



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

**三年制高职  
专业人才培养方案**

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附件 1:

### 2020 级专业人才培养方案制订与审核表

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

培养目标定位准确，课程体系设置合理，符合现

专业建设委员会、企业、行业需求

郭志鹏



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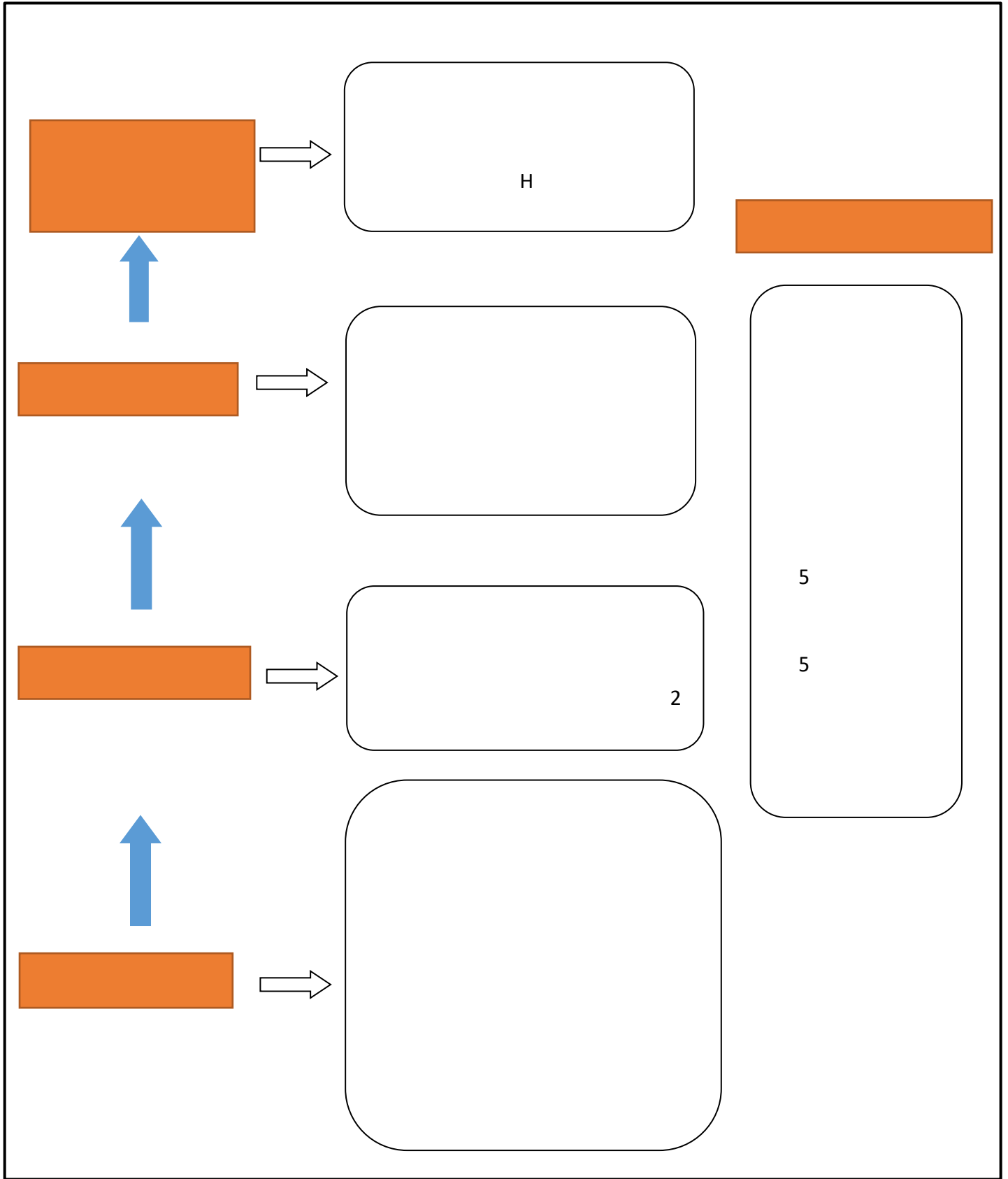


