湖南理工職業技術學院
HUNAN VOCATIONAL INSTITUTE OF TECHNOLOGY

工商企业管理专业人才培养方案

专业名称： 工商企业管理

专业代码： 530601

所属专业群： 电子商务专业群

所属学院： 管理艺术学院

适用年级： 2023 级

专业带头人： 刘谋文

制（修）订时间：2023 年 8 月

编制说明

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编制说明

工商企业管理专业 2023 级人才培养方案评审表

评审专家				
序号	姓名	单位	职务/职称	签名
1	何瑛	湖南理工职业技术学院	副校长 教授	何瑛
2	肖前军	湖南理工职业技术学院	教务处处长 副教授	肖前军
3	夏红雨	湖南理工职业技术学院	二级学院院长 教授	夏红雨
4	王美湘	湖南汇米果业连锁经营管理有限公司	人力资源总监 高级人力资源管理师	王美湘
5	邹辉	湖南理工职业技术学院	学生	邹辉

评审意见
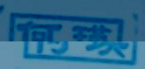
2023级专业人才培养方案审定表

专业名称	工商企业管理
专业代码	530601
学术委员会审核意见	人才培养方案中涉及培养目标和规格清晰，课程体系和教学进程合理，实施保障较为完善，方案科学可行，审议通过。 签字： 日期：2023.9.4
教学工作委员会审核意见	人才培养方案符合相关有关文件精神，请进一步完善 签字： 日期：2023.9.9
	审议通过，同意实施 签字： 日期：2023.9.11

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					C7
					K8
					K11
					A4
					A5
					A6
					A20

				6. https://mooc1-1.chaoxing.com/course/224258299.html	

4		(1)
		
		(2)
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										20	20	20	20	20	20	
		23001B01		B		48	38	10	3	4/12						
		23001B02		B		32	28	4	2		4/8					
		23001B03		B		48	40	8	3		6/8					
		23001B04		B		40	30	10	1	8 / 2 6	×4 ×5 +2					
		23001B05		B		16	8	8	1	1						16 /
		23001006		C		112	0	112	2	2						8 ×7 ×2
		23001B07		B		36	36	0	2							
		23001B08		B		16	8	8	1	8 8 2			2			
		23001B09		B		32	20	12	2		4/8 2/16					
		23001B10		B		16	8	8	1	2/8						/
		23001B11		B		128	64	64	8	2/13+40	2/19+24					
		23101C12		C		108	0	108	6.5	2/14+6	2/15+2	2 ×15 + 6				
		23001B13		B		32	16	16	2	2/16						/
		23001B14		B		32	26	6	2			2/8	2/8			
		23001B15		B		22	14	8	1	2/5	2/6					
		23001B16		B		10	4	6	0.5					2/5		
						728	340	388	38							

					/						/						
										20	20	20	20	20	20	
23002B01		B		/	48	24	24	3	4/12							
23002B02		B			32	24	8	2	2/16							/
23002A03		A			16	16	0	1								
23002B04		B			60	40	20	3.5	6/10 4/15							
23002B05		B			32	16	16	2								
					188	120	68	11.5								
23003B01		B			32	16	16	2				2/16				
23003B02		B			32	16	16	2			2/16					
23003B03		B			32	16	16	2			2/16					
23003B04		B			32	16	16	2			2/16					/
23003B05		B			32	16	16	2			2/16					
23003B06		B			32	16	16	2			2/16					
23003B07		B			32	16	16	2			2/16					/
23003B08		B			32	16	16	2			2/16					
23003B09		B			32	16	16	2			2/16					
23003B10		B			32	16	16	2			2/16					
23003B11		B			32	16	16	2		2/16						
23003B12		B			32	16	16	2	2/8	2/8						
23003B13		B			32	16	16	2			2/16					
23003B14		B			32	16	16	2		2/16						
					32	16	16	2								
					220	136	84	13.5								
					948	476	472	51.5								

