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：2020 级专业人才培养方案制订与审核表

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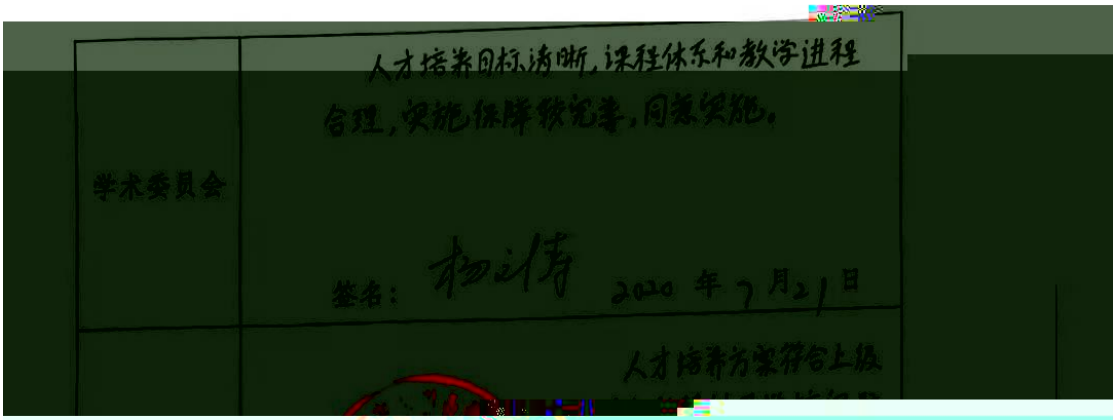
| 专业名称 | 商务管理 |
| 专业代码 | 630602 |
| | 人才培养目标定位准确，课程体系质量 |


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。
学术委员会
签名：杨立伟 2020 年 7 月 21 日
人才培养方案符合上级

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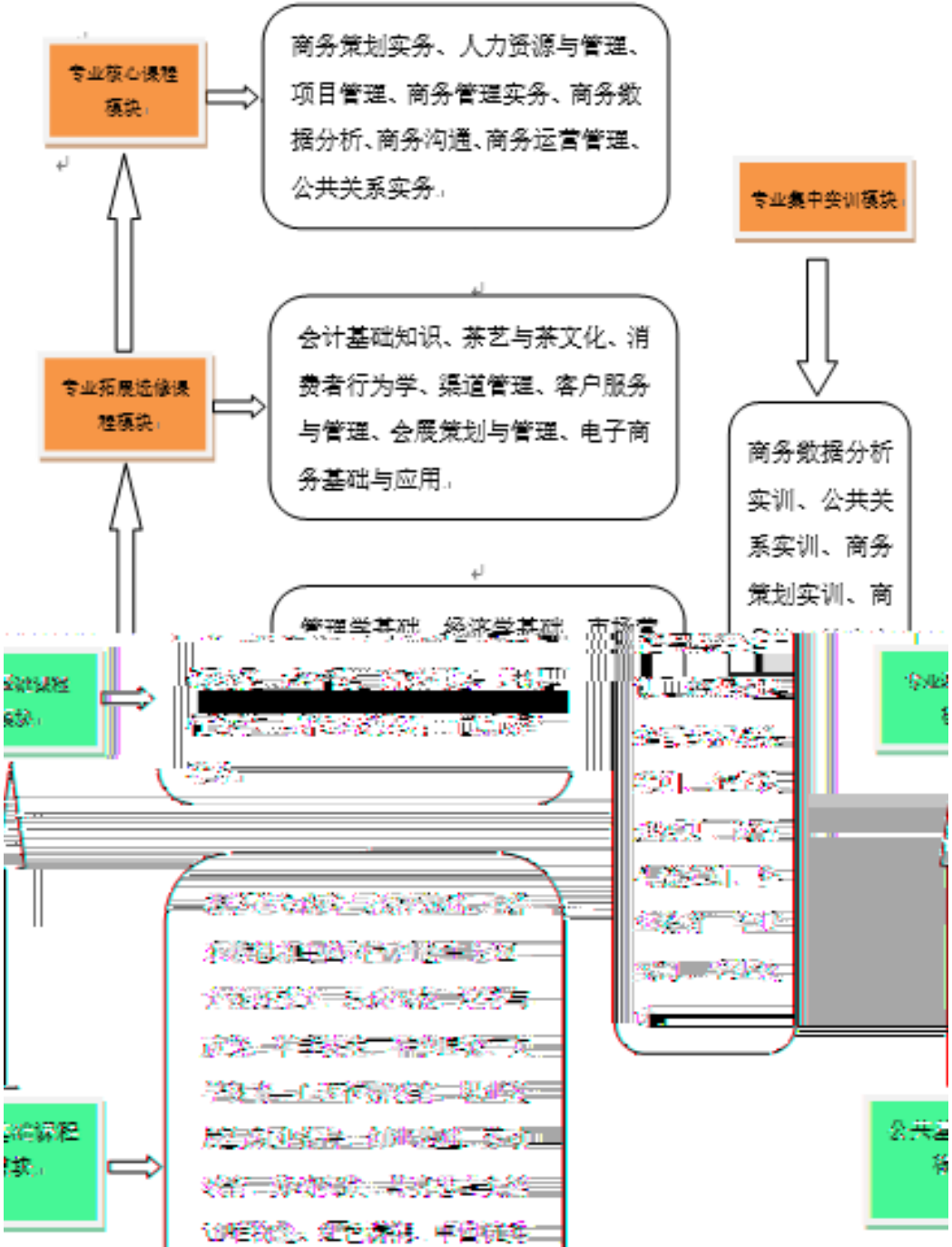
专业核心课程模块
商务策划实务、人力资源与管理、项目管理、商务管理实务、商务数据分析、商务沟通、商务运营管理、公共关系实务
专业集中实训模块
专业拓展选修课程模块
会计基础知识、茶艺与茶文化、消费者行为学、渠道管理、客户服务与管理、会展策划与管理、电子商务基础与应用
商务数据分析实训、公共关系实训、商务策划实训、商

