

武汉理工大学文法学院

School of Arts & Law of
Wuhan University of Technology

2015 版本本科培养方案

Undergraduate Education Plan (2015)

武汉理工大学教务处

Academic Affairs Office of Wuhan University of Technology

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【广告学专业】2015 版本科培养方案

Undergraduate Education Plan for Specialty in Advertising(2015)

专业名称	广告学	主干学科	新闻传播学
Major	Advertising	Major Disciplines	Journalism and Communication
计划学制	四年	授予学位	文学学士
Duration	4 Years	Degree Granted	Bachelor of Arts
所属大类	新闻传播学类	大类培养年限	1.5 年
Disciplinary	Journalism and Communication	Economics Duration	1.5 years

最低毕业学分规定

Graduation Credit Criteria

课程类别 Course Classification 课程性质 Course Nature	通识课程 Public Basic Courses	学科大类课程 Basic Courses in General Discipline	专业课程 Courses in Specialty	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Extracurricular Credits	总学分 Total Credits
必修课 Required Courses	32	34	39.5	\	32.5	\	190
选修课 Elective Courses	9	12	11	10	\	10	

一、培养目标与毕业要求

I Educational Objectives

(一) 培养目标

本专业培养适应社会主义现代化建设需要的德、智、体、美全面发展的，具有宽广人文与科学知识，具备广告学基本知识与广告策划、创意、制作、经营能力，能在广告公司、新闻媒体、市场调查和信息咨询单位以及企事业单位从事广告策划与创意、设计与制作、经营与管理等方面工作的具有创新精神的、高级应用型广告人才。具体包括以下 5 个方面：

The objective of the course is to cultivate advanced professional advertising talents, who have widely cultural and scientific knowledge, theories and skills of advertising. Graduates will be able to engage in advertising operation and management, advertising strategy and planning, advertising creation design, marketing planning and market research and analysis in advertising agencies, news media sectors, market investigation and information consulting industries, etc.

- (1) 身心健康，具备良好的敬业精神、社会责任感和职业道德，关注当代全球和社会问题，具有质量意识、环境意识和安全意识。

The physical and mental health, having good professional spirit, the sense of social responsibility and occupation moral, pay attention to the contemporary global and social issues, with the quality consciousness, environmental awareness and safety awareness.

- (2) 具有从事广告设计和技术服务等工作所需的数理知识和其它相关自然科学知识，并能将数学和科学工具运用于解决问题。

With the science knowledge needed to engaged in advertising design and technical

service work, and using them to solve problems.

(3) 具有综合运用科学理论和工具策划、设计、制作、发布广告的能力。

Have the capacity of planning, design, production, distributing advertising.

(4) 精通策划、设计、制作广告的工具和软硬件技术。

Proficient in advertising production tools and software and hardware technology.

(5) 具有良好的口头和书面表达和交流沟通能力、良好的团队意识和合作精神，具有终身学习的能力。

With good oral and written expression and communication skills, team consciousness and spirit, the ability of lifelong study

(二) 毕业要求

(1) 学生掌握从事本专业领域所需的数学、相关自然科学和管理知识。

Master the mathematics, natural science and management knowledge.

(2) 掌握广告学的基本理论知识，了解广告的发展历程，能够通过继续深造，进行广告学理论研究。

Master the basic theoretical knowledge of advertising, understand the development process of advertising and the theory of advertising.

(3) 熟悉有关广告的政策法规，懂得如何依法从事广告工作，了解中国广告事业的现状与发展趋势，了解外国广告事业的发展动态。

Familiar with the advertising policies and regulations, know how to legally work in advertising, understand the current situation and development trend of global advertising business.

(4) 掌握广告经营与管理的基本理论与基础，熟悉广告活动的整体运作，精通营销学、新闻学与传播学知识，懂得具体应用，具备经营与管理广告公司的基本能力。

Master the theory of advertising operation and management, familiar with the operation of advertising, proficient in marketing, journalism and communication, have the basic ability of operation and management of advertising companies.

(5) 掌握 CI 基础理论知识，能够理解企业 CI 的理念与意义，并从传播学意义上解释 CI 的重要性，能够独立完成一套 CI 设计。

Master the theory of CI, understand the concept, significance and importance of CI, can finish a set of CI design.

(6) 对广告学具备整体上的认识，理解广告的主要特征、广告代理公司运营模式、广告制作基本原则。

Understanding the characteristics of advertising, advertising proxy company's operating mode, advertising production and basic principles

(7) 掌握广告策划一般步骤和操作原则，能够通过运用营销专业知识独立完成一份优秀的广告策划案。

Master the general steps and principles of advertising planning, can finish an excellent advertisement plan using marketing knowledge independently

(8) 具有公共关系的基本知识和能力，熟悉媒介购买、媒介排期的一般原则，能够通过合理安排媒介排期进行广告投放，能够胜任媒介购买岗位的基本要求。

Having the basic knowledge and skills of public relations, familiar with media buying and scheduling, the basic requirements of qualified for media buying positions.

(9) 学生了解本专业的发展动态和前沿，熟悉广告专业领域的最新制作工具和学科发展方向。

Understanding the development trends and frontier of advertising, the latest tools of advertising, and the developing direction of the subject.

(10) 学生具有良好的思想素质、身体素质、心理素质、文化修养、社会道德和责任担当等人文素养。

Having the good thought quality, physical quality, psychological quality, culture, morality and social responsibility and other humanistic literacy.

(11) 学生了解当代全球问题和社会问题，在广告设计中综合考虑经济、环境、法律、安全和伦理等制约因素。

Understanding the global issues and the social issues, considering the economic, legal, environmental, safety and ethical constraints in advertising design.

(12) 学生具有逻辑思维和辩证思维的能力，具有批判意识和求真务实的科学思维方法，具有创新意识，掌握基本的创新方法。

Having the ability of logical and dialectical thinking, with scientific thinking method of critical consciousness and pragmatic, innovative consciousness, the method of innovation.

(13) 学生掌握运用现代信息传播技术跟踪并获取信息的方法，熟练进行文献检索和资料查询。

Master the method of tracking and accessing information with ICT, skilled in document retrieval.