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|  |    | 17 | 18 | 15  | 15 | 11 | 0  | 76  |
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|  |    | 21 | 19 | 20  | 20 | 24 | 16 | 120 |
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|  | 1. | 6  |    | 120 |    |    |    |     |
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|----|-------|---|----|-----------|------------|------------|------------|-----------|-----------|-----------|-----------|----------|----------|---|---|---|---|----|----|----|----|----|---|
|    |       | <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td> </tr> <tr> <td>17</td><td>18</td><td>15</td><td>15</td><td>11</td><td>0</td> </tr> </table> |    |           |            |            |            |           |           |           |           | 1        | 2        | 3 | 4 | 5 | 6 | 17 | 18 | 15 | 15 | 11 | 0 |
| 1  | 2     | 3   | 4  | 5         | 6          |            |            |           |           |           |           |          |          |   |   |   |   |    |    |    |    |    |   |
| 17 | 18    | 15  | 15 | 11        | 0          |            |            |           |           |           |           |          |          |   |   |   |   |    |    |    |    |    |   |
| 1  |       | 0105251   | B  | 3.0       | 48         | 36         | 12         | 4         |           |           | 1         |          |          |   |   |   |   |    |    |    |    |    |   |
| 2  |       |   | B  | 3.0       | 48         | 24         | 24         | 4         |           |           | 1         |          |          |   |   |   |   |    |    |    |    |    |   |
| 3  |       | 0104283   | B  | 3.0       | 48         | 36         | 12         | 3         |           |           | 1         |          |          |   |   |   |   |    |    |    |    |    |   |
| 4  |       | 0105145   | B  | 3.0       | 48         | 40         | 8          | 4         |           |           | 2         |          |          |   |   |   |   |    |    |    |    |    |   |
| 5  |       | 0105254   | B  | 3.0       | 48         | 36         | 12         | 4         |           |           | 2         |          |          |   |   |   |   |    |    |    |    |    |   |
| 6  |       | 0404233   | B  | 2.5       | 40         | 20         | 20         | 3         |           |           | 2         |          |          |   |   |   |   |    |    |    |    |    |   |
| 7  |       | 0103148   | B  | 2.0       | 32         | 16         | 16         |           | 4         |           | 3         |          |          |   |   |   |   |    |    |    |    |    |   |
| 8  |       | 0305064   | B  | 2.5       | 40         | 40         | 0          |           | 4         |           | 4         |          |          |   |   |   |   |    |    |    |    |    |   |
| 9  | HTM.5 | 0103063   | B  | 2.5       | 40         | 20         | 20         |           |           | 4         | 5         |          |          |   |   |   |   |    |    |    |    |    |   |
|    |       |   |    | 24.5      | 392        | 268        | 124        | 11        | 11        | 4         | 4         | 4        | 0        |   |   |   |   |    |    |    |    |    |   |
| 1  |       | 0103116   | B  | 3.0       | 48         | 24         | 24         |           | 10        |           | 3         |          |          |   |   |   |   |    |    |    |    |    |   |
| 2  |       |   | B  | 3.0       | 48         | 24         | 24         |           | 4         |           | 3         |          |          |   |   |   |   |    |    |    |    |    |   |
| 3  |       |   | B  | 3.0       | 48         | 24         | 24         |           | 4         |           | 3         |          |          |   |   |   |   |    |    |    |    |    |   |
| 4  |       | 0103143   | B  | 3.0       | 48         | 24         | 24         |           | 4         |           | 4         |          |          |   |   |   |   |    |    |    |    |    |   |
| 5  |       | 0404194   | B  | 3.5       | 48         | 24         | 24         |           | 4         |           | 4         |          |          |   |   |   |   |    |    |    |    |    |   |
| 6  |       |   | B  | 3.0       | 48         | 24         | 24         |           | 4         |           | 4         |          |          |   |   |   |   |    |    |    |    |    |   |
| 7  |       |   | B  | 2.5       | 36         | 18         | 18         |           | 4         |           | 4         |          |          |   |   |   |   |    |    |    |    |    |   |
| 8  |       | 0103152   | B  | 2.5       | 40         | 20         | 20         |           |           | 4         | 5         |          |          |   |   |   |   |    |    |    |    |    |   |
|    |       |   |    | 23.5      | 364        | 182        | 182        | 0         | 0         | 18        | 16        | 4        | 0        |   |   |   |   |    |    |    |    |    |   |
|    |       |   |    | <b>48</b> | <b>756</b> | <b>450</b> | <b>306</b> | <b>11</b> | <b>11</b> | <b>22</b> | <b>20</b> | <b>8</b> | <b>0</b> |   |   |   |   |    |    |    |    |    |   |

