

市场营销专业国际学生本科指导性培养计划

表一

课程类别	课程性质	课程编号	课程名称	总学分	总学时(学周)	理论授课学时	实践教学				各 学 期 学 时（学周）								考核方式
							实验学时	上机学时	实践学时	实践学周	一	二	三	四	五	六	七	八	
通识与公共基础课程	必修课	112306-8	汉语1-3	12.0	196	196					64	64	64						闭卷
		112309-10	中国概况1-2	4.0	64	64					32	32							闭卷
		113101-4	体育1-4	4.0	144	120			24		36	36	36	36					综合测评
		109135-6	高等数学C1-2	10.0	160	160					80	80							闭卷
		109115	线性代数	2.0	32	32						32							闭卷
		109102	概率与数理统计	3.0	48	48							48						闭卷
		202219	工程制图基础Ⅱ	3.0	48	48					48								综合测评
		116324	大学计算机	3.0	48	32		16				48							闭卷
		033103	金工实习B	2.0	2					2		2周							综合测评
		免修课程			14.0	军训、军事理论、思想道德修养与法律基础、中国近现代史纲要、马克思主义基本原理、毛泽东思想和中国特色社会主义理论体系概论、形势与政策。													
	小 计			43.0	742+2周	700	0	16	24	2	260	292+2周	148	36					
	选修课	见公共选修课一览表			8.0	160	选修《跨文化交流与国际视野》《西方文化概论》《中国文化概论》和其他5门跨学科门类课程。												

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表二

课程类别	课程性质	课程编号	课程名称	总学分	总学时 (学周)	理论 授课学时	实践教学				各 学 期 学 时（学周）								考核方式
							实验学时	上机学时	实践学时	实践学周	一	二	三	四	五	六	七	八	
学科基础课程	必修课	210523	微观经济学	3.5	56	56						56							闭卷
		210513	宏观经济学	3.0	48	48							48						闭卷
		210103	管理学	3.5	56	56						56							闭卷
		210111	统计学	3.5	56	56								56					闭卷
		210421	数据组织与管理	3.0	48	24		24							48				闭卷
		210422	管理信息系统	2.0	32	32										32			闭卷
		210110	市场营销学	3.5	56	56							56						闭卷
		210214	会计学	3.5	56	56								56					闭卷
		210201	财务管理	3.5	56	56									56				闭卷
		310401	电子商务	2.5	40	20		20								40			综合测评
		310110	企业战略管理	3.0	48	48									48				闭卷
		212410	经济法	2.0	32	32									32				综合测评
		210153	国际贸易理论与实务	2.5	40	40									40				综合测评
		202409	机械制造技术基础Ⅰ	3.0	48	48							48						综合测评
		202410	机械制造技术基础Ⅱ	2.5	40	40								40					综合测评
		210152	先进生产系统管理	2.0	32	32									32				综合测评
		210138	运筹学	3.5	56	56									56				闭卷
		小 计			50.0	800	756		44				112	152	152	312	72		

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表二

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表二

课程类别	课程性质	课程编号	课程名称	总学分	总学时 (学周)	理论授课学时	实践教学				各 学 期 学 时 (学周)								考核方式
							实验学时	上机学时	实践学时	实践学周	一	二	三	四	五	六	七	八	
		小 计		45.0	416+21 周	312		96	8	21	16			40	64	248	48+6周	15周	
选修课	310523	营销风险管理	2.0	32	32												32		综合测评
	310152	网络营销	2.0	32	32												32		综合测评
	310167	服务营销	2.0	32	32												32		综合测评
	310168	工业品营销	2.0	32	32												32		综合测评
	310169	市场营销前沿专题	2.0	32	32												32		综合测评
	小 计		10.0	160	160												160		
	至少选6学分																		