(14) 学生具有良好的口头和书面表达和交流能力，至少熟练掌握一门外语进行技术沟通和交流能力。具有良好的团队意识和合作精神。

Good oral and written skills of expression and communication, master a foreign language for communication, have a good sense of team spirit and cooperation.

(15) 学生具有进行终身学习的愿望和能力，具有适应信息传播技术不断发展的能力。

Having the desire and ability for lifelong learning, the ability to adapt to the continuous development of information technology.

附：培养目标实现矩阵

	培养目标 1	培养目标 2	培养目标 3	培养目标 4	培养目标 5
毕业要求 1		✓			
毕业要求 2		✓	✓		
毕业要求 3		✓	✓	✓	
毕业要求 4		✓	✓	✓	
毕业要求 5		✓	✓	✓	
毕业要求 6			✓	✓	
毕业要求 7			✓	✓	
毕业要求 8				✓	
毕业要求 9	✓				
毕业要求 10	✓				
毕业要求 11		✓	✓		
毕业要求 12		✓	✓	✓	
毕业要求 13					✓
毕业要求 14		✓	✓	✓	
毕业要求 15					✓

二、专业核心课程与专业特色课程

II Core Courses and Characteristic Courses

(一) 专业核心课程

新闻学理论与实务(Journalism Theory And Practice)、传播学概论(Communication Theory)、新媒体概论(Introduction of New Media)、广告心理学(AD Psychology)、广告文案(AD Writing)、广告学概论(Introduction to Advertising)、广告策划(AD Planning)、广告创意(AD Creation)、广告经营与管理(AD Operation and Management)、广告媒体研究 A(Research on AD Media A)、创新营销(Marketing Innovation)。

(二) 专业特色课程

影视广告设计与制作(AD Design and Manufacture of Film and TV)、市场调查与分析(Market Research)、媒介公关(Public Relations for Media)、网络广告(AD Network)、广告设计与制作(AD Designand Manufacture)、广告计算机图文设计(Computer GC Design for AD)

附：毕业要求实现矩阵

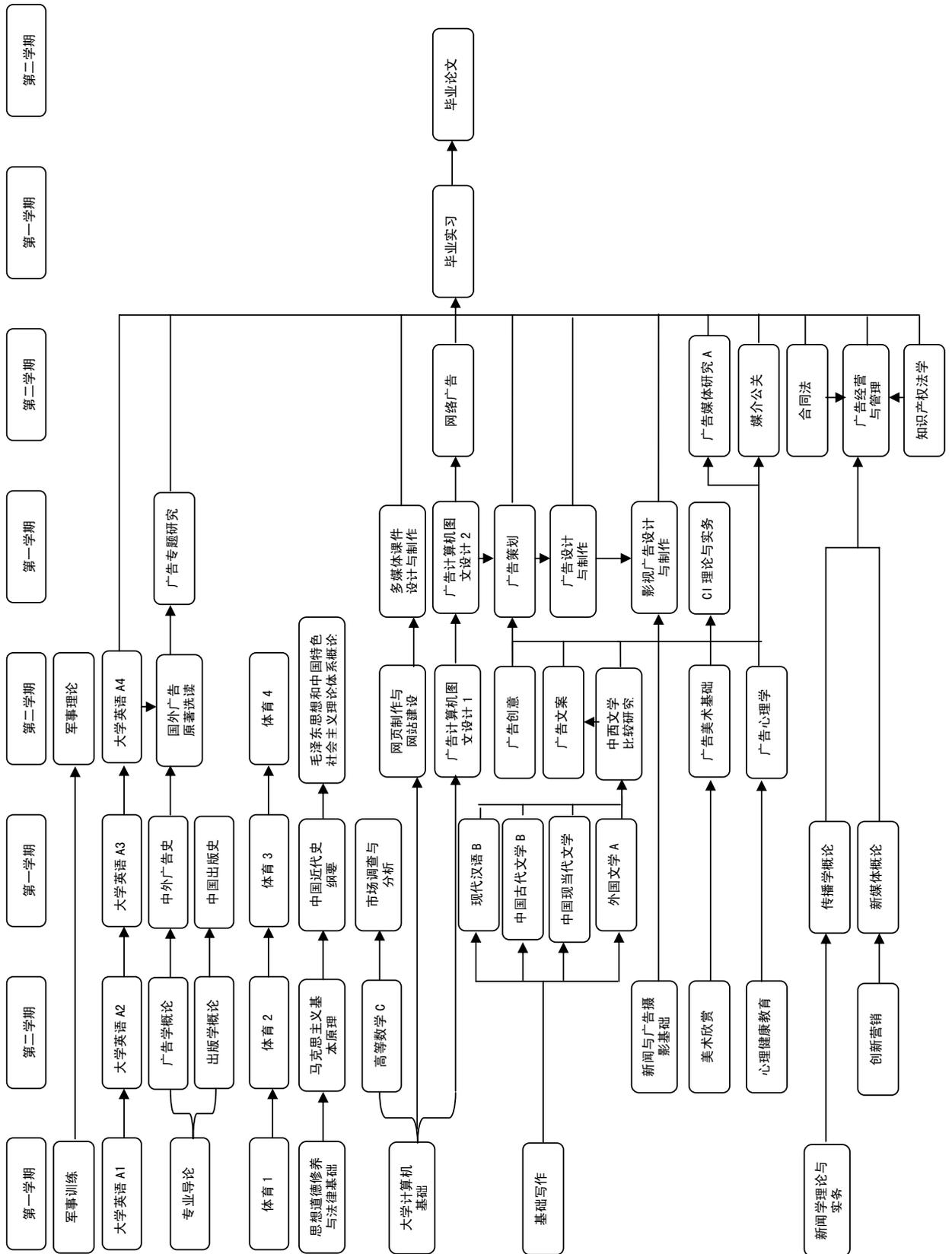
专业 核心 课程	专业 特色 课程	课程名称	广告学专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
		思想道德修养与法律基础			√							√	√	√			√
		中国近现代史纲要										√					
		毛泽东思想和中国特色社会主义理论体系概论										√					
		马克思主义基本原理										√					
		军事理论										√					
		体育										√					
		大学英语				√		√					√		√	√	√
		大学计算机基础	√												√		
		心理健康教育										√	√	√		√	√
		专业导论		√	√			√						√			
		基础写作		√				√	√					√		√	
		高等数学	√														
		出版学概论										√					
√		广告学概论		√	√	√					√						
√		创新营销	√			√											
√		新闻学理论与实务		√		√							√				
√		传播学概论		√		√											

