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工程管理专业本科培养方案

Undergraduate Program for Engineering Management

一、培养目标

I. Educational Objectives

本专业培养适应社会主义市场经济和现代工程建设发展需要，德、智、体、美全面发展，具有一定的创新精神、创业能力和社会责任感，具有较宽厚的基础理论和较宽广的专业口径，具备土木工程技术的基本知识，掌握现代管理学、经济学和法学的基本理论、方法和手段，获得工程师的基本训练，具有一定的实践技能和创新能能力，能够在工程建设领域及相关领域从事全过程工程管理的应用型和复合型专门人才。

The program is designed to enable students to adapt to the demand of socialist market economy and modern engineering construction, developing in an all-round way, i.e., morally, intellectually, physically and aesthetically. Students will have spirit of innovation, entrepreneurial abilities and social responsibility after four years study. With a broader theoretical foundation and widen specialty caliber, students will be equipped with basic knowledge of civil engineering technology, as well as basic theories and methods of modern management, economics and law. Therefore, the graduates are capable of obtaining innovative ability and practical skill because of the basic training of being qualified engineers. Meanwhile they can work on project management of the whole working process in engineering construction and those related fields.

二、培养规格基本要求

II. Training Standards and Basic Requirements

1. 热爱祖国，拥护中国共产党领导，掌握马克思主义、中国特色社会主义的基本原理；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德；

1. Love motherland; support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social

morality and professional ethics.

2. 具有一定的人文社会科学和自然科学基本知识，具备独立获取知识、提出问题、分析问题和解决问题的能力以及创新意识与创业能力；

2. Have basic knowledge of humanities & social sciences and natural science; be with creativity consciousness, entrepreneurial abilities and the independent access to knowledge as well as the capability to raise questions, analyze them and solve problems.

3. 掌握经济学、管理学、工程技术和工程管理理论与知识；熟悉我国建设行业政策法规；具备全过程工程管理的基本技能；具备提出、分析并独立解决工程管理及相关问题的基本能力及创新意识，有一定的实践经验和初步的实际工作能力；具有较强的语言文字表达、人际沟通能力；了解本学科的理论前沿和发展动态，并熟悉我国工程管理的方针、政策和法规；掌握文献检索、资料查询的基本方法，具有一定的科学研究和实际工作能力；熟练掌握一门外语，并具有较强的外语和计算机应用能力；

3. Master the basic theories and knowledge of management, economics as well as management of project and engineering technology; be familiar with policies and regulations in construction industry; master the basic skills of project management during the whole process; be with creativity consciousness and the independent access to knowledge as well as the capability to raise questions, analyze and solve problems; be equipped with some practical experience and preliminary work ability; have skills in language expression and interpersonal communication; be familiar with advanced theory research and development trend as well as policies and regulations in engineering management; master basic methods in searching files and information; have practical abilities of scientific research and problem solving; master a foreign language and have the strong ability of application in the foreign language and computer.

4. 具有一定的体育和军事基本知识，掌握科学锻炼身体的基本技能，养成良好的体育锻炼和卫生习惯，受到必要的军事训练，达到国家规定的大学生体育和军事训练合格标准，具有健全的心理和健康的体魄，能够履行建设祖国和保卫祖国的神圣义务。

4. Have basic knowledge of sports and military; master the basic knowledge and skills to develop good exercise and health habits; have a sound psychological and physical health; receive the necessary military training to meet the nation's eligibility criteria for college sports and military training; perform the construction of motherland and able to fulfill sacred obligation to defend the motherland.

三、主干课程

III. Curriculum Provision

土木工程概论、工程制图、房屋建筑学、工程力学、工程项目管理、建筑施工组织、房地产开发与经营、工程招投标与合同管理、工程经济学、建设法规等。

Introduction to Civil Engineering, Engineering Drawing, Housing Architecture, Engineering Mechanics, Engineering Project Management, Engineering Construction Management, Real Estate Development and Operation, Engineering Tendering and Contract Management, Engineering Economics, Engineering Construction Rules and Regulations, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制为四年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学周数，考试 1-2 周，1-7 学期寒暑假安排 41 周。

The program is designed to last for four years, and it is divided into eight semesters. The total is 198 weeks. According to the arrangement of program, it has 16 teaching weeks per semester by plan; exams time will last for 1-2 weeks per semester; summer and winter vacations during the 1-7 semesters will last for 41 weeks.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 183 学分，其中必修课 117 学分，通识选修课 12 学分，专业选修课 22 学分，实践与实验课程 32 学分。通过毕业资格审查方准予毕业。

毕业时符合学位授予条件的，授予管理学学士学位。

The students can be conferred graduation, after obtaining 183 Credits (including 117 credits of compulsory course; 12 credits of Optional General Courses; 22 credits of specialized elective course; 32 credits of Practical and experimental courses) in accordance with the program requirements and meeting graduation qualification.

The graduates will be conferred with Bachelor's Degree in Management.

六、课程修读指引

VI. Curriculum Guide

1. 学生必须修读本专业必修的所有课程，并取得相应的学分；
2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；
3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第 1 学期与第 8 学期一般不得选课，不得选修本专业全程教学计划表所列课程。各专业根据本专业实际情况增加相关修读指引内容；
4. 通识选修课：要求修满 12 个学分；
5. 专业选修课：要求修满 22 个学分；
6. 实践及实验课：32 个学分，其中实践教学环节为 24 学分，包括军事理论与军事训练、毕业实习、毕业论文、社会实践、中期论文、中期实训，实验课程为 CAD 实训、施工组织设计实训、项目可行性研究实训、工程造价实训；
7. 可抵扣学分部分：学生获省部级以上奖励计 2 学分；校级各类竞赛获奖计 1 学分（不累计）；学生公开发表科研论文一篇计 2 学分；学生科研立项计 1 学分；暑期社会调查并提交优秀调查报告计 1 学分；建筑五大员（施工员、安全员、材料员、资料员、质检员）资格证书计 2 学分，建设领域国家注册资质证书计 4 学分（不累计）。

1. Students must have finished all compulsory courses, and obtain corresponding credits.
2. Physical Education adopts the teaching method of college sports club by selecting different PE items according to students' sports expertise and their interests. Students have to complete the teaching content of physical education in their different clubs as well as to obtain the corresponding credits.
3. Guidelines to Optional General Courses: Students have to choose courses according to the Course Notification each semester and their own interests as required. The course selection in the first semester and eighth semester is not allowed; and the course selection throughout the instructional program listed below is not allowed.
4. Rules of Optional General Courses: have to obtain 12 credits
5. Rules of specialized elective course: have to obtain 22 credits
6. Guidelines to practical and experimental courses: total is 32 credits including 24 credits of practical teaching. The practical teaching course has Military Theory and Training, Graduation internship, graduation thesis, social practice, midterm paper, and medium-term training. While experimental courses have CAD training, real estate appraisal training, project management sandbox training, construction design training,

project feasibility study training, training of project cost.

7. Guidelines to deductible credits: deductible for 2 credits of Student awards above provincial and ministerial level; deductible for 1 credit of Winning different competitions (not be accumulated); deductible for 2 credits of publishing an academic paper in public; deductible for 1 credits of doing scientific research project; deductible for 1 credits of Excellent summer social investigation and submitting outstanding report; deductible for 2 credits of qualification certificate for five kinds of members (including construction workers, security staff, materials, archivists, quality inspector); deductible for 4 credits of national registered qualification certificate in Construction (not be accumulated).

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended ReadingList (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	第 7 学期 7 th Semester	第 8 学期 8 th Semester	
课堂教 学环节 Classroom Teaching	课堂教学 Classroom Teaching	15	16	16	16	16	16	16		111
	考试 Tests	2	2	2	2	2	2	2		14
实践教学 环节 practical Teaching	学校统一安排 Unified arrangement by University	2							16	18
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
合计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	74	40.4
(一) 思想政治理论课 Ideological and Political Theory Courses	13	7.1
(二) 公共通识课 Public General Courses	49	26.8
(三) 通识选修课 Optional General Courses	12	6.5
二、专业基础课程 Fundamental Specialty Courses	21	11.5
三、专业课程 Specialty Courses	56	30.6
(一) 专业必修课 Compulsory Specialty Courses	34	18.6
(二) 专业选修课 Optional Specialty Courses	22	12.0
四、实践与实验课程 Practical and Experimental Courses	32	17.5
合计 Total	183	100

附表三：Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week												
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year						
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester					
通识必修课 Compulsory General Courses	1	思想道德修养 Moral & Ethics	30	30		2	2												
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3		3											
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2										
	4	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	96	64	32	6				4									
	5	大学语文 College Chinese	45	45		3		3											
	6	应用写作 Applied Writing	16	16		1	2												
	7	微积分一 College Calculus I	60	60		4	4												
	8	微积分二 College Calculus II	64	64		4		4											
	9	线性代数 Linear Algebra	48	48		3			3										
	10	概率论与数理统计 Probability and Mathematical Statistics	48	48		3				3									
	11	大学英语一 College English I	60	60		4	4												
	12	大学英语二 College English II	64	64		4		4											
	13	大学英语三 College English III	64	64		4			4										
	14	大学英语四 College English IV	64	64		4				4									
	15	大学计算机基础 Basics of Computer	64	48	16	3		4											

	16	数据库及其应用 Database Application	64	32	32	3		4					
	17	体育一 Physical Education I	30	30		1	2						
	18	体育二 Physical Education II	30	30		1		2					
	19	体育三 Physical Education III	30	30		1			2				
	20	体育四 Physical Education IV	30	30		1				2			
	21	法学通论 General Theory of Law	32	32		2			2				
	22	大学生心理健康教育 Psychological Health	32	32		2			2				
	23	毕业就业指导 Employment Guidance	16	16		1						1	
		小计 Subtotal	1067	971	96	62	14	24	15	13		1	
Fundamental Specialty Courses 专业基础课	24	管理学 Management	48	48		3	3						
	25	微观经济学 Micro-economics	48	48		3		3					
	26	市场营销学 Marketing	48	48		3				3			
	27	宏观经济学 Macro-economics	48	48		3			3				
	28	统计学 Statistics	48	48		3					3		
	29	会计学 Accounting	48	48		3						3	
	30	管理信息系统 Management Information System	48	48		3							3
		小计 Subtotal	336	336		21	3	3	3	3	3	3	3
Compulsory Specialty Courses 专业必修课	31	土木工程概论 Introduction to Civil Engineering	32	32		2			2				
	32	建筑材料 Construction Material	32	32		2				2			
	33	工程制图 Engineering Drawing	48	36	12	3				3			
	34	房屋建筑学 Building Tectonics	48	48		3				3			

	35	工程力学 Engineering Mechanics	48	48		3			3					
	36	工程项目管理 Engineering Project Management	48	48		3			3					
	37	建设法规 Construction Law	48	48		3			3					
	38	建筑施工组织 Engineering Construction Management	48	36	12	3				3				
	39	房地产开发与经营 Real Estate Development and Operation	48	48		3				3				
	40	工程经济学 Engineering Economics	48	48		3				3				
	41	工程招投标与合同管理 Engineering Tendering and Contract Management	48	48		3					3			
	42	工程造价管理 Cost Management of Construction	48	48		3				3				
	小计 Subtotal			544	520	24	34		2	9	8	12	3	3
实验课程 Experimental Courses	CAD 实训 CAD Training		32		32	2				2				
	施工组织设计实训 construction design training		32		32	2						2		
	项目可行性研究实训 project feasibility study training		32		32	2					2			
	工程造价实训 training of project cost		32		32	2						2		
	小计 Subtotal			128		128	8				2	2	4	
实践教学环节 practice teaching	形势与政策 Situation and Policy		讲座 Lectures				√	√	√	√	√	√	√	
	军事理论与军事训练 Military Theory and Training					2	√							
	毕业实习 Graduation Internship					8							√	
	毕业论文 Graduation Thesis					8							√	√
	社会实践 Social Practice					2	√	√	√	√	√	√	√	√

专业自行安排 Flexible arrangement by Dept.	中期论文 Mid-term paper				2						√		
	中期实训 Medium-term training				2				√				
必修课小计 Subtotal of Compulsory Courses		1947	1827	120	117	17	29	27	24	15	7	3	
选修课小计 Subtotal of Optional Courses					34								
实践教学环节小计 Subtotal of practice teaching					32								
毕业应取得总学分 183 Graduates should obtain a total of 183 Credits		通识必修课必修学分 62, 占总学分 33.9% Compulsory General Courses have 60 compulsory Credits, 33.9% of total Credits											
		专业基础课必修学分 21, 占总学分 11.5% Fundamental Specialty Courses have 24 compulsory Credits, 11.5% of total Credits											
		专业必修课必修学分 34, 占总学分 18.6% Specialty Courses have 34 compulsory Credits, 18.6% of total Credits											
		实验与实践教学环节学分 32, 占总学分 17.5% Practical Teaching has 32 compulsory Credits, 17.5% of total Credits											
		选修课学分≥34, 其中通识选修课≥12											
		Credits of Optional Courses≥34, including the Credits of Public Optional Courses≥12											

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。
Notes: “√”stands for no teaching hours per week, and students should obtain corresponding credits according to teaching schedule.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	管理心理学 Management Psychology	2	3	32	22 Credits should be obtained for courses of this category 本类课程应修满22学分
	2	土地管理 Land Management	2	3	32	
	3	合同法 Contract Law	2	3	32	
	4	房地产估价 Real Estate Appraisal	2	4	32	
	5	城市规划 City Planning	2	4	48	
	6	财务管理 Financial Management	2	4	32	
	7	房地产金融 Real Estate Finance	2	5	32	
	8	风险管理 risk management	2	5	32	
	9	市场调查与预测 market research and forecasting	2	5	32	

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	10	城市经济学 Urban Economics	2	6	32	
	11	房地产法 Real Estate Laws	2	6	32	
	12	工程建设监理 Engineering Construction Supervision	2	7	32	
	13	投资项目评估与管理 Investment project evaluation and management	2	7	32	
	14	管理运筹学 General Operational Research on Management	2	7	32	
	15	工程测量实验 experimental engineering survey	2	5	32	
	16	房地产营销策划 Real Estate Marketing Planning	2	6	32	
	17	建筑发展史 The history of architecture	2	3	32	
	18	房地产经济学 Real estate economics	2	4	32	
	19	组织行为学 Organizational Behavior	2	6	32	
	20	商务礼仪 Business Etiquette	2	7	32	
	21	C 语言 C Language	2	4	32	
	22	创业教育 entrepreneurship education	2	7	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 12 学分 12Credits should be obtained for courses of this category

附表五：Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	建筑工程施工识图入门 Introduction to building engineering construction chart	建筑部《城乡建设》编 辑部 Urban and rural construction Editorial department, construction sector.	中国电力出版社 China Electric Power Press	2006	中文 Chinese
2	建筑工程预算(第三版) Construction Budget(3rd edition)	袁建新 Yuan jianxin	中国建筑工业出版社 china building industry press	2007	中文 Chinese
3	建筑工程项目管理(应用新规范) Construction Engineering Project Management	邓淑文 Deng shuwen	机械工业出版社 China Machine Press	2009	中文 Chinese
4	建筑工程成本管理 Construction project cost management	黄伟典 Huang weidian	中国电力出版社 China Electric Power Press	2007	中文 Chinese
5	建筑工程经济与企业管理(第二版) Construction engineering economy and enterprise management (2nd edition)	何亚伯 He yabo	武汉大学出版社 WuhanUniversity Press	2009	中文 Chinese
6	房屋建筑工程专业基础知识 Basic knowledge of building construction engineering	周戒 He jie	中国环境科学出版社 China Environmental Science Press	2008	中文 Chinese
7	建筑工程事故分析与处理(第三版) Construction engineering accident analysis and processing (3rd edition)	江见鲸 Jiang jianjing	中国建筑工业出版社 china building industry press	2006	中文 Chinese
8	建筑工程现场施工管理入门 Introduction to construction management on site	赵延辉 Zhao yanhui	中国电力出版社 China Electric Power Press	2007	中文 Chinese
9	项目管理:计划、进度和控制的系 统方法(第9版) Project management: planning, scheduling and control systems approach (9th edition)	Kerzner, H.	电子工业出版社 Electronic Industry Press	2006	中文 Chinese
10	新编 Project 2003 项目管理从入门 到精通 Project management from entry to the master (new edition Project 2003)	孙连三 Sun liansan	人民邮电出版社 Posts and Telecom Press	2008	中文 Chinese
11	工程项目管理实用手册(第三版) practical manual of Project management (3rd edition)	田振郁 Tianzhenyu	中国建筑工业出版社 china building industry press	2007	中文 Chinese
12	房地产项目全程策划:理论、实操 与案例 process plan of Real estate project: theory & field trip and case	贾士军 Jiashijun	广东经济出版社 Guangdong Economy Press	2008	中文 Chinese
13	房地产项目管理 Real Estate Project Management	夏联喜 Xia lianxi	中国建筑工业出版社 china building industry press	2009	中文 Chinese
14	Project Risk	Tom kentrick	清华大学出版社 TsinghuaUniversity Press	2009	英文 English
15	Applied software project management	Andrew Stelman	东南大学出版社 SoutheastUniversity Press	2006	英文 English

工程管理专业（项目管理方向） 本科培养方案

Undergraduate Program for Engineering Management (in the Field of Project Management)

一、培养目标

I. Educational Objectives

本专业培养适应社会主义市场经济和现代工程建设发展需要，德、智、体、美全面发展，具有一定的创新精神、创业能力和社会责任感，具有较宽厚的基础理论和较宽广的专业口径，具备土木工程技术的基本知识，掌握现代管理学、经济学和法学的基本理论、方法和手段，能够在房地产开发经营领域和工程建设领域内从事建设项目的经济分析决策（包括策划策划、评估、可研、决策、招投标、资产运营等）和工程项目管理、招投标、工程监理、工程造价、施工组织和资产管理等工作的复合型专门人才。

The program is designed to enable students to adapt to the demand of socialist market economy and modern engineering construction, developing in an all-round way, i.e., morally, intellectually, physically and aesthetically. Students will have spirit of innovation, entrepreneurial abilities and social responsibility after four years study. With a broader theoretical foundation and wider specialty caliber, students will be equipped with basic knowledge of civil engineering technology, as well as basic theories and methods of modern management, economics and law. Therefore, the graduates are capable of doing economic analysis (including planning, assessment, feasibility study, decision-making, bidding, and asset management) and making decision in real estate development business and engineering construction. Meanwhile they can work on project management, bidding, construction supervision, project cost, construction organization as well as asset management operations.

二、培养规格基本要求

II. Training Standards and Basic Requirements

1. 热爱祖国，拥护中国共产党领导，掌握马克思主义、中国特色社会主义的

基本原理；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德；

1. Love motherland; support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2. 具有一定的人文社会科学和自然科学基本知识，具备独立获取知识、提出问题、分析问题和解决问题的能力以及创新意识与创业能力；

2. Have basic knowledge of humanities & social sciences and natural science; be with creativity consciousness, entrepreneurial abilities and the independent access to knowledge as well as the capability to raise questions, analyze them and solve problems.

3. 掌握经济学、管理学、工程技术和项目管理理论与知识；熟悉我国建设行业政策法规；具备全程参与项目招投标、合同管理、项目管理、施工监理、项目策划、投资评价以及行业行政管理的能力；具备提出问题、分析问题并独立解决问题的能力及创新意识，有一定的实践经验和初步的实际工作能力；具有较强的语言文字表达、人际沟通能力；了解本学科的理论前沿和发展动态，并熟悉我国工程管理的方针、政策和法规；掌握文献检索、资料查询的基本方法，具有一定的科学研究和实际工作能力；熟练掌握一门外语，并具有较强的外语和计算机应用能力；

3. Master the basic theories and knowledge of management, economics as well as management of project and engineering technology; be familiar with policies and regulations in construction industry; be able to work on engineering tendering, contract management, project management, construction supervision, project planning, investment evaluation and administrative management; be with creativity consciousness and the independent access to knowledge as well as the capability to raise questions, analyze and solve problems; be equipped with some practical experience and preliminary work ability; have skills in language expression and interpersonal communication; be familiar with advanced theory research and development trend as well as policies and regulations in engineering management; master basic methods in searching files and information; have practical abilities of scientific research and problem solving; master a foreign language and have the strong ability of application in the foreign language and computer.

4. 具有一定的体育和军事基本知识，掌握科学锻炼身体的基本技能，养成良好的体育锻炼和卫生习惯，受到必要的军事训练，达到国家规定的大学生体育和军事训练合格标准，具有健全的心理和健康的体魄，能够履行建设祖国和保卫祖国的神圣义务。

4. Have basic knowledge of sports and military; master the basic knowledge and skills to develop good exercise and health habits; have a sound psychological and physical health; receive the necessary military training to meet the nation's eligibility criteria for college sports and military training; perform the construction of motherland and able to fulfill sacred obligation to defend the motherland.

三、主干课程

III. Curriculum Provision

土木工程概论、房屋建筑学、工程制图、工程项目管理、工程造价管理、建筑施工组织、房地产开发与经营、工程招投标与合同管理、工程经济学、建设法规等。

Introduction to Civil Engineering, Housing Architecture, Engineering Drawing, Engineering Project Management, Engineering Cost Management, Engineering Construction Management, Real Estate Development and Operation, Engineering Tendering and Contract Management, Engineering Economics, Engineering Construction Rules and Regulations, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制为四年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学周数，考试 1-2 周，1-7 学期寒暑假安排 41 周。

The program is designed to last for four years, and it is divided into eight semesters. The total is 198 weeks. According to the arrangement of program, it has 16 teaching weeks per semester by plan; exams time will last for 1-2 weeks per semester; summer and winter vacations during 1-7 semesters will last for 41 weeks.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 183 学分，其中必修课 117 学分，通识选修课

12 学分，专业选修课 22 学分，实践与实验课程 32 学分。通过毕业资格审查方准予毕业。

毕业时符合学位授予条件的，授予管理学学士学位。

The students can be conferred graduation, after obtaining 183 Credits (including 117 credits of compulsory course; 12 credits of Optional General Courses; 22 credits of specialized elective course; 32 credits of Practical and experimental courses) in accordance with the program requirements and meeting graduation qualification.

The graduates will be conferred with Bachelor's Degree in Management.

六、课程修读指引

VI. Curriculum Guide

1. 学生必须修读本专业必修的所有课程，并取得相应的学分；

2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；

3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第 1 学期与第 8 学期一般不得选课，不得选修本专业全程教学计划表所列课程。各专业根据本专业实际情况增加相关修读指引内容；

4. 通识选修课：要求修满 12 个学分；

5. 专业选修课：要求修满 22 个学分；

6. 实践及实验课：32 个学分，其中实践教学环节为 24 学分，包括军事理论与军事训练、毕业实习、毕业论文、社会实践、中期论文、中期实训，实验课程为房地产估价实训、项目管理沙盘实训、施工组织设计实训、项目可行性研究实训；

7. 可抵扣通识选修课学分部分：学生获省部级以上奖励计 2 学分；校级各类竞赛获奖计 1 学分（不累计）；学生公开发表科研论文一篇计 2 学分；学生科研项目计 1 学分；建筑五大员（施工员、安全员、材料员、资料员、质检员）资格证书计 2 学分，建设领域国家注册资质证书计 4 学分（不累计）。

1. Students must have finished all compulsory courses, and obtain corresponding credits.

2. Physical Education adopts the teaching method of college sports club by selecting different PE items according to students' sports expertise and their interests. Students have to complete the teaching content of physical education in their different clubs as well as to obtain the corresponding credits.

3. Guidelines to Optional General Courses: Students have to choose courses according to the Course Notification each semester and their own interests as required. The course selection in the first semester and eighth semester is not allowed; and the

course selection throughout the instructional program listed below is not allowed.

4. Rules of Optional General Courses : have to obtain 12 credits

5. Rules of specialized elective course: have to obtain 22 credits

6. Guidelines to practical and experimental courses: total is 32 credits including 24 credits of practical teaching. The practical teaching course has Military Theory and Training, Graduation internship, graduation thesis, social practice, midterm paper, and medium-term training. While experimental courses have real estate appraisal training, project management sandbox training, construction design training, project feasibility study training.

7. Guidelines to deductible credits of Optional General Courses : deductible for 2 credits of Student awards above provincial and ministerial level; deductible for 1 credit of Winning different competitions (not be accumulated); deductible for 2 credits of publishing an academic paper in public; deductible for 1 credits of doing scientific research project; deductible for 2 credits of qualification certificate for five kinds of members (including construction workers, security staff, materials, archivists, quality inspector); deductible for 4 credits of national registered qualification certificate in Construction (not be accumulated).