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表三

课程类别	课程性质	课程编号	课程名称	总学分	总学时	理论授课学时	实践教学				各 学 期 学 时								考核方式					
							实验学时	上机学时	实践学时	实践学周	一	二	三	四	五	六	七	八						
创新创业教育	必修课	Y10010	创新创业基础	1.0	32	20			12				32						综合测评					
	选修课		创新课程	1.0								至少选修 3.0 学分。 学生可在第3-7学期选修科研创新训练 I - V 五个阶段的部分训练。								综合测评				
			开放实验	1.0																				综合测评
			科研创新训练 I	0.5																				综合测评
			科研创新训练 II	0.5																				综合测评
			科研创新训练 III	0.5																				综合测评
			科研创新训练 IV	0.5																				综合测评
			科研创新训练 V	0.5																				综合测评
			创新创业项目	2.0																	至少获得 2.0 学分，不占总学分			
第二课堂			2.0							至少获得 2.0 学分，不占总学分														

Courses and Teaching Plan for Undergraduate Foreign Students majoring in *Marketing*

Table 1

Course Category	Course type	Course code	Course name	Course credits	Hours (Weeks)	Theoretical teaching hours	Experiment & Internship				Semester hours(weeks)								Assessment method
							Experimental hours	Computer study hours	Field practice hours	Field practice weeks	1	2	3	4	5	6	7	8	
General and public courses	Computers	112306-8	Chinese Language 1-3	12.0	196	196					64	64	64						Test
		112309-10	A Survey of China 1-2	4.0	64	64					32	32							Test
		113101-4	Physical Education 1-4	4.0	144	120			24		36	36	36	36					Comprehensive assessment
		109135-6	Advanced Mathematics C1-2	10.0	160	160					80	80							Test
		109115	Linear Algebra	2.0	32	32						32							Test
		109102	Probability Theory and Mathematical Statistics	3.0	48	48							48						Test
		202219	Basis of Engineering Drawing II	3.0	48	48					48								Comprehensive assessment
		116324	College Computer	3.0	48	32		16				48							Test
		033103	Metal Working Practice B	2.0	2					2		2 weeks							Comprehensive assessment
		Exemption			14.0	Military Training, Military theory, Ideological and moral cultivation and legal basis, The outline of modern Chinese history, The fundamental tenets of Marxism, An introduction to Mao Zedong thought and the theoretical system of socialism with Chinese characteristics, Situation and Policy.													
	Sub-total			43.0	740+2 weeks	700		16	24		260	292+2 weeks	148	36					
	Optional	Select from the list of public optional courses			8.0	160	Select <Cross-cultural Communication and International Vision> <An Introduction to Western Culture> <An Introduction to Chinese Culture> and other 5 interdisciplinary courses												

Courses and Teaching Plan for Undergraduate Foreign Students majoring in *Marketing*

Table 2

Course Category	Course type	Course code	Course name	Course credits	Hours (Weeks)	Theoretical teaching hours	Experiment & Internship				Semester hours(weeks)								Assessment method
							Experimental hours	Computer study hours	Field practice hours	Field practice weeks	1	2	3	4	5	6	7	8	
Discipline Basic Courses	Computers	210523	Microeconomics	3.5	56	56						56							Test
		210513	Macroeconomics	3.0	48	48							48						Test
		210103	Management	3.5	56	56						56							Test
		210111	Statistics	3.5	56	56								56					Test
		210421	Data Organization and Management	3.0	48	24		24							48				Test
		210422	Management Information System	2.0	32	32										32			Test
		210110	Marketing	3.5	56	56							56						Test
		210214	Accounting	3.5	56	56								56					Test
		210201	Financial Management	3.5	56	56									56				Test
		310401	E-commerce	2.5	40	20		20								40			Comprehensive assessment
		310110	Enterprise Strategic Management	3.0	48	48									48				Test
		212410	Economic Law	2.0	32	32									32				Comprehensive assessment
		210153	International Trade Theory and Practice	2.5	40	40									40				Comprehensive assessment
		202409	Fundamentals of Machine Manufacturing I	3.0	48	48							48						Comprehensive assessment
		202410	Fundamentals of Machine Manufacturing II	2.5	40	40								40					Comprehensive assessment
		210152	Advanced manufacturing system management	2.0	32	32									32				Comprehensive assessment
		210138	Operations research	3.5	56	56									56				Test
		Sub-total		50.0	800	756		44				112	152	152	312	72			