专业 核心 课程	专业 特色 课程	课程名称	广告学专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
	√	市场调查与分析	√			√											
√		新媒体概论		√													
		中国古代文学 B										√				√	
		新闻与广告摄影基础						√				√					
		美术欣赏						√				√				√	
		现代汉语 B										√					
		中国出版史			√							√					
		中外广告史			√						√	√					
		中国现当代文学										√				√	
		文化产业概论			√							√				√	
		广告美术基础						√				√					
√		广告心理学						√									
√		广告文案						√	√								
	√	媒介公关				√				√							
	√	影视广告设计与制作		√				√									
√		广告策划		√			√	√	√								
√		广告创意		√			√	√	√								
	√	网络广告			√		√	√				√					
	√	广告计算机图文设计 1		√			√		√			√					
	√	广告计算机图文设计 2		√			√		√			√					
√		广告媒体研究 A				√				√							
	√	广告设计与制作		√		√	√		√								
		广告专题研究			√					√			√				
		国外广告原著选读											√			√	
		中外广告法规与广告职业道德			√								√				

专业 核心 课程	专业 特色 课程	课程名称	广告学专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
		中西文学比较研究										√				√	
		网页制作与网站建设 A	√												√		
		外国文学										√				√	
		CI 理论与实务					√										
√		广告经营与管理			√	√		√		√							
		视频广告概论					√										
		合同法			√			√		√							
		知识产权法学			√			√									
		设计素描		√			√										
		装饰色彩		√			√										
		多媒体课件设计与制作									√				√		
		军事训练										√					√
		毕业实习												√			√
		毕业设计（论文）·												√			√

三、课程教学进程图

III Teaching Process Map



四、理论教学建议进程表

IV Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur					
通识课程 Public Basic Courses	必修课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	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 Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060003130	军事理论 Military Theory	1	32			16		1-4				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		4030002110	大学英语 A1 College English A I	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4120017110	大学计算机基础 Foundation of Computer	2	32		12			1				
		1050001130	心理健康教育 Mental Health Education	1	16					1-2				
					小计 Subtotal	32	688		12	64	64			
		选修课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses	全校学生要求至少取得 9 个学分,且必须选修艺术体育类课程中的艺术类相关课程,取得至少 2 个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程,其他专业学生至少选修一门科学技术类课程。 All students are required to obtain at least 9 credits, and must select art courses from <i>Art and Physical Education Courses</i> to obtain at least 2 credits. Science and engineering students should select at least one course from <i>Arts and Social Science Courses</i> or <i>Economy and Management Courses</i> , and other students should select at least one course from <i>Science and Technology Courses</i> .										
			人文社科类 Arts and Social Science Courses											
经济管理类 Economy and Management Courses														
科学技术类 Science and Technology Courses														
艺术体育类 Art and Physical Education Courses														

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
学 科 大 类 课 程 Basic Disciplinary Courses	必 修 课 Required Courses	4020236130	专业导论 Introduction to Specialty	1	16					1			
		4020139110	中国文化概论 A Chinese Culture Outline A	3	48					1			
		4020175120	基础写作 Fundamental Course of Writing	3	48					1			
		4020119110	新闻学理论与实务 Journalism Theory And Practice	3.5	56					1		*	
		4050067110	高等数学 C Advanced Mathematics C	5	80					2			
		4020465130	出版学概论 Introduction to Publishing Studies	3	48					2			
		4020189120	广告学概论 Introduction to Advertising	3	48					2		*	
		4020182120	创新营销 Marketing Innovation	3	48					2			
		4020237130	传播学概论 Communication Theory	3.5	56					3		*	
		4020240130	市场调查与分析 Market Research	3	48			16		3		*	
		4020241130	新媒体概论 Introduction of New Media	3	48					3		*	
		小计 Subtotal				34	544		16				16
	选 修 课 Elective Courses	4020177120	新闻与广告摄影基础 News and Advertising Photography	3	48	16				2			
		4020086110	美术欣赏 Fine Arts Appreciation	2	32					2			
		4020137110	中国古代文学 B Chinese Classical Literature	4	64					3			
		4020115110	现代汉语 B Modern Chinese Language	3.5	56					3			
		4020135110	中国出版史 History for Chinese Publishing	3	48					3			
		4020142110	中外广告史 AD History for China and Foreign Countries	2	32					3			
		4020140110	中国现当代文学 Modern and Contemporary Literature of China	4	64					3			
		4020217120	文化产业概论 Overview of Cultural Industry	2	32					3			
		小计 Subtotal				23.5	376	16					
		修读说明：要求至少选修 12 学分 NOTE: Minimum subtotal credits:12											

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
专业 课程 Specialized Courses	必修 课 Required Courses	4020248130	广告美术基础 AD Arts	4.5	72					4			
		4020039110	广告心理学 AD Psychology	3	48					4		*	
		4020038110	广告文案 AD Writing	3	48					4		*	
		4020029110	广告计算机图文设计 1 Computer GC Design for AD 1	3	48		40			4			
		4020276130	影视广告设计与制作 AD Design and Manufacture of Film and TV	3.5	56	16				5		*	
		4020247130	广告策划 AD Planning	3.5	56					5	广告心理学	*	
		4020036110	广告设计与制作 AD Design and Manufacture	4	64	40				5	广告计算机 图文 1、2	*	
		4020028110	广告创意 AD Creation	3	48					6		*	
		4020108110	网络广告 AD Network	3	48	16				6		*	
		4020030110	广告计算机图文设计 2 Computer GC Design for AD II	3	48		40			5			
		4020032110	广告媒体研究 A Research on AD Media A	3	48			10		6		*	
		4020264130	媒介公关 Public Relations for Media	3	48					6			
					小计 Subtotal	39.5	632	72	80	10			
	选修 课 Elective Courses	4020052110	国外广告原著选读 Topics for Original Version Foreign Literature	3	48					4			
		4020143110	中西文学比较研究 Comparison Studies for the Chinese and the West Cultures	3	48					4			
		4020111110	网页制作与网站建设 A Website Construction and Webpage Creating A	4.5	72		32			4			
		4020278130	中外广告法规与广告职业道德 AD Laws and Professional Ethics in China and Foreign Countries	3	48					5			
		4020042110	广告专题研究 Research on AD Topics	2	32					5			
		4020216120	外国文学 Foreign Literature	4	64					5			
		4020244130	CI 理论与实务 CI Principles and Practices	3.5	56					6			
		4020188120	广告经营与管理 AD Operation and Management	2	32					6			
					小计 Subtotal	25	400		32				