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	第 7 学期 7 th Semester	第 8 学期 8 th Semester	
课堂教 学环节 Classroom Teaching	课堂教学 Classroom Teaching	15	16	16	16	16	16	16		111
	考试 Tests	2	2	2	2	2	2	2		14
实践教学 环节 practical Teaching	学校统一安排 Unified arrangement by University	2							16	18
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
合计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	74	40.4
(一) 思想政治理论课 Ideological and Political Theory course	13	7.1
(二) 公共通识课 Public General Courses	49	26.8
(三) 通识选修课 Optional General Courses	12	6.5
二、专业基础课程 Fundamental Specialty Courses	21	11.5
三、专业课程 Specialty Courses	56	30.6
(一) 专业必修课 Compulsory Specialty Courses	34	18.6
(二) 专业选修课 Optional Specialty Courses	22	12.0
四、实践与实验课程 Practical and Experimental Courses	32	17.5
合计 Total	183	100

附表三：Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week											
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year					
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester				
通识必修课 Compulsory General Courses	1	思想道德修养 Moral & Ethics	30	30		2	2											
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3		3										
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2									
	4	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	96	64	32	6				4								
	5	大学语文 College Chinese	45	45		3		3										
	6	应用写作 Applied Writing	16	16		1	2											
	7	微积分一 College Calculus I	60	60		4	4											
	8	微积分二 College Calculus II	64	64		4		4										
	9	线性代数 Linear Algebra	48	48		3			3									
	10	概率论与数理统计 Probability and Mathematical Statistics	48	48		3				3								
	11	大学英语一 College English I	60	60		4	4											
	12	大学英语二 College English II	64	64		4		4										
	13	大学英语三 College English III	64	64		4			4									
	14	大学英语四 College English IV	64	64		4				4								
	15	大学计算机基础 Basics of Computer	64	48	16	3		4										
	16	数据库及其应用 Database Application	64	32	32	3			4									
	17	体育一 Physical Education I	30	30		1	2											
	18	体育二 Physical Education II	30	30		1		2										

	19	体育三 Physical Education III	30	30		1		2					
	20	体育四 Physical Education IV	30	30		1			2				
	21	法学通论 General Theory of Law	32	32		2	2						
	22	大学生心理健康教育 Psychological Health	32	32		2	2						
	23	毕业生就业指导 Employment Guidance	16	16		1					1		
	小计 Subtotal		1067	971	96	62	10	24	15	13	0	1	0
Fundamental Specialty Courses 专业基础课	24	管理学 Management	48	48		3	3						
	25	微观经济学 Micro-economics	48	48		3	3						
	26	市场营销学 Marketing	48	48		3			3				
	27	宏观经济学 Macro-economics	48	48		3		3					
	28	统计学 Statistics	48	48		3				3			
	29	会计学 Accounting	48	48		3					3		
	30	管理信息系统 Management Information System	48	48		3						3	
	小计 Subtotal		336	336		21	3	3	3	3	3	3	3
Compulsory Specialty Courses 专业必修课	31	土木工程概论 Introduction to Civil Engineering	32	32		2	2						
	32	建筑材料 Construction Material	32	32		2			2				
	33	工程制图 Engineering Drawing	48	36	12	3		3					
	34	房屋建筑学 Building Tectonics	48	48		3		3					
	35	工程力学 Engineering Mechanics	48	48		3		3					
	36	工程项目管理 Engineering Project Management	48	48		3			3				
	37	建设法规 Construction Law	48	48		3			3				
	38	建筑施工组织 Engineering Construction Management	48	36	12	3				3			
	39	房地产开发与经营 Real Estate Development and Operation	48	48		3				3			
	40	工程经济学 Engineering Economics	48	48		3				3			

湖北经济学院法商学院教学指导书

	41	工程招投标与合同管理 Engineering Tendering and Contract Management	48	48		3					3			
	42	工程造价管理 Cost Management of Construction	48	48		3				3				
	小计 Subtotal		544	520	24	34		2	9	8	12	3		
实验课程 Experimental Courses	房地产估价实训 real estate appraisal training		32		32	2					2			
	项目管理沙盘实训 project management sandbox training		32		32	2						2		
	施工组织设计实训 construction design training		32		32	2						2		
	项目可行性研究实训 project feasibility study training		32		32	2					2			
	小计 Subtotal		128		128	8					4	4		
实践教学环节 practice teaching	学校统一安排 Unified arrangement by University	形势与政策 Situation and Policy	讲座 Lectures				√	√	√	√	√	√	√	
		军事理论与军事训练 Military Theory and Training				2	√							
		毕业实习 Graduation Internship				8							√	
		毕业论文 Graduation Thesis				8							√	√
		社会实践 Social Practice				2	√	√	√	√	√	√	√	√
	专业自行安排 Flexible arrangement by Dept.	中期论文 Mid-term paper				2						√		
中期实训 Medium-term training					2				√					
必修课小计 Subtotal of Compulsory Courses			1947	1827	120	117	13	29	27	24	28	7	3	
选修课小计 Subtotal of Optional Courses						34								
实践教学环节小计 Subtotal of practice teaching						32								
毕业生应取得总学分 183 Graduates should obtain a total of 183 Credits			通识必修课必修学分 62, 占总学分 33.9% Compulsory General Courses have 62 compulsory Credits, 33.9% of total Credits											
			专业基础课必修学分 21, 占总学分 11.5% Fundamental Specialty Courses have 21 compulsory Credits, 11.5 % of total Credits											
			专业必修课必修学分 34, 占总学分 18.6% Specialty Courses have 34 compulsory Credits, 18.6% of total Credits											
			实验与实践教学环节学分 32, 占总学分 17.5% Practical Teaching has 32 compulsory Credits, 17.5% of total Credits											
			选修课学分≥34, 其中通识选修课≥12 Credits of Optional Courses≥34, including the Credits of Public Optional Courses≥12											

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。
Notes: “√”stands for no teaching hours per week, and students should obtain corresponding credits according to teaching schedule.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	管理心理学 Management Psychology	2	3	32	22 Credits should be obtained for courses of this category 本类课程应修满22学分
	2	土地管理 Land Management	2	3	32	
	3	合同法 Contract Law	2	3	32	
	4	房地产估价 Real Estate Appraisal	2	4	32	
	5	城市规划 City Planning	2	4	48	
	6	财务管理 Financial Management	2	4	32	
	7	房地产金融 Real Estate Finance	2	5	32	
	8	风险管理 Risk management	2	5	32	
	9	市场调查与预测 Market research and forecasting	2	5	32	
	10	城市经济学 Urban Economics	2	6	32	
	11	房地产法 Real Estate Laws	2	6	32	
	12	工程建设监理 Engineering Construction Supervision	2	7	32	
	13	投资项目评估与管理 Investment project evaluation and management	2	7	32	
	14	管理运筹学 General Operational Research on Management	2	7	32	
	15	工程测量实验 experimental engineering survey	2	5	32	
	16	房地产营销策划 Real Estate Marketing Planning	2	6	32	
	17	建筑发展史 The history of architecture	2	3	32	
	18	房地产经济学 Real estate economics	2	4	32	
	19	组织行为学 Organizational Behavior	2	6	32	
	20	商务礼仪 Business Etiquette	2	7	32	
	21	C 语言 C Language	2	4	32	
	22	创业教育 entrepreneurship education	2	7	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 12 学分 12Credits should be obtained for courses of this category

附表五：Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	建筑工程施工识图入门 Introduction to building engineering construction chart	建筑部《城乡建设》编 辑部 Urban and rural construction Editorial department, construction sector.	中国电力出版社 China Electric Power Press	2006	中文 Chinese
2	建筑工程预算(第三版) Construction Budget(3rd edition)	袁建新 Yuan jianxin	中国建筑工业出版社 china building industry press	2007	中文 Chinese
3	建筑工程项目管理(应用新规范) Construction Engineering Project Management	邓淑文 Deng shuwen	机械工业出版社 China Machine Press	2009	中文 Chinese
4	建筑工程成本管理 Construction project cost management	黄伟典 Huang weidian	中国电力出版社 China Electric Power Press	2007	中文 Chinese
5	建筑工程经济与企业管理(第二 版) Construction engineering economy and enterprise management (2nd edition)	何亚伯 He yabo	武汉大学出版社 WuhanUniversity Press	2009	中文 Chinese
6	房屋建筑工程专业基础知识 Basic knowledge of building construction engineering	周戒 He jie	中国环境科学出版社 China Environmental Science Press	2008	中文 Chinese
7	建筑工程事故分析与处理(第三 版) Construction engineering accident analysis and processing (3rd edition)	江见鲸 Jiang jianjing	中国建筑工业出版社 china building industry press	2006	中文 Chinese
8	建筑工程现场施工管理入门 Introduction to construction management on site	赵延辉 Zhao yanhui	中国电力出版社 China Electric Power Press	2007	中文 Chinese
9	项目管理:计划、进度和控制的系 统方法(第9版) Project management: planning, scheduling and control systems approach (9th edition)	Kerzner, H.	电子工业出版社 Electronic Industry Press	2006	中文 Chinese
10	新编 Project 2003 项目管理从入门 到精通 Project management from entry to the master (new edition Project 2003)	孙连三 Sun liansan	人民邮电出版社 Posts and Telecom Press	2008	中文 Chinese
11	工程项目管理实用手册(第三版) practical manual of Project management (3rd edition)	田振郁 Tianzhenyu	中国建筑工业出版社 china building industry press	2007	中文 Chinese
12	房地产项目全程策划:理论、实操 与案例 process plan of Real estate project: theory & field trip and case	贾士军 Jiashijun	广东经济出版社 Guangdong Economy Press	2008	中文 Chinese
13	房地产项目管理 Real Estate Project Management	夏联喜 Xia lianxi	中国建筑工业出版社 china building industry press	2009	中文 Chinese
14	Project Risk	Tom kentrick	清华大学出版社 TsinghuaUniversity Press	2009	英文 English
15	Applied software project management	Andrew Stellman	东南大学出版社 SoutheastUniversity Press	2006	英文 English

酒店管理专业本科培养方案

Undergraduate Program for Hotel Management

一、培养目标

I. Educational Objectives

本专业培养适应社会主义市场经济需要，符合学生个人健康成长要求，德、智、体、美全面发展，基础扎实，知识面宽，人文素质良好，具有创新精神和实践能力，能从事现代酒店经营与管理工作的应用型高级人才。

This program is designed to train application-oriented talents with all-round development in moral qualities, intellectual ability, physical fitness and aesthetic appreciation for hotel services and management expertise. Students become capable of business management and services in modern hotels, with solid foundations, wide range of knowledge, fine humanistic quality, a strong sense of innovation and practical ability of the corresponding fields.

二、培养规格基本要求

II. Training Standards and Basic Requirements

1. 热爱祖国，拥护中国共产党领导，掌握马克思主义、中国特色社会主义的基本原理；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德；

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2. 具有一定的人文社会科学和自然科学基本知识，具备独立获取知识、提出问题、分析问题和解决问题的能力以及创新意识与创业能力；

2. Have a good command of the necessary fundamental knowledge, basic theories and skills, be with basic abilities to independently access knowledge, ask questions,

analyze and solve problems, at the same time having pioneering spirit and entrepreneurial competence.

3. 懂得管理的基本原理、方法和各项专业管理的基本知识，掌握管理学、经济学、酒店管理等方面的基本知识；

3. Understand the basic knowledge of management principles, methods and the professional management, master basic knowledge of management, economics, and hotel management.

4. 能在实际工作中较熟练运用酒店管理理论和方法，具备一定的酒店营销与策划能力；

4. Be familiar with hotel management theory and methods in the actual work, equip with hotel marketing and planning ability.

5. 接受系统、科学的训练，掌握前厅服务、客房服务、餐厅服务等技能；

5. Accept systematic and scientific training , master the front office, housekeeping, and restaurant service skills.

6. 懂得自然科学的基础知识和心理学、行为科学、社会科学等方面的知识，具有良好的人际交往、沟通、协调能力；

6. Understand the foundation of natural science knowledge and psychology, behavioral science, social science and other aspects of knowledge, have a good interpersonal communication and coordination ability.

7. 具有良好的英语基本应用能力和一定的专业英语知识；

7. Be with good and Basic English proficiency and professional knowledge of English.

8. 具有一定的体育和军事基本知识，掌握科学锻炼身体的基本技能，养成良好的体育锻炼和卫生习惯，受到必要的军事训练，达到国家规定的大学生体育和军事训练合格标准，具有健全的心理和健康的体魄，能够履行建设祖国和保卫祖国的神圣义务。

8. Have a good command of certain sports and military knowledge; master the basic skills of physical science; develop good habits of physical activity and sanitation; keep psychologically and physically healthy; and have certain knowledge of aesthetic education and aesthetic quality.

三、主干课程

III. Curriculum Provision

微观经济学、宏观经济学、管理信息系统、饭店管理概论、酒店营销与策划、酒店设计与布局、酒店人力资源管理、酒店房务管理、餐饮管理、酒店专业英语

等。

Micro-economics, Macro-economics, Management Information System, The Principle of Hospitality Management, Hotel Marketing and Planning, Design and Layout of Hotel, Human Resource Management of Hotel, Hotel Room Service and Management, Catering Management, Hotel Professional English, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制为四年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学周数，考试 1-2 周，1-7 学期寒暑假安排 41 周。

4 years for 8 semesters, totally 198 weeks. Each semester has 16 weeks of teaching, 1 or 2 weeks for testing, 41 weeks for 1st-7th semester.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 187 学分，其中必修课 119 学分，通识选修课 12 学分，专业选修课 22 学分，实践与实验课程 34 学分。通过毕业资格审查方准予毕业。

毕业时符合学位授予条件的，授予管理学学士学位。

The students get 187 Credits within the required Length of Schooling , of which 119 credits is from compulsory course, 12 credits is from Public Optional Courses ,22 credits is from Professional elective course ,and 34 credits is from Practical and Experimental Courses . Then the students can be conferred graduation in accordance with the program requirements and meeting graduation qualification.

In accordance with the Bachelor's requirements, the graduates will be conferred with Bachelor's Degree in Management.

六、课程修读指引

VI. Curriculum Guide

1. 学生必须修读本专业必修的所有课程，并取得相应的学分；

1. Students are required to attend all the professional compulsory course, and obtain the corresponding credits.

2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学

分；

2. College physical education takes elective form to implement club teaching. Students take sports project according to their expertise in sports and hobbies to complete the teaching contents stipulated in the different teaching club and get the required credits.

3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第1学期与第8学期一般不得选课，不得选修本专业全程教学计划表所列课程；

3. Public Optional Courses: students choose courses according to the school notice and their interests in accordance with the requirements of college. Generally 1st semester and 8th semester cannot take the professional course teaching plan by curriculum.

4. 通识选修课：要求修满12个学分；

4. Public Optional Courses: 12 credits.

5. 专业选修课：要求修满22个学分；

5. Specialty Optional course: 22 credits.

6. 实践及实验课：34个学分，其中实践教学环节为30学分，包括毕业实习、毕业论文、社会实践、中期论文、中期实训，实验课程为酒店管理综合实训，4学分；

6. Practical and Experimental Courses: 34 credits, of which 30 credits is from practical teaching, including graduation practice, graduation thesis, social practice, mid-term paper, mid-term training. Experimental curriculum is comprehensive training of hotel management, 4 credits.

7. 可抵扣学分部分：学生获省部级以上奖励计2学分；校级各类竞赛获奖计1学分（不累计）；学生公开发表科研论文一篇计2学分；学生科研立项计1学分；暑期社会调查并提交优秀调查报告计1学分；学生取得酒店职业经理人资格证等与本专业相关的职业资格证书任何一种，计2学分。

7. The deductible credit parts: students won the provincial and ministerial level awards, 2 credits; the various competitions winning, 1 credit (not be accumulated); students published research papers, 2 credits; students' research projects, 1 credit; summer social investigation report and submit excellent report, 1 credit; students get hotel manager qualification and other related certificate with the professional qualification, 2 credits.

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		合计 Total
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	第 7 学期 7 th Semester	第 8 学期 8 th Semester	
课堂教 学环节 Classroom Teaching	课堂教学 Classroom Teaching	15	16	16	16	16		16		95
	考试 Tests	2	2	2	2	2		2		12
实践教学 环节 Practical Teaching	学校统一安排 Unified arrangement by University	2					18		16	36
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	5	7		41
合计 Total		25	27	25	27	25	25	27	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	74	39.6
（一）思想政治理论课 Ideological and Political Theory Course	13	7.0
（二）公共通识课 Public General Courses	49	26.2
（三）通识选修课 Optional General Courses	12	6.4
二、专业基础课程 Fundamental Specialty Courses	24	12.8
三、专业课程 Specialty Courses	55	29.4
（一）专业必修课 Compulsory Specialty Courses	33	17.6
（二）专业选修课 Optional Specialty Courses	22	11.8
四、实践与实验课程 Practical and Experimental Courses	34	18.2
合计 Total	187	100

附表三: Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week											
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year					
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester				
通识必修课 Compulsory General Courses	1	思想道德修养 Moral & Ethics	30	30		2	2											
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3		3										
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2									
	4	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	96	64	32	6				4								
	5	大学语文 College Chinese	45	45		3		3										
	6	应用写作 Applied Writing	16	16		1	2											
	7	大学英语一 College English I	60	60		4	4											
	8	大学英语二 College English II	64	64		4		4										
	9	大学英语三 College English III	64	64		4			4									
	10	大学英语四 College English IV	64	64		4				4								
	11	体育一 Physical Education I	30	30		1	2											
	12	体育二 Physical Education II	30	30		1		2										
	13	体育三 Physical Education III	30	30		1			2									
	14	体育四 Physical Education IV	30	30		1				2								
	15	微积分一 Calculus I	60	60		4	4											
	16	微积分二 Calculus II	64	64		4		4										
	17	线性代数 Linear Algebra	48	48		3			3									

湖北经济学院法商学院教学指导书

	18	概率论与数理统计 Probability and Mathematical Statistics	48	48		3			3				
	19	大学计算机基础 Basics of Computer	64	48	16	3		4					
	20	数据库及其应用 Database Application	64	32	32	3			4				
	21	法学通论 General Theory of Law	32	32		2		2					
	22	大学生心理健康教育 Psychological Health	32	32		2		2					
	23	毕业就业指导 Employment Guidance	16	16		1							1
	小计 Subtotal		1067	971	96	62	14	24	15	13			1
Fundamental Specialty Courses 专业基础课	24	微观经济学 Micro-economics	48	48		3		3					
	25	宏观经济学 Macro-economics	48	48		3			3				
	26	财务管理学 Financial Administration	48	48		3			3				
	27	金融学 Finance	48	48		3			3				
	28	会计学 Accounting	48	48		3	3						
	29	管理学 Management	48	48		3				3			
	30	统计学 Statistics	48	48		3				3			
	31	管理信息系统 Management Information System	48	48		3				3			
	小计 Subtotal		384	384		24	3	3	9	9			
Compulsory Specialty Courses 专业必修课	32	饭店管理概论 The Principle of Hospitality Management	48	48		3			3				
	33	酒店服务礼仪 Service & Social Etiquette	32	22	10	2				2			
	34	世界知名酒店概况 Introduction to World-famous Hotels	32	32		2			2				
	35	酒店专业英语 Specific English for Hotel	96	96		6				2	4		
	36	酒店营销与策划 Hospitality Marketing and Planning	48	48		3					3		
	37	酒店房务管理 Housekeeping Management of Hospitality	48	48		3					3		
	38	餐饮管理 Catering Management of Hospitality	48	48		3					3		
	39	旅游心理学 Tourism Psychology	32	32		2					2		

	40	酒店人力资源管理 Human Resources Management of Hospitality	48	48		3						3		
	41	酒店设计与布局 The Design and Layout of Hotel	48	48		3						3		
	42	酒店电子商务 Hospitality Electronic Business	48	48		3						3		
	小计 Subtotal		528	518	10	33			5	4	15		9	
实验课程 Experimental Courses	酒店管理综合实训 Comprehensive Training of Hotel Management		64		64	4					4			
实践教学环节 Practical Teaching	Unified arrangement by University 学校统一规定	形势与政策 situations and policies	讲座 Lectures				√	√	√	√	√		√	√
		军事理论与军事训练 Military Training and National Defense Education				2	√							
		毕业实习 Graduation Internship				8								√
		毕业论文 Graduation Thesis				8							√	√
		社会实践 Social Practice				2	√	√	√	√	√		√	√
	Flexible Arrangement 专业自行安排	中期论文 Mid-term Paper				2							√	
		中期实训 Mid-term Training				8							√	
必修课小计 Subtotal of Compulsory Courses			1979	1873	170	119	17	27	29	26	19		10	
选修课小计 Subtotal of Optional Courses						34								
实践教学环节小计 Subtotal of Practical Teaching						34								
毕业生应取得总学分 187 Graduates should obtain a total of 187 Credits			通识必修课必修学分 62, 占总学分 33.2% Compulsory General Courses have 62 compulsory Credits, 33.2% of total Credits											
			专业基础课必修学分 24, 占总学分 12.8% Fundamental Specialty Courses have 24 compulsory Credits, 12.8 % of total Credits											
			专业必修课必修学分 33, 占总学分 17.6% Specialty Courses have 33 compulsory Credits, 17.6 % of total Credits											
			实验与实践教学环节学分 34, 占总学分 18.2% Experiment and Practical Teaching have 34 compulsory Credits, 18.2% of total Credits											
			选修课学分≥34, 其中通识选修课≥12 Credits of Optional Courses ≥ 34, including the Credits of Public Optional Courses ≥ 12											

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。
Explanation: "√" means the courses (Teaching) require no teaching hour, students complete them in accordance with the requirements of credit in the corresponding term.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	社会心理学 Social Psychology	2	3	32	22 Credits should be obtained for courses of this category 本类课程应修满22学分
	2	旅游学概论 Introduction to Tourism	2	3	32	
	3	酒店公共关系 Hospitality public relations	2	3	32	
	4	酒店督导 Hospitality Supervisory Management	2	4	32	
	5	酒店战略管理 Hospitality Strategy Management	2	6	32	
	6	酒店康乐服务与管理 Service and Management of Hospitality	2	3	32	
	7	酒店设备管理与维护 Management and Maintenance of Hotel Facilities	2	4	32	
	8	饮食文化概论 Introduction to Diet Culture	2	3	32	
	9	食品安全与卫生学 Hygiene and Food Safety	2	4	32	
	10	酒品与饮料 Wine and beverage	2	4	32	
	11	筵席设计 Banquet Design	2	5	32	
	12	旅游文化学 Tourism culture	2	5	32	
	13	西餐工艺设计 Artistic Design of Western Food	2	5	32	
	14	酒店服务质量管理 Service Quality Management of Hotel	2	5	32	
	15	旅游地理 Geography of Tourism	2	4	32	
	16	导游业务 Tourist Guide	2	6	32	
	17	旅游政策法规 Tourism Policy and Law	2	3	32	
	18	会议运营管理 The conference management	2	5	32	
	19	厨房管理 Kitchen Management	2	5	32	
	20	茶艺与茶道 Tea Ceremony and Tea Art	2	4	32	
	21	名菜制作 Specialty Production	2	6	32	
	22	第二外语（法语） Second Foreign Language (French)	2	6	32	
	23	创业管理 Entrepreneurship	2	6	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满12学分 12 Credits should be obtained for courses of this category

附表五：Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	《饭店业营销领导：原理与实践》 Hotel Marketing Leadership: Principles and Practice	(加)罗伯特·C.刘易斯 (美)理查德·E.钱伯斯 (Canada)Robert C.Lewis (U.S.A) Richard E. Chambers	东北财经大学出版社 Dongbei University of Finance and Economics Press	2006	中文 Chinese
2	饭店集团成长战略：世界顶尖饭店 连锁集团最佳商业实践 The Growth Strategies of Hotel Chains	库尼利 Cunill	旅游教育出版社 Tourism Education Press	2007	中文 Chinese
3	饭店质量管理 Hotel Quality Management	孙晨阳 Sun Chenyang	中国旅游出版社 China Travel & Tourism Press	2008	中文 Chinese
4	饭店管理与经营 Hotel Management and Operation	拉瑟福德 Rutherford	东北财经大学出版社 Dongbei University of Finance and Economics press	2006	中文 Chinese
5	饭店经营内部控制与经营管理 Hospitality Operation and Management	贝克 Baker	旅游教育出版社 Tourism Education Press	2006	中文 Chinese
6	管理：使命、责任、实务 Management: Tasks, Responsibilities, Practices	彼得·德鲁克 Peter Drucker	机械工业出版社 China Machine Press	2009	中文 Chinese
7	饭店品牌建设---饭店经理人丛书 The Hotel Brand Construction, Hotel Manager Series	戴斌 Dai Bin	旅游教育出版社 Tourism Education Press	2005	中文 Chinese
8	饭店集团案例库 Hotel Group Case Library	谷慧敏等 Gu Huimin etc.	旅游教育出版社 Tourism Education Press	2009	中文 Chinese
9	旅游饭店投资与管理 Tourist Hotel Investment and Management	吴文学 Wu Wenxue	中国旅游出版社 China Travel & Tourism Press	2006	中文 Chinese
10	饭店安全管理：制度建设与管理 要点 Hotel Security Management: The Key Point System Construction and Management.	程新友 Cheng Xinyou	旅游教育出版社 Tourism Education Press	2008	中文 Chinese
11	现代饭店房务运营与管理 Modern Hotel Room Service Operation and Management	刘伟 Liu Wei	中国旅游出版社 China Travel & Tourism Press	2009	中文 Chinese
12	饭店企业文化塑造 The Hotel Enterprise Culture	林璧属 Lin Bishu	旅游教育出版社 Tourism Education Press	2007	中文 Chinese
13	中国饭店行业服务礼仪规范 Chinese Hotel Industry Service Etiquette	中国旅游饭店业组织 China Tourist Hotel Industry Organization	旅游教育出版社 Tourism Education Press	2007	中文 Chinese
14	会议型饭店精细化管理 Delicacy Management of Conference	王济明 Wang Jiming	中国旅游出版社 China Travel & Tourism Press	2010	中文 Chinese
15	《督导管理——原理与技能训练》 Supervision -Concepts and Skill-Building	(美)塞缪尔 C.切尔托 译者: 刘朝平 白荣忠 王杨 (U.S.A) (Samuel C Certo) Translator: Liu Chaoping, Bai Rongzhong, Wang Yang	机械工业出版 China Machine Press	2007	中文 Chinese

烹饪与营养教育专业本科培养方案

Undergraduate Program for Specialty in Education of Cooking and Nutrition

一、培养目标

I. Educational Objectives

本专业培养适应社会发展需要的，掌握一定烹饪技艺、营养配餐与营养分析知识，具备餐饮经营与管理、教育培训能力的复合型应用性高级专门人才。学生毕业后主要从事烹饪与营养方面的教育、培训工作，相关企业及部门从事餐饮经营管理和营养指导工作。

The program is designed to meet the demand of social development and train the professional people with proficient cooking techniques and related knowledge about catering industry. Graduates will mainly work in the education or training of cooking and nutrition or deal with catering management or nutrition guidance of related enterprises and departments.

二、培养规格基本要求

II. Training Standards and Basic Requirements

1. 具有良好的思想品德、社会公德和职业道德，有为国家富强、民族昌盛而奋斗的志向和责任感；

1. Have good moral character, morality and professional ethics; be equipped with sense of responsibility of striving for national prosperity.

2. 具有教育学、心理学、营养学的基本理论与知识，有较强的文字与语言表达以及人际交往能力。掌握本专业必需的烹饪基本技能，具有独立获取知识、提出问题、分析及解决问题的能力的基本能力和开拓创新精神；

2. Have good command of basic theories and knowledge about Education, Psychology and Nutrition; master the basic knowledge, theories and skills for the profession; have independent ability to acquire knowledge, explore, analyze and solve new challenges; be with strong innovation spirit.

3. 具备当一名烹饪职业技术学院或学校专业教师 and 现代餐饮企业部门经理、厨师长等餐饮生产、经营管理者所必备的文化知识、专业技能及理论素养；具有

较强的现代餐饮生产、经营管理的基本能力和创新能力；

3. Be qualified for college teachers, catering business manager, head chef with necessary knowledge of theory, culture, and profession; own basic ability to manage modern food industry and make innovation.

4. 熟悉鄂、川、粤、鲁、苏等菜系及主要品种的风味特点及川、粤、鲁、苏等菜系的一般生产技艺及营养配置与分析，掌握鄂菜的制作工艺和技术；能独立设计中档以上的风味筵席，能组织 100 人左右的宴会；能从事营养配餐；具有三级烹调师以上的技术水平，并获得相应技术等级证书；

4. Be familiar with Chinese major cuisines, such as Hubei dishes, Sichuan Dishes, Canton Dishes, Jiangsu Dishes, their characteristics, their cooking skills, and their nutrition distribution; have a good command of cooking skills and craft of Hubei Dishes; be able to design banquets of intermediate level, to arrange banquets of about 100 diners and to balance nutritious diet; have a level of no less than a cooker of the 3rd level and obtain a respective certificate.

5. 熟悉我国餐饮方面的有关方针、政策和法规，了解餐饮企业经营与管理方面的惯例和规则，具有从事饮食方面服务与管理及适应相近专业业务工作的基本能力与素质。

5. Know concerned guidelines, policies and regulations; know practices and rules of hotel operation and management of catering enterprises; have necessary ability and be qualified for engaging in catering service or management and similar professions.

三、主干课程

III. Curriculum Provision

教育学、营养学、烹饪卫生学、烹饪原料学、烹饪工艺基础、名菜制作技术、冷盘与雕刻、中国面点工艺学、餐饮经营与管理、饮食文化概论等。

Education, Nutrition, Cooking Hygiene, Science of Cooking Materials, Techniques for Cooking, Cold Platter and Food Sculpture, Chinese Pastry, Catering Operation and Management, Introduction to Food Culture, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制四年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学周数，考试 1-2 周，1-7 学期寒暑假安排 41 周。

Students study in College for 4 years, 8 semesters, covering 198 weeks. There are

41-week holiday from the 1st to 7th semester and each semester contains 16-week teaching and 1-2 week test.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 175 学分，其中必修课 111 学分，通识选修课 12 学分，专业选修课 24 学分，实践与实验课程 28 学分。通过毕业资格审查方准予毕业。

毕业时符合学位授予条件的，授予工学学士学位。

The students can be conferred graduation, after obtaining 175 credits (compulsory: 111credits; Optional General Courses: 12 credits; optional Specialty:24 credits; Practice and Experiment: 28 credits) in accordance with the program requirements and meeting graduation qualification.

The students will be conferred Bachelor's Degree in Engineering if meeting the corresponding standard.

六、课程修读指引

VI. Curriculum Guide

1. 学生必须修读本专业必修的所有课程，并取得相应的学分；

1. Students are required to finish all compulsory subjects of the major and earn the credits.

2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；

2. Physical Education will be taught in the style of club teaching. Students, based on their own interests and talent, can choose sports they like and acquire the required credits in different clubs that set up different teaching objectives.

3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第 1 学期与第 8 学期一般不得选课，不得选修本专业全程教学计划表所列课程；

3. Students, based on their own interests and the curriculum set up by college, can choose the Optional General Courses they like. Students are usually not able to choose Optional General Courses in the 1st and 8th semester.

4. 通识选修课：要求修满 12 个学分；

4. Students are required to acquire at least 12credits in Optional General Courses

5. 专业选修课：要求修满 24 个学分。

5. Students are required to acquire at least 20 credits in specialty optional subjects.

6. 实践课：28 个学分，包括毕业实习、毕业论文、社会实践、中期论文、中期实训；

6. Practical teaching should occupy 28 credits, including graduation internship, graduation thesis, social practice, middle-term paper and middle-term training.