表 2 主干课程与职业岗位能力要求对应关系分析表

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表 3 实践教学安排表

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| 18 | 17 | 17 | 18 | 11 | 0 | 81 |
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| 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| 0 | 1 | 2 | 1 | 3 | 0 | 7 |
| 0 | 0 | 0 | 0 | 9 | 15 | 24 |
| 1 | 1 | 1 | 1 | 1 | 1 | 6 |

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| | | | | | | | 18 | 17 | 17 | 18 | 11 | 0 | | |
| 1 | 0601025 | A | 3.0 | 48 | 48 | | 3 | | | | | | 1 | |
| 2 | 0601024 | A | 3.0 | 48 | 48 | | | 4*12 | | | | | 2 | |
| 3 | 0601046 | C | 1.0 | 16 | | 16 | | 4*4 | | | | | | 2 |
| 4 | 0601028 | A | 1.0 | 40 | 40 | | 2*4 | 2*4 | 2*4 | 2*4 | 2*4 | | | 5 |
| 5 | 0801001 | C | 2.0 | 112 | | 112 | 2 | | | | | | | |
| 6 | 0801215 | A | 2.0 | 36 | 36 | | | | | 2 | | | | 4 |
| 7 | 0603001 | B | 2.0 | 32 | 4 | 28 | 2*16 | | | | | | | 1 |
| 8 | 0603002 | B | 2.0 | 32 | 4 | 28 | | 2*16 | | | | | | 2 |
| 9 | 0603003 | B | 2.0 | 32 | 4 | 28 | | | 2*16 | | | | | 3 |
| 10 | 0603004 | B | 1.0 | 16 | 4 | 12 | | | | 1*16 | | | | 4 |
| 11 | 0601039 | A | 2.0 | 32 | 32 | | 2 | | | | | | | 1 |
| 12 | 0601070 | A | 1.0 | | | | | | | | | | | |

