



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**

附件 1:

2020 级专业人才培养方案制订与审核表

| | |
|------|--------|
| 专业名称 | 移动商务专业 |
| 专业代码 | 630802 |

培养目标定位准确，课程体系设置合理，符合现

专业建设委员会审核意见

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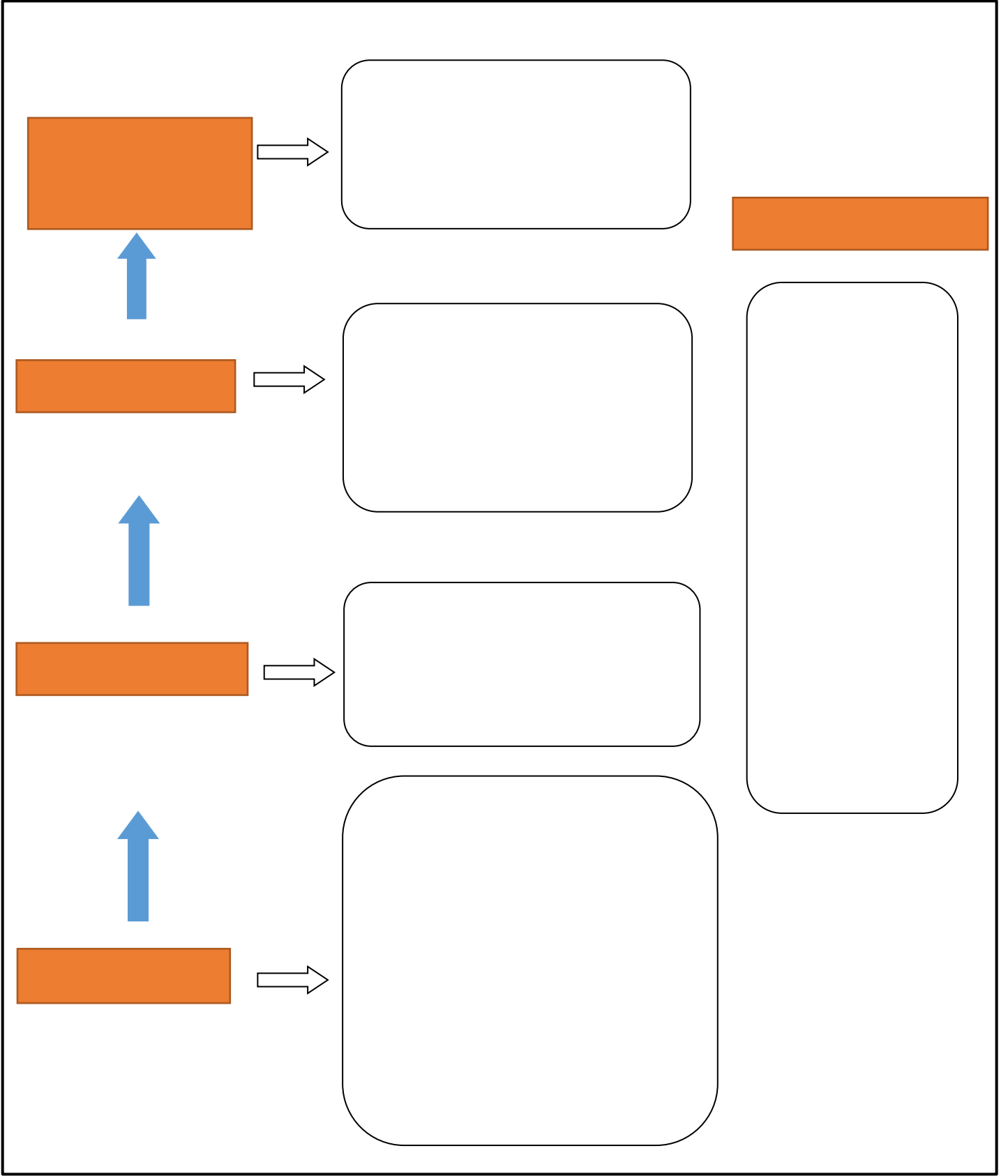
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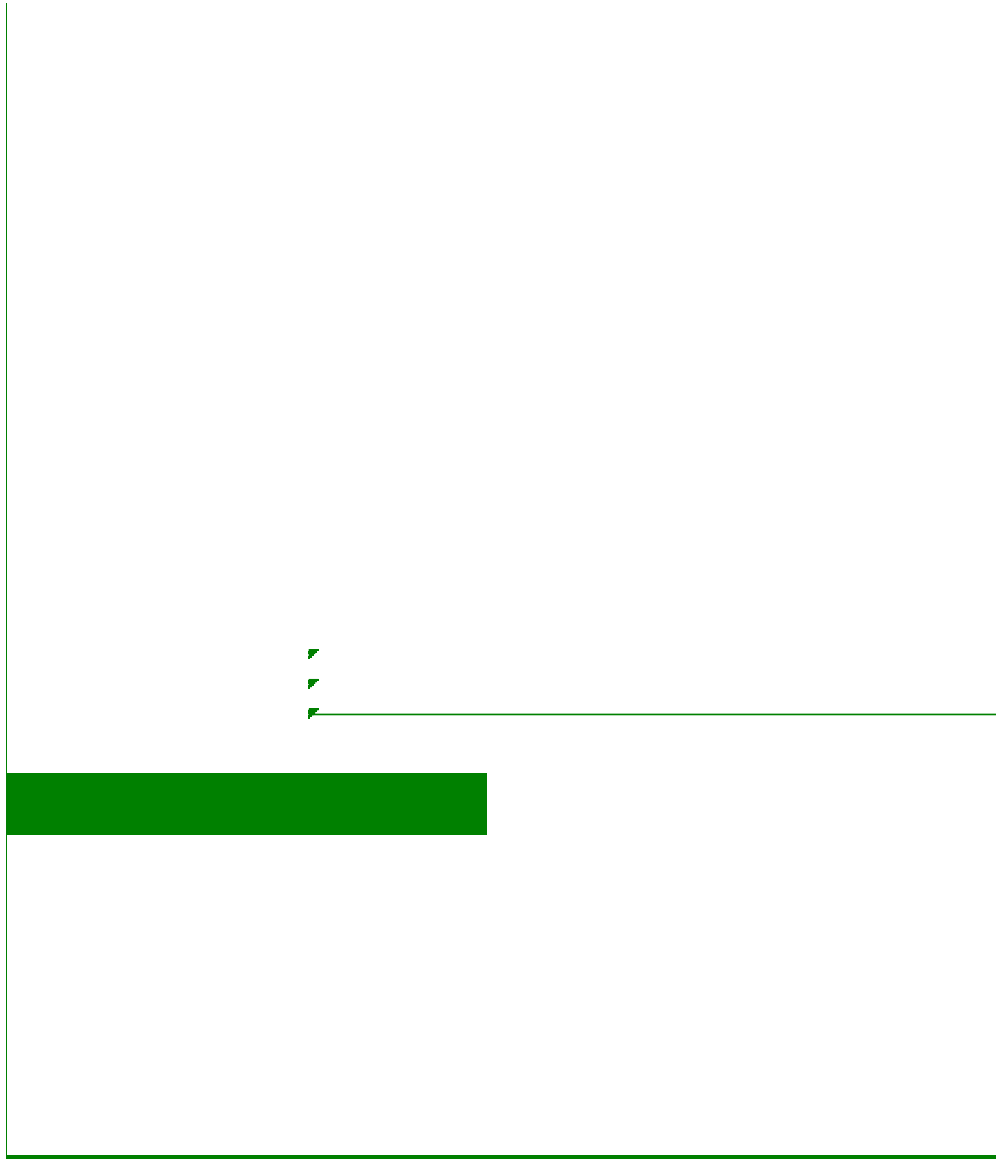
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| | 182 | 182 | 0 | 0 | 18 | 16 | 4 | 0 |
| | 450 | 306 | 11 | 11 | 22 | 20 | 8 | 0 |