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
修读说明：要求至少选修 11 学分。 NOTE: Minimum subtotal credits: 11												
个性化课程 Personalized Course	选修课 Elective Courses	4020288120	视频广告概论 Introduction to Video Advertising	2	32					4		
		4020055110	合同法 Contract Law	3.5	56					5		
		4020134110	知识产权法学 Intellectual Property Law	3.5	56					5		
		4020288120	设计素描 Design sketch	2	32					5		
		4020289120	装饰色彩 Decorative color	2	32					5		
		4020186120	多媒体课件设计与制作 Design and Making of Multimedia Courseware	4	64			24		6		
		小计 Subtotal		17	272			24				
		修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.										

五、集中性实践教学环节建议进程表

V Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4020157110	毕业实习 Practice for Graduation	20	20	7	
4020255120	毕业论文 Graduation Thesis	17	11	8	8*
小计 Subtotal		40	32.5		8

六、课程修读指导建议

VI Recommendations on Course Studies

(1) 建议本专业学生可以高选，即修读高于 190 学分的课程。

We recommend the students may select more than 190 credits.

(2) 《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term. The course will be arranged by the University Students' Affairs' Department in each school.

学院教学责任人：刘介明
专业培养方案责任人：刘锦宏

【编辑出版学专业】2015 版本科培养方案

Undergraduate Education Plan for Specialty in Editing & Publishing (2015)

专业名称	编辑出版学	主干学科	新闻传播学
Major	Editing & Publishing	Major Disciplines	Journalism and Communication
计划学制	四年	授予学位	文学学士
Duration	4 Years	Degree Granted	Bachelor of Arts
所属大类	新闻传播学类	大类培养年限	1.5 年
Disciplinary	Journalism & Communication	Duration	1.5 years

最低毕业学分规定

Graduation Credit Criteria

课程类别 Course Classification 课程性质 Course Nature	通识课程 Public Basic Courses	学科大类课程 Basic Courses in General Discipline	专业课程 Courses in Specialty	个性课程 Personalized Course	集中性实践 Practice Courses	课外学 Extracurricular Credits	总学分 Total Credits
必修课 Required Courses	32	34	39.5	\	32.5	\	190
选修课 Elective Courses	9	12	11	10	\	10	

一、培养目标与毕业要求

I Educational Objectives & Requirement

(一) 培养目标

本专业培养系统掌握编辑出版专业知识、实务与实践能力，具备一定的人文科学素养和数字出版与传播技能，能在出版机构、新闻传媒机构、网络媒体以及各类企事业单位从事编辑、出版经营和文化传播的高级专门人才。本专业特色是依托研究项目和创新人才培养基地，以出版实务、出版人文和数字出版技术为着力点构建人才培养方案，重点培养网络与图书编辑、出版经营、文化传播等应用型人才。

The Specialty of Editing & Publishing aims at producing a new type of communicational graduates who have systematically mastered the theories and techniques in the field of communication, especially in sphere of Editing & Publishing, and also equipped with both humanistic knowledge and computer technique, so that they are qualified to work as editors, reporters, publishers, distributors and managers in the publishing houses, news media, Internet corporations and other related institutes. The graduates of this specialty should have the following qualities:

(1) 具备高尚的道德品质、良好的新闻伦理和正确的世界观、人生观和价值观，具有健康的心理和强健的体魄。

(1) With sound personality and morality, sound world outlook and journalistic view, sound body and soul.

(2) 系统学习掌握编辑出版、新闻传播知识体系，发展较强的出版经营与媒介管理能力、数字出版技能与文化创意能力。

(2) With systematical knowledge in editing & publishing and in journalism and communication, with excellent ability in media operating and management and in digital publishing and cultural creation.

(3) 具有较高的外语听、说、读、写技能，熟练掌握计算机应用技术，具备良好的口头交流能力与编辑出版相适应的语言文字表达及写作能力。

(3) With excellent ability in oral and written communication that is needed for work of editing & publishing, in listening, speaking, reading and writing a foreign language, in usage of computer.

(4) 具有良好的文化修养和新闻出版职业道德操守，掌握与新闻传播相关的法律法规知识，富有创新意识和开拓精神，具有从事本专业工作和适应其它领域工作的能力。

(4) With sound cultural training and professional ethics in journalism and publishing trade, with adequate knowledge of law related to journalism and communication, with creative mind and exploring spirit, with the ability to work in field of editing & publishing and in other related fields.

(5) 具有国际化视野，形成良好的跨文化传播能力和协作能力。

(5) With international view, with excellent ability in intercultural communication and cooperation.

(二) 毕业要求

1. 系统学习掌握新闻传播知识体系，发展较强的新闻传播与文化创意能力。

1. With systematical knowledge in journalism and communication, with excellent ability in journalism and communication and cultural creation.

(1) 掌握新闻理论及实务和相关的社会科学知识，发展较强的新闻报道能力。能够理论联系实际，运用所学理论解决实际问题。

(1) With knowledge in journalism and related social sciences, with excellent ability in news reporting, able to apply theory to practice, able to solve practical problems in related area with learned theories.

(2) 掌握传播理论及实务的基础知识，能够利用传播学原理、知识与方法分析和解决传播学相关的问题。

(2) With knowledge in theory and practice of communication, able to solve practical problems in related area with learned communication theory, knowledge and methods.