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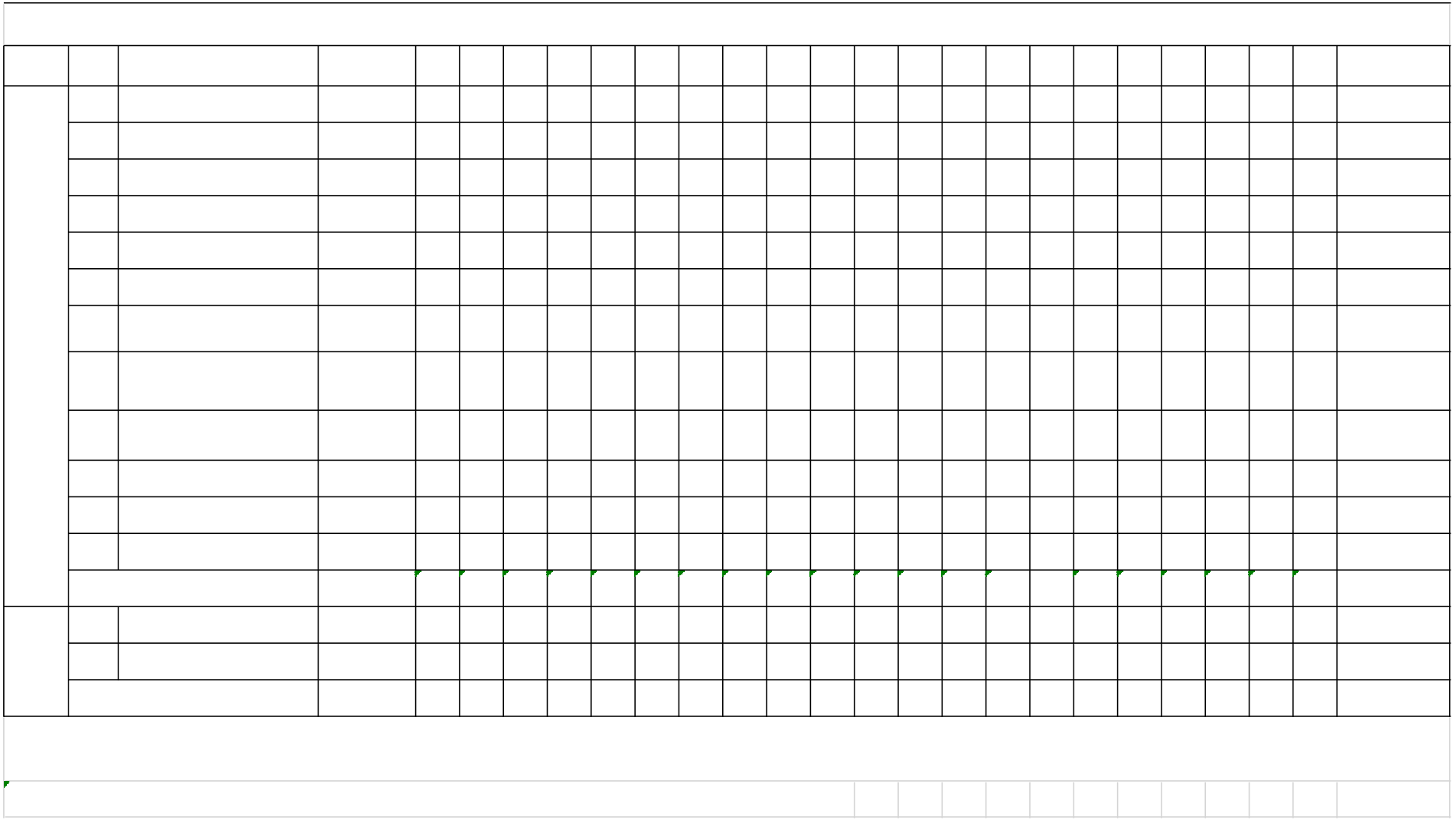
| | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | | | |
| | | | | | | | | | 18 | 17 | 17 | 18 | 11 | 0 | | | |
| | 1 | | 0104283 | B | 3 | 64 | 40 | 24 | | 4 | | | | | 2 | | |
| | 2 | | 0105145 | B | 3 | 48 | 30 | 18 | 3 | | | | | | | 1 | |
| | 3 | | 0301027 | B | 2.5 | 40 | 28 | 12 | | | 3 | | | | 3 | | |
| | 4 | | 0102002 | B | 3 | 48 | 30 | 18 | | | 4 | | | | 3 | | |
| | 5 | | 0104226 | B | 2 | 32 | 16 | 16 | | | | | 3 | | | 5 | |
| | 6 | | 0205004 | B | | | | | | | | | | | | | |
| | 7 | | 0104004 | B | | | | | | | | | | | | | |
| | 8 | | 0105164 | B | | | | | | | | | | | | | |
| | | | | | 22.5 | 376 | 246 | 130 | 7 | 4 | 11 | 3 | 3 | 0 | | | |
| | 1 | | | B | | | | | | | | | | | | | |
| | 2 | | 0205024 | B | | | | | | | | | | | | | |
| | 3 | | 0205017 | B | | | | | | | | | | | | | |
| | 4 | | 0201214 | B | | | | | | | | | | | | | |
| | 5 | | | B | | | | | | | | | | | | | |
| | 6 | | 0104243 | B | 3 | 48 | 30 | 18 | | | | 4 | | | | 4 | |
| | 7 | | | B | | | | | | | | | | | | | |
| | 8 | | 0201207 | B | | | | | | | | | | | | | |
| | | | | | 23 | 368 | 240 | 128 | 0 | 3 | 6 | 8 | 15 | 0 | | | |
| | | | | | 45.5 | 744 | 486 | 258 | 7 | 7 | 17 | 11 | 18 | 0 | | | |



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