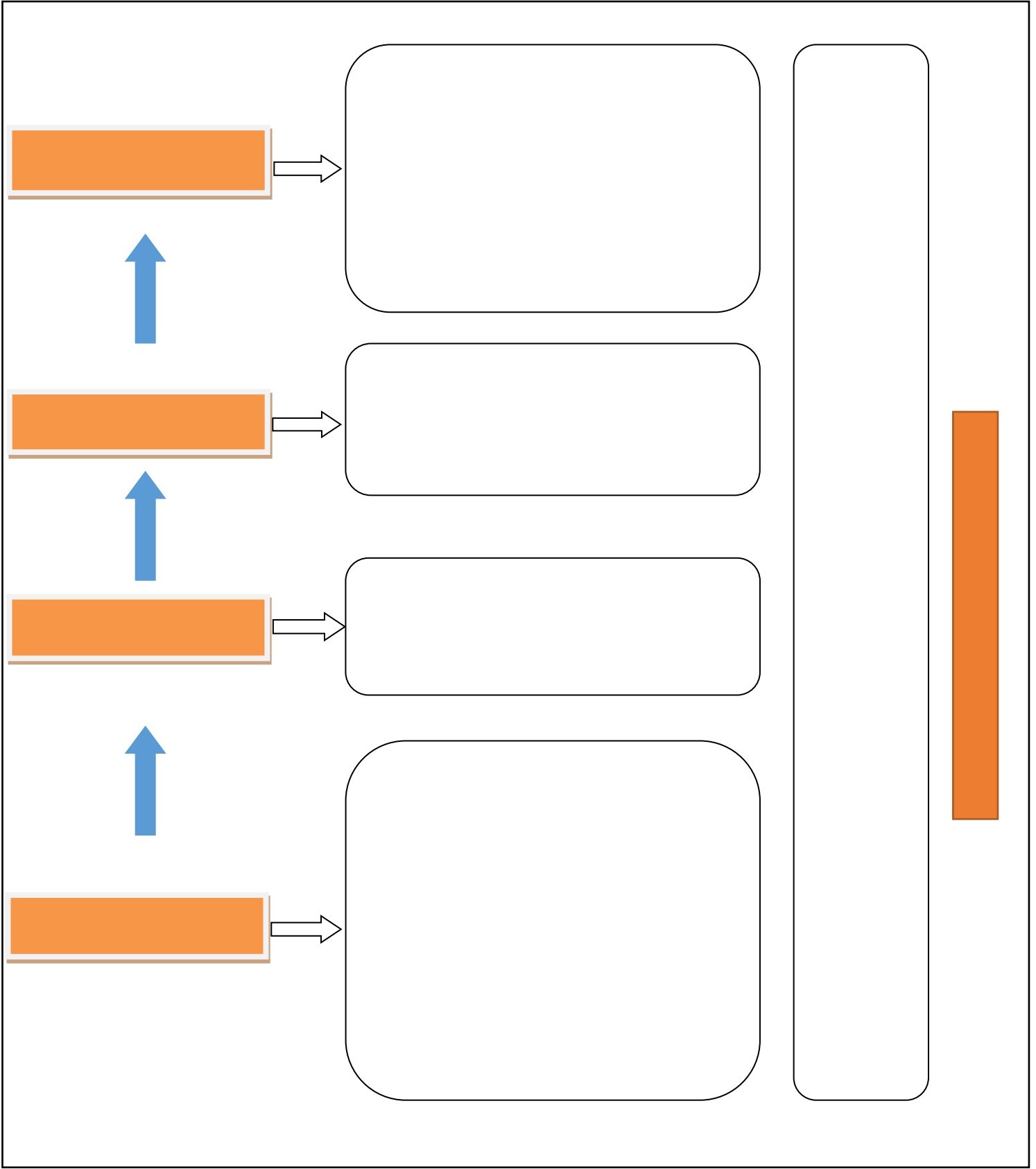
**三年制高职
专业人才培养方案**

2020 级专业人才培养方案制订与审核表

专业名称	电子商务技术专业
专业代码	610214
专业建设委员会	<p>培养目标定位准确，课程体系设置合理，符合现代电商企业人才需求。</p> <p>陈光 李志斌 杨海斌 方玲玉 朱兴东 叶旭院 签名：方玲玉 李志斌 2020年7月5日</p>
人才培养方案论证会	<p>人才培养方案符合现代电商企业需求。</p> <p>方玲玉 李志斌 签名：李志斌 陈光 杨海斌 2020年7月5日</p>
学术委员会	<p>人才培养目标清晰，课程体系和教学进程合理，实施保障较完善，同意实施。</p> <p>签名：杨海斌 2020年7月21日</p>
校级党组织	<p>人才培养方案符合上级相关文件精神及学校实际，同意实施。</p>
会议审定	<p>杨海斌 签名(盖章) 2020年7月27日</p>
备注	

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表六 课程教学进程安排表

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

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

②各专业公共基础限选课程，请教研室根据专业需要及附表2的选修规定进行选择。

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