(3) 掌握文化创意产业理论、政策及分析问题的方法，具备案例分析的能力，能有效地解决实际问题。

(3) With knowledge in theory, politics and methods of the cultural creation trade, with the case study ability, able to solve practical problems in related area.

(4) 掌握传播学的基本方法，熟悉传播基本理论和历史。

(4) With knowledge in the theory, history and methods of communication.

(5) 具备传统文化与跨文化传播的基本知识与能力。

(5) With knowledge and ability in traditional culture and intercultural communication.

2. 掌握编辑出版的系统科学知识，具有较强的出版经营与媒介管理能力和一定的数字出版技能。

2. With systematical knowledge in editing & publishing, with excellent ability in media operating and management and in digital publishing.

(1) 掌握出版经营与媒介管理的基本知识，了解出版产业、媒介市场、媒介企业战略和资源等的现状、前沿和政策法规。

(1) With basic knowledge in publishing operating and management, aware of the status quo and the policy-and-law of the publishing trade, the media market and the media companies.

(2) 掌握出版物的生产制作、营销和传播的策略方法，具有较强的媒介经营管理能力和综合素质，兼顾经济效益与社会效益。

(2) Versed in statics and methods of the production, promotion of the publishing products, with excellent ability and training in media operation and management, careful of both economic and social benefits.

(3) 具有很强的版权意识，熟悉传播法律法规，善于保护和开发版权资源，具有较好的版权贸易操作能力。

(3) With strong copyright sense, versed in media and communication laws and regulations, good at developing and protecting copyright sources, with excellent ability in dealing with trade of copyright.

(4) 掌握编辑理论与实务，具有在书报刊及音像与电子出版物独立从事编辑工作的能力。

(4) Versed in theory and practice of Editing & Publishing, able to work as an editor independently in book and periodical publishing or electric publishing.

(5) 能洞察行业发展前沿，具有较强的出版选题与策划能力。

(5) Aware of the frontier of the publishing trade, with excellent ability in choosing and designing of publishing topics.

(6) 了解出版市场与经营状况，能自行进行市场分析，能认知市场的发展方向，进行电子出版物的发行与营销活动。

(6) Aware of the market of publishing, able to conduct market analysis independently, able to prognose the trends of the publishing market and to conduct especially distribution and promotion of the electric publishing products.

(7) 掌握数字出版和新媒体理论，能熟练操作出版相关软件，掌握网络与电子出版技能。

(7) With the theory in digital publishing and new media, versed in operating the related publishing

software, with the ability in Internet & electric publishing.

(8) 掌握出版法律法规,能够比较好地解决出版企业在市场经济中面临的各种法律问题,在法律与制度的框架下开展工作。

(8) Aware of the publishing laws and regulations, able to work within the frame of laws and systems, able to solve various legal problems faced by the publishing houses in market economy.

3. 具备较好的文化素质,具备与编辑出版相适应的语言文字表达及写作能力。

3. With excellent ability in arts and literature, with excellent ability in oral and written communication needed for work of editing & publishing.

(1) 具有良好的思想素质、文化修养、社会道德等人文素养。

(1) With excellent spiritual, cultural and moral training.

(2) 具备应对突发事件和危机的能力,能够洞悉或预测传播可能出现的问题,并采取恰当的应对措施。

(2) With the ability to handle the incidents and crisis, able to predict and prevent the possible problems and deal with them.

(3) 具有较强的新闻出版应用写作能力,熟悉编辑出版的可行性分析报告、方案设计、市场前景预测等涉及的内容及深度。

(3) With excellent ability in practical writing in journalism and publishing, aware of the contents and depth of the workable report of publishing, the program designing, the prospect analysis of the market, etc.

(4) 有很强的口头表达能力,善于与作者和读者等的沟通。

(4) With excellent oral expressing ability, good at communication with authors and readers.

(5) 具备现代汉语基础,有良好的文学素养。

(5) With knowledge in modern Chinese language, with excellent training in literature.

(6) 具备审美能力,艺术鉴赏能力,能洞悉善恶美丑。

(6) With aesthetical and artistic connoisseurship.

4. 具有良好的新闻出版职业道德操守,掌握与新闻传播相关的法律法规知识。

4. With sound professional ethics in journalism and publishing trade, with knowledge of law related to journalism and communication.

(1) 具有科学的新闻观,良好的职业操守和新闻伦理知识

(1) With scientific view in Journalism, with sound professional ethics in journalism.

(2) 树立正确的世界观、人生观和价值观。

(2) With sound views of the world, the life and the value.

(3) 了解项目合同、版权贸易合同、加工制造合同等相关内容和约定,能与项目相关方签订契约、

协议或合同。

(3) With knowledge of project contract, copyright contract and production contract, able to conduct a deal and sign agreement with project-related actors.

(4) 掌握与新闻传播有关的法律法规，获知从事新闻传播事业者应有的各项权利义务，有较强的事业心与责任感。

(4) With knowledge of law related to journalism and communication, aware of the related rights and obligations of a man engaged in communication, with strong responsibility and entrepreneur spirit.

5. 具有国际化视野，形成良好的沟通能力和协作能力。

5. With international view, with excellent ability in communication and cooperation.

(1) 掌握文献检索、资料查询及运用现代信息技术跟踪并获取信息的方法。

(1) Mastering the methods in searching, selecting documents and in tracing and acquiring information.

(2) 至少熟练掌握一门外国语，并能进行有效的跨国专业沟通和交流。

(2) Mastering at least one foreign language, able to engage in effective professional international communication.

(3) 具有国际化视野、跨文化交流能力和跨学科的整合能力，能参与国际竞争与合作。

(3) With international view, with excellent ability in intercultural communication and interdisciplinary coordination, able to take part in international competition and cooperation.

(4) 具有团队合作协作能力，具有一定的组织管理能力，较强的自我控制能力和人际交往能力，具有较强的适应能力，自信、灵活地处理人际环境和职场环境。

(4) With ability to work in team, to organize and manage business, with excellent self-control ability and the interpersonal communicating ability, with excellent adapting ability, able to handle interpersonal and professional settings confidently and skillfully.