7. 可抵扣学分部分：学生获省部级以上奖励计 2 学分；校级各类竞赛获奖计 1 学分（不累计）；学生公开发表科研论文一篇计 2 学分；学生科研立项计 1 学分；暑期社会调查并提交优秀调查报告计 1 学分；以下国家认可职业资格证书计 1 学分，餐饮业职业经理人资格证书、中、西式烹调职业技能资格证、中西式面点职业技能资格证、营养师证等。

7. Deductible Credits: 2 credits for provincial or Ministerial award; 1 credit for college award (non-cumulative); 2 credits for each public research paper; 1 credit for each student research project; 1 credit for Excellent Paper of Summer-Holiday Research; 1 credit for acquiring following certificates: a. Occupation qualifications certificate of the catering industry; b. Occupation qualifications in Western Cooking or Chinese Cooking; c. occupation qualification certificate of Chinese and Western pastry ; d. Nutritionist certificate

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		合计 Total
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	第 7 学期 7 th Semester	第 8 学期 8 th Semester	
课堂教学环节 Class Teaching Links	课堂教学 Class Teaching	15	16	16	16	16		16		95
	考试 Test	2	2	2	2	2	2	2		14
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	2					16		16	34
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
合计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	55	31.4
（一）思想政治理论课 Ideological and Political Theory Courses	13	7.4
（二）公共通识课 Public General Courses	30	17.1
（三）通识选修课 Optional General Courses	12	6.9
二、专业基础课程 Fundamental Specialty Courses	24	13.7
三、专业课程 Specialty Courses	68	38.9
（一）专业必修课 Compulsory Specialty Courses	44	25.1
（二）专业选修课 Optional Specialty Courses	24	13.7
四、实践与实验课程 Practical and Experimental Courses	28	16
合计 Total	175	100

附表三: Table 3:

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week												
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year						
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester					
通识必修课 Compulsory General Courses	1	思想道德修养 Morals & Ethics	30	30		2	2												
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3		3											
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2										
	4	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	96	64	32	6				4									
	5	大学语文 College Chinese	45	45		3		3											
	6	应用写作 Applied Writing	16	16		1	2												
	7	大学英语一 College English I	60	60		4	4												
	8	大学英语二 College English II	64	64		4		4											
	9	大学语文 College Chinese	45	45		3	3												
	10	体育一 Physical Education I	30	30		1	2												
	11	体育二 Physical Education II	30	30		1		2											
	12	体育三 Physical Education III	30	30		1			2										
	13	体育四 Physical Education IV	30	30		1				2									
	14	大学计算机基础 Basics of Computer	64	48	16	3		4											
	15	网页设计与制作 Net Design and Application	48	48		3				3									
	16	法学通论 General Theory of Law	32	32		2		2											
	17	大学生心理健康教育 Psychological Health	32	32		2		2											
	18	毕业就业指导 Employment Guidance	16	16		1					1								
	小计 Subtotal		748	684	64	43	13	20	4	9	1								

湖北经济学院法商学院教学指导书

Fundamental Specialty Courses 专业基础课	19	管理学 Management	48	48		3				3			
	20	微观经济学 Micro-economics	48	48		3		3					
	21	宏观经济学 Macro-economics	48	48		3			3				
	22	专业英语口语 Oral Professional English	32	32		2							2
	23	消费心理学 Psychology	48	48		3				3			
	24	教育学 Education	48	48		3					3		
	25	汉语口语规范化 Standardization of Spoken Chinese	32	32		2							2
	26	基础营养学 Nutrition	48	40	8	3					3		
	27	饮食文化概论 Introduction to Food Culture	32	32		2					2		
		小计 Subtotal	384	376	8	24			3	3	3	11	
Compulsory Specialty Courses 专业必修课	28	烹饪工艺基础 Techniques for Cooking	128	64	64	8				8			
	29	中式面点 Chinese Pastry	64	30	34	4				4			
	30	烹饪卫生学 Cooking Hygiene	48	48		3		3					
	31	烹饪原料学 Science of Cooking Materials	48	48		3	4						
	32	饮食美学 Food Aesthetics	32	32		2					2		
	33	餐饮经营与管理 Catering Operation and Management	48	48		3					3		
	34	菜品制作基础	64	32	32	4					4		
	35	名菜制作技术 Cooking Techniques for Famous Dishes	64	32	32	4							4
	36	冷盘与雕刻 Cold Platter and Food Sculpture	48	36	12	3					3		
	37	公共营养学 Public Nutrition	32	32		2					2		
	38	筵席设计 Banquet Design	32	32		2							2
	39	中国鄂菜 Hubei Cuisine	64	32	32	4					4		
	40	西式面点 Western Pastry	32	16	16	2							2
	小计 Subtotal	704	482	222	44	4		3	12	7	11		8

实践教学环节	学校统一安排 Unified arrangement by University	形势与政策 Situation and Policies	讲座 Lectures				√	√	√	√	√	√	√
		军事理论与军事训练 Military Theory and Training			2	√							
		毕业实习 Graduation Internship			8								√
		毕业论文 Graduation Thesis			8							√	√
	专业自行安排 Flexible arrangement by Dept.	社会实践 Social Practice			2	√	√	√	√	√	√	√	√
		中期论文 Middle-term Paper			2							√	
		中期实训 Middle-term Training			6							√	
		必修课小计 Subtotal of Compulsory Courses	1836	1542	294	111	17	26	19	19	23		12
选修课小计 Subtotal of Optional Courses				36									
实践教学环节小计 Subtotal of Practical Teaching				28									
毕业应取得总学分 175 Graduates should obtain a total of 175 Credits		通识必修课必修学分 43, 占总学分 24.6% Compulsory General Courses have 43 compulsory Credits, 24.6% of total Credits											
		专业基础课必修学分 24, 占总学分 13.7% Fundamental Specialty Courses have 24 compulsory Credits, 13.7% of total Credits											
		专业必修课必修学分 44, 占总学分 25.1% Compulsory Major Courses have 44 compulsory Credits, 25.1% of total Credits											
		实验与实践教学环节学分 28, 占总学分 16% Practical Teaching has 28 compulsory Credits, 16% of total Credits											
		选修课学分 ≥ 36, 其中通识选修课 ≥ 12 Credits of Optional Courses ≥ 36, including the Credits of Public Optional Courses ≥ 12											

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。

Notice: “√” means no fixed hours for every week and students should finish the courses in the semesters.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	开设学期 Semester	学分 Credits	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	烹饪器具与设备 Cooking Utensils and Equipment	2	2	32	24 Credits should be obtained for courses of this category 本类课程应修满 24 学分
	2	健康心理学 Health Psychology	3	2	32	
	3	酒品与饮料 Wines and Drinks	4	2	48	
	4	西餐工艺 Techniques of Western-style Food	5	2	48	
	5	工艺美术基础 Basic Arts and Crafts	2	2	32	
	6	消费心理学 Consumer Psychology	3	2	32	
	7	酒店政策法规 Hotel Policies and Regulations	4	2	32	
	8	酒店公共关系 Hotel Public Relations	7	2	32	
	9	酒店营销及策划 Hotel Marketing and Planning	7	2	32	
	10	餐厅服务与管理 Restaurant Service and Management	4	2	32	
	11	酒店设计与布局 Design and Layout of Hotel	5	3	48	
	12	中医饮食保健学 Health Study of Chinese Food	7	2	32	
	13	民俗学 Folklore	4	2	32	
	14	中国茶艺 Art of Chinese Tea	4	2	32	
	15	导游业务 Practice of Tour Guidance	7	2	32	
	16	服务与社交礼仪 Service and Social Etiquette	5	2	32	
	17	饮食美学 Dietetic Aesthetics	4	2	32	
	18	烹饪化学 Cooking Chemistry	3	3	48	
	19	酒店人力资源管理 Management of Hotel Human Resources	3	2	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 12 学分 12 Credits should be obtained for courses of this category

附表五: Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	营养学全书 Present Knowledge in Nutrition	葛可佑 Ge Keyou	人民卫生出版社 People's Medical Publishing House	2004	中文 Chinese
2	中医基础理论图表解 Diagram of Basic Theory of Chinese Medicine	周学胜 Zhou Xuesheng	人民卫生出版社 People's Medical Publishing House	2009	中文 Chinese
3	图解黄帝内经素问 Diagram of the Inner Canon of Huangdi	刘越 Liu Yue	人民卫生出版社 People's Medical Publishing House	2003	中文 Chinese
4	中医史 The history of Chinese medicine	李经纬 Li Jinwei	海南出版社 Hainan Publishing House	2007	中文 Chinese
5	中医食疗学 Chinese dietary therapy	王绪前 Wang Xuqian	湖北科学技术出版社 Hubei science and Technology Press	2007	中文 Chinese
6	中华传统文化与养生 Chinese traditional culture and health-keeping	金霞 Jin Xia	大众文艺出版社 Popular literature and Art Publishing House	2004	中文 Chinese
7	人类营养学(第三版) Human Nutrition (Version III)	何志谦 He Zhiqian	人民卫生出版社 People's Medical Publishing House	2008	中文 Chinese
8	食品化学(第三版) Food Chemistry (Version III)	王璋、许时婴等 Wang Zhang, Xu Shiyin	中国轻工业出版社 China Light Industry Press	2003	中文 Chinese
9	现代食品安全检测技术 Modern detection technology For Food Safety	唐英章 Tang Yinzhang	科学出版社 Science Press	2004	中文 Chinese
10	中国烹饪辞典 Dictionary of Chinese cooking	李延芝 Li Yanzhi	山西科学技术出版社 Shanxi science and Technology Press	2005	中文 Chinese
11	中国鄂菜 Food of Hubei	湖北省商务厅 湖北省烹饪协会 the Commerce Department of Hubei Province; Hubei Cuisine Association	湖北科学技术出版社 Hubei science and Technology Press	2008	中文 Chinese
12	中国饮食文化概论 Introduction to Chinese Food Culture	赵荣光 Zhao Rongguang	高等教育出版社 Higher Education Press	2003	中文 Chinese
13	民俗学概论 Introduction to Folklore	钟敬文 Zhong Jingwen	上海文艺出版社 Shanghai literature and Art Publishing House	2002	中文 Chinese
14	社会心理学 Social Psychology	(美)戴维·迈尔 斯 David Mikes	人民邮电出版社 People's Posts and Telecommunications Press	2006	中文 Chinese
15	教育学 Education	傅道春 Fu Daochun	高等教育出版社 Higher Education Press	2000	中文 Chinese
16	心理学教程 A Course in Psychology	李越, 霍涌泉 Li Yue; Huo Yongquan	高等教育出版社 Higher Education Press	2007	中文 Chinese

湖北经济学院法商学院教学指导书

17	西点全书 The Cookie and Biscuit Bible	凯瑟琳·艾特肯森 约娜·法罗 瓦莱 尔·巴勒特著 Catherin Atkinson; ona Faro; Valliere Barrett	青岛出版社 Qingdao Publishing House	2009	中文 Chinese
18	葡萄酒全书 Complete Wine Course	林裕森 Lin Yusen	中信出版社 CITIC Publishing House	2010	中文 Chinese
19	中国酒典 A Dictionary of Chinese Alcohol	翟文良 Zhai Wenliang	上海科学普及出版社 Shanghai Popular Science Press	2011	中文 Chinese
20	好吃佬丛书 Epicurean Series	卢永良 Lu Yongliang	湖北科学技术出版社 Hubei science and Technology Press	2010	中文 Chinese
21	中式烹调 Chinese Cooking	谭志国 Tan Zhiguo	旅游教育出版社 Tourism Education Press	2012	中文 Chinese
22	西式烹调 Western Cooking	姚春霞 Yao Chunxia	旅游教育出版社 Tourism Education Press	2012	中文 Chinese
23	西式面点 Western Pastry	高琼 Gao Qiong	旅游教育出版社 Tourism Education Press	2012	中文 Chinese
24	中式面点 Chinese Pastry	高琼 Gao Qiong	旅游教育出版社 Tourism Education Press	2012	中文 Chinese
25	调鼎集 Tiaodingji: Qing Dynasty Recipes	童岳荐（清） Dong Yuejian	中国纺织出版社 China Textile Press	2006	中文 Chinese
26	食物圣经 The Food Bible	朱迪思·威尔斯 Judith Willes	山东画报出版社 Shandong Pictorial Publishing House	2006	中文 Chinese

计算机科学与技术专业（软件工程方向） 本科培养方案

Undergraduate Program for Specialty in Science and Technology of Computer (in the Field of Software Engineering)

一、培养目标

I. Educational Objectives

本专业培养德智体全面发展、具有良好的科学素养，系统地掌握计算机软件开发、组织、管理的基本理论、基础知识，具备较强的软件工程实践技能、规范的软件设计与开发能力、良好的组织与交流能力，具有竞争意识和团队精神，了解经济、管理、法律等相关基础知识，能适应技术进步和社会需求变化的高素质软件工程专门人才。学生就业主要面向各类软件企业、相关事业单位及政府部门，从事软件项目开发、测试、信息系统维护等相关工作。

This program is intended for high-quality application-oriented and inter-disciplinary talents with all-round development in moral qualities, intellectual ability, physical fitness and aesthetic appreciation. Students will be familiar with the basic knowledge of computer software development, organization and management. They grasp the good practical skills in soft engineering and have the abilities of normative software design and development. They are also good at organization and communication. They have a sense of competition and team spirit. They have some relevant basic knowledge of economy, management, law and so on. They are high-quality professionals in software engineering who can adapt to technological progresses and changes of the social demand.

二、培养规格基本要求

II. Training Standards and Basic Requirements

本专业学生要求系统掌握软件工程方面的基本理论和基础知识，熟悉软件工程、项目管理、软件开发与测试方面较新的方法和手段，擅长组织交流和团结协作，具有软件开发、组织、管理能力，并能够熟练地用文字和语言进行表达。

Students in this major are required to systematically grasp the basic theories and

knowledge and be familiar with newer ways and means of software engineering, project management, software development and testing. They are also demanded to be good at organization, communication and cooperation. They are wanted to have the abilities of software development, organization and management. They should be skillful in words and language.

学生毕业时，应具有如下方面的知识和能力：

When graduation, students should have the following knowledge and abilities:

1. 具有较全面的人文社科知识，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；具有为国家现代化建设、为民族繁荣昌盛而努力奋斗的理想和责任感；

1. Have a more comprehensive knowledge of the humanities and social sciences, grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, “Three Represents” Thought and Scientific Outlook on Development, with the ideal and the sense of responsibility to strive for the modernization of the country and the prosperity of the nation.

2. 形成良好的科学素养，系统掌握本专业的基本理论、基础知识和基本技能；

2. The formation of sound knowledge in science, the systematic mastery of basic knowledge and basic skills in the profession.

3. 具有初步的系统分析能力、较强的软件开发能力和一定的软件测试及项目管理能力，以及较强的自学能力和一定的创新能力；

3. With a preliminary analysis capabilities, a strong software development capabilities and software testing and project management capabilities, as well as the strong self-learning ability and creativity.

4. 达到国家大学生体育和军事训练合格标准，有良好的组织能力和团结协作能力；

4. Reach the criteria of the national college sports and military training eligibility, and with good organizational skills and ability to unite and cooperate.

5. 熟练掌握一门外语，能阅读本专业的外文资料；

5. Mastery of a foreign language and be able to read information of the specialty in the foreign language.

6. 掌握文献检索、资料查询的基本方法，具有获取信息的能力；

6. Master the basic method of the literature searching and material inquiry, with the ability to access information.

7. 能够运用所学知识，跟踪计算机学科及软件工程领域的前沿发展。

7. Be able to track the specialty development in computer science and software

engineering by using the knowledge acquired.

三、主干课程

III. Curriculum Provision

计算机导论、程序设计基础、数据结构、面向对象方法学、数据库系统原理、软件工程导论、Java 程序设计、软件需求分析、Java EE 软件开发技术、软件测试技术、软件项目管理等。

Introduction to Computer Science, Fundamentals of Program Design, Data Structure, Object-oriented Methodology, Principles of Database Systems, Introduction to Software Engineering, Java Programming Design, Software Requirement Analysis, Java EE Software Development Techniques, Software Testing Techniques, Software Project Management, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制为四年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学周数，考试 1-2 周，1-7 学期寒暑假安排 41 周。

The length of schooling is 4 years which is divided into 8 semesters and has a total of 198 weeks. There are 16 weeks for teaching and learning and one or two weeks for examinations during each semester.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 184 学分，其中必修课 118 学分，通识选修课 12 学分，专业选修课 22 学分，实践与实验课程 32 学分。通过毕业资格审查方准予毕业。

毕业时符合学位授予条件的，授予工学学士学位。

Students must obtain a total of 184 credits within the specified time, including 118 credits for compulsory courses, 12 credits for public basic courses, 22 credits for Optional Specialty Courses, 32 credits for Practical and Experimental Courses. Students can be conferred graduation after meeting graduation qualification.

Those who meet the requirements of the Bachelor Degree Program will receive

Bachelor's Degree in Engineering.

六、课程修读指引

VI. Curriculum Guide

1. 学生必须修读本专业必修的所有课程，并取得相应的学分；

1. Students must take all the Compulsory Specialty Courses and obtain the corresponding credits.

2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；

2. College physical education takes the curricula-variable form to implement the club teaching. Students can choose different sports to learn according to their own interests and strong points in sports. They must complete the specified teaching contents and obtain the corresponding credits.

3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第1学期与第8学期一般不得选课，不得选修本专业全程教学计划表所列课程。本专业根据实际情况，建议在第3学期完成2个学分，第4学期完成2个学分，第5学期完成4个学分，第6学期完成4个学分；

3. Public Optional Courses: Students can take courses as required according to curricula-variable notice and their own interests. Generally speaking, they can't take courses which are listed in Teaching Schedule. According to the actual condition, students in this major are suggested to complete 2 credits in the third semester, 2 credits in the fourth semester, 4 credits in the fifth semester, 4 credits in the sixth semester.

4. 专业选修课：共需修满22个学分。本专业根据实际情况，建议第3学期完成2个学分，第4学期完成4个学分，第5学期完成6个学分，第6学期完成6个学分，第7学期完成4个学分；

4. Optional Specialty Courses: 22 credits should be obtained for Public Optional Courses. According to the actual condition, students in this major are suggested to complete 2 credits in the third semester, 4 credits in the fourth semester, 6 credits in the fifth semester, 6 credits in the sixth semester, 4 credits in the seventh semester.

5. 实践及实验课：32个学分，其中实践教学环节为24学分，包括毕业实习、毕业论文、社会实践、专业中期实训等，实验课程为四门主干课程配套课程设计；

5. Practical and Experimental Courses: a total of 32 credits in which 24 credits are

for Practical Teaching, including Graduation Internship, Graduation Thesis, Social Practice, Mid-term Practice Training, and so on. Experimental Courses are the matching curriculum designs of four main courses.

6. 可抵扣学分部分：学生获省部级以上奖励计 2 学分；校级各类竞赛获奖计 1 学分（不累计）；学生公开发表科研论文一篇计 2 学分；学生科研立项计 1 学分；暑期社会调查并提交优秀调查报告计 1 学分；获得计算机技术与软件专业技术资格（水平）考试中级资格证书计 2 学分（不累计）。

6. Credit deduction: Awards above provincial level have 2 credits; Award-winning in school-level competitions has 1 credits(be non-accumulative). Publishing a research paper has 2 credits.Every research project has 1 credit.One credit is obtained by making a social survey in summer holidays and submitting an excellent report on it. Obtaining the intermediate qualification of computer technology and software professional technology has 2 credits(be non-accumulative).

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (See Addendum IV)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一： Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	第 7 学期 7 th Semester	第 8 学期 8 th Semester	
课堂教学环节 Classroom Teaching	课堂教学 Classroom Teaching	15	16	16	16	16	16	16		111
	考试 Tests	2	2	2	2	2	2	2		14
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	2							16	18
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
合计 Total		25	27	25	27	25	27	25	17	198

附表二： Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	75	40.8
（一）思想政治理论课 Ideological and Political Theory Courses	13	7.1
（二）公共通识课 Public General Courses	50	27.2
（三）通识选修课 Optional General Courses	12	6.5
二、专业基础课程 Fundamental Specialty Courses	22	12.0
三、专业课程 Specialty Courses	55	29.9
（一）专业必修课 Compulsory Specialty Courses	33	17.9
（二）专业选修课 Optional Specialty Courses	22	12.0
四、实践与实验课程 Practical and Experimental Courses	32	17.4
合计 Total	184	100

附表三: Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week											
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year					
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester				
通识必修课 Compulsory General Courses	1	思想道德修养 Morals & Ethics	30	30		2	2											
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3		3										
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2									
	4	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	96	64	32	6				4								
	5	高等数学(一) Advanced Mathematics(I)	60	60		4	4											
	6	高等数学(二) Advanced Mathematics(II)	80	80		5		5										
	7	线性代数 Linear Algebra	48	48		3			3									
	8	概率论与数理统计 Probability Theory and Mathematical Statistics	48	48		3				3								
	9	大学语文 College Chinese	45	45		3		3										
	10	应用写作 Applied Writing	16	16		1	2											
	11	大学英语一 College English I	60	60		4	4											
	12	大学英语二 College English II	64	64		4		4										
	13	大学英语三 College English III	64	64		4			4									
	14	大学英语四 College English IV	64	64		4				4								
	15	体育一 Physical Education I	30	30		1	2											
	16	体育二 Physical Education II	30	30		1		2										
	17	体育三 Physical Education III	30	30		1			2									

	18	体育四 Physical Education IV	30	30		1				2			
	19	经济学原理 Principles of Economics	48	48		3			3				
	20	管理学原理 Principles of Management	48	48		3			3				
	21	法学通论 General Theory of Law	32	32		2		2					
	22	大学生心理健康教育 Psychological Health	32	32		2		2					
	23	毕业就业指导 Employment Guidance	16	16		1						1	
	小计 Subtotal		1051	1003	48	63	14	21	14	16		1	
Fundamental Specialty Courses 专业基础课	24	计算机导论 Introduction to Computer Science	48	32	16	3	3						
	25	程序设计基础 Basic Program Design	64	34	30	4	4						
	26	数据结构 Data Structure	64	48	16	4		4					
	27	数据库系统原理 Principles of Database Systems	64	48	16	4			4				
	28	操作系统 Operating System	48	40	8	3			3				
	29	计算机体系结构 Computer Architecture	64	52	12	4				4			
	小计 Subtotal		352	254	98	22	7	4	7	4			
Compulsory Specialty Courses 专业必修课	30	离散数学 Discrete Mathematics	48	36	12	3					3		
	31	面向对象方法学 Object-Oriented Methodology	64	34	30	4		4					
	32	软件工程导论 Introduction to Software Engineering	48	32	16	3			3				
	33	Java 程序设计 Java Programming Design	64	34	30	4			4				
	34	软件需求分析 Software Requirements Analysis	48	32	16	3				3			
	35	JavaEE 软件开发技术 Java EE Software Development Techniques	64	34	30	4				4			
	36	计算机网络 Computer Network	48	32	16	3					3		
	37	算法分析与设计 Analysis and Design of Algorithms	48	32	16	3					3		
	38	软件测试技术 Software Testing Techniques	48	32	16	3						3	

	39	软件项目管理 Software Project Management	48	32	16	3							3		
	小计 Subtotal		528	330	198	33		4	7	7	9	3	3		
实验课程 Experimental Courses	40	程序设计课程设计 Program Design Course Design	32		32	2		2周 Two weeks							
	41	面向对象课程设计 Object-Oriented Course Design	32		32	2		2周 Two weeks							
	42	数据库课程设计 Database Course Design	32		32	2			2周 Two weeks						
	43	软件工程课程设计 Software Engineering Course Design	32		32	2				2周 Two weeks					
	小计 Subtotal		128		128	8									
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	形势与政策 Situation and Policies	讲座 Lectures					√	√	√	√	√	√	√	√
		军事理论与军事训练 Military Theory and Training				2	√								
		毕业实习 Graduation Internship				8									√
		毕业论文 Graduation Thesis				8								√	√
	社会实践 Social Practice				2							√			
	专业自行安排 Flexible arrangement by Dept.	中期实训 Mid-term Practical Training				2							√		
中期论文 Mid-term Paper					2							√			
必修课小计 Subtotal of Compulsory Courses		1931	1587	344	118	21	29	28	27	9	4	3			
选修课小计 Subtotal of Optional Courses					34										
实践教学环节小计 Subtotal of Practice Teaching					32										
毕业应取得总学分 184 Graduates should obtain a total of 184 Credits		通识必修课必修学分 63, 占总学分 34.2% Compulsory General Courses have 63 compulsory Credits, 34.2% of total Credits													
		专业基础课必修学分 22, 占总学分 12.0% Fundamental Specialty Courses have 22 compulsory Credits, 12.0% of total Credits													
		专业必修课必修学分 33, 占总学分 17.9% Specialty Courses have 33 compulsory Credits, 17.9% of total Credits													
		实验与实践教学环节学分 32, 占总学分 17.4% Experiment and Practical Teaching has 32 Credits, 17.4% of total Credits													
		选修课学分≥34, 其中通识选修课≥12 Credits of Optional Courses ≥ 34, including the Credits of Public Optional Courses ≥ 12													

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。
Note :“√”means there are no compulsory periods for this course.Students need to complete it in the corresponding semester according to requirements of the credit.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	社会心理学 Social Psychology	2	3	32	22 Credits should be obtained for courses of this category 本类课程应修满22学分
	2	微机组装与维护 Computer Assembly and Maintenance	2	3	32	
	3	工程经济学 Engineering Economics	2	3	32	
	4	WEB 技术 WEB Technology	3	4	48	
	5	Linux 系统分析 Linux System Analysis	3	4	48	
	6	Window 应用程序设计 Window Application Program Design	3	4	48	
	7	人工智能原理 Principle of Artificial Intelligence	2	4	32	
	8	人机交互的软件工程方法 Human-computer Interaction Software Engineering	3	5	48	
	9	软件代码开发技术 Software Code Development Technology	3	5	48	
	10	软件设计与体系结构 Software Design and Architecture	3	5	48	
	11	数据库系统设计与开发 Database System Design and Development	3	5	48	
	12	嵌入式系统 Embedded System	3	5	48	
	13	UML 建模技术 UML Modeling	3	6	48	
	14	数字媒体技术 Digital Media Technology	3	6	48	
	15	移动开发技术 Mobile Development Technology	3	6	48	
	16	计算机图形学 Computer Graphics	2	6	32	
	17	计算机英语 Computer English	2	6	32	
	18	图形图象处理技术 Graphic Image Processing Technology	3	7	48	
	19	C#与.Net C# and .Net	3	7	48	
	20	数据仓库与数据挖掘 Data Warehouse and Data Mining	3	7	48	
	21	电子商务概论 Introduction of E-commerce	2	7	32	
	22	网络协议分析 Network Protocol Analysis	2	7	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程 应修满 12 学分 12Credits should be obtained for courses of this category

附表五：Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	计算机程序设计艺术第 3 版 (第 1-3 卷) The Art of Computer Programming, 3rd ed. (from Vol.1 to Vol.3)	Donald E. Knuth	清华大学出版社 Tsinghua University press	2005	中文 Chinese
2	系统分析与设计 (第 3 版) Systems Analysis and Design (the third edition)	Alan Dennis Barbara	人民邮电出版社 Post & Telecom Press	2009	中文 Chinese
3	计算机科学概论 (英文版 第 10 版) the Introduction to computer science , 3rd ed. (English Version)	J. Glenn Brookshear	人民邮电出版社 Post & Telecom Press	2009	英文 English
4	软件工程：实践者的研究方法 (第七版) Software Engineering - A Practitioner's Approach (the seventh edition)	Roger S.Pressman	机械工业出版社	2011	中文 Chinese
5	软件框架设计的艺术 The art of software framework design	Jaroslav Tulach	人民邮电出版社 Post & Telecom Press	2011	中文 Chinese
6	软件工程：面向对象和传统的方法 (第八版) Software engineering, object oriented and traditional method (the eighth edition)	Stephen R.Schach	机械工业出版社 China Machine Press	2012	中文 Chinese
7	Web 服务：原理和技术 the Web service: Theory and technology	Michael P.Papazoglou	机械工业出版社 China Machine Press	2010	中文 Chinese
8	软件需求工程(第 2 版) Software requirement engineering (the second edition)	毋国庆 Wu Guoqing	机械工业出版社 China Machine Press	2013	中文 Chinese
9	面向对象的系统分析 Object Oriented System Analysis	杨芙清 Yang Fuqing	清华大学出版社 Tsinghua University press	2007	中文 Chinese
10	高级人工智能 Advanced artificial intelligence	史忠植 Shi Zhongzhi	科学出版社 Cornell University Press	2007	中文 Chinese
11	XML 数据管理：概念与技术 XML data management: concepts and techniques	孟小峰 Meng Xiaofeng	清华大学出版社 Tsinghua University press	2009	中文 Chinese
12	软件工程经济学 Software engineering economics	赵玮 Zhao Wei	电子科技大学出版社 Xian Electronic Science & Technology University Press	2008	中文 Chinese
13	面向 Web 开源技术整合开发与实战应用 The integrated development of open source technologies and application of Web	马洪江、周相兵 Ma Hongjiang, Zhou Xiangbing	清华大学出版社 Tsinghua University press	2013	中文 Chinese
14	设计模式的艺术：软件开发人员内功修炼之道 The art of design pattern: the self-improvement approach of software developers	刘伟 LiuWei	清华大学出版社 Tsinghua University press	2013	中文 Chinese
15	全国计算机技术与软件专业技术资格(水平)考试指定用书：软件设计师教程 The reference book specified by the national computer technology and software professional technology qualification (level) examination : The Software designer tutorial	胡圣明 HuShengming	清华大学出版社 Tsinghua University press	2011	中文 Chinese

电子商务专业本科培养方案

Undergraduate Program for Electronic Commerce

一、培养目标

I. Educational Objectives

本专业培养适应战略新兴支柱产业发展的需要，德智体美全面发展，具有良好科学与职业素养，掌握扎实的经济、管理和食品行业基本理论和知识，具备较强的电子商务应用能力，能够在省内食品企事业单位和行政管理部门从事电子商务经营与管理的应用型、复合型网络商务人才。

This program is intended for application-oriented and inter-disciplinary cyber-business talents, who can meet the need of the development of emerging strategic pillar industries, with all-round development in moral qualities, intellectual ability, physical fitness and aesthetic appreciation. Students will be qualified with excellent science and professionalism. They will master solid basic theories of economics, management and the food industry, with good applications of e-commerce, which enables them to serve in food enterprises or administration departments engaged in e-commerce project running, operation, management or other related work.

