

一、培养目标 Training Objectives

培养具有坚实的经济管理与现代商务理论基础、计算机科学技术知识及应用能力、掌握电子商务理论与技术方法，富有开拓创新精神和团队合作能力，从事中小企业现代商务管理、电子商务开发、应用与管理的高素质应用型专门人才。

This major aims to cultivate high-quality and application-oriented professionals who have a solid theoretical basis in economic management and modern commerce, master the knowledge and application ability of computer science and technology, master the theory and technical method of electronic commerce, have creative spirit and team cooperation ability, and possess the ability to be engaged in modern business management of small and medium-sized enterprises, development, application and management of e-commerce.

二、基本规格 Basic Specifications

系统掌握电子商务的基本知识、基本理论和基本技能，了解电子商务专业的理论前沿和发展动态，并具备适应相邻专业工作的基本能力和素质；能正确把握本专业的科学体系，将电子和商务两方面知识融会贯通，并具有分析、解决问题的初步能力；能较熟练地掌握一门外语，具有听、说、读、写、译的基本能力，并能利用现代计算机和网络技术开展工作；并具有一定的实践创新能力与良好的交流能力及社会适应能力。

Students are required to systematically master the basic knowledge, basic theory and basic skills of e-commerce, understand the theoretical frontiers and development trends of electronic commerce, possess the ability and quality in the adaptation to correlative professional work; they are also required to correctly grasp the scientific system of the major, be thoroughly acquainted with two aspects of knowledge in electronics and commerce and has a preliminary ability in analyzing and solving problem; and they are required to be proficient in a foreign language and possess the basic ability in listening and speaking, reading, writing and translation and the ability to carry out the work with the use of modern computer and network technology and possess certain practical innovation ability, good communication skills and social

adaptation ability.

三、学制与学位 Length of Schooling and Degree

1. 学制与修业年限 Length of schooling & Study duration

标准学制为四年，在校修业年限四年制为 3-6 年。

The standard length of schooling is four years. Study duration can be 3-6 years.

2. 最低毕业学分和授予的学位 Minimum Credits for Graduation and the Degree Awarded

最低毕业总学分为 160 学分，授予管理学学士学位。

The minimum credits required for graduation is 160 credits; Bachelor's Degree in Management will be awarded.

四、主干学科和主要课程 Main subjects and main courses

主干学科：工商管理、应用经济学、管理科学与工程。

Main subjects: Business Administration, Applied Economics, Management science and Engineering.

专业核心课：电子商务管理与运营、数据库基础、电子商务物流管理、网络营销与策划、电子商务系统设计与实现、网络支付。

Core courses: E-commerce Management and Operation, Database Foundation, E-commerce Logistics Management, Network Marketing and Planning, E-commerce System Design and Implementation, Online payment.

学位课程：大学英语 I - II、数据库基础、电子商务物流管理、电子商务系统设计与实现、网络营销与策划。学生修读学位课程的学分绩点须达到《湖州师范学院学士学位授予条例》中规定的最低要求，且课程成绩不低于 70 分，方可获得学士学位。

Degree courses: College English I - II , E-commerce Management and Operation, Database Foundation, E-commerce Logistics Management, E-commerce System Design and Implementation, Network Marketing and Planning. Students who take degree courses must meet the minimum requirement for credit point specified in the *Regulations on Bachelor's Degrees of Huzhou University*, and the examination score for degree courses shall be no less than 70 points; thus he/she can obtain a Bachelor's Degree.