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|----|--------|---------|----|-----|------|--------|-------|---------|-----|-----|-----|-----|------|------|------|--|--|
|    |        |         |    |     |      |        |       |         |     |     |     |     |      |      |      |  |  |
|    |        |         |    |     |      |        |       | 1       | 2   | 3   | 4   | 5   | 6    |      |      |  |  |
| 17 | 18     | 15      | 15 | 11  | 0    |        |       |         |     |     |     |     |      |      |      |  |  |
| 1  |        | 0103114 | B  | 2.5 | 40   | 20     | 20    |         | 4   |     |     |     |      | 2    | 3-19 |  |  |
| 2  |        | 0103120 | B  | 2.5 | 40   | 20     | 20    |         | 4   |     |     |     | 2    |      |      |  |  |
| 3  |        | 0302015 | B  | 2.5 | 40   | 20     | 20    |         |     | 4   |     |     |      | 3    |      |  |  |
| 4  |        | 0103098 | B  | 2.5 | 40   | 20     | 20    |         |     | 4   |     |     |      | 3    |      |  |  |
| 5  |        | 0103145 | B  | 2.5 | 40   | 40     | 0     |         |     |     | 4   |     |      | 4    | 3-19 |  |  |
| 6  |        |         | B  | 2.5 | 40   | 40     | 0     |         |     |     | 4   |     | 5    |      |      |  |  |
| 7  |        | 0104226 | B  | 2.5 | 40   | 20     | 20    |         |     |     |     | 4   |      | 1    | 3-19 |  |  |
| 8  | OFFICE |         | B  | 2.5 | 40   | 20     | 20    |         |     |     |     | 4   |      | 5    |      |  |  |
|    |        |         |    |     | 10   | 160    | 100   | 60      | 0   | 4   | 4   | 4   | 4    | 0    |      |  |  |
| 1  |        | 0103119 | C  | 1.0 | 28   |        | 28    | 1       |     |     |     |     |      | 1    |      |  |  |
| 2  |        | 0103121 | C  | 4.0 | 112  |        | 112   |         |     | 4   |     |     |      | 3    |      |  |  |
| 3  |        |         | C  | 1.0 | 28   |        | 28    |         |     |     | 1   |     |      | 4    |      |  |  |
| 4  |        |         | C  | 1.0 | 28   |        | 28    |         |     |     | 1   |     |      | 4    |      |  |  |
| 5  |        | 0404230 | C  | 1.0 | 28   |        | 28    |         |     |     | 1   |     |      | 4    |      |  |  |
| 6  | 1+X    |         | C  | 1.0 | 28   |        | 28    |         |     |     | 1   |     |      | 4    |      |  |  |
| 7  |        | 1+X     | C  | 1.0 | 28   |        | 28    |         |     |     |     | 1   |      | 6    |      |  |  |
| 8  |        | 0103153 | C  | 2.0 | 56   |        | 56    |         |     |     |     | 2   |      | 5    |      |  |  |
| 9  |        | 0801002 | C  |     |      |        |       |         |     |     |     |     |      |      |      |  |  |
| 10 |        | 0102073 | C  | 6   | 28   | 0      | 28    |         |     |     |     | 0.5 | 0.5  | 6    |      |  |  |
| 11 |        | 0801003 | C  | 24  | 672  | 0      | 672   |         |     |     |     | 9   | 15   | 6    |      |  |  |
|    |        |         |    |     | 42.0 | 1036.0 | 0.0   | 1036.0  | 1.0 | 0.0 | 4.0 | 4.0 | 12.5 | 15.5 |      |  |  |
|    |        |         |    |     | 52.0 | 1196.0 | 100.0 | 1096.0  |     |     |     |     |      |      |      |  |  |

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|  | 12 | 2 | 5  | 0 | 4  | 0 | 5  | 0 | 0  | 0    | 0 | 0    | 300  | 252  | 552  |
|--|----|---|----|---|----|---|----|---|----|------|---|------|------|------|------|
|  | 6  | 0 | 8  | 0 | 0  | 0 | 0  | 0 | 0  | 0    | 0 | 0    | 188  | 44   | 232  |
|  | 0  | 0 | 0  | 0 | 0  | 2 | 0  | 0 | 4  | 0    | 0 | 0    | 64   | 0    | 64   |
|  | 11 | 0 | 11 | 0 | 22 | 0 | 20 | 0 | 8  | 0    | 0 | 0    | 450  | 306  | 756  |
|  | 0  | 1 | 0  | 0 | 0  | 4 | 0  | 4 | 0  | 12.5 | 0 | 15.5 | 0    | 1036 | 1036 |
|  | 0  | 0 | 4  | 0 | 4  | 0 | 4  | 0 | 4  | 0    | 0 | 0    | 100  | 60   | 160  |
|  | 29 | 2 | 28 | 0 | 30 | 2 | 29 | 0 | 16 | 0    | 0 | 0    | 1102 | 1698 | 2800 |