二、培养规格基本要求

II. Training Standards and Basic Requirements

本专业以培养“熟悉食品行业的电子商务人才”为基本要求，学生应牢固树立“创新、创业、创富”的职业理想。

This program is based on cultivating “cyber-business talents familiar with food industry”, with professional ideal of “creating Innovation, creating entrepreneur, creating wealth”.

学生毕业时应具备以下方面的知识、能力和素质：

The students graduate with the knowledge, abilities and qualities of

1. 牢固树立爱国、敬业、诚信、友善的价值观。具备严谨治学、团结协作的品质，具有社会责任感、法律意识及良好的职业道德。

1. firm values of patriotism, dedication, integrity and amicability; the qualities of Rigorous scholarship, unity and cooperation, good sense of social responsibility, legal awareness and occupation morals;

2. 掌握经济、管理和信息科学等领域的理论知识；掌握电子商务系统规划、实施、运营与管理的方法；熟悉我国电子商务政策、法规以及国际惯例与规则；具有较强的电子商务应用能力。

2.the basic theories and methods of economics, management and information science; the technology to plan, develop, implement, apply and manage the e-commerce systems; familiarity with e-commerce policies and regulations of china and relevant international conventions and rules; and strong application ability in e-commerce;

3. 熟悉湖北省食品产业政策、产业布局规划和食品行业资源分布状况，熟悉食品企业加工与流通过程，具备在食品企业开展电子商务策划、运营和管理的能力。

3.familiarity with policies, industrial layout planning and distribution of resources in Hubei food industry; familiarity with processing and circulation of food business, and the abilities of designing, running and managing e-commerce operations in food enterprises;

4. 具备创新创业意识和开拓精神，勇于将创业梦想付诸实践，至少参与一项企业电子商务策划和经营管理实践项目，能协助传统企业开展电子商务。

4.innovation consciousness and pioneering spirits; the courage to put entrepreneurial dreams into practice; Participant in at least one enterprise or social e-commerce project planning and management practice; the capacity to help traditional enterprises develop e-commerce;

5. 具有较高的外语、计算机应用和文献检索能力；具有较强的写作、口头表达和国际化交流沟通能力。

5. good mastery of a foreign language and computer application and the literature retrieval ability; strong abilities of writing, oral and cross-culture communication;

6. 具有一定的体育和军事基本知识，掌握科学锻炼身体的基本技能，养成良好的体育锻炼和卫生习惯，受到必要的军事训练，达到国家规定的大学生体育和军事训练合格标准，具有健全的心理和健康的体魄，能够履行建设祖国和保卫祖国的神圣义务。

6. basic knowledge of sports and military; basic skills of doing physical exercises scientifically; good habits of physical training and hygiene; the necessary military training to the qualified standard; a sound psychological and physical health to build and protect the country;

7. 具有正确的审美观念、高雅的审美品位和良好的美学素养，具有一定的感受美、表现美、鉴赏美、创造美的能力。

7.a correct sense of beauty and good aesthetic quality; the abilities of appreciating and creating beauty.

三、主干课程

III. Curriculum Provision

管理学、微观经济学、管理信息系统、电子商务概论、电子商务网络与安全、电子商务网站建设与管理、食品学、网络营销与策划、电子商务物流与供应链管理、电子商务支付与网络金融、电子商务运营管理、食品生产与管理、电子商务项目管理。

Management, Micro-economics, Management Information System, Introduction to E-Commerce, E-commerce Network and Security, Construction and Management of E-commerce Website, Bromatology, Network marketing and planning, Management of E-logistics and Supply Chain, E-commerce Payment and Finance, E-commerce Operation Management, Food Production and Management, Management of E-commerce Project.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制为四年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学周数，考试 1-2 周，1-7 学期寒暑假安排 41 周。

The length of schooling is 4 years which is divided into 8 semesters with a total of 198 weeks. There are 16 weeks for teaching and learning and one or two weeks for examinations during each semester, and 41 weeks of summer and winter vacations from 1st to 7th semesters.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 184 学分，其中必修课 119 学分，通识选修课 12 学分，专业选修课 22 学分，实践与实验课程 31 学分。通过毕业资格审查方准予毕业。

Students must obtain a total of 184 credits within the specified time, including 119 credits for compulsory courses, 12 credits for public optional courses, 22 credits for Optional Specialty Courses, 31 credits for Practical and Experimental Courses. Students can be conferred graduation after meeting graduation qualification.

毕业时符合学位授予条件的，授予管理学学士学位。

Those who meet the requirements of the Bachelor Degree Program will receive Bachelor's Degree in Management.

六、课程修读指引

VI. Curriculum Guide

1. 学生必须修读本专业必修的所有课程，并取得相应的学分；
1. Students must take all the Compulsory Specialty Courses and obtain the corresponding credits;
2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；
2. College physical education takes the curricula-variable form to implement the club teaching. Students can choose different sports to learn according to their own interests and strong points in sports. They must complete the specified teaching contents and obtain the corresponding credits;
3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第 1 学期与第 8 学期一般不得选课，不得选修本专业全程教学计划表所列课程；
3. Public Optional Courses: Students can take courses as required according to curricula-variable notice and their own interests. Generally speaking, they can't take courses which are listed in the Table of Teaching Schedule (Table 3)
4. 通识选修课：要求修满 12 个学分；
4. Public Optional Courses: 12 credits should be obtained for Public Optional Courses.
5. 专业选修课：要求修满 22 个学分；
5. Optional Specialty Courses: 22 credits should be obtained for Specialty Optional Courses
6. 实践与实验课：31 个学分,其中实践教学环节为 27 学分，包括毕业实习、毕业论文、社会实践、中期论文、中期实训，实验课程为电子商务创业、ERP 软件应用；
6. Practical and Experimental Courses: a total of 31 credits in which 27 are for Practical Teaching, including Graduation Internship, Graduation Thesis, Social Practice, Mid-term Paper, Mid-term Practice Training, and so on. Meanwhile, 5 Credits are for Experimental Courses, including Enterprises Resource Planning, the Application and Development Technologies of E-commerce.
7. 可抵扣学分部分：学生获省部级以上奖励计 2 学分；校级各类竞赛获奖计 1 学分（不累计）；学生公开发表科研论文一篇计 2 学分；学生科研立项计 1 学分；暑期社会调查并提交优秀调查报告计 1 学分；国家认可职业资格证书计 1 学分，包括阿里巴巴电子商务认证证书、国家电子商务师证书等（不累计）。
7. Credit deduction: Awards above provincial level hold 2 credits; Award-winning

in school-level competitions holds 1 credits(non-accumulative). Publishing a research paper holds 2 credits. Every research project holds 1 credit. One credit is obtained by making a social survey in summer holidays and submitting an excellent report on it. Obtaining the Alibaba e-commerce certificate or the national E-Commerce Specialist certificate holds 1 credit (non-accumulative).

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		合计 Total
		第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester	
课堂教学环节 Classroom Teaching	课堂教学 Classroom Teaching	14	16	16	16	16	16	16		110
	考试 Tests	2	2	2	2	2	2	2		14
实践教学环节 Practical Teaching	学校统一安排 Unified Arrangement by University	2							16	18
	专业机动安排 Flexible Arrangement by Dept.	2	2	2	2	2	2	2	1	15
假期 Vacation		5	7	5	7	5	7	5		41
合计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	77	41.8
(一) 思想政治理论课 Ideological and Political Theory Courses	13	7.1
(二) 公共通识课 Public General Courses	52	28.3
(三) 通识选修课 Optional General Courses	12	6.5
二、专业基础课程 Fundamental Specialty Courses	24	13.0
三、专业课程 Specialty Courses	52	28.3
(一) 专业必修课 Compulsory Specialty Courses	30	16.3
(二) 专业选修课 Optional Specialty Courses	22	12.0
四、实践与实验课程 Practical and Experimental Courses	31	16.8
合计 Total	184	100

附表三： Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week												
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1st Year		第二学年 2nd Year		第三学年 3rd Year		第四学年 4th Year						
							第1学期 1st Semester	第2学期 2nd Semester	第3学期 3rd Semester	第4学期 4th Semester	第5学期 5th Semester	第6学期 6th Semester	第7学期 7th Semester	第8学期 8th Semester					
通识必修课 Compulsory General Courses	1	思想道德修养 Morals and Ethics	30	30		2	2												
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3		3											
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2										
	4	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with	96	64	32	6				4									
	5	大学语文 College Chinese	45	45		3		3											
	6	应用写作 Applied Writing	16	16		1	2												
	7	大学英语一 College English I	64	64		4	4												
	8	大学英语二 College English II	64	64		4		4											
	9	大学英语三 College English III	64	64		4			4										
	10	大学英语四 College English IV	64	64		4				4									
	11	体育一 Physical Education I	30	30		1	2												
	12	体育二 Physical Education II	30	30		1		2											
	13	体育三 Physical Education III	30	30		1			2										
	14	体育四 Physical Education IV	30	30		1				2									
	15	微积分一 Calculus I	64	64		4	4												
	16	微积分二 Calculus II	64	64		4		4											
	17	线性代数 Linear Algebra	48	48		3			3										
	18	概率论与数理统计 Probability Theory and Mathematical Statistics	48	48		3				3									

	19	大学计算机基础 College Basics of Computer	64	48	16	3		4						
	20	数据库原理与应用 Theory and Application of Database	48	32	16	3			3					
	21	程序设计基础 Program Design Basis	48	32	16	3			3					
	22	法学通论 General Theory of Law	32	32		2				2				
	23	大学生心理健康教育 Psychological Health	32	32		2		2						
	24	毕业就业指导 Employment Guidance	16	16		1						1		
		小计	1107	1011	96	65	14	22	17	15		1		
Fundamental 专业基础课	25	管理学 Management	48	48		3	3							
	26	微观经济学 Micro-economics	48	48		3			3					
	27	金融学 Finance	48	48		3					3			
	28	市场营销学 Marketing	48	48		3		3						
	29	会计学 Accounting	48	48		3			3					
	30	统计学 Statistics	48	48		3					3			
	31	管理信息系统 Management Information Systems	48	32	16	3					3			
	32	食品学 Bromatology	48	48		3			3					
		小计 Subtotal	384	368	16	24	3	3	9	3	6			
Compulsory 专业必修课	33	电子商务概论 Introduction to E-Commerce	32	32		2		2						
	34	电子商务网络与安全 E-commerce Network and Security	48	32	16	3			3					
	35	电子商务网站建设与管理 Construction and Management of E-commerce Website	64	48	16	4					4			
	36	网络营销策划 Network marketing and planning	48	32	16	3					3			
	37	电子商务支付与网络金融 E-commerce Payment and Network Finance	48	32	16	3					3			
	38	电子商务物流与供应链管理 Management of E-logistics and Supply Chain	48	32	16	3					3			

湖北经济学院法商学院教学指导书

	39	电子商务运营管理 (校企合作) Management of E-commerce Operation(U-E Cop)	48	32	16	3						3			
	40	电子商务项目管理 (校企合作) Management of E-commerce Project (U-E Cop)	48	32	16	3					3				
	41	冷链物流实务 (校企合作) Practice of Cold Chain Logistics (U-E Cop)	48	32	16	3						3			
	42	食品生产与管理 (校企合作) Food Production and Management(U-E Cop)	48	32	16	3							3		
	小计 Subtotal			480	336	144	30			2	3	7	9	6	3
Experimental Courses 实验课程	43	ERP 软件应用 ERP Applications	32		32	2							2		
	44	电子商务创业 (淘宝实验室) E-commerce Entrepreneurs (Taobao Lab)	32		32	2					2				
Practical Teaching 实践教学环节	Unified arrangement by University 学校统一安排	形势与政策 Situation and Policies	讲座				√	√	√	√	√	√	√	√	
		军事理论与军事训练 Military Theory and Training				2	√								
		毕业实习 Graduation Internship				8								√	
		毕业论文 Graduation Thesis				8								√	√
		社会实践 Social Practice				2	√	√	√	√	√	√	√	√	
	Flexible arrangement by Dept. 专业自行安排	网络营销课程设计 The curriculum design of Network marketing				1						√			
		电子商务网站建设课程设计 Design of E-commerce Website Construction				1				√					
		中期论文 Mid-term Paper				2							√		
		中期实训 (食品行业实习基地实训) Mid-term practical training				3						2 weeks 2周		10 weeks 10周	
		必修课小计 Subtotal of compulsory courses			1971	1715	256	119	17	25	29	25	17	9	3
选修课小计 Subtotal of optional courses						34									
实践教学环节小计 Subtotal of Practice Teaching						31									

毕业应取得总学分 184 Graduates should obtain a total of 184 Credits	通识必修课必修学分 65, 占总学分 35.3% Compulsory General Courses have 65 compulsory Credits, 35.3% of total Credits
	专业基础课必修学分 24, 占总学分 13.0% Fundamental Specialty Courses have 24 compulsory Credits, 13.0% of total Credits
	专业必修课必修学分 30, 占总学分 16.3% Specialty Courses have 30 compulsory Credits, 16.3 % of total Credits
	实验与实践教学环节学分 31, 占总学分 16.8% Experiment and Practical Teaching has 31 Credits, 16.8 % of total Credits
	选修课学分≥34, 其中通识选修课≥12 Credits of Optional Courses ≥ 34, including the Credits of Public Optional Courses ≥ 12

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。
 Note :“√”means there are no compulsory periods for this course.Students need to complete it in the corresponding semester according to requirements of the credit.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
专业选修课 Specialty Optional Courses	1	社会心理学 Social Psychology	2	3	32	14 Credits should be obtained for courses of this category 本类课程应修满 14 学分
	2	人力资源管理 Human resource management	2	3	32	
	3	战略管理 Strategic management	2	3	32	
	4	经济法 Economic Law	2	3	32	
	5	财务管理 Financial Management	2	4	32	
	6	网络消费者行为学 Online Consumer Behavior	2	4	32	
	7	信息经济学 Information Economics	2	4	32	
	8	ERP 沙盘 ERP Sandbox	2	4	32	
	9	食品营养学 Food Nutrition	2	5	32	
	10	国际贸易实务 International Trade Practice	2	5	32	
	11	客户关系管理 Customer Relationship Management	2	5	32	
	12	广告策划与制作 Advertisement Planning and Production	2	5	32	
	13	网络美工 Network Art Designing	2	6	32	
	14	管理沟通 Management Communication	2	6	32	
	15	应用统计分析 Applied Statistic Analysis	2	6	32	
	16	服务外包概述 The Sketch of Service Outsourcing	2	6	32	
	17	食品安全与检测 Food Safety and Detection	2	6	32	
	18	商务英语 Business English	2	7	32	
	19	期货与期权 Futures and Options	2	7	32	
	20	食品微生物学 Food Microbiology	2	7	32	
通识选修课 Public Optional Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 12 学分 12Credits should be obtained for courses of this category

附表五: Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	世界是平的——21世纪简史 The world is flat -- a brief history of the twenty-first Century	托马斯 Thomas	湖南科技出版社 Hunan science and technology press	2008	中文 Chinese
2	微信营销解密 Secrets to Wechat Marketing	程小永 Cheng Xiaoyong	机械工业出版社 China Machine Press	2013	中文 Chinese
3	长尾理论 2.0 The long tail theory 2	克里斯 Kris	中信出版社 CITIC Press	2009	中文 Chinese
4	未来之路 The Road Ahead	(美) 比尔·盖茨 Bill Gates (America)	北京大学出版社 Peking University Press	1996	中文 Chinese
5	电子商务战略 Strategies for E-Business	(美) 塔菲克·杰拉希 Jelassi T.	东北财经大学出版社 Dongbei University of Finance & Economics Press	2012	中文 Chinese
6	电子商务案例分析 Analysis to E-commerce Cases	陈德人 Chen Deren	机械工业出版社 China Machine Press	2013	中文 Chinese
7	O2O:移动互联网时代的商业 革命 O2O: Business Revolution in the Era of Mobile Internet	张波 Zhang Bo	机械工业出版社 China Machine Press	2013	中文 Chinese
8	大数据时代 Big Data	维克托·迈尔-舍恩伯格 Viktor Mayer-Schönberger	浙江人民出版社 Zhejiang Renmin Press	2013	中文 Chinese
9	数据化营销 Data marketing	淘宝大学 Taobao University	电子工业出版社 Electronic Industry Press	2012	中文 Chinese
10	传统企业电商之道 A Road to E-commerce for Traditional enterprises	苏静 Su Jing	电子工业出版社 Electronic Industry Press	2013	中文 Chinese

法学专业（经济法方向）本科培养方案

Undergraduate Program for Specialty in Law

(in the Field of Economic Law)

一、培养目标

I. Educational Objectives

本专业培养具备扎实的法学基础理论和较强法律实务技能，掌握经济学、管理学基础知识，熟悉我国法律和党的相关政策，能在国家机关、企事业单位和社会团体，特别是能在立法机关、行政机关、检察机关、审判机关、仲裁机构和法律服务机构从事法律工作，适应我国社会主义市场经济需要的应用型、复合型高级专门人才。

The program is designed to cultivate applied and compound senior specialized talents, adapting to the the need of socialist market economy in our country, who master basic knowledge of law, be familiar with practical legal skills, national law and party policies, can work in state organs, enterprises, institutions and social groups, particularly in the legislative, executive, procuratorial, judicial organs, arbitral institutions and the legal service agencies engaged in legal work.

二、培养规格基本要求

II. Training Standards and Basic Requirements

1. 热爱社会主义祖国，拥护中国共产党的领导，掌握马克思主义的基本原理；具有爱岗敬业、艰苦奋斗、遵纪守法、团结合作的品质；具有良好的社会公德和职业道德；

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2. 掌握法学专业的基础理论、基本知识、基本分析方法；掌握文献检索、资料查询的基本方法；熟悉我国现行法律和相关政策以及法制建设的趋势；具备运用法学知识分析和处理问题的能力；具备基本的外语表述能力和网络运用技术的能力；了解人文科学和社会科学的基本理论以及经济学、管理学的基础知识，具备初步的科学研究能力；

2. Master the basic theory, the basic knowledge and the basic analytical methods

of law; master the methods of literature search and data query; familiar with the current law and policy, as well as the trend of the construction of legal system; be capable of analyzing and dealing with problems with the use of the law knowledge; have the basic foreign language expression ability and the ability of network application technology; grasp the humanities and social sciences, and in particular, the basic economics and management theoretical knowledge and have basic ability of scientific research

3. 具有一定的体育知识和国防、军事知识,养成良好的体育锻炼和卫生习惯,受到必要的军事训练,达到国家规定的大学生体质健康和军事训练合格标准;具有健全的心理和健康体魄,能够履行建设祖国和保卫祖国的神圣义务;

3. Have certain knowledge of sports and the defense military knowledge; develop good habits of physical training and health; receive the necessary military training ; reach the standards set by the state of college students' physical health and military training; Have sound mental and physical fitness and can fulfill the sacred duty of country construction and motherland defending.

4. 具有正确的审美观念、高雅的审美品德和良好的美学素养,具有一定的感受美、表现美、鉴赏美、创造美的能力。

4. Have a correct concept of aesthetics, elegant aesthetic character and good aesthetic accomplishment; have a certain ability of feeling beauty, showing beauty, appreciating beauty and creating beauty.

三、主干课程

III. Curriculum Provision

法理学、宪法学、中国法制史、民法学、刑法学、经济法、商法、知识产权法、劳动与社会保障法学、民事诉讼法学、刑事诉讼法学、国际经济法等。

Jurisprudence, Constitutional Law, Chinese Legal History, Civil Law, Criminal Law, Economic Law, Commercial Law, Intellectual Property Law, Labor and social security law, Civil Procedure Law, Criminal Procedure Law, International Economic Law, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

本专业学制为四年,共分为8个学期,全程总计198周,每学期按16周规划教学周数,考试1-2周,1-7学期寒暑假安排41周。

This professional educational system is four years, which is divided into eight semesters. There are 198 weeks in total, with 16 weeks of teaching per semester, 1 to 2

weeks of examination and 41 weeks of summer and winter vacation from 1st to 7th semester.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 177 学分，其中必修课 118 学分，通识选修课 12 学分，专业选修课 22 学分，专业实践与实验课 25 学分，通过毕业资格审查方准予毕业。毕业时符合学位授予条件的，授予法学学士学位。

To graduate, Students should complete 177 credits within the prescribed length of schooling, including 118 compulsory credits, 12 credits in Optional General Courses, 22 credits in Optional Specialty Courses, and 25 credits in professional practice and experiment and pass the qualification of graduation. And graduates meet the requirements will be awarded bachelor's Degree in Law.

六、课程修读指引

VI. Curriculum Guide

1. 法学专业各类课程的最低学分修读标准为 177 学分；
1. The minimum credits for majors of law is 177 credits.
2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；
2. University sports courses adopt the form of club teaching. Students take their sports course according to personal specialties and interests and complete the teaching content in different clubs and get the required credits.
3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第 1 学期与第 8 学期一般不得选课，不得选修本专业全程教学计划表所列课程；
3. Public Optional Courses: Students can take courses as required according to curricula-variable notice and their own interests. Generally speaking, they can't take courses which are listed in Teaching Schedule.
4. 通识选修课：要求修满 12 个学分；
4. Public Optional Courses: 12 credits should be obtained for Public Optional Courses.
5. 专业选修课：要求修满 22 个学分；
5. Optional Specialty Courses: students should complete 22 credits.

6. 学生在校期间取得司法资格证可抵充专业选修课2学分;取得教师资格证、会计从业资格证、报关员资格证、导游资格证、口译资格证、机动车驾驶证,每证可抵充通识选修课1学分(累计不超过2学分);

6. During the period of schooling, students, obtaining judicial certificate, can offset 2 credits in Optional Specialty Courses; students, getting either of the following, certificates Accounting Qualification, Customs Declaration Certificate, Guide qualifications certificate, Interpreting qualification, Driving license, can offset 1 credit in Optional General Courses (no more than 2 credits in total).

7. 实践及实验课:含学校统一规定和学院自行安排的实践及实验课,共计25学分;

7. Practical and Experimental Courses : including Unified arrangement by University, a total of 25 points.

(1) 中期论文是指学生于第六学期在指导教师的安排下完成一篇学术研究论文;

(1) Mid-term paper refers to the s academic research paper students are arranged to complete at the sixth semester under the direction of teachers

(2) 专业实训指利用暑期到各级公安局、检察院、法院和律师事务所或其他实务部门进行不少于四周的专业实习;

(2) Professional training refers to not less than 4 weeks professional practice in the public security bureau's procuratorates at all levels, court and law firm or other practical departments in summer vacation.

(3) 社会调查指学生在教师指导下,围绕相关选题在进行专题调查后,撰写一篇调查报告;

(3) Social investigation: students are arranged to do specialized investigation on the topic under the direction of the teachers and write a report.

(4) 学生在校学习期间,必须参加社会实践活动,并至少取得2个社会实践学分方可毕业。

(4) During the period of school learning, students must participate in social practice activities, and obtain at least two credits in social practice before graduation

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		Total 合计
		第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester	
课堂教学环节 Classroom Teaching	课堂教学 Classroom Teaching	15	16	16	16	16	16	16		111
	考试 Tests	2	2	2	2	2	2	2		14
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	2							16	18
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
合计 total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	66	37.3
(一) 思想政治理论课 Ideological and Political Theory Courses	13	7.3
(二) 公共通识课 Public General Courses	41	23.2
(三) 通识选修课 Optional General Courses	12	6.8
二、专业基础课程 Fundamental Specialty Courses	22	12.4
三、专业课程 Specialty Courses	64	36.2
(一) 专业必修课 Compulsory Specialty Courses	42	23.7
(二) 专业选修课 Optional Specialty Courses	22	12.4
四、实践与实验课程 Practical and Experimental Courses	25	14.1
合计 Total	177	100

附表三：Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week											
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year					
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester				
通识必修课 Compulsory General Courses	1	思想道德修养 Morals & Ethics	30	30		2	2											
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3		3										
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2									
	4	毛泽东思想和社会主义理论体系概论 General Introduction to Mao Zedong Thought and Socialist Theory with Chinese Characteristics	96	64	32	6				4								
	5	大学语文 College Chinese	45	45		3		3										
	6	应用写作 Applied Writing	16	16		1	2											
	7	大学英语一 College English I	60	60		4	4											
	8	大学英语二 College English II	64	64		4		4										
	9	大学英语三 College English III	64	64		4			4									
	10	大学英语四 College English IV	64	64		4				4								
	11	体育一 Physical Education I	30	30		1	2											
	12	体育二 Physical Education II	30	30		1		2										
	13	体育三 Physical Education III	30	30		1			2									
	14	体育四 Physical Education IV	30	30		1				2								
	15	大学计算机基础 Fundamentals of Computer Technology	64	48	16	3		4										
	16	数据库及其应用 Database and Application	64	32	32	3			4									
	17	经济学原理 Fundamentals of Economics	48	48		3				3								

	18	管理学原理 Principles of Management	48	48		3					3			
	19	法律逻辑学 Law Logics	32	32		2		2						
	20	大学生心理健康教育 Psychological Health	32	32		2		2						
	21	毕业就业指导 Career Guidance	16	16		1						1		
	小计 Subtotal		943	847	96	54	10	20	12	13	3	1		
Fundamental 专业基础课	22	法理学 Jurisprudence	64	64		4	4							
	23	宪法 Constitutional Law	48	48		3	3							
	24	中国法制史 History Of Chinese Legal System	48	48		3		3						
	25	民法 Civil Law	96	96		6		6						
	26	刑法 Criminal Law	96	96		6			6					
	小计 Subtotal		352	352		22	7	9	6					
Compulsory 专业必修课	27	合同法 Contract Law	48	48		3			3					
	28	经济法 Economic Law	48	48		3					3			
	29	民事诉讼法 Civil Procedure Law	64	64		4			4					
	30	知识产权法 Intellectual Property Law	32	32		2				2				
	31	劳动与社会保障法 Labor and Social Security Law	48	48		3						3		
	32	商法 Business Law	48	48		3					3			
	33	公司法 Company Law	32	32		2				2				
	34	刑事诉讼法 Criminal Procedure Law	48	48		3					3			
	35	证券法 Securities Law	32	32		2				2				
	36	国际法 Public International Law	48	48		3					3			
	37	国际私法 Private International Law	48	48		3						3		
	38	行政法与行政诉讼法 Administrative Law And Administrative Litigation Law	48	48		3				3				
	39	国际经济法 International Economic Law	48	48		3						3		
40	环境与资源法学 Environmental and Resources Law	32	32		2						2			

湖北经济学院法商学院教学指导书

		小计 Subtotal	720	690	30	42			7	9	12	11		
实验课程 Experimental Courses	模拟法庭（民事诉讼法） Moot Court		32	22	10	1					2			
	模拟法庭（刑事诉讼法） Moot Court		32	22	10	1						2		
	模拟法庭（行政诉讼法） Moot Court		32	22	10	1							2	
实践教学环节 practical teaching	学校统一安排 Unified arrangement by University	形势与政策 Current Affairs and Policy	讲座 Lectures				√	√	√	√	√	√	√	√
		军事理论与军事训练 Military Theory and Training				2	√							
		毕业实习 Graduation Practice				8								√
		毕业论文 Graduation Thesis				8								√
	专业自行安排 Flexible arrangement by Dept.	社会实践 Social Practice				2	√	√	√	√	√	√	√	√
		中期论文 Medium-term Paper				2							√	
		专业实训 Major Practice				2				√		√		
	社会调查 Social survey				1					√	√	√	√	
必修课小计 Subtotal of Compulsory Courses		2015	1889	126	118	17	29	25	23	17	14	2		
选修课小计 Subtotal of Optional Courses					34									
实践教学环节小计 Subtotal of Practical Teaching					25									
毕业应取得总学分 177 Graduates should obtain a total of 177 Credits		通识必修课必修学分 54，占总学分 30.5% Compulsory General Courses have 54 compulsory Credits, 30.5% of total Credits												
		专业基础课必修学分 22，占总学分 12.4% Fundamental Specialty Courses have 22 compulsory Credits, 12.4% of total Credits												
		专业必修课必修学分 42，占总学分 23.7% Compulsory Specialty Courses have 42 compulsory Credits, 23.7% of total Credits												
		实验与实践教学环节学分 25，占总学分 14.1% practical teaching have 25 compulsory Credits, 14.1% of total Credits												
		选修课学分≥34，其中通识选修课≥12 Credits of Optional Courses ≥ 34, including the Credits of Public Optional Courses ≥ 12												