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| 17 | 18 | 15 | 15 | 11 | 0 | | | | | | | | | | | | |
| 1 | | 0103114 | B | 2.5 | 40 | 20 | 20 | | 4 | | | | | 2 | 3-19 | | |
| 2 | | 0103120 | B | 2.5 | 40 | 20 | 20 | | 4 | | | | 2 | | | | |
| 3 | | 0302015 | B | 2.5 | 40 | 20 | 20 | | | 4 | | | | 3 | | | |
| 4 | | 0103098 | B | 2.5 | 40 | 20 | 20 | | | 4 | | | | 3 | | | |
| 5 | | 0103145 | B | 2.5 | 40 | 40 | 0 | | | | 4 | | | 4 | 3-19 | | |
| 6 | | | B | 2.5 | 40 | 40 | 0 | | | | 4 | | 5 | | | | |
| 7 | | 0104226 | B | 2.5 | 40 | 20 | 20 | | | | | 4 | | 1 | 3-19 | | |
| 8 | OFFICE | | B | 2.5 | 40 | 20 | 20 | | | | | 4 | | 5 | | | |
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| 2 | | 0103121 | C | 4.0 | 112 | | 112 | | | 4 | | | | 3 | | | |
| 3 | | | C | 1.0 | 28 | | 28 | | | | 1 | | | 4 | | | |
| 4 | | | C | 1.0 | 28 | | 28 | | | | 1 | | | 4 | | | |
| 5 | | 0404230 | C | 1.0 | 28 | | 28 | | | | 1 | | | 4 | | | |
| 6 | 1+X | | C | 1.0 | 28 | | 28 | | | | 1 | | | 4 | | | |
| 7 | | 1+X | C | 1.0 | 28 | | 28 | | | | | 1 | | 6 | | | |
| 8 | | 0103153 | C | 2.0 | 56 | | 56 | | | | | 2 | | 5 | | | |
| 9 | | 0801002 | C | | | | | | | | | | | | | | |
| 10 | | 0102073 | C | 6 | 28 | 0 | 28 | | | | | 0.5 | 0.5 | 6 | | | |
| 11 | | 0801003 | C | 24 | 672 | 0 | 672 | | | | | 9 | 15 | 6 | | | |
| | | | | | 42.0 | 1036.0 | 0.0 | 1036.0 | 1.0 | 0.0 | 4.0 | 4.0 | 12.5 | 15.5 | | | |
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| | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 4 | 0 | 0 | 0 | 64 | 0 | 64 |
| | 11 | 0 | 11 | 0 | 22 | 0 | 20 | 0 | 8 | 0 | 0 | 0 | 450 | 306 | 756 |
| | 0 | 1 | 0 | 0 | 0 | 4 | 0 | 4 | 0 | 12.5 | 0 | 15.5 | 0 | 1036 | 1036 |
| | 0 | 0 | 4 | 0 | 4 | 0 | 4 | 0 | 4 | 0 | 0 | 0 | 100 | 60 | 160 |
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| 1 | () | 64 | | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | 4 | 4 | | | |
| 2 | | 8 hours | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | | 112 | 56 | 56 | | | | | | | | | | | | | | | | | | | | | |
| 4 | | 32 | | | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | | 2 | 2 | | | | |
| 5 | | 16 | | | | | | | | | | | 2 | 2 | 2 | 2 | 2 | 2 | | 2 | 2 | | | | |
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| 11 | | 48 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | | | |
| 12 | | 48 | | | | | | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | 4 | 4 | | | |
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| 5 | / / | 96 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | | | | | | 6 | |
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| 7 | | 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | | | | | |
| 8 | | 48 | | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | |
| 9 | / | 40 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | | | | | |
| 10 | | 40 | | | | | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | | | | |
| | | | 18 | 16 | 22 | 20 | 26 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 20 | 20 | 20 | 20 | 2 | 4 | | | | |