表一：培养目标实现矩阵

	目标 1	目标 2	目标 3	目标 4	目标 5
毕业要求 1- (1)		√			√
毕业要求 1- (2)		√		√	
毕业要求 1- (3)				√	
毕业要求 1- (4)	√				√
毕业要求 1- (5)					√
毕业要求 2- (1)	√			√	
毕业要求 2- (2)		√		√	
毕业要求 2- (3)		√		√	
毕业要求 2- (4)		√		√	
毕业要求 2- (5)		√		√	
毕业要求 2- (6)		√		√	

	目标 1	目标 2	目标 3	目标 4	目标 5
毕业要求 2- (7)		√		√	
毕业要求 2- (8)		√		√	
毕业要求 3- (1)	√			√	
毕业要求 3- (2)	√			√	
毕业要求 3- (3)			√		√
毕业要求 3- (4)			√		√
毕业要求 3- (5)			√		√
毕业要求 3- (6)	√				√
毕业要求 4- (1)	√	√			
毕业要求 4- (2)	√	√			
毕业要求 4- (3)		√		√	
毕业要求 4- (4)		√		√	
毕业要求 5- (1)			√	√	
毕业要求 5- (2)			√		√
毕业要求 5- (3)			√		√
毕业要求 5- (4)			√		√

二、专业核心课程与专业特色课程

IV Core Courses and Characteristic Courses

(一) 专业核心课程:

新闻学理论与实务、传播学、新媒体概论、书业营销学、出版选题策划、图书编辑实务与应用写作、出版管理、国际图书业导论、报刊编辑学、国际图书与版权贸易、数字出版导论。

Core Courses: Books Marketing, Introduction to Digital Publishing, Scheming on Book publishing, Editorship for Book and Applied Writing, Publishing Management, Chinese Publishing History, Book and Journal Design Of Computer, Communication Research Methods.

(二) 专业特色课程:

数字出版导论、出版物流管理、出版法律基础、报刊编辑学、国际图书与版权贸易、网络编辑。

Characteristic Courses: Logistics in Publishing, Publishing Laws and Policies, Editing Science for Book and Periodical, Book and Copyright Trade, Network Editing, Guidance to the World Book Trade.

表二：毕业要求实现矩阵

专业 核心 课程	专业 特色 课程	课程名称	编辑出版专业毕业要求																										
			1.1	1.2	1.3	1.4	1.5	2.1	2.2	2.3	2.4	2.5	2.6	2.7	2.8	3.1	3.2	3.3	3.4	3.5	3.6	4.1	4.2	4.3	4.4	5.1	5.2	5.3	5.4
		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															√					√							
		军事理论															√					√							√
		军事训练															√					√							√
		体育																											√
		大学英语						√																					√
		大学计算机基础												√															√
		心理健康教育																							√				
		创新创业类选修课															√												
		人文社科类选修课															√												
		经济管理类选修课												√															
		科学技术类选修课							√																				
		艺术体育类选修课																											
		专业导论	√	√																									
		高等数学 C							√																				
√		新闻理论与实践	√																										
		中国文化概论 A						√																					
√		传播学概论																											

四、理论教学建议进程表
IV Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur					
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	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 Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060003130	军事理论 Military Theory	1	32			16		1				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		4030002110	大学英语 A1 College English A I	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4120017110	大学计算机基础 Foundation of Computer	2	32		12			1				
		1050001130	心理健康教育 Mental Health Education	1	16					2				
					小 计 Subtotal	32	688		12	64	64			
		选修课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses			<p>全校学生要求至少取得 9 个学分,且必须选修艺术体育类课程中的艺术类相关课程,取得至少 2 个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程,其他专业学生至少选修一门科学技术类课程。</p> <p>All students are required to obtain at least 9 credits, and must select art courses from <i>Art and Physical Education Courses</i> to obtain at least 2 credits. Science and engineering students should select at least one course from <i>Arts and Social Science Courses</i> or <i>Economy and Management Courses</i>, and other students should select at least one course from <i>Science and Technology Courses</i>.</p>								
人文社科类 Arts and Social Science Courses														
经济管理类 Economy and Management Courses														
科学技术类 Science and Technology Courses														
艺术体育类 Art and Physical Education Courses														

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
学 科 大 类 课 程	必 修 课	4020236130	专业导论 Introduction to Specialty	1	16					1			
		4020139110	中国文化概论 A Chinese Culture Outline A	3	48					1			
		4020175120	基础写作 Fundamental Course of Writing	3	48					1		*	
		4020119110	新闻学理论与实务 Journalism Theory And Practice	3.5	56					1		*	
		4050067110	高等数学 C Advanced Mathematics C	5	80					2			
		4020465130	出版学概论 Introduction to Publishing Science	3	48					2		*	
		4020466130	创新营销 Marketing Innovation	3	48					2			
		4020189120	广告学概论 Advertising Conspectus	3	48					2			
		4020237130	传播学概论 Communication Theory	3.5	56					3		*	
		4020240130	市场调查与分析 Market Research	3	48		16			3			
		4020241130	新媒体概论 Introduction of New Media	3	48					3		*	
				小 计 Subtotal	34	544		16					16
	程	选 修 课	4020177120	新闻与广告摄影基础 News and Advertising Photography	3	48	16				2		
			4020086110	美术欣赏 Fine Arts Appreciation	2	32					2		
			4020137110	中国古代文学 B Chinese Classical Literature	4	64					3		
			4020115110	现代汉语 B Modern Chinese Language	3.5	56					3		
			4020135110	中国出版史 History for Chinese Publishing	3	48					3		
			4020142110	中外广告史 AD History for China and Foreign Countries	2	32					3		
			4020140110	中国现当代文学 Modern and Contemporary Literature of China	4	64					3		
			4020217120	文化产业概论 Overview of Cultural Industry	2	32					3		
			小 计 Subtotal	23.5	376								
修读说明：要求至少选修 12 学分。 NOTE: Minimum subtotal credits: 12													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur					
专 业 课 程	必修 课	4020250130	国际图书与版权贸易 Book and Copyright Trade	3	48			12		4		*		
		4020005110	报刊编辑学 Edition for Book and Periodical	3	48					4			*	
		4020214120	图书编辑实务与应用写作 Editorship for Book and Applied Writing	3	48					4			*	
		4020212120	数字出版导论 Introduction to Digital Publishing	3	48				8		4		*	
		4020179120	出版管理 Publishing Management	3	48				10		5		*	
		4020180120	出版物流管理 Logistics in Publishing	3	48				8		5			
		4020209120	书籍报刊编排制作 1 Book and Journal Design Of Computer I	3.5	56			32			5			
		4020249130	国际图书业导论 Guidance to the World Book Trade	3	48						5		*	
		4020215120	图书评论与写作 Book Reviewing and Writing	3	48						5		*	
		4020178120	出版法律基础 (含图书版权) Publishing Laws and Policies Policies	3	48						6			
		4020210120	书籍报刊编排制作 2 Book and Journal Design Of Computer II	3	48			24			6			
		4020181120	出版选题策划 Scheming on Book publishing	3	48						6		*	
		4020211120	书业营销学(含书业电子商务) Books Marketing	3	48				8		6		*	
		小 计 Subtotal				39.5	632		56	46				27
		专 业 课 程	选修 课	4020111110	网页制作与网站建设 A Website Construction and Webpage Creating A	4.5	72			32		4		
4020271130	新闻采访学 Journalism Interviewing			2	32				4		4			
4020315140	数字出版物制作 Digital Publication Manufacture			2	32			20			4			
4020085110	媒体经营实务 Media Operation and Management			3	48				10		5			
4020216120	外国文学 Foreign Literature A			4	64						5			
4020151110	网络编辑 Network Editing			3	48						6			
4020043110	国际传播与全球化 International Communication and Globalization			3.5	56						6			
4020244130	CI 理论与实务 Corporate Identity Theory And Practice			3.5	56						6			
小 计 Subtotal				26	416		52	14						
修读说明：要求至少选修 11 学分。 NOTE: Minimum subtotal credits: 11.														