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。

PS: “√”indicates that there is no requirements in class-hour in each week and students should complete them in the corresponding semester following the credits required.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业 选修课	1	西方法律思想史 Western Legal Thought History	2	2	32	22 Credits should be obtained for courses of this category 本类课程应修满22学分
	2	社会学 Sociology	2	2	32	
	3	犯罪心理学 Criminal Psychology	2	3	32	
	4	婚姻家庭法 Marriage And Family Law	2	3	32	
	5	外国法制史 History of Foreign Legal System	2	3	32	
	6	社区矫正 Community Correction	2	4	32	
	7	税法 Tax Law	2	5	32	
	8	金融法 Financial Law	2	5	32	
	9	市场营销 Marketing	2	5	32	
	10	犯罪学 Criminology	2	5	32	
	11	法学方法论 Legal Methodology	2	6	32	
	12	房地产法 Real Estate Law	2	6	32	
	13	比较法总论 Introduction of Comparative Law	2	6	32	
	14	票据法 Negotiable Instruments Law	2	6	32	
	15	保险法 Insurance Law	2	6	32	
	16	会计学 Accounting	2	6	32	
	17	证据法 Evidence Law	2	6	32	
	18	创业管理 Entrepreneurship Management	2	7	32	
	19	商务谈判 Negotiation	2	7	32	
	20	破产法 Bankruptcy Law	2	7	32	
	21	国家赔偿法 Law On State Compensation	2	7	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 12 学分 12Credits should be obtained for courses of this category

附表五: Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	Property Law: Commentary and Materials	Paul Kohler Alison Clarke	Cambridge University Press	2005	英文 English
2	Philosophy of private law	William Lucy	Oxford University Press	2007	英文 English
3	Environmental protection, law and policy : text and materials, 2 nd ed	Jane Holder and Maria Lee	Cambridge University Press	2007	英文 English
4	Principles of public international law, 7 th ed	Ian Brownlie	Oxford University Press	2008	英文 English
5	法律方法与现代民法 Legal Methodology and Modern Civil Law	黄茂荣 Huang Maorong	中国政法大学出版社 China University of Political Science & Law Press	2008	中文 Chinese
6	法律与文学 Law and Literature	苏力 Su Li	三联书店 Shanghai Joint Publishing Company	2006	中文 Chinese
7	法律思维与民法实例 Legal Thinking and Examples of Civil Law	王泽鉴 Wang Zejian	中国政法大学出版社 China University of Political Science & Law Press	2003	中文 Chinese
8	民法总则研究 General Principles of Civil Law	王利明 Wang Liming	中国人民大学出版社 China Remin University Press Corporation	2003	中文 Chinese
9	民法解释学 Civil Law Hermeneutics	梁慧星 Liang Huixing	中国政法大学出版社 China University of Political Science & Law Press	2000	中文 Chinese
10	刑法学原理 Principles of Criminal Law	高铭喧 Gao Mingxuan	中国人民大学出版社 China Remin University Press Corporation	2003	中文 Chinese
11	比较刑法原理 Principles of Comparative Criminal Law	马克昌 Ma Kechang	武汉大学出版社 Wuhan University Press	2007	中文 Chinese
12	中国法制文明的演进 Evolution of Legal Civilization In China	张晋藩 Zhang Jinfan	中国政法大学出版社 China University of Political Science & Law Press	1999	中文 Chinese
13	法益初论 Preliminary Study of Legal Interest	张明楷 Zhang Mingkai	中国政法大学出版社 China University of Political Science & Law Press	2000	中文 Chinese
14	法治及其本土资源 The Rule of Law and Its Native Resource	苏力 Su Li	北京大学出版社 Peking University Press	2007	中文 Chinese
15	制度是如何形成的 Formation of System	苏力 Su Li	北京大学出版社 Peking University Press	2008	中文 Chinese
16	法辩 Law Debates	梁治平 Liang Zhiping	三联书店 Shanghai Joint Publishing Company	2007	中文 Chinese
17	古代法 Ancient Law	梅因 Maine H. S.	商务印书馆 The Commercial Press	2008	中文 Chinese
18	论立法与法学的当代使命 On the Contemporary mission of Legislation and Law	萨维尼 Savigny F. K.	中国大百科全书出版社 Encyclopedia of China Publishing House	2007	中文 Chinese

19	法律是什么 What is Law	刘星 Liu Xing	中国政法大学出版社 China University of Political Science & Law Press	2009	中文 Chinese
20	法哲学范畴研究 Areas of legal philosophy research	张文显 Zhang Wenxian	中国政法大学出版社 China University of Political Science & Law Press	2006	中文 Chinese
21	论法的精神 The Spirit of the Laws	孟德斯鸠 Baron De Montesquieu	中国政法大学出版社 China University of Political Science & Law Press	2003	中文 Chinese
22	法理学：法律哲学与法律方法 Jurisprudence: The Philosophy and Method of the Law	博登海默 Edgar Bodenheimer	中国政法大学出版社 China University of Political Science & Law Press	2007	中文 Chinese
23	法与国家的一般理论 The General Theory of Law and State	凯尔森 Hans Kelsen	中国政法大学出版社 China University of Political Science & Law Press	2006	中文 Chinese
24	社会科学方法论 Gesammelte Aufsätze Zur Wissenschaftslehre	马克斯·韦伯 Max Wiber	广西师范大学出版社 Guangxi Normal University Press	2011	中文 Chinese

环境设计专业本科培养方案

Undergraduate Program for Design of Environment

一、培养目标

I. Educational Objectives

本专业培养德智体美全面发展，具有良好的环境设计专业素养，系统掌握环境设计专业基本理论，具备较强的环境设计与制作技能，能在各类环境设计企业从事项目管理、设计与制作的应用性复合型人才。

The educational objectives of Design of Environment is cultivation of students who fully developed in virtue, wisdom, beauty and body, students should maintain professionalism and grasp the basic theory of environmental design professionally and systematically, having environmental design and production skills, can working in all kinds of environmental design enterprises in project management, design and production of compound-applied talents.

二、培养规格基本要求

II. Training Standards and Basic Requirements

本专业学生在毕业时应具备以下几个方面的知识和能力：

The graduates should possess the following knowledge and abilities:

1. 热爱社会主义祖国，拥护中国共产党领导，掌握马克思主义、中国特色社会主义的基本原理；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德。

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2. 具有宽广的知识背景与扎实的学科专业基础，掌握环境设计、项目管理等方面的基础知识与基本技能，具有较强的审美意识和较深的文化内涵，同时具备一定的创新意识和创业能力。

2. Has a broad knowledge background and solid foundation of professional

disciplines, and master the environment design, project management and other aspects of basic knowledge and basic skills, with strong aesthetic consciousness and deeper cultural connotation, at the same time have a certain ability of innovation and entrepreneurship.

3. 具备前瞻的设计理念和市场洞悉能力，能独立获取信息、提出问题、分析问题和解决问题，能独立完成市场调研、分析与设计等工作。

3. Have a forward-looking design concept and market insight , can access to information, ask questions, analyze and solve problems, can independently accomplish the market research, analysis and design, etc.

4. 具有一定的外语应用能力，了解艺术学学科前沿发展的现状与趋势，视野开阔。

4. Have certain foreign language application ability, understand the present situation and development trend of the latest development of art discipline, and broad vision.

5. 具有较好的表达能力、沟通技巧及一定的设计管理能力。

5. Good expression ability, communication skills, and design management capability.

6. 掌握各类设计相关的政策与法规，具备较强的法律意识及良好的职业道德。

6. Master all kinds of design related policies and regulations, have strong legal consciousness and good professional ethics.

三、主干课程

III. Curriculum Provision

素描、色彩、计算机辅助环艺设计、工程制图、人机工程学、装饰材料与工艺、室内设计、家具设计、风景园林设计、景观设计、展示设计等。

Sketch, Color, Design, Computer-Aided art design, Design introduction, Design basis, Engineering drawing, The Chinese and Foreign history of Architecture, Materials and Technology, Interior Design, Landscape Design, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制为四年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学周数，考试 1-2 周，1-7 学期寒暑假安排 41 周。

Educational system is four years, is divided into eight semesters, a total of 198 weeks, according to the 16 weeks per semester planning weeks of teaching, examination 1 to 2 weeks, 1-7 semesters arrange 41 weeks summer and winter

vacation.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 184 学分，其中必修课 119 学分，通识选修课 12 学分，专业选修课 22 学分，实验与实践课程 31 学分，通过毕业资格审查方准毕业。毕业时符合学位授予条件的，授予艺术学学士学位。

Students complete 184 credits within the prescribed length of schooling, including compulsory credits, 119 credits in General Compulsory Courses, and 12 credits in Optional General Courses, 22 credits in specialty elective courses, experiment and practical courses 31 points, those graduates in accordance with the program requirements and meeting graduation qualification will be conferred the Bachelor's Degree in Arts..

六、课程修读指引

VI. Curriculum Guide

1. 必修课程分为通识必修课、专业基础课和专业必修课三大类，学生必须在当年开课学期修读并通过考核，其中通识必修课必须修满 46 学分，专业基础课必须修满 22 学分，专业必修课必须修满 51 学分，共 119 学分。

1. Compulsory Courses are divided into Compulsory General Courses, Fundamental Specialty Courses and professional required courses, students must operate in the semester to study and through the inspection, the general required courses must be complete 46 credits, discipline basic course must complete 22 credits, professional required courses must be complete 51 credits, a total of 119 credits.

2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分。

2. University sports club teaching by way of course. Students according to I chose to study sports, sports expertise and interests in different clubs to complete the teaching content, teaching regulation of credit.

3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第 1 学期与第 8 学期一般不得选课，必须修满 12 学分。

3. Optional General Courses, students according to the school each semester registration notice and their own interests and hobbies as required course, semester 1 and 8 semester generally shall not register, must complete 12 credits.

4. 实验课程及实践环节学生必须修满 31 学分。其中实验课程 3 学分；学校统一规定的实践教学环节共 20 学分；本专业的实践教学环节 8 学分，包括艺术考察与写生 6 学分，环境设计考察与实践 2 学分。

4. In Experimental Courses and practice, students must complete 31 credits. The Experimental Courses 3 points; The Unified arrangement by University, a total of 20 credits; This professional practice teaching link of 8 points, including investigation and sketch 6 credits of the arts, environmental design 2 credit investigation and practice.

5. 可抵扣学分部分：学生获省部级以上奖励抵扣通识选修课 2 学分（不累计）；学生公开发表科研论文一篇抵扣专业选修课 2 学分（不累计）；学生科研立项抵扣专业选修课 1 学分（不累计）；获国家认可的室内设计师职业资格证书或景观设计师职业资格证书抵扣专业选修课 1 学分（不累计）。

5. Deductible credits: students won awards above provincial level meter 2 credit; Field of all kinds of competition winning meter 1 credit (not be accumulated); Students count 2 credit research papers published an article; Students' scientific research project plan 1 credits; Summer social survey and submit 1 credit outstanding survey meter; National recognition of professional qualification certificate of interior designer or landscape architect professional qualification certificate of meter 1 credit (not be accumulated).

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		合计 Total
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	第 7 学期 7 th Semester	第 8 学期 8 th Semester	
课堂教学 Classroom Teaching	课堂教学（含教学实践） Classroom Teaching (including Practical Teaching)	15	16	16	16	16	16	16		111
	考试 Tests	2	2	2	2	2	2	2		14
实践教学 Practical Teaching	学校统一安排 Unified arrangement by University	2							16	18
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
总计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	58	31.5
（一）思想政治理论课 Ideological and Political Theory Courses	11	6.0
（二）公共通识课 Public General Courses	35	19.0
（三）通识选修课 Optional General Courses	12	6.5
二、专业基础课程 Fundamental Specialty Courses	22	12.0
三、专业课程 Specialty Courses	73	39.7
（一）专业必修课 Compulsory Specialty Courses	51	27.7
（二）专业选修课 Optional Specialty Courses	22	12.0
四、实践与实验课程 Practical and Experimental Courses	31	16.8
合计 Total	184	100

附表三: Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week											
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year					
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester				
通识必修课 Compulsory General Courses	1	思想道德修养 Morals & Ethics	30	30		2	2											
	2	马克思主义基本原理 Basic Theory of Marxism	48	48		3		3										
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2									
	4	毛泽东思想和中国特色社会主义理论体系概论 General Introduction to Mao Zedong Thought and Socialist Theory with Chinese Characteristics	96	64	32	6				4								
	5	大学语文 College Chinese	45	45		3		3										
	6	应用写作 Applied Writing	16	16		1	2											
	7	大学英语一 College English I	60	60		4	4											
	8	大学英语二 College English II	64	64		4		4										
	9	体育一 College Physical Education I	30	30		1	2											
	10	体育二 College Physical Education II	30	30		1		2										
	11	体育三 College Physical Education III	30	30		1			2									
	12	体育四 College Physical Education IV	30	30		1				2								
	13	大学计算机基础 Fundamentals of Computer Technology	64	48	16	3		4										
	14	多媒体技术与应用 Multimedia Technology and Application	64	32	32	3			4									
	15	法学通论 General Theory of Law	32	32		2		2										
	16	经济学原理 Principles of Economics	48	48		3			3									
	17	管理学原理 Principles of Management	48	48		3				3								

湖北经济学院法商学院教学指导书

	18	大学生心理健康教育 Psychological Health	32	32		2		2						
	19	毕业就业指导 Career Guidance	16	16		1						1		
	小计 Subtotal		815	735	80	46	10	20	11	9		1		
Fundamental Specialty Courses 专业基础课	20	设计概论 Introduction to Design	32	32		2	2							
	21	素描一 Sketching	48	16	32	3	3							
	22	色彩一 Basic Color Exercises I	48	16	32	3	3							
	23	素描二 Sketching 2	48	16	32	3		3						
	24	色彩二 Basic Color Exercises I	48	16	32	3		3						
	25	计算机辅助环艺设计一 Computer-Aided Art Design I	48	16	32	3		3						
	26	设计美学 Design Aesthetics	32	32		2			2					
	27	视觉形态原理 The principle of visual form	48	48		3	3							
		小计 Subtotal		352	192	160	22	11	9	2				
Compulsory Specialty Courses 专业必修课	28	工程制图 Engineering Drawing	48	16	32	3			3					
	29	计算机辅助环艺设计二 Computer-Aided Art Design II	48	16	32	3			3					
	30	空间造型基础 Space Research	48	16	32	3				3				
	31	建筑初步 Step of Architecture Design	48	16	32	3				3				
	32	建筑透视 Architecture Perspective	48	16	32	3				3				
	33	人机工程学 Human Engineering	48	16	32	3					3			
	34	手绘表现技法 Freehand Sketch	48	16	32	3					3			
	35	装饰材料与工艺 Materials and Processing	48	32	16	3					3			
	36	室内设计（1） Interior Design I	48	16	32	3					3			
	37	风景园林设计（1） Landscape Architecture I	48	16	32	3					3			
	38	中外建筑史 History of Chinese and Western Architecture	48	32	16	3						3		
	39	家具设计 Furniture Design	48	16	32	3						3		
40	室内设计（2） Interior Design II	48	16	32	3						3			

	41	风景园林设计(2) Landscape Architecture II	48	16	32	3						3		
	42	景观设计 Landscape Design	48	16	32	3						3		
	43	公共设施设计 Urban Public Facilities Design	48	16	32	3						3		
	44	展示设计 Exhibition Design	48	16	32	3						3		
	小计 Subtotal		816	304	512	51			6	9	15	15	6	
实验课程 Experimental Courses	环境综合设计实验 Environment comprehensive design experiment		48		48	3							3	
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	形势与政策 Current situation and Policy	讲座 Lectures				√	√	√	√	√	√	√	
		军事理论与军事训练 Military Theory and Training				2	√							
		毕业实习 Graduation Internship				8								√
		毕业论文 Graduation Thesis (Design)				8							√	√
	社会实践 Social Practice				2	√	√	√	√	√	√	√		
	专业自行安排 Flexible arrangement by Dept.	环境设计考察与实践 Environmental design and practice				2							√	
		艺术考察与写生 Study and Sketch Art				6		√		√				
必修课小计 Subtotal of Compulsory Courses			1983	1231	752	119	21	29	19	18	15	16	9	
选修课小计 Subtotal of Optional Courses						34								
实践教学环节小计 Subtotal of Practical Teaching						31								
毕业应取得总学分 184 Graduates should obtain a total of 184 Credits			通识必修课必修学分 46, 占总学分 25% Compulsory General Courses have 46 compulsory Credits, 25% of total Credits											
			专业基础课必修学分 22, 占总学分 12.0% Fundamental Specialty Courses have 22 compulsory Credits, 12.0% of total Credits											
			专业必修课必修学分 51, 占总学分 27.7% Specialty Courses have 51 compulsory Credits, 27.7% of total Credits											
			实验与实践教学环节学分 31, 占总学分 16.8% Practical Teaching has 31 compulsory Credits, 16.8% of total Credits											
			选修课学分≥34, 其中通识选修课≥12 Credits of Optional Courses ≥ 34, including the Credits of Public Optional Courses ≥ 12											

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。
Caption：“√”means the teaching courses have no requirements of teaching weeks, As requested, students complete credits in the corresponding term.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	应用伦理学 Applied Ethics	2	3	32	22 Credits should be obtained for courses of this category 本课程应修满22学分
	2	中国画 Chinese painting	2	3	32	
	3	城市规划原理 Urban Planning	2	3	32	
	4	设计思维与表达基础 Ideas and Expression of Design	2	3	32	
	5	水彩画 Water color	2	4	32	
	6	中国书法 Chinese Calligraphy	2	4	32	
	7	中国传统民居鉴赏 Chinese Traditional House Research	2	4	32	
	8	摄影基础 Basic photography	2	5	32	
	9	观赏植物学 Landscape Plants	2	5	32	
	10	壁画 Mural Painting	2	5	32	
	11	装饰绘画 Decoration painting	2	5	32	
	12	导视系统设计 Environmental Guiding System Design	2	5	32	
	13	景观生态学原理 Landscape Ecology	2	6	32	
	14	陈设艺术设计 Display Design	2	6	32	
	15	当代设计思潮 Modern Design Trend	2	6	32	
	16	陶艺 Ceramics	2	6	32	
	17	模型制作 Model Making	2	6	32	
	18	版式设计艺术鉴赏 Arrangement of art appreciation	2	7	32	
	19	装饰工程预决算 Architecture Project Budget	2	7	32	
	20	商务谈判 Business Negotiation	2	7	32	
	21	创业管理 Business foundation	2	7	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本课程应修满 12学分 12Credits should be obtained for courses of this category

附表五: Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	Design With Nature	McHarg	The Official Register of Harvard University	1969	英文 English
2	Design on the Land: the Development of Landscape Architecture	Norman T Newton	The Belknap Press of Harvard University	1969	英文 English
3	Garden for the future	Guy Cooper	Oversea Publishing House	2000	英文 English
4	The Landscape of Man	Geoffrey and Susan Jellicoe	Revised and enlarged edition	1987	英文 English
5	极少主义与禅宗 Minimalism & Dhyana	斯科特 D. Scott	中国建筑工业出版社 China Architecture & Building Press	2003	中文 Chinese
6	世界现代设计史 A History of Modern Design	王受之 Wang Shouzhi	中国青年出版社 China Youth Press	2002	中文 Chinese
7	中国古典园林分析 Analysis of the Traditional Chinese Garden	彭一刚 Peng Yigang	中国建筑工业出版社 China Architecture & Building Press	1986	中文 Chinese
8	室内设计资料集 A Collection of Interior Design	张绮曼 郑曙暘 Zhang Yiman, Zhen Shuyang	中国建筑工业出版社 China Architecture & Building Press	2001	中文 Chinese
9	室内设计原理与实践 Principles & Practice of Interior Design	吕永中 俞培晃 Lv Yongzhong, Yu Peihuang	高等教育出版社 Higher Education Press	2008	中文 Chinese
10	园冶 On Gardening	计成 Ji Cheng	重庆出版社 Chongqing Press	2009	中文 Chinese
11	城市景观之路 A View on Urban Landscape	俞孔坚 李迪华 Yu Kongjian, Li Dihua	中国建筑工业出版社 China Architecture & Building Press	2003	中文 Chinese
12	建筑空间组合论 The Combination of Architectural Space	彭一刚 Peng Yigang	中国建筑工业出版社 China Architecture & Building Press	2008	中文 Chinese
13	景观设计学--场地规划 与设计手册 Landscape Architecture: A Manual of Site Plan- ning and Design	约翰·西蒙兹 俞孔坚等译 J. O. Simonds by Yu Kongjian	中国建筑工业出版社 China Architecture & Building Press	1998	中文 Chinese
14	建筑构造(上册) Building Construction I	李必瑜 魏宏杨 Li Biyu, Wei Hongyang	中国建筑工业出版社 China Architecture & Building Press	2008	中文 Chinese
15	建筑构造(下册) Building Construction II	刘建荣 翁季 Liu Jianrong, Weng Ji	中国建筑工业出版社 China Architecture & Building Press	2008	中文 Chinese

产品设计专业本科培养方案

Undergraduate Program for Product Design

一、培养目标

I. Educational Objectives

本专业培养德智体美全面发展，具有良好的产品设计专业素养，系统掌握产品设计专业基本理论，具备较强的产品设计创意、设计与制作技能，能在各类设计机构和产品设计企业从事项目管理、创意、设计与制作的应用性复合型人才。

The educational objectives of Product Design are cultivation of students who fully developed in virtue, wisdom, beauty and body. Students should have professional product design ideas and skills, master the basic professional theory of product design systematically, and can work in all kinds of design agencies and enterprises engaged in project management, product design ideas and manufactures.

二、培养规格基本要求

II. Training Standards and Basic Requirements

本专业学生通过对产品设计专业基础理论的学习，系统接受产品造型设计与开发等知识与能力的训练，在毕业时应具备以下几个方面的知识和能力：

Students of this major mainly study basic theories and skills of product design and accept systematical training of product design. The graduates should possess the following knowledge and abilities:

1. 热爱社会主义祖国，拥护中国共产党的领导，掌握马克思主义、中国特色社会主义的基本原理；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德；

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2. 具有宽广的知识背景及扎实的学科专业基础，掌握产品设计与项目管理的基础知识和基本技能，具有较强的审美意识和较深的文化内涵，同时具备一定的

创新意识和创业能力；

2. Has a broad knowledge background and solid foundation of academic disciplines, to master the basic knowledge of product design and project management and basic skills, with strong aesthetic consciousness and deeper cultural connotation, at the same time have a certain ability of innovation and entrepreneurship.

3. 具有前瞻的设计理念和市场洞悉能力，能独立获取信息、提出问题、分析问题和解决问题，能独立完成产品开发中的市场调研、分析与设计等工作；

3. Have a forward-looking design concept and market insight, can access to information, ask questions, analyze and solve problems, can independently accomplish the market research, analysis and design in the product development.

4. 具有一定的外语应用能力，能查阅设计专业外文文献，了解艺术学学科前沿发展现状与趋势，视野开阔；

4. Have a certain foreign language application ability, understand the present situation and development trend of the latest development of art discipline, and broad vision.

5. 具备较好的沟通和表达能力及一定的设计管理能力；

5. Good expression ability, communication skills, and design management capability.

6. 掌握设计相关政策法规，具备一定的法律意识和良好的职业道德。

6. Master all kinds of design related policies and regulations, have strong legal consciousness and good professional ethics.

三、主干课程

III. Curriculum Provision

主干课程为支撑本专业的专业基础课程和专业核心课程。本专业的专业基础课程包括素描、色彩、设计概论和视觉形态原理等。本专业的专业核心课程包括计算机辅助产品设计、工业设计史、人机工程学、材料工艺学和家具设计等。

Main courses are supported by Fundamental Specialty Courses and professional core courses. The Fundamental Specialty Courses include: Sketch, Color, Design Introduction and Principles of Visual Form. Professional core courses of this major including Computer-aided Product Design, History of Industrial Design, Human Engineering, Materials Technology and Furniture Design, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制为四年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学周数，

考试 1-2 周，1-7 学期寒暑假安排 41 周。

Educational system is four years, is divided into eight semesters, a total of 198 weeks, according to the 16 weeks per semester planning weeks of teaching, examination 1 to 2 weeks, 1-7 semesters arrange 41 weeks summer and winter vacation.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 183 学分，其中必修课 121 学分，通识选修课 12 学分，专业选修课 22 学分，实验与实践课程 28 学分，通过毕业资格审查方准予毕业。

毕业时符合学位授予条件的，授予艺术学学士学位。

Students should complete 183 credits within the prescribed length of schooling, including compulsory courses 121 credits, Optional General Courses 12 credits, 22 credits in specialty elective courses and experimental and practical courses 28 points. Then they can graduate.

Those graduates in accordance with the program requirements and meeting graduation qualification can be awarded Bachelor's Degree in Art.

六、课程修读指引

VI. Curriculum Guide

1. 学生必须修读本专业必修的所有课程，并取得相应的学分；

1. Student must all read professional required courses, and obtain corresponding credits.

2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；

2. University sports club teaching by way of course. Students according to I chose to study sports, sports expertise and interests in different clubs to complete the teaching content, teaching regulation of credit.

3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第 1 学期与第 8 学期一般不得选课，不得选修本专业全程教学计划表所列课程；

3. Optional General Courses, students according to the school each semester registration notice and their own interests and hobbies as required course, semester 1 and 8 semester generally shall not register, shall not take the whole teaching course

listed in schedule.

4. 通识选修课：要求修满 12 个学分；
4. Optional General Courses: complete 12 credits.
5. 专业选修课：要求修满 22 个学分；
5. Professional elective courses: requirements with 22 points.
6. 实践及实验课：要求修满 28 个学分。
6. Practice and experiment: requirements with 28 points.