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| | 1 | 8 hours | | | | | | | | | | | | | | | | | | | | | | |
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| | 8 | 112 | | | | | | | | | 28 | 28 | 28 | 28 | | | | | | | | | | |
| | 9 | / | 40 | | | 4 | 4 | 4 | 4 | 4 | | | | | 4 | 4 | 4 | 4 | | | | | | |
| | 10 | 32 | | | | | | 4 | 4 | 4 | | | | | 4 | 4 | 4 | 4 | 4 | | | | | |
| | | | 16 | 16 | 20 | 28 | 28 | 22 | 22 | 22 | 28 | 28 | 28 | 28 | 20 | 20 | 20 | 20 | 16 | 12 | 16 | | | |
| | 1 | 8 hours | | | | | | | | | | | | | | | | | | | | | | |
| | 2 | 16 | 2 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | 2 | 0 | | | | 2 | | |
| | 3 | () | 16 | 2 | | 2 | 2 | 2 | 2 | 2 | 2 | | | | | | | | | | | | | |
| | 4 | 36 | 2 | | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | | | 4 | | 4 | | | |
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| | 6 | 48 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | | | |
| | 7 | 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | | |
| | 8 | 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | | | | |
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| | 11 | 28 | | | | | | | | | | | | | | | | 28 | | | | | | |
| | 12 | 28 | | | | | | | | | | | | | | | | | | 28 | | | | |
| | 13 | 1+X | 28 | | | | | | | | | | | | | | | | 28 | | | | | |
| | | | 18 | 12 | 26 | 24 | 30 | 28 | 30 | 28 | 30 | 26 | 24 | 22 | 16 | 12 | 30 | 28 | 32 | 28 | 6 | | | |

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 | |
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| 第五学期 | 1 | 形势与政策（五） | 8 hours | | | | | | | | | | | | | | | ⊙ | | | | | | | | |
| | 2 | HTML5移动媒体设计与制作 | 40 | | 4 | 4 | 4 | 4 | | | | 4 | 4 | 4 | 4 | | 4 | 4 | ⊙ | | | | | | | |
| | 3 | 商务OFFICE应用/商务礼仪 | 40 | | 4 | 4 | 4 | 4 | | | | 4 | 4 | 4 | 4 | | 4 | 4 | ⊙ | | | | | | | |
| | 4 | 移动商务数据分析 | 40 | 4 | 4 | 4 | 4 | 4 | | | | 4 | 4 | 4 | 4 | | 4 | | ⊙ | | | | | | | |
| | 5 | 商务数据分析实训（1+X数据分析考证试点） | 28 | | | | | | | | | | | | | 28 | | | ⊙ | | | | | | | |
| | 6 | 移动商务综合实训 | 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 | | 4 | 12 | 12 | 12 | 12 | 12 | 28 | 28 | 12 | 12 | 12 | 12 | 28 | 12 | 8 | | 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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