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Cr	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
个性化课程 Personalized course	选修课 Elective Courses	4020288120	视频广告概论 Introduction to Video Advertising	2	32					4		
		4010289120	客户关系管理 Customer Relationship Management	3	48					4		
		4170287120	网络营销 Network Marketing	3	48					4		
		4020055110	合同法 Contract Law	3.5	56					5		
		4020134110	知识产权法学 Intellectual Property Law	3.5	56					5		
		4020186120	多媒体课件设计与制作 Design and Making Multimedia Courseware	4	64			24		6		
		小 计 Subtotal		19	304			24				
修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.												

五、集中性实践教学环节

IX Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Cr	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4020158110	毕业实习 Practice for Graduation	20	20	7	
4020228120	毕业论文 Graduation Thesis	17	11	8	7*
小 计 Subtotal		37	32.5		7

六、修读指导

VI Recommendations on Course Studies

1. 建议本专业学生可以高选，即修读高于 190 学分的课程。

We recommend the students may select more than 190 credits.

2. 《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term. The course will be arranged by the University Students' Affairs' Department in each school.

学院教学责任人：刘介明
 专业培养方案责任人：贺子岳
 尹章池

【法学专业】2015 版本本科培养方案

Undergraduate Education Plan for Specialty in Law(2015)

专业名称	法学	主干学科	法学
Major	Law	Major Disciplines	Law
计划学制	四年	授予学位	文学学士
Duration	4 Years	Degree Granted	Bachelor of Arts

最低毕业学分规定

Graduation Credit Criteria

课程类别 课程性质	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personaliz ed Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	32	38.5	42	\	29.5	\	190
选修课 Elective Courses	9	6	13	10	\	10	

一、培养目标与毕业要求

I Educational Objectives & Requirement

(一) 培养目标

本专业培养具有良好的政治素质和职业道德，掌握扎实的法学专业基础理论与知识，具备法律实务能力，熟悉建材建工、交通和汽车三大行业法律实务，富有创新意识、协作精神和实践能力，能够适应市场经济和法治国家建设需要的厚基础、宽口径、重实务、显特色的法律人才。

(1) 具备高尚的道德品质、坚定的法治理念和正确的世界观、人生观和价值观，具有健康的心理和强健的体魄。

(2) 掌握扎实的法学专业基础知识，了解法学前沿理论和法治建设趋势，具有运用法学思维解决问题的能力。

(3) 具备与法学专业相关的其他学科以及行业基础知识，熟悉建材建工、交通和汽车三大行业的法律实务。

(4) 具有较高的外语听、说、读、写技能，熟练掌握计算机应用技术，具备良好的口头交流与文字表达能力。

(5) 适应经济社会发展需要，富有创新意识和开拓精神，具有从事本专业工作和适应其它领域工作的能力。

Training targets

This major aims at training talents of law with good political property and professional ethics, with solid rudiments and knowledge of law and practical ability of law, familiar with the legal practices in the three major professions of construction materials and projects, communications and automobiles, full of consciousness of innovation, spirit of cooperation and practical capability, capable of adapting to the needs of market economy and the rule-of-law state reconstruction. These legal talents will be characteristic of a solid foundation, a broad caliber and practice oriented.

- (1) Possessing noble moral property, a firm idea in rule of law and correct world outlook, cherishing healthy psychology and strong physique.

- (2) Mastering solid legal rudiments, understanding the frontier theories in jurisprudence and the rule-of-law reconstruction trend, capable of resolving problems with legal thinking.
- (3) Armed with the basic knowledge in other disciplines and professions related with the legal science.
- (4) Higher capability in English listening, speaking, reading and writing; skillfully mastering practical computer technology; embracing good ability both in oral and written expression.
- (5) Endowed with innovation consciousness and pioneering spirits to meet the needs of economic and social development; capable of engaging in works of the major proper and other fields.