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		Total 合计
		第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester	
课堂教学 Classroom Teaching	课堂教学(含 教学实践) Classroom teaching (including Practical teaching)	15	16	16	16	16	16	16		111
	考试 Tests	2	2	2	2	2	2	2		14
实践教学 Practical Teaching	学校统一安排 Unified arrangement by University	2							16	18
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
总计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例(%) Percentage (%)
一、通识课程 General Courses	58	31.7
(一) 思想政治理论课 Ideological and Political Theory Courses	13	7.1
(二) 公共通识课 Public General Courses	33	18.0
(三) 通识选修课 Optional General Courses	12	6.6
二、专业基础课程 Fundamental Specialty Courses	21	11.5
三、专业课程 Specialty Courses	76	41.5
(一) 专业必修课 Compulsory Specialty Courses	54	29.5
(二) 专业选修课 Optional Specialty Courses	22	12.0
四、实践与实验课程 Practical and Experimental Courses	28	15.3
合计 Total	183	100

附表三: Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week														
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year								
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester							
通识必修课 Compulsory General Courses	1	思想道德修养 Morals & Ethics	30	30		2	2														
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3	3														
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2		2													
	4	毛泽东思想和中国特色社会主义理论体系概论 General Introduction to Mao Zedong Thought and Socialist Theory with Chinese Characteristics	96	64	32	6				4											
	5	大学语文 College Chinese	45	45		3	3														
	6	应用写作 Applied Writing	16	16		1	2														
	7	体育一 College Physical Education I	30	30		1	2														
	8	体育二 College Physical Education II	30	30		1		2													
	9	体育三 College Physical Education III	30	30		1			2												
	10	体育四 College Physical Education IV	30	30		1				2											
	11	大学计算机基础 Fundamentals of Computer Technology	64	48	16	3		4													
	12	网页设计与制作 Web Design and Production	64	32	32	3				4											
	13	大学英语一 College English I	60	60		4	4														
	14	大学英语二 College English II	64	64		4		4													
	15	经济学原理 Principles of Economics	48	48		3			3												

湖北经济学院法商学院教学指导书

	16	管理学原理 Principles of Management	48	48		3			3				
	17	法学通论 General Theory of Law	32	32		2	2						
	18	大学生心理健康教育 Psychological Health	32	32		2	2						
	19	毕业就业指导 Career Guidance for graduates	16	16		1					1		
	小计 Subtotal		815	719	96	46	10	20	11	9		1	
Fundamental 专业基础课 Specialty Courses	20	设计概论 Design Introduction	48	48		3	3						
	21	视觉形态原理 Principles of Visual Form	48	16	32	3	3						
	22	素描 Sketching	96	32	64	6	3	3					
	23	色彩 Color	96	32	64	6	3	3					
	24	透视学 Perspective Science	48	16	32	3			3				
	小计 Subtotal		336	144	192	21	12	6	3				
Compulsory 专业必修课 Specialty Courses	25	产品设计调查 Investigation of Product Design	48	48		3			3				
	26	计算机辅助平面设计一 Computer-aided Graphic Design I	48	16	32	3		3					
	27	计算机辅助平面设计二 Computer-aided Graphic Design II	48	16	32	3			3				
	28	机械制图一 Engineering Graphics I	48	16	32	3			3				
	29	机械制图二 Engineering Graphics II	48	16	32	3				3			
	30	计算机辅助产品设计一 Computer-aided Product Design I	48	16	32	3			3				
	31	计算机辅助产品设计二 Computer-aided Product Design II	48	16	32	3				3			
	32	产品设计原理 Product Design Theory	48	16	32	3				3			
	33	手绘表现技法 Hand-drawing Skills	48	16	32	3					3		
	34	数码产品设计 Design of Digital Product	48	16	32	3					3		
	35	工业设计史 History of Industry Design	48	48		3					3		
	36	产品模型制作 Product model making	48	16	32	3						3	
37	材料工艺学 Material Technology	48	48		3						3		

	38	人机工程学 Human Engineering	48	48		3					3			
	39	家具设计 Furniture Design	48	16	32	3						3		
	40	展示设计 Display Design	48	16	32	3						3		
	41	玩具设计 Toy Design	48	16	32	3						3		
	42	产品设计与开发 Product Design and Development	48	16	32	3						3		
	小计 Subtotal			864	416	448	54		3	12	9	9	9	12
Experimental Courses 实验课程	Unified arrangement by University 学校统一安排	形势与政策 Current Situation and Policy	讲座 Lectures				√	√	√	√	√	√	√	√
		军事理论与军事训练 Military Theory and Training				2	√							
		毕业实习 Graduation Internship				8								√
		毕业论文（设计） Graduation Thesis (Design)				8							√	√
		社会实践 Social Practice				2	√	√	√	√	√	√	√	
	Flexible arrangement by Dept. 专业自行安排	艺术考察与写生一 Study and Sketch ArtI				3		√						
		艺术考察与写生二 Study and Sketch ArtII				3				√				
		产品设计流程考察与实践 Study and Practice of Product Design Process				2						√		
	必修课小计 Subtotal of Compulsory Courses			2015	1279	736	121	22	29	26	18	9	10	12
	选修课小计 Subtotal of Optional Courses						34							
实践教学环节小计 Subtotal of Practical Teaching						28								
毕业应取得总学分 183 Graduates should obtain a total of 183 Credits			通识必修课必修学分 46，占总学分 25.1% Compulsory General Courses have 46 compulsory Credits, 25.1% of total Credits											
			专业基础课必修学分 21，占总学分 11.5% Fundamental Specialty Courses have 21 compulsory Credits, 11.5% of total Credits											
			专业必修课必修学分 54，占总学分 29.5% Specialty Courses have 54 compulsory Credits, 29.5% of total Credits											
			实验与实践教学环节学分 28，占总学分 15.3% Practical Teaching has 28 compulsory Credits, 15.3% of total Credits											
			选修课学分≥34，其中通识选修课≥12，专业选修课≥22， Credits of Optional Courses ≥ 34, including the Credits of Public Optional Courses ≥ 12, the credits of professional courses ≥ 22											

说明：表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。
Caption:“√”means the teaching courses have no requirements of teaching weeks, As requested, students complete credits in the corresponding term.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	应用伦理学 Applied Ethics	2	3	32	22 Credits should be obtained for courses of this category 本类课程应修满22学分
	2	中国书法 Calligraphy	2	3	32	
	3	广告设计 Advertising Design	2	3	32	
	4	品牌设计 Brand Design	2	3	32	
	5	版式设计艺术与印刷 Format Design Art and Printing	2	4	32	
	6	用户界面设计 User Interface Design	2	4	32	
	7	中国画 Chinese Painting	2	4	32	
	8	摄影 Photography	2	5	32	
	9	导视系统设计 Guiding System Design	2	5	32	
	10	室内设计 Interior Design	2	5	32	
	11	灯具设计 Design of Lamps	2	6	32	
	12	设计符号学 Design Semiotics	2	6	32	
	13	旅游产品设计 Tourism Product Design	2	6	32	
	14	日用品设计 Daily Necessities Design	2	6	32	
	15	产品快题设计 Quick Design of Product	2	7	32	
	16	设计心理学 Design Psychology	2	7	32	
	17	流行文化与时尚设计 Popular Culture and Fashion Design	2	7	32	
	18	设计美学 Design Aesthetics	2	7	32	
	19	当代设计思潮 Modern Design Trend	2	7	32	
	20	工艺品设计 Arts and Crafts Design	2	7	32	
	21	创业教育 Entrepreneurship Education	2	7	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 12学分 12Credits should be obtained for courses of this category

附表五: Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	艺术设计概论 Introduction to Design	凌继尧 Lin Jiyao	北京大学出版社 Peking University Press	2012	中文 Chinese
2	设计中的设计 Design of Design	[日]原研哉 Harakenya (JP)	山东人民出版社 Shandong People Publishing House	2006	中文 Chinese
3	中国民间美术造型 The Chinese Folk Arts Mould Making	左汉中 Zuo Hanzhong	湖南美术出版社 Hunan Fine Arts Publishing House	2006	中文 Chinese
4	中西文化比较导论 Introduction to the Comparison Between Chinese and Western Culture	辜正坤 Gu Zhengkun	北京大学出版社 Peking University Press	2006	中文 Chinese
5	造型原本 Original Manuscript of Modeling	吕胜中 Lv Shengzhong	三联书店 Shanghai Joint Publishing Company	2002	中文 Chinese
6	罗丹艺术论 Rodin L'art	[法]葛赛尔 Gosail (Fr)	广西师范大学出版社 Guangxi Normal University Press	2003	中文 Chinese
7	世界现代设计史 A History of Modern Design	王受之 Wang Shouzhi	中国青年出版社 China Youth Press	2002	中文 Chinese
8	工业设计思想基础 Approaches to Industrial Design	李乐山 Li Leshan	中国建筑工业出版社 China Architecture & Building Press	2007	中文 Chinese
9	工业设计心理学 Psychology of Industrial Design	李乐山 Li Leshan	高等教育出版社 Higher Education Press	2001	中文 Chinese
10	艺术设计十五讲 15 Lectures on Art Design	凌继尧 Lin Jiyao	北京大学出版社 Peking University Press	2006	中文 Chinese
11	Emotional Design	Norman	Basic Books	2000	英文 English
12	The design of everyday things	Norman	Basic Books	1998	英文 English
13	Designing interfaces	Jenifer Tidwell	American	2002	英文 English
14	Art and visual perception	Rudolf Arnheim	American	1984	英文 English
15	The city in history	Lewis Mumford	American	2005	英文 English

视觉传达设计专业本科培养方案

Undergraduate Program for Visual Communication Design

一、培养目标

I. Educational Objectives

本专业培养德、智、体、美全面发展，具有良好的视觉传达设计专业素养，系统掌握视觉传达设计基础知识，具备较强的专业设计与制作技能，能在各类品牌设计、印刷、包装设计等公司从事设计管理、创意、设计与制作等方面工作的复合型、实用型高级专门人才。

This program is designed to train inter-disciplinary and application-oriented talents with the good quality of Visual Communication Design. Students are expected to master systematically the basic knowledge of visual communication and strong professional design and production skills to achieve comprehensive development, i.e. morally, intellectually, physically and aesthetically. Graduates can pursue a career with the engagement of design management, creation, design and production in brand design, printing, packaging design and so on.

二、培养规格基本要求

II. Training Standards and Basic Requirements

1. 热爱社会主义祖国，拥护中国共产党领导，掌握马克思主义、中国特色社会主义的基本原理；具有强烈的社会责任感、优良的政治和道德品质；

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism and socialism with distinct Chinese characteristics; have strong social responsibility, good ideological, political and moral character.

2. 具有宽阔的知识背景及扎实的学科专业基础，掌握设计管理、视觉传达设计、印刷制作等方面的基础知识与基本技能，具有较强的视觉传达设计与表现能力、审美鉴赏能力及管理能力，同时具备一定的创新意识和创业能力；

2. Have extensive professional background and solid foundation for related specialty; master the basic knowledge and skills of design management, visual communication design, printing, etc.; have strong expressiveness in visual communication design, the aesthetic ability and management ability, furthermore, the

innovative awareness and entrepreneurial capacities.

3.具备独立获取知识、提出问题、分析问题和解决问题的能力，出色完成视觉传达设计、策划与管理等工作；

3. Have independent access to knowledge with the ability to pose questions, analyze questions and solve questions. Visual communication design, planning and management shall be done outstandingly.

4.具有一定的外语应用能力；

4. Have certain ability in foreign language application.

5.具有突出的社会实践能力以及良好的沟通能力和组织协调能力；

5. Boast outstanding social practical ability and good communicative and coordinative ability.

6.掌握各类设计相关的政策与法规，具备较强的法律意识及优良的职业道德。

6. Know inside out all kinds of relevant politics, rules and regulations; have strong legal awareness and professional ethics.

三、主干课程

III. Curriculum Provision

素描、色彩、设计思维与表达、平面设计一、平面设计二、信息设计、网页艺术设计、视觉导向设计、商业终端形象设计、品牌设计等。

Sketch; Colors, Design Thinking and Expression, Graphic Design I, Graphic Design II, Information Design, Art of Web Design, Visual Guide Design, Commercial Terminal Image Design, Brand Design, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

本专业为普通本科，标准学制4年，共分8个学期，全程总计198周，每学期按16周规划教学周数，考试1-2周，1-7学期寒暑假安排41周。

The length of schooling is four years with eight semesters, altogether 198 weeks. Each semester is composed of 16 teaching weeks and 1 or 2 exam weeks. Summer and winter vacations cover a length of 41 weeks over the 1st to 7th semesters.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成186学分，其中必修课122学分，通识选修课

12 学分，专业选修课 22 学分，实验与实践课程 30 学分，通过毕业资格审查方准毕业。

毕业时符合学位授予条件的，授予艺术学学士学位。

Students can be conferred graduation after obtaining stipulated 186 credits in accordance with the program requirements and graduation qualification, which includes Compulsory Courses-122 credits, Optional General Courses-12 credits, Optional Specialty Courses-22 credits, Practical and Experimental Courses-30 credits.

Students who meet the standards of the Bachelor's requirements shall be conferred with Bachelor's Degree in Art.

六、课程修读指引

VI. Curriculum Guide

1. 必修课程分为通识必修课、专业基础课和专业必修课三大类，学生必须在当年开课学期修读并通过考核，其中通识必修课必须修满 46 学分，专业基础课必须修满 22 学分，专业必修课必须修满 54 学分，一共 122 学分；

1. Compulsory Courses consists of General Compulsory Course, Fundamental Specialty Courses and Specialty Compulsory Course. Students are required to attend the courses and pass the examinations in the stipulated semesters with a completion of General Compulsory Course - 46 credits, Fundamental Specialty Courses - 22 credits, Specialized Compulsory Course - 54 credits, altogether 122 credits.

2. 本专业学生修读“大学英语”1、2 册，必须修满 8 学分；

2. Students are required to study College English I and College English II with a completion of 8 credits.

3. 大学体育采取选课形式实施俱乐部教学，学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；

3. College Physical Education adopt the form of clubs based on students' selection according to their own PE specialty and interest. Students are expected to complete the stipulated tasks individually within different teaching clubs to acquire stipulated credits.

4. 选修课包括通识选修课和专业选修课两类。通识选修课，学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第 1 学期与第 8 学期一般不得选课，必须修满 12 学分。专业选修课，学生可以在该课程组内任选课程修读，最低要求 22 学分。学生获得本专业相关技能证书可冲抵 1-4 个专业选修课学分，获得非专业相关技能证书可冲抵 1-4 个通识选修课学分。由学生提出申请，系部和教务部认定；

4. Optional Courses includes Optional General Courses and specialized optional courses. General Optional Course: students are required to select their courses based on the notice of course selection and their own interest and hobbies in each semester, excluding 1st and 8th semester and their own interest with a completion of 12 credits. Specialized optional courses can be selected within the curriculum of related major with a completion of at least 22 credits. Related certificate can cover 1 to 4 credits in the realm of specialized optional courses and non-related certificate can cover 1-4 credits in the realm of Optional General Courses. Students shall file an application first and get improved by relevant department and the academic administration.

5. 实验课程及实践环节学生必须修满 30 学分。其中实验课程 2 学分；学校统一规定的实践教学环节如社会实践等共 20 学分；本专业的实践教学环节 8 学分，包括艺术考察与写生 6 学分，平面设计流程考察与实践 2 学分。

5. Practical and Experimental Courses: 30 credits, including 2 credits of Experimental Courses, Unified arrangement by University, eg. Social practice and the like, altogether 20 credits, specialized practical teaching -8 credits, consisting of 6 credits of artistic field trip and painting and 2 credits of Graphic Design process study and practice.

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		合计 Total
		第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester	
课堂教学环节 Classroom Teaching	课堂教学(含教学实践) Classroom teaching (including Practical teaching)	15	16	16	16	16	16	16		111
	考试 Exam	2	2	2	2	2	2	2		14
实践教学环节 Practical Teaching	学校统一安排 Unified Arrangement by University	2							16	18
	专业机动安排 Flexible Arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
合计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credit	占总学分比例(%) Percentage of Total Credits
一、通识课程 General Courses	58	31.2
(一) 思想政治理论课 Ideological and Political Theory Courses	13	7.0
(二) 公共通识课 Public General Courses	33	17.7
(三) 通识选修课 Optional General Courses	12	6.5
二、专业基础课程 Fundamental Specialty Courses	22	11.8
三、专业课程 Specialty Courses	76	40.9
(一) 专业必修课 Compulsory Specialty Courses	54	29.0
(二) 专业选修课 Optional Specialty Courses	22	11.8
四、实践与实验课程 Practical and Experimental Courses	30	16.1
合计 Total	186	100

附表三: Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week													
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year							
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester						
通识必修课 Compulsory General Courses	1	思想道德修养 Morals & Ethics	30	30		2	2													
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3		3												
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2											
	4	毛泽东思想和社会主义理论体系概论 Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	96	64	32	6				4										
	5	大学语文 College Chinese	45	45		3		3												
	6	应用写作 Applied Writing	16	16		1	2													
	7	大学英语一 College English I	64	64		4	4													
	8	大学英语二 College English II	64	64		4		4												
	9	体育一 College Physical Education I	30	30		1	2													
	10	体育二 College Physical Education II	30	30		1		2												
	11	体育三 College Physical Education III	30	30		1			2											
	12	体育四 College Physical Education IV	30	30		1				2										
	13	大学计算机基础 Basics of Computer	64	48	16	3		4												
	14	多媒体技术与应用 Technology & Application of Multimedia	64	32	32	3			4											
	15	经济学原理 Principles of Economics	48	48		3			3											

湖北经济学院法商学院教学指导书

	16	管理学原理 Principles of Management	48	48		3		3					
	17	法学通论 General Theory of Law	32	32		2		2					
	18	大学生心理健康教育 Psychological Health	32	32		2		2					
	19	毕业就业指导 Employment Guidance	16	16		1						1	
	小计 Subtotal		819	723	96	46	10	20	14	6		1	
Fundamental Specialty Courses 专业基础课	20	设计概论 Introduction to Design	32	32		2	2						
	21	视觉形态原理 Principles of Visual Form	48	32	16	3	3						
	22	素描 Sketch	96	96		6	3	3					
	23	色彩 Colors	96	96		6	3	3					
	24	现代设计史 History of Modern Design	32	32		2			2				
	25	电脑艺术设计一 Computerized Art Design I	48	32	16	3		3					
	小计 Subtotal		352	320	32	22	11	9	2				
Compulsory Specialty Courses 专业必修课	26	摄影 Photography	48	16	32	3		3					
	27	设计思维与表达 Design Thinking and Expression	48	16	32	3		3					
	28	字体设计 Font Design	48	16	32	3		3					
	29	商业插画 Commercial Illustration	48	16	32	3				3			
	30	版式设计及印刷 Layout Design and Printing	48	16	32	3				3			
	31	广告文案 Advertising Copy	48	16	32	3				3			
	32	平面设计一 Graphic Design I	48	16	32	3				3			
	33	平面设计二 Graphic Design II	48	16	32	3					3		
	34	书籍装帧设计 Book Binding Design	48	16	32	3					3		
	35	中国元素研究与设计 Application of Visual Elements in China	48	16	32	3					3		
	36	电脑艺术设计二 Computerized Art Design II	48	16	32	3			3				
	37	广告策划 Advertisement Planning	48	16	32	3					3		
	38	包装设计 Packaging Design	48	16	32	3						3	

	39	网页艺术设计 Art of Web Design	48	16	32	3						3		
	40	影视广告设计 Film and Television AD Design	48	16	32	3						3		
	41	信息设计 Information Design	48	16	32	3						3		
	42	商业终端形象设计 Commercial Terminal Image Design	48	16	32	3							3	
	43	品牌设计 Brand Design	48	16	32	3							3	
	小计 Subtotal			864	288	576	54				12	12	12	12
实验课程 Experimental Courses	视觉综合设计 Visual Integrative Design		32		32	2								4
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	形势与政策 Situation and Policies	讲座 Lectures					√	√	√	√	√	√	√
		军事理论与军事训练 Military Theory and Training				2	√							
		毕业实习 Graduation Internship				8								√
		毕业论文 Graduation Thesis				8							√	√
	专业自行安排 Flexible arrangement by Dept.	社会实践 Social Practice				2	√	√	√	√	√	√	√	√
		艺术考察与写生 Artistic field trip and painting				6		√		√				
		平面设计流程考察与实践 Graphic Design Process Study and Practice				2						√		
必修课小计 Compulsory Course Subtotal		2035	1331	704	122	21	29	28	18	12	13	10		
选修课小计 Optional Course Subtotal					34									
实践教学环节小计 Practical Teaching Subtotal					30									
毕业应取得总学分 186 Graduates should obtain a total of 186 Credits		通识必修课必修学分 46, 占总学分 24.7% General Compulsory Courses-46 credits, taking up 24.7% of total credits												
		专业基础课必修学分 22, 占总学分 11.8% Fundamental Specialty Courses-22 credits, taking up 11.8% of total credits												
		专业必修课必修学分 54, 占总学分 29.0% Specialty Compulsory Courses-54 credits, taking up 29.0% of total credits												
		实验与实践教学环节学分 30, 占总学分 16.1% Experiment and Practice- 30 credits, taking up 16.1% of total credits												
		选修课学分≥34, 其中通识选修课≥12 Optional Credits≥34, Public Optional Courses ≥12												

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。

Notes: “√”represents that there are no week hours requirements for that course. Student shall complete the credits in related semester according to the credit requirements.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	中国书法 Chinese Calligraphy	2	2	32	22 Credits should be obtained for courses of this category 本类课程应修满22学分
	2	市场营销学 Marketing	2	2	32	
	3	心理学 Psychology	2	3	32	
	4	中外艺术导览 Outline of Chinese and Foreign Art	2	3	32	
	5	艺用视觉心理学 Visual Psychology for Art	2	3	32	
	6	设计美学 Design Aesthetics	2	3	32	
	7	中国画 Chinese Painting	2	3	32	
	8	标志设计 Logo Design	2	4	32	
	9	摄像基础 Basics of Photography	2	4	32	
	10	互动艺术设计 Interaction Art Design	2	5	32	
	11	摄影造型艺术 Filming Plastic Art	2	5	32	
	12	中外设计案例评析 Case Evaluation of Chinese and Foreign Designs	2	5	32	
	13	陶艺 Ceramics	2	5	32	
	14	视觉导向设计 Visual Guide Design	2	6	32	
	15	当代设计思潮 Modern Design Trends	2	6	32	
	16	丝网印刷 Silk-screen Printing	2	6	32	
	17	影视片头设计 Television Titles Design	2	6	32	
	18	设计管理 Design Management	2	6	32	
	19	流行文化与时尚设计 Popular Culture and Fashion Design	2	6	32	
	20	壁画 Fresco	2	7	32	
	21	创业基础 Entrepreneurial Foundation	2	7	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Optional General Courses Table					本类课程应修满12学分 12Credits should be obtained for courses of this category

附表五: Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	30 essential typefaces for a lifetime	Pao, Lmin(EDT)/Berger, Joshua	Quayside pub Group	2006	英文 English
2	Communicate! Independent British Graphic Design Since the sixties	Rick Poyner	Laurence King Publishing	2004	英文 English
3	Design evolution: theory into practice	Tim Samara	Rockport Pub	2008	英文 English
4	Contemporary Advertising	William F.Arens	McGraw-Hill Co	1998	英文 English
5	New Packaging Design	Janice Kirkpatrick	Laurence King Pub	2009	英文 English
6	二十世纪视觉传达史 A History of Graphic Design	(美)梅格斯 Meigs	湖北美术出版社 Hubei Fine Arts Publishing	1989	中文 Chinese
7	秩序感: 装饰艺术的心理学研究 The Sense of Order: Psychological Research into Decorative Art	(英)贡布里希 E.H.Gombrich	湖南科学技术出版社 Hunan Science & Technology Press	2002	中文 Chinese
8	设计中的设计 Designing Design	原研哉 Kenyahara	山东人民出版社 Shandong People Publishing House	2006	中文 Chinese
9	吕敬人书籍设计教程 Tao of Book Design	吕敬人 Lv Jingren	中国青年出版社 China Youth Press	2005	中文 Chinese
10	西方字体设计 100 年 20 th Centurytype	(英) Lewis Blackwell	上海人民美术出版社 Shanghai People's Fine Arts Publishing House	2005	中文 Chinese
11	图形创意与联想 Figure Creation	林家阳 Lin Jiayang	高等教育出版社 Higher Education Press	2006	中文 Chinese
12	招贴设计 Poster Design	林家阳 Lin Jiayang	高等教育出版社 Higher Education Press	2008	中文 Chinese
13	世界现代设计史 A History of Modern Design	王受之 Wang Shouzhi	中国青年出版社 China Youth Press	2002	中文 Chinese
14	艺术设计概论 Design Through Discovery	(美)玛乔里·艾略 特·贝弗林 Marjorie Elliott Bevlin	上海人民美术出版社 Shanghai People's Fine Arts Publishing House	2006	中文 Chinese
15	艺术和思想 Arts and Ideas	(英)威廉弗莱明 William Fleming	上海人民美术出版社 Shanghai People's Fine Arts Publishing House	2000	中文 Chinese

动画专业本科培养方案

Undergraduate Program for Animation

一、培养目标

I. Educational Objectives

本专业培养适应社会主义现代化建设需要，德、智、体、美全面发展，具备广泛的科学文化和艺术设计理论知识，掌握影视动画所需要的基本理论、基础知识和基本技能技巧的高素质应用型高级专门人才。毕业后能在动漫生产、影视制作、广告设计、游戏等企业和音像出版、报刊杂志、电视、网络等媒体从事动画设计、动画创意与制作等方面的工作。

This program is designed to train high quality application-oriented talents to meet the needs of socialist modernization and comprehensive development, such as morals, intelligence, physical education and aesthetics. Students are required to equip themselves with extensive knowledge in science, culture and art design, and to grasp the fundamental theory, basic knowledge, skills and techniques in film and television animation. Graduates can pursue a career with the engagement of animation design, animation creation and production in such related enterprises as animation production company, film and television production company, advertisement design, and game design or relevant media like audio-video publication, newspapers, magazines, TV, the Internet and so on.

二、培养规格基本要求

II. Training Standards and Basic Requirements

As a student of this program, he/she is required to:

1. 热爱祖国，拥护中国共产党领导，掌握马克思主义、中国特色社会主义的基本原理；具有敬业爱岗、艰苦奋斗、热爱劳动、遵纪守法、团结合作的品质；具有良好的思想品德、社会公德和职业道德；

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism and socialism with distinct Chinese characteristics; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social

morality and professional ethics.

2. 具有一定的人文社会科学和自然科学基本知识，具备独立获取知识、提出问题、分析问题和解决问题的能力以及创新意识与创业能力；

2. Have the basic knowledge of Humanities & Social Sciences and Natural Science. Have independent access to knowledge with the ability to pose questions, analyze questions, solve questions and innovative awareness and entrepreneurial capacities as well.

3. 熟练掌握一门外国语；掌握现代计算机技术应用，具有应用计算机技术进行动画创作的能力，具有一定人文、社会科学基础、科学文献检索和文学表述能力；

3. Achieve proficiency in at least one foreign language; master the application of modern computer technology to create animation; Emphasis is also placed upon the student's foundation for Humanities & Social Sciences, ability to use primary source materials, and proficiency in writing and presentation.

4. 具有扎实的二维动画、三维动画设计与制作基本知识、了解本专业与相关专业前沿性问题与发展趋势；

4. Have a solid foundation for the basic knowledge of 2-D and 3-D animation design and production; learn and follow relevant cutting-edge subjects and trends.

5. 掌握一定的体育基础知识，具有良好的体育锻炼和卫生习惯，身体健康，受到必要的军事训练，达到国家规定的大学生体育和军事训练合格标准，具有健全的心理和健康的体魄，能够履行建设祖国和保卫祖国的神圣义务；

5. Master the basic knowledge of sports to develop physical well-being; foster good habits in exercise and sanitation; receive necessary military training to meet the national criteria for college students' sports and military training; have a sound psychological health and strong physique to observe the sacred duty of building and safeguarding our motherland.

三、主干课程

III. Curriculum Provision

动画形象造型、动画运动规律、动画场景设计、原画设计、三维动画短片制作、二维动画短片制作、数字插画、数字音乐制作、数码影像合成等。

Animation image design, Motion law of Animation, Animation Scene Design, Concept art design, 3D Animation Production, 2D Animation Production, Digital Illustration, Digital Music Editing, Digital Image Synthesis, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制为四年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学周数，考试 1-2 周，1-7 学期寒暑假安排 41 周。

The length of schooling is four years with eight semesters, totally 198 weeks. Each semester is composed of 16 teaching weeks and 1 or 2 exam weeks. Summer and winter vacations cover a length of 41 weeks over the 1st to 7th semesters.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 186 学分，其中必修课 121 学分，通识选修课 12 学分，专业选修课 22 学分，实践与实验课程 31 学分。通过毕业资格审查方准予毕业。

毕业时符合学位授予条件的，授予艺术学学士学位。

Students can be conferred graduation after obtaining stipulated 186 credits in accordance with the program requirements and graduation qualification, which includes Compulsory Courses-121 credits, Optional General Courses-12 credits, Optional Specialty Courses-22 credits, Practical and Experimental Courses-31 credits.

Students who meet the standards of the Bachelor's requirements shall be conferred with Bachelor's Degree in Art.

六、课程修读指引

VI. Curriculum Guide

1. 必修课程分为通识必修课、专业基础课和专业必修课三大类，学生必须在当年开课学期修读并通过考核，其中通识必修课必须修满 46 学分，专业基础课必须修满 21 学分，专业必修课必须修满 54 学分，一共 121 学分；

1. Compulsory Courses consists of General Compulsory Course, Fundamental Specialty Courses and Specialty Compulsory Course. Students are required to attend the courses and pass the examinations in the stipulated semesters with a completion of General Compulsory Course-46 credits, Fundamental Specialty Courses -21 credits, Specialized Compulsory Course-54 credits, totally 121 credits.

2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱

好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；

2. College Physical Education adopt the form of clubs based on students' selection according to their own PE specialty and interest. Students are expected to complete the stipulated tasks individually within different teaching clubs to acquire stipulated credits.

3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第1学期与第8学期一般不得选课，必须修满12学分；

3. General Optional Course: students are required to select their courses based on the notice of course selection in each semester, excluding 1st and 8th semester and their own interest with a completion of 12 credits.

4. 通识选修课：要求修满12个学分；

4. General Optional Course: a completion of 12 credits.

5. 专业选修课：要求修满22个学分；

5. Specialty Optional Course: a completion of 22 credits.

6. 实践及实验课：31个学分,其中实践教学环节为29学分，包括毕业实习、毕业论文、社会实践、艺术考察与写生，实验课程为动画创作；

6. Practical and Experimental Courses: 31 credits, including 29 credits of practical teaching, which consists of graduation internship, graduation thesis, social practice, artistic field trip and painting. Animation production is the core of Experimental Courses.

7. 可抵扣学分部分：学生获省部级以上奖励计2学分；校级各类竞赛获奖计1学分（不累计）；学生公开发表科研论文一篇计2学分；学生科研立项计1学分；暑期社会调查并提交优秀调查报告计1学分；以下国家认可职业资格证书计1学分，三维动画设计师、动漫设计师，Autodesk Maya 三维动画师等。

7. Credit Deduction: students who get awards above the provincial and ministerial level -2 credits; students who get awards from various competition at the school level -1 credit (not be accumulated); students who publish a research paper-2 credits; students who get research projects-1 credit; students who participate summer vacation social investigation and submit an outstanding report-1 credit; students who are conferred the following nationally recognized vocational qualification certificate- 1 credit, such as 3D animation designers, animation designers, Autodesk Maya-3D animators and so on.