课程代码	备注	类别			学时			学分	20	20	20	20	20	20
233L4B01		B			64	36	28	4	4/16					
233L4B02		B			64	36	28	4		4/16				
233L4B03		B			56	30	26	3.5		4/14				
233L4B04	PPT	B			56	30	26	3.5		4/14				
233L4B05	Excel	B			56	30	26	3.5			4/14			
233L4B06		B			56	30	26	3.5		4/14				
233L4B07		B			56	30	26	3.5			4/14			
小计( )					408	222	186	25.5						
233L5B01		B			64	36	28	4	4/16					
233L5B02		B			56	30	26	3.5			4/14			
233L5B03		B			56	30	26	3.5			4/14			
233L5B04		B			56	30	26	3.5				4/14		
233L5B05		B			56	30	26	3.5			4/14			
233L5B06		B			56	30	26	3.5				4/14		
233L5B07		B			56	30	26	3.5				4/14		
233L5B08		B			56	36	20	3.5				4/14		
小计( )					456	252	204	28.5						
233L6C01		C			48	0	48	2					2	
233L6C02		C			80	0	80	4					4	
233L6C03		C			480	0	480	24					5	19
233L6C04		C			20	0	20	1						1
小计( )					628	0	628	31						
233L7B01		B			48	24	24	3					4/12	
233L7B02		B			48	24	24	3					4/12	

			/					/						
								20	20	20	20	20	20		
233L7B03		B		48	24	24	3			4/12				
233L7B04		B		48	24	24	3				4/12			
233L7B04		B		48	24	24	3			4/12				
				192	96	96	12							
				1684	570	1114	97							
				2632	1046	1586	1485	26	26	24	20	20	24	

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3. A B + C

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5. A B 16 1 8 8 0.5 C 1 /1

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	77.78%		22.22%	
	39.74%		60.26%	

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21

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" 1+6+3"   6

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                    10. 1   "   "

                                            1   "   "   10   "   "
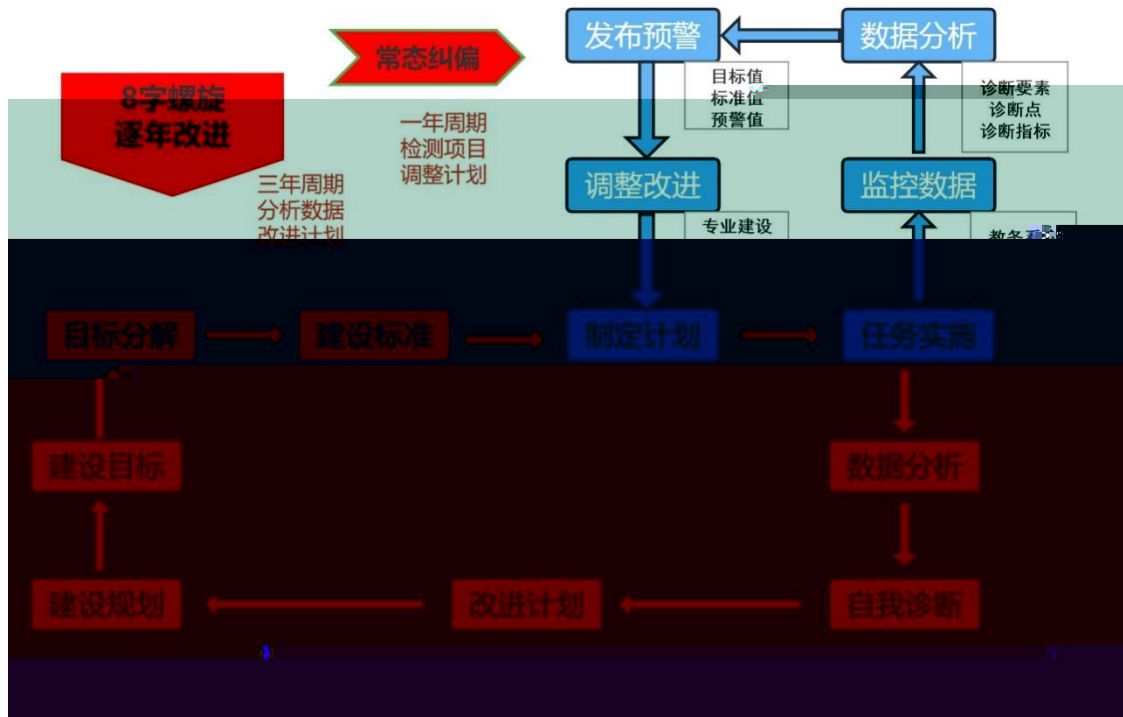

          4.

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SPOC

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						22		
1						2	85	
2	1+X					3.5	85	
		B2B				3	85	
		B2C				3	85	
3						3.5	85	
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						3.5	85	

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图2

　　图2 "＿＿＿＿"＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿"＿＿""＿＿"＿＿＿＿"＿＿"

"＿＿""＿＿"＿＿＿＿"＿＿"＿＿＿＿＿"＿＿"

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https://mp.weixin.qq.com/s/eKP2s3ohdOXPy8SjZh71bw

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6.   "   "

        "   "   "   "

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7.   "   "

        "   "   "   "

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