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Course Category	Course type	Course code	Course name	Course credits	Hours (Weeks)	Theoretical teaching hours	Experiment & Internship				Semester hours(weeks)								Assessment method
							Experimental hours	Computer study hours	Field practice hours	Field practice weeks	1	2	3	4	5	6	7	8	
Special-ized Course	Computers	310150	Production operation management	2.5	40	40										40			Comprehensive assessment
		310163	Consumer Behavior	2.5	40	40								40					Test
		310134	Marketing Research And Forecast	2.5	40	40									40				Test
		310164	Business Negotiation	2.5	40	32			8							40			Comprehensive assessment
		310165	Corporate Marketing Planning	2.5	40	40										40			Comprehensive assessment
		210136	Advertising	2.5	40	40										40			Test
		210302	Public Relation	2.0	32	32										32			Comprehensive assessment
		310123	Sales management	2.0	32	32										32			Comprehensive assessment
		010129	Marketing professional Practice	6.0						6							6 weeks		Comprehensive assessment
		010128	Statistical software internship	1.0	24			24							24				Comprehensive assessment
		010127	Marketing software internship	1.0	24			24								24			Comprehensive assessment
		010123	ERP Sand Table Simulation	2.0	48			48									48		Comprehensive assessment
		310166	Introduction to Marketing	1.0	16	16					16								Comprehensive assessment
		010108	Marketing Graduation Practice	4.0	4					4								4 weeks	Comprehensive assessment
		010107	Marketing Graduation thesis	11.0	11					11								11 weeks	Comprehensive assessment
		Sub-total		45.0	416+21 weeks	312		96	8	21	16			40	64	248	48+6 weeks	15 weeks	

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							Experimen- tal hours	Computer study hours	Field practice hours	Field practice weeks	1	2	3	4	5	6	7	8		
	Option- al	206127	Structural Dynamics	1.5	24	24										24			Comprehensive assessment	
		306430	Optimal Structure Design	1.5	24	24											24		Comprehensive assessment	
		306431	Principle of Composite Structure Design	1.5	24	24											24		Comprehensive assessment	
		306432	Engineering Elasticity	2.0	32	32										32			Comprehensive assessment	
		306433	Large-span Spatial Structures	1.5	24	24										24			Comprehensive assessment	
		306179	Civil Engineering English	1.5	24	24											24		Comprehensive assessment	
		306185	Special Structures	1.5	24	24											24		Comprehensive assessment	
		306451	Analysis and Treatment of Engineering Quality Accidents	1.5	24	24											24		Comprehensive assessment	
		Sub-total			11.0	176	176										56	120		
		Choose at least 6 credits																		

Courses and Teaching Plan for Undergraduate Foreign Students majoring in *Marketing*

Table 3

Course Category	Course type	Course code	Course name	Course credits	Hours (Weeks)	Theore- tical teaching hours	Experiment & Internship				Semester hours(weeks)								Assessment method	
							Experimen- tal hours	Computer study hours	Field practice hours	Field practice weeks	1	2	3	4	5	6	7	8		
Innovation- n and Entrepren- eurship	Compu- lsory	Y10010	Foundation of Innovation and Entrepreneurship	1.0	32	20			12					32					Comprehensive assessment	
	Option- al		Innovation Courses	1.0								Earn at least 3.0 credits.								Comprehensive assessment
			Open Experiments	1.0																Comprehensive assessment
			Research Training I	0.5																Comprehensive assessment
			Research Training II	0.5																Comprehensive assessment
			Research Training III	0.5								Students can take part in part or all of Research Training I - V in semester 3-7.	Comprehensive assessment							
			Research Training IV	0.5									Comprehensive assessment							
			Research Training V	0.5									Comprehensive assessment							
			Innovation and Entrepreneurship Projects	2.0									Earn at least 2.0 credits. BUT those credits are not included in the graduation credits.							
		Second Classroom Activities				2.0							Earn at least 2.0 credits. BUT those credits are not included in the graduation credits.							