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	第 7 学期 7 th Semester	第 8 学期 8 th Semester	
课堂教 学环节 Classroom Teaching	课堂教学 Classroom Teaching	15	16	16	16	16	16	16		111
	考试 Exam	2	2	2	2	2	2	2		14
实践教学 环节 Practical Teaching	学校统一安排 Unified Arrangement by University	2							16	18
	专业机动安排 Flexible Arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
合计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credit	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	58	31.2
(一) 思想政治理论课 Ideological and Political Theory Courses	13	7.0
(二) 公共通识课 Public General Courses	33	17.7
(三) 通识选修课 Optional General Courses	12	6.5
二、专业基础课程 Fundamental Specialty Courses	21	11.3
三、专业课程 Specialty Courses	76	40.9
(一) 专业必修课 Compulsory Specialty Courses	54	29.0
(二) 专业选修课 Optional Specialty Courses	22	11.8
四、实践与实验课程 Practical and Experimental Courses	31	16.7
合计 Total	186	100

附表三：Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week									
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year			
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester		
通识必修课 Compulsory General Courses	1	思想道德修养 Morals & Ethics	30	30		2	2									
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3	3									
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2		2								
	4	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	96	64	32	6				4						
	5	大学语文 College Chinese	45	45		3	3									
	6	应用写作 Applied Writing	16	16		1	2									
	7	大学英语一 College English I	60	48	12	4	4									
	8	大学英语二 College English II	64	48	16	4	4									
	9	体育一 College Physical Education I	30	30		1	2									
	10	体育二 College Physical Education II	30	30		1	2									
	11	体育三 College Physical Education III	30	30		1		2								
	12	体育四 College Physical Education IV	30	30		1		2								
	13	大学计算机基础 Basics of Computer	64	48	16	3	4									
	14	多媒体技术与应用 Technology & Application of Multimedia	64	32	32	3				3						
	15	经济学原理 Principles of Economics	48	48		3			3							

	16	管理学原理 Principles of Management	48	48		3		3					
	17	法学通论 General Theory of Law	32	32		2	2						
	18	大学生心理健康教育 Psychological Health	32	32		2	2						
	19	毕业就业指导 Employment Guidance	16	16		1					1		
	小计 Subtotal		815	691	124	46	10	20	10	9		1	
Fundamental 专业基础课	20	素描 Sketch	96	96		6	3	3					
	21	色彩 Colors	96	96		6	3	3					
	22	动画概论 Introduction to Animation	48	48		3			3				
	23	视觉形态原理 Principles of Visual Form	48	16	32	3	3						
	24	动画形象造型 Animation Image Design	48	16	32	3				3			
	小计 Subtotal		336	272	64	21	9	6	6				
Compulsory 专业必修课	25	速写 Sketch	32	16	16	2		2					
	26	艺用人体结构 Artistic anatomy	32	16	16	2			2				
	27	动画场景设计 Animation Scene Design	64	32	32	4				4			
	28	动画运动规律 Motion Law of Animation	64	32	32	4				4			
	29	动画编导 Writing and directing animation	32	16	16	2				2			
	30	动画角色服饰设计 Costume Design of Animation Characters	48	16	32	3					3		
	31	动画分镜头设计 Storyboard Design of Animation	48	16	32	3					3		
	32	原画设计 Concept art design	48	16	32	3					3		
	33	黏土动画制作 Clay Animation Production	48	16	32	3					3		
	34	数字插画 Digital Illustration	48	16	32	3					3		
	35	数码影像合成 Digital Image Synthesis	48	16	32	3						3	
36	数字动画（二维） Digital Animation (2D)	64	32	32	4						4		

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	37	数字动画（三维） Digital Animation (3D)	80	32	48	5						5			
	38	数字音乐制作 Digital Music Production	48	16	32	3						3			
	39	二维动画短片制作 2D Animated Short Movie Production	80	32	48	5							5		
	40	三维动画短片制作 3D Animated Short Movie Production	80	32	48	5							5		
	小计 Subtotal			864	352	512	54		2	2	10	15	15	10	
实验课程 Experimental Courses		动画创作 Animation Creation	80	16	64	5							5		
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	形势与政策 Situation and Policies	讲座 Lectures					√	√	√	√	√	√	√	√
		军事理论与军事训练 Military Theory and Training				2	√								
		毕业实习 Graduation Internship				8									√
		毕业论文 Graduation Thesis				8								√	√
		社会实践 Social Practice				2	√	√	√	√	√	√	√	√	√
	专业自行安排 Flexible arrangement by Dept.	艺术考察与写生 Artistic field trip and painting				6		√		√					
必修课小计 Subtotal of Compulsory Course			2015	1315	700	121	19	28	18	19	15	16	15		
选修课小计 Subtotal of Optional Course						34									
实践教学环节小计 Subtotal of Practical Teaching						31									
毕业生应取得总学分 186 Graduates should obtain a total of 186 Credits			通识必修课必修学分 46，占总学分 24.7% General Compulsory Course-46 credits, taking up 24.7% of total credits												
			专业基础课必修学分 21，占总学分 11.3% Fundamental Specialty Courses -21 credits, taking up 11.3% of total credits												
			专业必修课必修学分 54，占总学分 29.0% Specialty Compulsory Course-54 credits, taking up 29.0% of total credits												
			实验与实践教学环节学分 31，占总学分 16.7% Experiment and Practice- 31 credits, taking up 16.7% of total credits												
			选修课学分≥34，其中通识选修课≥12 Optional Credits≥34 Public Optional Course ≥12												

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。

Notes: “√”represents that there are no week hours requirements for that course. Student shall complete the credits in related semester according to the credit requirements.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	透视 Perspective	3	2	48	22 Credits should be obtained for courses of this category 本类课程应修满22学分
	2	书法 Calligraphy	2	2	32	
	3	应用伦理学 Applied Ethics	2	3	32	
	4	Flash 软件 Flash Software	4	3	64	
	5	图像处理软件 Image Processing Software	4	3	64	
	6	Maya 软件 Maya Software	3	4	48	
	7	3D Max 软件 3D Max Software	3	5	48	
	8	中国画 Chinese Painting	2	5	32	
	9	动画剧本创作 Animation Script Writing	3	5	48	
	10	影视表演基础 Basics of Film and Television Performance	3	5	48	
	11	动画作品赏析 Appreciation of Animation Works	2	6	32	
	12	摄像 Filming	3	6	48	
	13	网页设计 Website Design	3	7	48	
	14	DV 短片创作 DV Short Film Production	3	7	48	
	15	创业教育 Entrepreneurship Education	2	7	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Optional General Courses Table					本类课程应修满 12 学分 12Credits should be obtained for courses of this category

附表五: Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	British Animation Design Basics Tutorial	Patmore	Shanghai People's Fine Arts Publishing House	2010	英文 English
2	The basis of the original animation tutorial	Williams	China Youth Press	2009	英文 English
3	Craft skill for Model Animation	Susana Shaw	Focal Press	2007	英文 English
4	The Art of Kung Fu Panda (Hardcover)	Tracey Miller-Zarneke	Insight Editions	2008	英文 English
5	The Art of Stop-Motion Animation	Ken A. Priebe	Course Technology PTR	2006	英文 English
6	交互设计之路 Road to Interaction Design	Alan Cooper	电子工业出版社 Publishing House of Electronics Industry	2008	中文 Chinese
7	游戏设计全方位学习 All-round Learning of Game Design	叶恩义 Ye Enyi	中国铁道出版社 China Railway Publishing House	2012	中文 Chinese
8	分镜头台本与镜头画面剖析 Storyboard Script and Scene Analysis	邹博 Zou Bo	中国青年出版社 China Youth Press	2009	中文 Chinese
9	认识电影 Understanding Movies, 11e	路易斯·贾内梯 Louis Giannetti	世界图书出版公司 World Publishing Corporation	2007	中文 Chinese
10	影视导演技术与美学 Directing: Film Techniques and Aesthetics	迈克尔·拉毕格 Michael Rablger	中国传媒大学出版社 China Media University Press	2006	中文 Chinese
11	电影艺术·形式与风格 Film Art: An Introduction, 8e	大卫·伯德维尔 David Bordwell	世界图书出版公司 World Publishing Corporation	2008	中文 Chinese
12	动画艺术概论 Foundations of Animation Art	孙立军 Sun Lijun	北京海洋智慧图书有限公司 Beijing Ocean and Intelligence Publishing Co., Ltd	2009	中文 Chinese
13	动漫手绘优秀作品集 Collection of Excellent Works of Hand-painted Animation	孙立军 Sun Lijun	中国环境科学出版社 China Environmental Science Press	2010	中文 Chinese
14	影视动画造型基础 Basics of Animation Design in Film and Video	孙立军 Sun Lijun	中国宇航出版社 China Astronautic Publishing Co., Ltd	2013	中文 Chinese
15	影视动画素描技法 Pencil Sketch in Film and Video Animation	孙立军 Sun Lijun	中国轻工业出版社 China Light Industry Press	2013	中文 Chinese

播音与主持艺术专业本科培养方案

Undergraduate Program For Broadcasting and Hosting

一、培养目标

I. Educational Objectives

本专业培养具有新闻传播学、广播电视播音学等多学科知识及语言表达能力的，熟悉我国新闻宣传政策与法规的，拥有扎实的播音主持功底和文化底蕴，思维活跃，临场反应能力强的，能在各级传媒机构及其他企事业单位从事播音与主持工作的复合型应用人才。

The program is designed to train active-minded and resourceful professionals with a solid foundation of broadcasting and culture background for the radio stations, TV stations and other institutions engaging in broadcasting; the students are expected to acquire the professional knowledge (including Journalism and Communication, Radio and TV Broadcasting, etc.), have excellent language skills, be familiar with the regulations and policies of press and publicity.

二、培养规格基本要求

II. Training Standards and Basic Requirements

1. 掌握新闻学、传播学、广播电视学、播音与主持艺术、人文知识、美学、艺术等学科的基础理论和基本知识；

1. Have a good command of basic theories and knowledge in Journalism, Mass Communication, Radio and TV Broadcasting, Hosting Arts, Humanities Knowledge, Aesthetics and Art, etc.;

2. 具有较强的播音、广播电视节目主持、各类商务礼仪活动主持能力，并能参与新闻采写、广播电视节目策划及录摄、活动编导策划，口头与文字表达能力强，胜任出镜采访报道；

2. Have ability to broadcast, host in radio, TV programs or business activities; be qualified for news editing, TV program planning and shooting, activity planning, and interview reporting;

3. 熟悉广播电视新闻工作的方针政策；了解人文社会科学知识与科技常识，了解中国广播电视事业现状与发展趋势，了解国外广播电视事业的动态；

3. Have acquaintance with the principles and policies of TV and radio journalism; have an understanding of social science and acquire basic knowledge about science

and technology; have a good knowledge of China's broadcasting and its future trend and the dynamic of foreign broadcasting;

4. 掌握专业英语基本的听说读写能力。

4. Have a good command of English, including listening, speaking, reading and writing.

三、主干课程

III. Curriculum Provision

普通话语音、播音发声、新闻学概论、传播学概论、播音创作基础、新闻播音主持、节目主持艺术、即兴口语表达、非节目主持艺术、文艺作品演播、出镜记者采访报道、优秀电视栏目简析等。

Mandarin Speech, Sound Science of Broadcasting, Introduction to Journalism, fundamentals of Broadcasting Creation, News Broadcasting, Program Hosting Art, Oral Improvisation, Non Program Hosting Art, Artistic Works Studio, Airtime Journalist of Covering Report, Analysis of Excellent TV Program, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

普通本科标准学制 4 年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学，考试 1-2 周，1-7 学期寒暑假安排 41 周。

Students study in College for 4 years, 8 semesters, covering 198 weeks. There are 41-week holiday from the 1st to 7th semester and each semester contains 16-week teaching and 1-2 week test.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 180 学分，其中必修课 116 学分，通识选修课 12 学分，专业选修课 22 学分，实践及实验课 30 学分，通过毕业资格审查方准予毕业。

毕业时符合学位授予条件的，授予艺术学学士学位。

The students can be conferred graduation, after obtaining 180 credits (compulsory: 116 credits; Optional General Courses: 12 credits; optional Specialty: 22 credits; Practical and Experimental Courses: 30 Credits) in accordance with the program requirements and meeting graduation qualification.

The students will be conferred Bachelor's Degree in Art if meeting the corresponding standard.

六、课程修读指引

VI. Curriculum Guide

1. 学生必须修读本专业必修的所有课程，并取得相应的学分；

1. Students are required to finish all compulsory subjects of the major and earn the credits;

2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；

2. Physical Education will be taught in the style of club teaching. Students, based on their own interests and talent, can choose sports they like and acquire the required credits in different clubs that set up different teaching objectives;

3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第1学期与第8学期一般不得选课，不得选修本专业全程教学计划表所列课程；

3. Students, based on their own interests and the curriculum set up by college, can choose the Optional General Courses they like. Students are usually not able to choose Optional General Courses in the 1st and 8th semester;

4. 通识选修课：要求修满12个学分；

4. Students are required to acquire at least 12 credits in Optional General Courses;

5. 专业选修课：要求修满22个学分；

5. Students are required to acquire at least 26 credits in specialty optional subjects;

6. 实践及实验课：30个学分，其中实践教学环节为24学分，包括毕业实习、毕业论文、社会实践、校内外主持人大赛等。

6. Practical and experimental teaching should occupy 30 credits and the former should be 24 credits, including internship, graduation thesis, social practice, Hosting competitions and DV competitions in college, etc.

七、总周数分配表（见附表一）

VII. Table of Week-distribution (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		Total 合计
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	第 7 学期 7 th Semester	第 8 学期 8 th Semester	
课堂教学环节 Class Teaching	课堂教学 Class teaching	15	16	16	16	16	16	16		111
	考试 Test	2	2	2	2	2	2	2		14
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	2							16	18
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
合计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	56	31.1
（一）思想政治理论课 Ideological and Political Theory Courses	13	7.2
（二）公共通识课 Public General Courses	31	17.2
（三）通识选修课 Optional General Courses	12	6.7
二、专业基础课程 Fundamental Specialty Courses	34	18.9
三、专业课程 Specialty Courses	60	33.3
（一）专业必修课 Compulsory Specialty Courses	38	21.1
（二）专业选修课 Optional Specialty Courses	22	12.2
四、实践与实验课程 Practical and Experimental Courses	30	16.7
合计 Total	180	100

附表三: Table 3:

全程教学计划表 Curriculum and Teaching Schedule Table

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week											
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year					
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester				
通识必修课 Compulsory General Courses	1	思想道德修养 Morals & Ethics	30	30		2	2											
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3		3										
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2									
	4	毛泽东思想和社会主义理论体系概论 Introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics	96	64	32	6				4								
	5	大学英语一 College English I	60	60		4	4											
	6	大学英语二 College English II	64	64		4		4										
	7	管理学原理 Principles of Management	48	48		3			3									
	8	经济学原理 Principles of Economics	48	48		3				3								
	9	体育一 Physical Education I	30	30		1	2											
	10	体育二 Physical Education II	30	30		1		2										
	11	体育三 Physical Education III	30	30		1			2									
	12	体育四 Physical Education IV	30	30		1				2								
	13	大学计算机基础 Basics of Computer	64	48	16	4		4										
	14	网页设计与应用 Net Design and Application	64	32	32	4			4									
	15	法学通论 General Theory of Law	32	32		2		2										
	16	大学生心理健康教育 Psychological Health	32	32		2		2										
	17	毕业就业指导 Employment Guidance	16	16		1							1					
	小计 Subtotal		754	658	96	44	8	17	11	9		1						

Fundamental Specialty Courses 专业基础课	18	普通话语音 Mandarin Speech	64	32	32	4	4						
	19	播音发声 Sound Science of Broadcasting	64	32	32	4		4					
	20	中国文学史 Appreciation of Chinese History	48	48		3					3		
	21	外国文学史 Appreciation of Foreign History	32	32		2						2	
	22	新闻学概论 Introduction to Journalism	48	48		3	3						
	23	新闻采访与文稿写作 News Interview and Manuscript Writing	48	32	16	3					3		
	24	美学原理 Principles of Aesthetics	48	48		3						3	
	25	传播学概论 Introduction to Communication	48	48		3				3			
	26	中国文化概论 Introduction to Chinese Culture	48	48		3							3
	27	基础写作 Basics of Writing	48	32	16	3				3			
	28	电视摄像与编辑制作 TV shooting and Editing	48	16	32	3							3
	小计 Subtotal			544	416	128	34	7	4	6	3	6	2
Compulsory Specialty Courses 专业必修课	29	形体训练 Body Shaping	32	16	16	2		2					
	30	播音创作基础 Fundamentals of Broadcasting Creation	128	64	64	8			4	4			
	31	新闻播音主持 News Broadcasting	80	32	48	5					5		
	32	节目主持艺术 Program Hosting Art	80	32	48	5						5	
	33	即兴口语表达 Oral Improvisation	48	16	32	3					3		
	34	非节目主持艺术 Non Program Hosting Art	48	16	32	3						3	
	35	文艺作品演播 Artistic Works Studio	48	16	32	3					3		
	36	出镜记者采访报道 Airtime Journalist of Covering Report	48	16	32	3				3			
	37	优秀电视栏目简析 Analysis of Excellent TV Program	32	16	16	2	2						
	38	影视艺术概论 Outline of Film and TV Arts	32	32		2					2		
39	表演基础 Foundation of Performance	32	16	16	2	2							
小计 Subtotal			608	272	336	38	4	2	4	7	13	8	

湖北经济学院法商学院教学指导书

实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	形势与政策 Situation and Policies	讲座 Lectures				√	√	√	√	√	√	√
		军事理论与军事训练 Military Theory and Training			2	√							
		毕业实习 Graduation Internship			8								√
		毕业论文 Graduation Thesis			8							√	√
	专业自行安排 Flexible arrangement by Dept.	社会实践 Social Practice			2	√	√	√	√	√	√	√	√
		校外主持人及 DV 大赛 Hosting and DV competitions			6		√	√	√	√	√	√	
		播音实验课 Broadcasting experimental course			4						√		
必修课小计 Subtotal of Compulsory Courses		1906	1346	560	116	19	23	21	19	19	11	6	
选修课小计 Subtotal of Optional Courses					34								
实践教学环节小计 Subtotal of Practical Teaching					30								
毕业应取得总学分 180 Graduates should obtain a total of 180 Credits		通识必修课学分 44, 占总学分 24.4% Compulsory General Courses have 44 compulsory Credits, 24.4% of total Credits											
		专业基础课学分 34, 占总学分 18.9% Fundamental Specialty Courses have 34 compulsory Credits, 18.9% of total Credits											
		专业课必修学分 38, 占总学分 21.1% Compulsory Professional Courses have 38 compulsory Credits, 21.1% of total Credits											
		综合实践教学环节学分 30, 占总学分 16.7% Practical Teaching has 30 compulsory Credits, 16.7% of total Credits											
		选修课学分 ≥ 34, 其中通识选修课 ≥ 12 Credits of Optional Courses ≥ 34, including the Credits of Public Optional Courses ≥ 12											

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。
 Notice：“√” means no fixed hours for every week and students should finish the courses in the semesters.

附表四: Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	心理学 Psychology	2	3	32	22 Credits should be obtained for courses of this category 本类课程应修满22学分
	2	新闻编辑与评论 News Editing and Criticism	2	3	32	
	3	传播伦理与法规 Ethics and Laws of Communication	2	3	32	
	4	新闻传播心理学 Journalism and communication psychology	2	4	32	
	5	民俗学 Folklore	2	4	32	
	6	演讲与口才 Speech and Eloquence	2	4	32	
	7	现代文学作品赏析 modern literature outdated	2	4	32	
	8	沟通心理学 Communication Psychology	2	5	32	
	9	中外名主持人风格评析 Style Analysis of Famous Chinese and Foreign Host	2	5	32	
	10	新媒体发展趋势专题 Development Trend of New Media	2	5	32	
	11	新闻摄影 News Photography	2	5	32	
	12	广告媒体研究 Research on Advertising Media	2	5	32	
	13	文稿播读 Manuscript Reading	2	5	32	
	14	媒介经营与管理 Press Operation and Management	2	6	32	
	15	媒介评析 Media Analysis	2	6	32	
	16	公共关系学 Public Relations	2	6	32	
	17	社交礼仪 Social etiquettes	2	6	32	
	18	形象设计与化妆造型 Image Design and Makeup	2	6	32	
	19	品牌策划与宣传 Brand Planning and Promotion	2	6	32	
	20	礼仪活动策划与主持 Activity Planning and Hosting	2	7	32	
	21	广告案例评析 Analysis of Advertising Case	2	7	32	
通识选修课 General Education Electives	见学校通识选修课一览表 Refer to Table of Optional General Courses					本类课程应修满12学分 12Credits should be obtained for courses of this category

附表五: Table 5:

推荐阅读书目 Recommended Books

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	新编播音员、主持人训练手册: 语音发声 Phonetic Vocalization for Broadcasters and Presenters	王璐 Wang Lu	中国传媒大学出版社 Chinese Media University Press	2009	中文 Chinese
2	播音发声学 Sound Science of Broadcasting	徐恒 Xu Heng	北京广播学院出版社 Beijing Broadcasting Institute press	2001	中文 Chinese
3	主持艺术的新视野 New Horizon: the Art of Hosting	毕一鸣 Bi Yiming	中国广播电视出版社 China Broadcast and Television Publishing House	2011	中文 Chinese
4	中国新媒体传播学研究前沿 Frontier Research on New-Media Communication in China	彭兰 Peng Lan	中国人民大学出版社 Renmin University of China press	2009	中文 Chinese
5	创意与责任: 中国电视的本土化生存 Creativity and responsibility: localization of television's development in china	胡智锋 Hu Zhifeng	中国传媒大学出版社 Chinese Media University Press	2010	中文 Chinese
6	峥嵘岁月: 见证中国节目主持人 25 年 Unusual 25 Years: witness of China's program host	白谦诚 Bai Qiancheng	中国国际广播出版社 China International Broadcasting Publishing House	2006	中文 Chinese
7	播音与主持艺术论纲 Outline of Art of Broadcasting and Hosting	毕一鸣 Bi Yiming	中国广播电视出版社 China Broadcast and Television Publishing House	2011	中文 Chinese
8	中国电视节目主持人文化影响力研究 On China's TV program host's influence on culture	曾志华 Zeng Zhihua	北京大学出版社 Peking University Press	2009	中文 Chinese
9	电视节目主持人的综合素质研究 Investigation on TV Host's comprehensive quality	吴郁 Wu Yu	中国广播电视出版社 China Broadcast and Television Publishing House	2007	中文 Chinese
10	亚文化: 风格的意义 Subculture: Meaning of Style	陆道夫胡疆锋译 Translator: Lu Daofu; Hu Jiangfeng	北京大学出版社 Peking University Press	2009	中文 Chinese
11	大众媒介与文化变迁: 中国当代媒介文化的散点透视 Mass Media and Cultural Change: Perspective study of Chinese Modern Media Culture	赵勇 Zhao Yong	北京大学出版社 Peking University Press	2010	中文 Chinese
12	媒介文化: 互动传播新环境 Media Culture: New Environment of Interactive Communication	陈默 Chen Mo	北京师范大学出版集团 Beijing Normal University Publishing Group	2010	中文 Chinese

13	电视受众社会阶层研究 Hierarchical Study of TV Audience	俞虹 Yu Hong	北京师范大学出版集团 Beijing Normal University Publishing Group	2010	中文 Chinese
14	消费时代与中国传媒文化的嬗变 Consumption Age and changes of Chinese Media culture	董天策 Dong Tiance	中国社会科学出版社 Chinese Social Science Press	2011	中文 Chinese
15	广播电视语言传播风格多样化研究 Study on Diversification of Broadcasting and TV Language Style	陈晓鸥 Chen Xiaoou	中国广播电视出版社 China Broadcast and Television Publishing House	2007	中文 Chinese

英语（经贸英语方向） 专业本科培养方案

Undergraduate Program for English (in the Field of Economics and Trade)

一、培养目标

I. Educational Objectives

本专业培养德、智、体、美全面发展，适应社会经济发展需要的，具有扎实的英语语言基础和比较广泛的科学文化知识及商贸知识和较强的实用技能的复合型、实用型高级英语专业人才。学生毕业后可到经济、管理、新闻出版、教育、科研、旅游、外事、对外经贸部门及外企从事翻译、涉外文秘、进出口业务等工作。

The program is designed to adapt the students to the development of social economy, enable them to have a solid foundation of English and extensive knowledge on scientific culture, trade and business and practical skills and develop them in an all-round way i. e., morally, intellectually, physically and aesthetically. Students will graduate as advanced inter-disciplinary and application-oriented talent capable of working on translation, foreign secretary, imports and exports business in the sector of Economy, Management, News Media, Education, Scientific Research, Tourism, Foreign Affairs, Foreign Economic & Trade and Foreign Enterprises, etc.

二、培养规格基本要求

II. Training Standards and Basic Requirements

1. 热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿为社会主义现代化建设服务、为人民服务；爱岗敬业、艰苦奋斗、热爱劳动、遵纪守法、团结合作；具有良好的思想品德、社会公德和职业道德；

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense

of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2. 系统学习英语语言、文学、历史、政治、经济、外交、社会文化等方面的基本理论和基础知识, 接受英语听、说、读、写、译等方面的良好的技能训练, 掌握一定的科研方法, 具有较强的跨文化和商务沟通能力, 熟悉对外经贸业务的相关环节, 具备进行研究、教学、管理、商务翻译等工作的业务素质和能力;

2. Learn systematically the basic theory and knowledge of English language, literature, history, politics, economics, diplomacy, social culture, etc., receive skill training on English listening, speaking, reading and writing, master some scientific research method, have strong cross-cultural and business communication ability, be familiar with related links of foreign economic and trade, have the quality and ability of doing research, teaching, supervising, business translating, etc.

3. 掌握科学锻炼身体的基本知识和技能, 养成良好的锻炼和卫生习惯, 具备健全的心理和健康的体魄。

3. Master the basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、主干课程

III. Curriculum Provision

基础英语、英语语音、英语视听、英语口语、英语阅读、英语写作、翻译理论与实践、英语国家概况、口译、英美文学、商务英语、国际贸易实务等。

Comprehensive English, English Phonetics, English Video & Audio, Oral English, English Reading, English Writing, Translation Theories and Practice, Brief Introduction to English Speaking Countries, Interpretation, British and American Literature, Business English, International Trade Practice, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制为四年, 共分 8 个学期, 全程总计 198 周, 每学期按 16 周规划教学周数, 考试 1-2 周, 1-7 学期寒暑假安排 41 周。

4 years of schooling length, 8 semesters, 198 weeks, 16 teaching weeks for each semester, 1 to 2 weeks for exams, 41 weeks 'winter and summer vacation for the 1st to 7th semester.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 186 学分，其中必修课 125 学分，通识选修课 12 学分，专业选修课 22 学分，实践与实验课程 27 学分，通过毕业资格审查方准予毕业。

毕业时符合学位授予条件的，授予文学学士学位。

Students can be conferred graduation after obtaining 186 credits, including 125 credits for compulsory courses, 12 credits for Optional General Courses, 22 credits for specialized optional courses, 27 credits for practical and experimental courses. Graduates will be conferred with Bachelor's Degree in Literature.

六、课程修读指引

VI. Curriculum Guide

1. 学生必须修读本专业必修的所有课程，并取得相应的学分；

1. Students should complete the compulsory courses of the specialty and obtain corresponding credits.

2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；

2. College physical education adopts courses selection and club teaching. Students choose physical items according to their physical specialty and interest and complete the training content in different clubs and obtain the credits.

3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第 1 学期与第 8 学期一般不得选课，不得选修本专业全程教学计划表所列课程；

3. Optional General Courses: students select courses according to the courses selection notice of each semester and their hobbies and they are not allowed to select courses in the 1st and 8th semester and not allowed to select the courses listed in the teaching schedule of the specialty.

4. 通识选修课：要求修满 12 个学分；

4. Optional General Courses: students should complete 12 credits.

5. 专业选修课：要求修满 22 个学分；

5. Optional Specialty Courses: students should complete 22 credits.

6. 实践及实验课：27 个学分,其中实践教学环节为 24 学分，包括毕业实习、毕业论文、社会实践、中期论文、中期实训，实验课程外贸仿真实验；

6. Practical and experimental courses: 27 credits, 24 credits of which for practical teaching links, including graduation field work, graduation thesis, social practice, mid-term paper, mid-term training, experimental courses and foreign trade simulation.

7. 可抵扣通识选修课学分部分：学生获省部级以上奖励计 2 学分；校级各类竞赛获奖计 1 学分（不累计）；学生公开发表科研论文一篇计 2 学分；学生科研立项计 1 学分；以下国家认可职业资格证书计 1 学分：BEC 资格证书、报关员资格证、口笔译资格证（不累计）。

7. Deduction for the credits of Optional General Courses: Students obtain 2 credits for provincial or state prize; 1 credit for prize in school competition (Not be accumulated); 2 credits for published papers; 1 credit for scientific and researching project; 1 credit for the following professional certificate: BEC certificate, Custom certificate, Translation or Interpretation certificate (Not be accumulated).