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|    |     |         | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |   |   |
|----|-----|---------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|---|
| 1  | ( ) | 64      |    |    |    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    | 4  | 4  | 4  |    |   |   |
| 2  |     | 8 hours |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |   |
| 3  |     | 112     | 56 | 56 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |   |
| 4  |     | 32      |    |    | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |    | 2  | 2  |    |    |   |   |
| 5  |     | 16      |    |    |    |    |    |    |    |    |    |    | 2  | 2  | 2  | 2  | 2  | 2  |    | 2  | 2  |    |    |   |   |
| 6  |     | 16      |    |    | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |    |    |    |    |    |    |    |    |    |    |    |   |   |
| 7  | /   | 16      |    |    | 0  | 2  | 0  | 2  | 0  | 2  | 0  | 2  | 0  | 2  | 0  | 2  | 0  | 2  | 0  | 2  |    |    |    | 2 | 1 |
| 8  |     | 32      |    |    | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |    | 2  | 2  |    |    |   |   |
| 9  | /   | 40      |    |    | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  |    |    |    |    |    |    | 2 | 1 |
| 10 | /   | 4 hours |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | 2 | 1 |
| 11 |     | 48      |    |    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    |    |    |    |    |    |    |   |   |
| 12 |     | 48      |    |    |    |    |    |    |    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    | 4  | 4  | 4  |    |   |   |
| 13 |     | 48      |    |    | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  |    | 4  | 2  |    |    |   |   |
| 15 |     | 28      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | 28 |    |    |    |    |   |   |
|    |     |         | 56 | 56 | 18 | 20 | 22 | 20 | 22 | 24 | 26 | 24 | 26 | 24 | 26 | 24 | 22 | 18 | 28 | 20 | 16 | 8  |    |   |   |
| 1  |     | 48      | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  |    |    |    |    |    |   |   |
| 2  |     | 8 hours |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |   |
| 3  |     | 32      | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |    |    |    |    |    |   |   |
| 4  |     | 32      | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |    |    |    |    |    |   |   |
| 5  | / / | 96      | 6  | 6  | 6  | 6  | 6  | 6  | 6  | 6  | 6  | 6  | 6  | 6  | 6  | 6  | 6  | 6  |    |    |    |    |    | 6 |   |
| 6  | /   | 4 hours |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | 2 | 1 |
| 7  |     | 48      | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    |    |    |    |    |    |    |    |    |   |   |
| 8  |     | 48      |    |    |    |    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    |    |    |    |    |   |   |
| 9  | /   | 40      |    |    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    |    |    |    |    |    |    |    |    |   |   |
| 10 |     | 40      |    |    |    |    |    | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  | 2  | 4  |    |    |    |   |   |
|    |     |         | 18 | 16 | 22 | 20 | 26 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 28 | 20 | 20 | 20 | 20 | 2  | 4  |    |    |   |   |

