



**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**

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2020 级专业人才培养方案制订与审核表

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|-----------|---|
| 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<br/>于玲 王米 孙...<br/>签名：陈光 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>陈光 李志斌<br/>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，课程体系及教学进程合理，实施方案较完善，同意实施。</p> <p>签名：杨海斌 2020年7月21日</p>                              |
| 校级党组织     | <p>人才培养方案经校级相关部门审核同意。</p>   |
| 会议审定      | <p>杨海斌 2020年7月27日</p> <p>签名(盖章)</p>   |
| 备注        |   |









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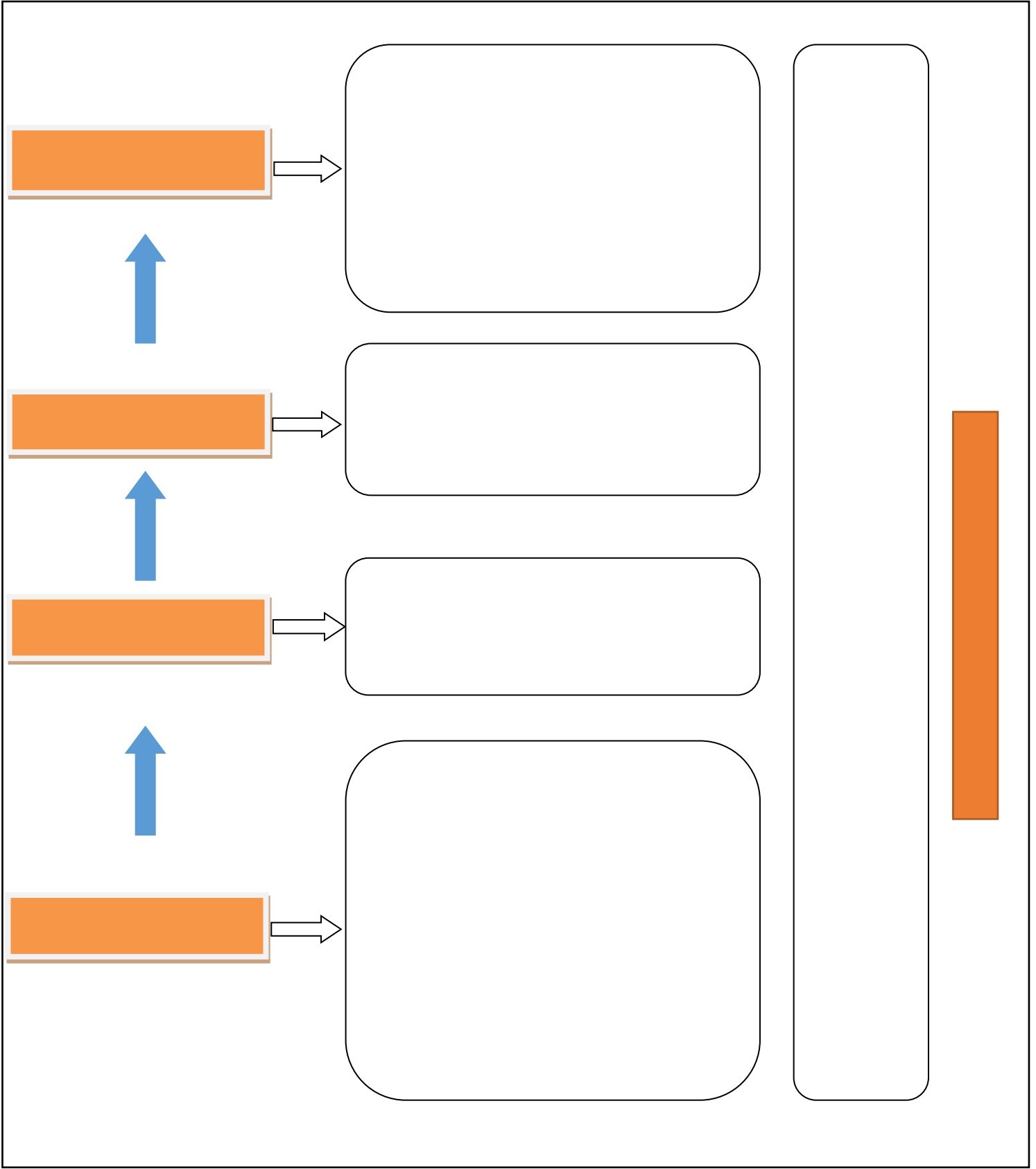
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|  | 22 |    |    |    |    |    |    |     |
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|  | 25 |    |    |    |    |    |    |     |
|  | 26 |    |    |    |    |    |    |     |
|  | 27 |    |    |    |    |    |    |     |
|  |    | 18 | 16 | 19 | 19 | 11 | 0  | 83  |
|  |    | 2  | 0  | 0  | 0  | 0  | 0  | 2   |
|  |    | 0  | 2  | 0  | 0  | 3  | 0  | 5   |
|  |    | 0  | 0  | 0  | 0  | 9  | 15 | 24  |
|  |    | 1  | 1  | 1  | 1  | 1  | 1  | 6   |
|  |    | 21 | 19 | 20 | 20 | 24 | 16 | 120 |
|  |    | 5  | 7  | 6  | 7  | 0  |    | 25  |
|  |    | 26 | 26 | 26 | 27 | 24 | 16 | 145 |
|  |    |    |    |    |    |    |    |     |









|  | 10 | 2 | 5  | 0 | 2  | 0 | 2  | 0 | 0  | 0     | 0 | 0    | 314  | 238  | 552  |
|--|----|---|----|---|----|---|----|---|----|-------|---|------|------|------|------|
|  | 6  | 0 | 8  | 0 | 0  | 0 | 0  | 0 | 0  | 0     | 0 | 188  | 44   | 232  |      |
|  | 2  | 0 | 0  | 0 | 0  | 0 | 0  | 0 | 2  | 0     | 0 | 64   | 0    | 64   |      |
|  | 10 | 0 | 12 | 0 | 12 | 0 | 20 | 0 | 4  | 0     | 0 | 352  | 448  | 800  |      |
|  | 0  | 0 | 0  | 1 | 0  | 1 | 0  | 0 | 0  | 11.5  | 0 | 15.5 | 0    | 812  | 812  |
|  | 0  | 0 | 0  | 0 | 11 | 0 | 2  | 0 | 10 | 0     | 0 | 180  | 148  | 328  |      |
|  | 28 | 2 | 25 | 1 | 25 | 1 | 24 | 0 | 16 | 11.5  | 0 | 15.5 | 1098 | 1690 | 2788 |
|  |    |   |    |   |    |   |    |   |    |       |   |      |      |      |      |
|  |    |   |    |   |    |   |    |   |    |       |   |      |      |      |      |
|  |    |   |    |   |    |   |    |   |    |       |   |      |      |      |      |
|  |    |   |    |   |    |   |    |   |    | 30.4% |   |      |      |      |      |
|  |    |   |    |   |    |   |    |   |    | 22.4% |   |      |      |      |      |
|  |    |   |    |   |    |   |    |   |    | 60.6% |   |      |      |      |      |
|  |    |   |    |   |    |   |    |   |    | 150.0 |   |      |      |      |      |





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  | 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 | 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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