七、总周数分配表（见附表一）

VII. Week-distribution Table (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		合计 Total
		第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester	
课堂教学环节 Classroom Teaching Links	课堂教学 Classroom Teaching	15	16	16	16	16	16	16		111
	考试 Tests	2	2	2	2	2	2	2		14
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	2							16	18
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
合计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	58	31.2
(一) 思想政治理论课 Ideological and Political Theory Courses	13	7.0
(二) 公共通识课 Public General Courses	33	17.7
(三) 通识选修课 Optional General Courses	12	6.5
二、专业基础课程 Fundamental Specialty Courses	54	29.0
三、专业课程 Specialty Courses	47	25.3
(一) 专业必修课 Compulsory Specialty Courses	25	13.4
(二) 专业选修课 Optional Specialty Courses	22	11.8
四、实践与实验课程 Practical and Experimental Courses	27	14.5
合计 Total	186	100

附表三: Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week												
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year						
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester					
通识必修课 Compulsory General Courses	1	思想道德修养 Morals and Ethics	30	30		2	2												
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3			3										
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2										
	4	毛泽东思想和中国特色社会主义理论体系概论 Induction to Mao Zedong Thought, and Socialist Theory with Chinese Characteristics	96	64	32	6					4								
	5	大学语文 College Chinese	45	45		3		3											
	6	应用写作 Applied Writing	16	16		1	2												
	7	体育一 Physical Education I	30	30		1	2												
	8	体育二 Physical Education II	30	30		1		2											
	9	体育三 Physical Education III	30	30		1			2										
	10	体育四 Physical Education IV	30	30		1				2									
	11	大学计算机基础 Fundamentals of Computer Technology	64	48	16	3		4											
	12	数据库及其应用 Database and Application	64	32	32	3			4										
	13	第二外语一 (日语/法语) Second Foreign Language I (Japanese/French)	64	48	16	4					4								
	14	第二外语二 (日语/法语) Second Foreign Language II (Japanese/French)	64	48	16	4						4							
	15	经济学原理 Fundamentals of Economics	48	48		3			3										
	16	管理学原理 Principles of Management	48	48		3				3									
	17	法学通论 General Theory of Law	32	32		2		2											
	18	大学生心理健康教育 Psychological Health	32	32		2		2											

	19	毕业就业指导 Graduation Guidance	16	16		1						1		
		小计 Subtotal	819	691	128	46	6	13	14	5	8	5		
Fundamental Specialty Courses 专业基础课	20	基础英语一 Comprehensive English I	90	80	10	6	6							
	21	基础英语二 Comprehensive English II	96	80	16	6		6						
	22	基础英语三 Comprehensive English III	64	56	8	4			4					
	23	基础英语四 Comprehensive English IV	64	56	8	4				4				
	24	英语视听一 English Video & Audio I	30	16	14	2	2							
	25	英语视听二 English Video & Audio II	32	10	22	2		2						
	26	英语视听三 English Video & Audio III	32	10	22	2			2					
	27	英语视听四 English Video & Audio IV	32	10	22	2				2				
	28	英语口语一 Oral English I	30	16	14	2	2							
	29	英语口语二 Oral English II	32	16	16	2		2						
	30	英语口语三 Oral English III	32	16	16	2			2					
	31	英语口语四 Oral English IV	32	16	16	2				2				
	32	英语阅读一 English Reading I	30	16	14	2		2						
	33	英语阅读二 English Reading II	32	16	16	2			2					
	34	英语语音 English Phonetics	30	16	14	2	2							
	35	英语语法 English Grammar	32	32		2		2						
	36	英语国家概况 Brief Introduction to English Speaking Countries	32	32		2				2				
	37	英语写作一 English Writing I	32	16	16	2		2						
	38	英语写作二 English Writing II	32	16	16	2			2					
	39	翻译理论与实践一 Translation Theories and Practice I	32	16	16	2				2				
40	翻译理论与实践二 Translation Theories and Practice II	32	16	16	2					2				
		小计 Subtotal	850	558	292	54	12	16	12	12	2			
Compulsory Specialty Courses 专业必修课	41	语言学导论 Introduction to General Linguistics	48	48		3					3			
	42	英美文学 British and American Literature	64	64		4					4			
	43	英语口语译一 Interpretation I	32	20	12	2					2			

	44	高级英语一 Advanced English I	48	36	12	3					3			
	45	高级英语二 Advanced English II	48	36	12	3					3			
	46	英语口语译二 Interpretation II	32	20	12	2					2			
	47	英语学术论文写作 English Academic Writing	32	26	6	2						2		
	48	国际贸易实务 International Trade Practice	48	48		3			3					
	49	商务英语 Business English	48	48		3					3			
	小计 Subtotal		400	346	54	25			3		12	8	2	
实验课程 Experimental Courses	外贸仿真实验 Foreign Trade Simulation		48		48	3							3	
实践教学环节 Practical Teaching	Unified arrangement by University 学校统一安排	形势与政策 Current Affairs and Policy	讲座 Lectures				√	√	√	√	√	√	√	√
		军事理论与军事训练（含入学教育） Military Theory and Training				2	√							
		毕业实习 Graduation Fieldwork				8								√
		毕业论文（设计） Graduation Thesis (Project)				8							√	√
		社会实践 Social Practice				2	√	√	√	√	√	√	√	√
	Flexible arrangement by Dept. 专业自行安排	中期论文 Mid-term Paper				2						√		
		中期实训 Mid-term Practice				2						√		
必修课小计 Subtotal of Compulsory Courses			2069	1595	474	125	18	29	29	17	22	13	5	
选修课小计 Subtotal of Optional Courses						34								
实践教学环节小计 Subtotal of Practical Teaching Links						27								
毕业应取得总学分 186 Graduates should obtain a total of 186 Credits			通识必修课必修学分 46，占总学分 24.7% 46 credits for Compulsory General Courses , 24.7% of total credits											
			专业基础课必修学分 54，占总学分 29.0% 54 credits for Fundamental Specialty Courses , 29.0% of total credits											
			专业必修课必修学分 25，占总学分 13.4% 25 credits for compulsory specialty courses, 13.4% of total credits											
			实验与实践教学环节学分 27，占总学分 14.5% 27 credits for experimental and practical teaching links, 14.5% of total credits											
			选修课学分≥34，其中通识选修课≥12 Credits of Optional Courses ≥ 34, including the Credits of Public Optional Courses ≥ 12											

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。
 Instruction: “√” indicates that the courses (teaching links) have no requirement on week study hours and students complete the courses according to the credits requirement in corresponding semester.

附表四：Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	跨文化交际学 Intercultural Communication	2	2	32	22 Credits should be obtained for courses of this category 本类课程应修满 22 学分
	2	英语词汇学 Lexicology	2	2	32	
	3	英语经济报刊选读 Selected Readings of English Economic Newspapers and Magazines	2	2	32	
	4	社会心理学 Social Psychology	2	3	32	
	5	工商导论 Introduction to Industry and Commerce	2	3	32	
	6	国际金融 International Finance	2	3	32	
	7	国际商务沟通 International Business Communication	2	3	32	
	8	英语文体学 English Stylistics	2	4	32	
	9	英语修辞学 English Rhetoric	2	4	32	
	10	国际商务 International Business	2	4	32	
	11	英语演讲与辩论 English Public Speaking and Debate	2	5	32	
	12	英语语用学 Pragmatics	2	5	32	
	13	国际结算 International Settlement	2	5	32	
	14	商务翻译 Business Translation	2	6	32	
	15	报关实务（英文） Practical I/E Clearance(English)	2	6	32	
	16	国际商务谈判 International Business Negotiation	2	6	32	
	17	实用英语写作 Practical English Writing	2	6	32	
	18	外贸英文制单 Documentation for Foreign Trade	2	7	32	
	19	国际市场营销 International Marketing	2	7	32	
	20	TEM8 专题 TEM-8 Training	2	7	32	
	21	创业基础 Fundamentals of Entrepreneurship	2	7	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 12 学分 12 Credits should be obtained for courses of this category

附表五：Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	傲慢与偏见 Pride and Prejudice	Jane Austen	中央编译出版社 Central Compilation and Translation Press	2008	英文 English
2	呼啸山庄 Wuthering heights	Emily Bronte	世界图书出版公司 World Publishing Corp	2004	英文 English
3	简爱 Jane Eyre	Charlotte Bronte	外语教学与研究出版社 Foreign language teaching and research press	1981	英文 English
4	罗密欧与朱丽叶 Romeo and Juliet	William Shakespeare	中国人民大学出版社 Renmin University of China press	2001	英文 English
5	International Business	Charles W. L. Hill, (周健临改 编)	中国人民大学出版社 Renmin University of China press	2005	英文 English
6	International Business Culture	Charles Mitchell	上海外语教育出版社 Shanghai Foreign Language Education Press	2005	英文 English
7	经济学(第18版) Economics	萨缪尔森 Samuelson	人民邮电出版社 People's Posts and Telecommunications Press	2008	中文 Chinese
8	管理学(第9版) Management	罗宾斯 Robinson	中国人民大学出版社 Renmin University of China press	2009	中文 Chinese
9	企业战略管理 Management on Enterprise Strategies	徐飞 Fei Xu	北京大学出版社 Peking University Press	2008	中文 Chinese
10	国际商务礼仪 International Business and Etiquette	吕彦云 Yanyun Lv	清华大学出版社 Tsinghua Press	2012	中文 Chinese
11	英汉比较与翻译 Comparison between English and Chinese and Translation	陈定安 Dingan Chen	中国对外翻译公司 Chinese Foreign Translation Company	1998	中英 English and Chinese
12	文学阅读与欣赏 Literature Reading and Appreciation	顾曰国 Yueguo Gu	外语教学与研究出版社 Foreign language teaching and research press	2003	英文 English
13	西方的智慧 Western Wisdoms	罗素 Su Luo	中央编译出版社 Central Compilation and Translation Press	2007	中文 Chinese
14	现代美国社会与文化 Contemporary American Society and Culture	邓炎昌 Yanchang Deng	高等教育出版社 Higher Education Press	2003	英文 English
15	跨文化交际面面观 Aspects of Intercultural Communication	胡文仲 Wenzhong Hu	外语教学与研究出版社 Foreign language teaching and research press	2003	英文 English

商务英语专业本科培养方案

Undergraduate Program for Business English

一、培养目标

I. Educational Objectives

本专业培养德、智、体、美全面发展，适应社会经济发展需要的，具有扎实的英语语言基础，掌握经济学、管理学的基础理论，熟悉国际商务法律、法规、惯例的应用型、复合型高级专门人才。学生毕业后可到国际商务、涉外旅游、外贸等领域从事管理、文秘、翻译、进出口等工作。

The program is designed to adapt students to the development of social economy, enable them to have a solid foundation of English, master fundamentals of economics and management, international business laws and regulations, etc., and develop them in an all-round way i. e., morally, intellectually, physically and aesthetically. Students will graduate as advanced inter-disciplinary and application-oriented talent, capable of working on management, foreign secretary, translation, imports and exports business in the sector of international commerce, tourism, international trade, etc.

二、培养规格基本要求

II. Training Standards and Basic Requirements

1. 热爱祖国，拥护中国共产党的领导，掌握马列主义、毛泽东思想、邓小平理论、“三个代表”重要思想和科学发展观的基本理论体系；愿为社会主义现代化建设服务、为人民服务；爱岗敬业、艰苦奋斗、热爱劳动、遵纪守法、团结合作；具有良好的思想品德、社会公德和职业道德；

1. Love motherland, support the Chinese Communist Party's leadership and grasp the basic principles of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, "Three Represents" Thought and Scientific Outlook on Development; be willing to serve the socialist modernization drive and the masses; have a strong sense of responsibility and aspirations to endeavor for the country and nation's prosperity; be conscientious and meticulous in work, observe disciplines and obey laws, and cherish team spirit; have good moral character, social morality and professional ethics.

2. 系统学习英语语言基础知识，熟练掌握英语听、说、读、写、译等基本技能；掌握经济学、管理学、国际商务等方面的基础知识，有厚实的国际经济与贸

易学科专业知识和较强的商务实践操作技能；具有良好的跨文化沟通能力。

2. Learn systematically the basic theory and knowledge of English language, receive skill training on English listening, speaking, reading, writing and translation, master fundamentals of economics, management and international commerce, develop professional and practical skills in international commerce, have strong cross-cultural and business communication ability, etc.

3. 掌握科学锻炼身体的基本知识和技能，养成良好的锻炼和卫生习惯，具备健全的心理和健康的体魄。

3. Master basic knowledge and skills to develop good exercise and health habits, have a sound psychological and physical health.

三、主干课程

III. Curriculum Provision

基础英语、英语视听、英语口语、英语阅读、英语写作、商务英语、商务笔译、商务口译、国际贸易理论、国际金融、国际商务、国际商法、国际市场营销等。

Comprehensive English, English Video & Audio, Oral English, English Reading, English Writing, Business English, Business English Translation, Business English Interpreting, International Trade Theories, International Finance, International Commerce, International Business Law, International Marketing, etc.

四、学制及学期安排

IV. Length of Schooling and Semester Schedule

学制为四年，共分 8 个学期，全程总计 198 周，每学期按 16 周规划教学周数，考试 1-2 周，1-7 学期寒暑假安排 41 周。

4 years of schooling length, 8 semesters, 198 weeks, 16 teaching weeks for each semester, 1 to 2 weeks for exams, 41 weeks 'winter and summer vacation for the 1st to 7th semester.

五、毕业与授予学位要求

V. Graduation and Degree Requirements

学生在规定的修业年限内完成 187 学分，其中必修课 126 学分，通识选修课 12 学分，专业选修课 22 学分，实践与实验课程 27 学分，通过毕业资格审查方准予毕业。

毕业时符合学位授予条件的，授予文学学士学位。

Students can be conferred graduation after obtaining 187 credits, including 126 credits for compulsory courses, 12 credits for Optional General Courses, 22 credits for specialized optional courses, 27 credits for practical and experimental courses. Graduates will be conferred with Bachelor's Degree in Literature.

六、课程修读指引

VI. Curriculum Guide

1. 学生必须修读本专业必修的所有课程，并取得相应的学分；

1. Students should complete compulsory courses of the specialty and obtain corresponding credits.

2. 大学体育采取选课形式实施俱乐部教学。学生根据本人体育专长和兴趣爱好选择修读体育项目，在不同的教学俱乐部完成规定的教学内容，取得规定的学分；

2. College physical education adopts courses selection and club teaching. Students choose physical items according to their physical specialty and interest and complete the training content in different clubs and obtain the credits.

3. 通识选修课：学生根据学校每学期选课通知及自己的兴趣爱好按要求选课，第1学期与第8学期一般不得选课，不得选修本专业全程教学计划表所列课程；

3. Optional General Courses: students select courses according to the courses selection notice of each semester and their hobbies and they are not allowed to select courses in the 1st and 8th semester and not allowed to select the courses listed in the teaching schedule of the specialty.

4. 通识选修课：要求修满12个学分；

4. Optional General Courses: students should complete 12 credits.

5. 专业选修课：要求修满22个学分；

5. Optional Specialty Courses: students should complete 22 credits.

6. 实践及实验课：27个学分，其中实践教学环节为24学分，包括毕业实习、毕业论文、社会实践、中期论文、中期实训，实验课程外贸仿真实验；

6. Practical and experimental courses: 27 credits, 24 credits of which for practical teaching links, including graduation field work, graduation thesis, social practice, mid-term paper, mid-term training, experimental courses and foreign trade simulation.

7. 可抵扣通识选修课学分部分：学生获省部级以上奖励计2学分；校级各类竞赛获奖计1学分（不累计）；学生公开发表科研论文一篇计2学分；学生科研立项计1学分；以下国家认可职业资格证书计1学分：BEC资格证书、报关员资格证、口笔译资格证（不累计）。

7. Deduction for the credits of Optional General Courses: Students obtain 2

credits for provincial or state prize; 1 credit for prize in school competition (Not be accumulated); 2 credits for published papers; 1 credit for scientific and researching project; 1 credit for the following professional certificate: BEC certificate, Custom certificate, Translation or Interpretation certificate (Not be accumulated).

七、总周数分配表（见附表一）

VII. Week-distribution Table (Refer to Table 1)

八、学分统计表（见附表二）

VIII. Table of Credits (Refer to Table 2)

九、全程教学计划表（见附表三）

IX. Table of Teaching Schedule (Refer to Table 3)

十、选修课设置（见附表四）

X. Optional Courses (Refer to Table 4)

十一、推荐阅读书目（见附表五）

XI. Recommended Reading List (Refer to Table 5)

附表一：Table 1:

总周数分配表 Table of Week-distribution

教学环节 Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year		合计 Total
		第 1 学期 1 st Semester	第 2 学期 2 nd Semester	第 3 学期 3 rd Semester	第 4 学期 4 th Semester	第 5 学期 5 th Semester	第 6 学期 6 th Semester	第 7 学期 7 th Semester	第 8 学期 8 th Semester	
课堂教学环节 Classroom Teaching Links	课堂教学 Classroom Teaching	15	16	16	16	16	16	16		111
	考试 Tests	2	2	2	2	2	2	2		14
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	2							16	18
	专业机动安排 Flexible arrangement by Dept.	1	2	2	2	2	2	2	1	14
假期 Vacation		5	7	5	7	5	7	5		41
合计 Total		25	27	25	27	25	27	25	17	198

附表二：Table 2:

学分统计表 Table of Credits

课程类型 Course Type	学分 Credits	占总学分比例 (%) Percentage of Total Credits
一、通识课程 General Courses	58	31.0
（一）思想政治理论课 Ideological and Political Theory Courses	13	7.0
（二）公共通识课 Public General Courses	33	17.6
（三）通识选修课 Optional General Courses	12	6.4
二、专业基础课程 Fundamental Specialty Courses	55	29.4
三、专业课程 Specialty Courses	47	25.1
（一）专业必修课 Compulsory Specialty Courses	25	13.4
（二）专业选修课 Optional Specialty Courses	22	11.8
四、实践与实验课程 Practical and Experimental Courses	27	14.4
合计 Total	187	100

附表三: Table 3:

全程教学计划表 Table of Teaching Schedule

课程类别 Courses Classified	序号 No.	课程名称 Course Name	总学时 Total Hours	学时分配 Hour Distribution		学分 Credits	周学时分配 Hours per Week													
				理论教学 Theoretical Teaching	实践教学 Practical Teaching		第一学年 1 st Year		第二学年 2 nd Year		第三学年 3 rd Year		第四学年 4 th Year							
							第1学期 1 st Semester	第2学期 2 nd Semester	第3学期 3 rd Semester	第4学期 4 th Semester	第5学期 5 th Semester	第6学期 6 th Semester	第7学期 7 th Semester	第8学期 8 th Semester						
通识必修课 Compulsory General Courses	1	思想道德修养 Morals and Ethics	30	30		2	2													
	2	马克思主义基本原理 Basic Theory of Marxism	48	32	16	3			3											
	3	中国近现代史纲要 Survey of Modern Chinese History	32	32		2			2											
	4	毛泽东思想和中国特色社会主义理论体系概论 Induction to Mao Zedong Thought, and Socialist Theory with Chinese Characteristics	96	64	32	6					4									
	5	大学语文 College Chinese	45	45		3		3												
	6	应用写作 Applied Writing	16	16		1	2													
	7	体育一 Physical Education I	30	30		1	2													
	8	体育二 Physical Education II	30	30		1		2												
	9	体育三 Physical Education III	30	30		1			2											
	10	体育四 Physical Education IV	30	30		1				2										
	11	大学计算机基础 Fundamentals of Computer Technology	64	48	16	3		4												
	12	数据库及其应用 Database and Application	64	32	32	3			4											
	13	第二外语一(日语/法语) Second Foreign Language I (Japanese/French)	64	48	16	4					4									
	14	第二外语二(日语/法语) Second Foreign Language II (Japanese/French)	64	48	16	4						4								
	15	经济学原理 Fundamentals of Economics	48	48		3			3											
	16	管理学原理 Principles of Management	48	48		3				3										
	17	法学通论 General Theory of Law	32	32		2		2												
	18	大学生心理健康教育 Psychological Health	32	32		2		2												
	19	毕业就业指导 Graduation Guidance	16	16		1						1								
	小计 Subtotal		819	691	128	46	6	13	14	5	8	5								

Fundamental Specialty Courses 专业基础课	20	基础英语一 Comprehensive English I	90	80	10	6	6							
	21	基础英语二 Comprehensive English II	96	80	16	6		6						
	22	基础英语三 Comprehensive English III	64	56	8	4			4					
	23	基础英语四 Comprehensive English IV	64	56	8	4				4				
	24	英语视听一 English Video & Audio I	30	16	14	2	2							
	25	英语视听二 English Video & Audio II	32	10	22	2		2						
	26	英语视听三 English Video & Audio III	32	10	22	2			2					
	27	英语视听四 English Video & Audio IV	32	10	22	2				2				
	28	英语口语一 Oral English I	30	16	14	2	2							
	29	英语口语二 Oral English II	32	16	16	2		2						
	30	英语口语三 Oral English III	32	16	16	2			2					
	31	英语口语四 Oral English IV	32	16	16	2				2				
	32	英语阅读一 English Reading I	30	16	14	2		2						
	33	英语阅读二 English Reading II	32	16	16	2			2					
	34	英语语音 English Phonetics	30	16	14	2	2							
	35	英语写作一 English Writing I	32	16	16	2		2						
	36	英语写作二 English Writing II	32	16	16	2			2					
	37	翻译理论与实践 Translation Theories and Practice I	48	32	16	3				3				
	38	国际贸易理论 International Trade Theories	32	24	8	2				2				
	39	国际金融 International Finance	32	24	8	2					2			
40	会计学 Accounting	32	16	16	2						2			
	小计 Subtotal	866	558	308	55	12	14	12	13	2	2			
Compulsory Specialty Courses 专业必修课	41	高级英语一 Advanced English I	48	36	12	3					3			
	42	高级英语二 Advanced English II	48	36	12	3						3		
	43	商务英语 Business English	48	36	12	3					3			
	44	商务笔译 Business English Translation	48	24	24	3					3			
	45	商务口译 Business English Interpreting	48	12	36	3						3		
	46	国际商务 International Commerce	48	24	24	3						3		
	47	国际贸易实务 International Trade Practice	32	24	8	2					2			

	48	国际商法 International Business Law	32	24	8	2							2		
	49	国际市场营销 International Marketing	48	24	24	3							3		
	小计 Subtotal		400	240	160	25					11	9	5		
实验课程 Experimental Courses	外贸仿真实验 Foreign Trade Simulation		48		48	3							3		
实践教学环节 Practical Teaching	学校统一安排 Unified arrangement by University	形势与政策 Current Affairs and Policy	讲座 Lectures				√	√	√	√	√	√	√	√	
		军事理论与军事训练 (含入学教育) Military Theory and Training				2	√								
		毕业实习 Graduation Fieldwork				8									√
		毕业论文 (设计) Graduation Thesis (Project)				8								√	√
		社会实践 Social Practice				2	√	√	√	√	√	√	√	√	√
	专业自行安排 Flexible arrangement by Dept.	中期论文 Mid-term Paper				2							√		
		中期实训 Mid-term Practice				2							√		
必修课小计 Subtotal of Compulsory Courses			2085	1489	596	126	18	27	26	18	21	16	8		
选修课小计 Subtotal of Optional Courses						34									
实践教学环节小计 Subtotal of Practical Teaching Links						27									
毕业应取得总学分 187 Graduates should obtain a total of 187 Credits			通识必修课必修学分 46, 占总学分 24.6% 46 credits for Compulsory General Courses, 24.6% of total credits												
			专业基础课必修学分 55, 占总学分 29.4% 55 credits for Fundamental Specialty Courses, 29.4% of total credits												
			专业必修课必修学分 25, 占总学分 13.4% 25 credits for compulsory specialty courses, 13.4% of total credits												
			实验与实践教学环节学分 27, 占总学分 14.4% 27 credits for experimental and practical teaching links, 14.4% of total credits												
			选修课学分≥34, 其中通识选修课≥12 Credits of Optional Courses ≥ 34, including the Credits of Public Optional Courses ≥ 12												

说明：“√”表示该类课程（教学环节）没有周学时要求，学生按照学分要求在相应学期完成。
Instruction: “√” indicates that the courses (teaching links) have no requirement on week study hours and students complete the courses according to the credits requirement in corresponding semester.

附表四: Table 4:

选修课设置 Optional Courses

课程类别 Courses Classified	序号 No.	课程名称 Course Name	学分 Credits	开设学期 Semester	教学时数 Teaching Hours	备注 Remarks
Optional Specialty Courses 专业选修课	1	商务礼仪 Business Etiquettes	2	2	32	22 Credits should be obtained for courses of this category 本类课程应修满22学分
	2	社会心理学 Social Psychology	2	3	32	
	3	英语经济报刊选读 Selected Readings of English Economic Newspapers and Magazines	2	3	32	
	4	工商导论 Introduction to Industry and Commerce	2	4	32	
	5	电子商务概论 Introduction to E-commerce	2	5	32	
	6	人力资源管理 Human Resource Management	2	5	32	
	7	外贸英文制单 Documentation for Foreign Trade	2	6	32	
	8	国际商务谈判 International Business Negotiation	2	7	32	
	9	英语语法 English Grammar	2	2	32	
	10	英语演讲与辩论 English Public Speaking and Debate	2	3	32	
	11	英语国家概况 Brief Introduction to English Speaking Countries	2	4	32	
	12	英语词汇学 Lexicology	2	4	32	
	13	英语修辞学 English Rhetoric	2	4	32	
	14	英美文学 British & American Literature	2	5	32	
	15	跨文化交际学 Intercultural Communication	2	5	32	
	16	语言学导论 Introduction to General Linguistics	3	6	48	
	17	文体与翻译 Stylistics and Translation	2	6	32	
	18	翻译美学 Translation and Aesthetics	2	7	32	
	19	学术论文写作 Academic Writing	1	7	32	
	20	TEM8 专题 TEM-8 Training	2	7	32	
	21	创业基础 Fundamentals of Entrepreneurship	2	7	32	
通识选修课 Optional General Courses	见学校通识选修课一览表 Refer to the Public Optional Courses Table					本类课程应修满 12 学分 12 Credits should be obtained for courses of this category

附表五: Table 5:

推荐阅读书目 Recommended Reading List

序号 No.	书名 Title	著(译)者 Author/Translator	出版社 Publisher	出版年 Year of Publication	语种 Language
1	Principles of Economics	N.Gregory	Cengage Learning	2009	英文 English
2	International Business	Charles W. L. Hill	中国人民大学出版社 Renmin University of China press	2005	英文 English
3	International Business Culture	Charles Mitchell	上海外语教育出版社 Shanghai Foreign Language Education Press	2005	英文 English
4	经济学(第18版) Economics	萨缪尔森 Samuelson	人民邮电出版社 People's Posts and Telecommunications Press	2008	中文 Chinese
5	管理学(第9版) Management	罗宾斯 Robinson	中国人民大学出版社 Renmin University of China press	2009	中文 Chinese
6	企业战略管理 Management on Enterprise Strategies	徐飞 Fei Xu	北京大学出版社 Peking University Press	2008	中文 Chinese
7	国际商务礼仪 International Business and Etiquette	吕彦云 Yanyun Lv	清华大学出版社 Tsinghua Press	2012	中文 Chinese
8	国际商务知识导读 Introduction to International Commerce	王燕希 Wang Yanxi	对外经济贸易大学出版社 University of International Business and Economics Press	2009	中文 Chinese
9	国际贸易专业英语 International Trade English	檀文茹 Tan Wenru	对外经济贸易大学出版社 University of International Business and Economics Press	2005	英文 English
10	国际商务谈判 International Business Negotiation	刘白玉 Liu Baiyu	中国人民大学出版社 Renmin University of China press	2011	英文 English
11	现代美国社会与文化 Contemporary American Society and Culture	邓炎昌 Yanchang Deng	高等教育出版社 Higher Education Press	2003	英文 English
12	跨文化交际面面观 Aspects of Intercultural Communication	胡文仲 Wenzhong Hu	外语教学与研究出版社 Foreign language teaching and research press	2003	英文 English
13	英汉比较与翻译 Comparison between English and Chinese and Translation	陈定安 Dingan Chen	中国对外翻译公司 Chinese Foreign Translation Company	1998	中英 English and Chinese
14	文学阅读与欣赏 Literature Reading and Appreciation	顾曰国 Yueguo Gu	外语教学与研究出版社 Foreign language teaching and research press	2003	英文 English
15	西方的智慧 Western Wisdoms	罗素 Su Luo	中央编译出版社 Central Compilation and Translation Press	2007	中文 Chinese