|  |    |         | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21  |
|--|----|---------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
|  | 1  | 8 hours |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |
|  | 2  | 32      | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |    |    |    |    | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 4  |     |
|  | 3  | 16      | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |    |    |    |    |    |    |    |    |    |    |    |    |     |
|  | 4  | / /     | 32 | 2  | 2  | 2  | 2  | 2  | 2  | 2  |    |    |    |    | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 4  | 3 1 |
|  | 5  | 48      | 10 | 10 | 10 | 10 | 10 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |
|  | 6  | 48      |    |    |    | 4  | 4  | 4  | 4  | 4  |    |    |    |    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |     |
|  | 7  | 48      |    |    |    | 4  | 4  | 4  | 4  | 4  |    |    |    |    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |     |
|  | 8  | 112     |    |    |    |    |    |    |    |    | 28 | 28 | 28 | 28 |    |    |    |    |    |    |    |    |     |
|  | 9  | /       | 40 |    |    | 4  | 4  | 4  | 4  | 4  |    |    |    |    | 4  | 4  | 4  | 4  |    |    |    |    |     |
|  | 10 | 32      |    |    |    |    |    | 4  | 4  | 4  |    |    |    |    | 4  | 4  | 4  | 4  | 4  |    |    |    |     |
|  |    |         | 16 | 16 | 20 | 28 | 28 | 22 | 22 | 22 | 28 | 28 | 28 | 28 | 20 | 20 | 20 | 20 | 16 | 12 | 16 |    |     |
|  | 1  | 8 hours |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |
|  | 2  | 16      | 2  | 0  | 2  | 0  | 2  | 0  | 2  | 0  | 2  | 0  | 2  | 0  | 2  | 0  | 2  | 0  |    |    |    | 2  |     |
|  | 3  | ( )     | 16 | 2  |    | 2  | 2  | 2  | 2  | 2  | 2  |    |    |    |    |    |    |    |    |    |    |    |     |
|  | 4  | 36      | 2  |    | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 4  |    |    | 4  |    | 4  |    |     |
|  |    | 40      |    |    |    |    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    |    |    |    |    |    |     |
|  | 5  | 40      |    |    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    |    |    |    |    |    |    |    |     |
|  | 6  | 48      |    |    | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    |    |    |    |    |    |    |     |
|  | 7  | 56      | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    |    |    |    |    |    |     |
|  | 8  | 48      | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    |    |    |    |    |    |    |    |     |
|  | 9  | /       | 40 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |    |    |    |    |    |    |    |    |    |    |     |
|  | 10 | 28      |    |    |    |    |    |    |    |    |    |    |    |    |    |    | 28 |    |    |    |    |    |     |
|  | 11 | 28      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | 28 |    |    |    |    |     |
|  | 12 | 28      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | 28 |    |    |     |
|  | 13 | 1+X     | 28 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | 28 |    |    |    |     |
|  |    |         | 18 | 12 | 26 | 24 | 30 | 28 | 30 | 28 | 30 | 26 | 24 | 22 | 16 | 12 | 30 | 28 | 32 | 28 | 6  |    |     |



表六 课程教学进程安排表

| 学期   | 序号 | 课程名称                  | 总学时     | 1      | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16  | 17      | 18 | 19 | 20 | 21 | 备注 |  |
|------|----|-----------------------|---------|--------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|---------|----|----|----|----|----|--|
| 第五学期 | 1  | 形势与政策（五）              | 8 hours |        |    |    |    |    |    |    |    |    |    |    |    |    |    | ⊙  |     |         |    |    |    |    |    |  |
|      | 2  | HTML5移动媒体设计与制作        | 40      |        | 4  | 4  | 4  | 4  |    |    |    | 4  | 4  | 4  | 4  |    | 4  | 4  | ⊙   |         |    |    |    |    |    |  |
|      | 3  | 商务OFFICE应用/商务礼仪       | 40      |        | 4  | 4  | 4  | 4  |    |    |    | 4  | 4  | 4  | 4  |    | 4  | 4  | ⊙   |         |    |    |    |    |    |  |
|      | 4  | 移动商务数据分析              | 40      | 4      | 4  | 4  | 4  | 4  |    |    |    | 4  | 4  | 4  | 4  |    | 4  |    | ⊙   |         |    |    |    |    |    |  |
|      | 5  | 商务数据分析实训（1+X数据分析考证试点） | 28      |        |    |    |    |    |    |    |    |    |    |    |    | 28 |    |    | ⊙   |         |    |    |    |    |    |  |
|      | 6  | 移动商务综合实训              | 56      |        |    |    |    |    |    | 28 | 28 |    |    |    |    |    |    |    | ⊙   |         |    |    |    |    |    |  |
|      | 7  | 毕业教育                  |         |        |    |    |    |    |    |    |    |    |    |    |    |    |    |    | ⊙   |         |    |    |    |    |    |  |
|      | 8  | 毕业设计                  | 14      |        |    |    |    |    |    |    |    |    |    |    |    |    |    |    | ⊙14 |         |    |    |    |    |    |  |
|      | 9  | 毕业实习                  | 252     |        |    |    |    |    |    |    |    |    |    |    |    |    |    |    | ⊙   | 第16-24周 |    |    |    |    |    |  |
|      |    | 小计                    |         | 4      | 12 | 12 | 12 | 12 | 12 | 28 | 28 | 12 | 12 | 12 | 12 | 28 | 12 | 8  |     | 第16-24周 |    |    |    |    |    |  |
| 第六学期 | 1  | 毕业实习                  | 420     | 第1-15周 |    |    |    |    |    |    |    |    |    |    |    |    |    |    | ⊙   |         |    |    |    |    |    |  |
|      | 2  | 毕业设计                  | 14      |        |    |    |    |    |    |    |    |    |    |    |    |    |    |    | ⊙14 |         |    |    |    |    |    |  |
|      |    | 小计                    |         | 第1-15周 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |         |    |    |    |    |    |  |

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

②各专业公共基础限选课程，请教研室根据专业需要及附表2的选修规定进行选择。

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