(二) 毕业要求

本专业要求学生接受系统的法学专业知识、法律思维和实务技能训练，完整地掌握法学基本理论以及解决实际问题的方法和技能，具备良好的研究能力和职业素养。具体要求如下：

1. 具有良好的思想道德和人文素养，富有开拓与协作精神，具备较强的知识获取与应用能力。

(1) 具有高尚的思想品质，注重自我的道德修养，遵守社会公德和职业道德，具备坚定的法律信念和法治精神。

(2) 掌握马克思主义及其中国化的基本精髓，理解中国特色社会主义理论的丰富内涵。

(3) 了解中国近现代历史的发展规律，掌握近现代中国社会的发展现状与内在动因，具备高度的社会责任感。

(4) 具备良好的身体素质和心理素质，具有团队合作与协作能力、较强的组织管理能力、自我控制与适应能力。

(5) 具备计算机应用所必需的专业基础知识和操作能力，能够熟练使用互联网信息资源和常用办公软件。

(6) 掌握至少一门外语，具备良好的听、说、读、写能力。

2. 具备扎实的法学专业理论功底，掌握法学核心课程的知识要点，熟悉部门法学所涉及的重要法律法规。

(1) 了解法学学科的性质与研究对象，掌握法学方法论的基本分析范式，能够认识法律现象背后的共同发展规律，熟悉国内外法治的发展历史与法学思想流派。

(2) 掌握宪法的基本宗旨和原则、公民基本的权利义务以及国家根本制度等问题，熟悉行政法学基本理论和行政法治实践，了解公务员法和国家赔偿法律制度。

(3) 掌握民商事法学基础理论与制度，了解我国民商事立法体系，熟悉平等主体之间的财产关系和人身关系，以及市场经营活动形成的商事组织关系和商事交易关系。

(4) 掌握经济法基本理论与制度，熟悉国家根据经济法律规范在限定市场主体资格、规制市场秩序、进行宏观调控和监管经济的过程中所形成的各种权利义务关系。

(5) 掌握刑法及其规定的犯罪、刑事责任和刑罚的基础理论与制度规范，了解我国刑事立法和刑法解释的发展变化与现实需求，全面掌握刑法的体系和各种解释方法。

(6) 了解国家之间的政治、经济与外交关系，熟悉外国人在内国的民商事法律地位、准据法选择和外国法院判决和仲裁裁决的承认与执行，掌握调整国际经济关系的法律规范。

(7) 掌握民事诉讼、行政诉讼和刑事诉讼的基本程序和证据规则，熟悉非诉讼纠纷解决方式。

3. 具有交叉学科的基础知识，具备从事建材建工、交通、汽车“三大行业”法律实务的能力。

(1) 具有一定的自然科学、经济管理、创新创业以及其他人文社科领域的基础知识，具备学科交叉与协同发展能力。

(2) 了解建材及相关行业的基础知识，具有在建筑、建材以及房地产开发等行业从事相关法律实务的能力。

(3) 了解交通行业的基础知识，具有在公路、铁路、水运以及航空等行业从事相关法律实务的能力。

(4) 了解汽车行业的基础知识，具有在与汽车有关的行业领域从事相关法律实务的能力。

(5) 了解知识产权法基础知识, 熟悉知识产权取得、运用、保护和管理知识, 具备一定的专利检索与分析能力。

4. 具备运用适当理论和方法解决法律问题的能力, 通过系统化训练能够准确发现、分析和解决法律问题。

(1) 了解我国司法制度的安排和设计, 具有良好的职业素养和高度的社会责任感, 自觉遵守职业共同体的行为准则。

(2) 了解法学理论前沿和法治建设趋势, 掌握文献检索、分析和归纳的基本方法, 具有一定的科学研究能力。

(3) 具备用法律思维分析问题的能力, 了解逻辑知识在法学领域的应用, 具有较强的逻辑思维能力。

(4) 熟悉常用司法文书撰写的格式与要求, 能熟练制作审判文书、检察文书、侦查文书以及司法笔录等。

(5) 能积极参加专业实践, 具有良好的文字和口头表达能力, 具备独立分析和解决法律问题的能力。

(6) 掌握必要的外文法律词汇, 能够阅读外文基础法律资料, 并具备一定的专业外语应用能力。

1. Possessing sound quality in ideology, morality and humanities, full of pioneering and cooperative spirits and stronger ability in mastering knowledge and practice.

(1) With noble ideological property, focusing on self moral cultivation, observing social and professional morale, cherishing a firm belief in law and rule of law.

(2) Grasping the marrow of Marxism and its Sinicization, understanding the rich connotation of the Socialist theory with Chinese characteristics.

(3) Knowing the development mode of modern China's history and the situations and innate motivation thereof, thus fostering high sense of social responsibility.

(4) Possessing sound property of physique and psychology, highly capable of team cooperation and organizational management, self control and adaptation.

(5) Grasping the necessary professional rudiments and operating ability in computer application.

(6) Mastering at least one foreign language, with sound ability in listening, speaking, reading and writing.

2. Possessing solid foundation in essentials of the science of law, grasping the main knowledge points of the core courses of jurisprudence, being familiar with the relevant important legal norms of department jurisprudence.

(1) Being familiar with the property and study objects of the science of law, mastering the basic analytical paradigms of legal methodology, conscious of the common rules of development behind the legal phenomena, and being acquainted with the history of development of rule of law within and without the country and different schools legal thought.

(2) Knowing the fundamental purpose and principles of the Constitution, citizens' basic rights and duties and the fundamental systems of the state; the basic theory and practice of administrative law, civil servants' law and state indemnity law.

(3) Grasping the basic theory and systems of civil and commercial law, understanding China's legislative systems of civil and commercial laws; familiar with property and personal relations between equal subjects, and relations of commercial institutions and transactions.

(4) Grasping the basic theory and system of economic law and being familiar with the various relations of rights and duties formed in the course of the state's restricting market subjects' qualifications, regulating market order, macro controlling and supervising in accord with economic legal norms.

(5) Acquainted with penal law and its crimes, basic theories and system norms of criminal liability and punishment, understanding the historical changes and realistic needs of our penal legislation and interpretation, comprehensively mastering systems of the penal code and its various ways of interpretation.

(6) Understanding political, economic and foreign affairs relations between different states; familiar with the inland civil and commercial legal status of foreigners, with the choice of proper laws and recognition and enforcement of foreign courts' sentences and arbitrational awards; mastering the legal norms regulating international economic relations.

(7) Grasping the basic proceedings and evidence rules relating civil litigation, administrative litigation and criminal litigation, familiar with the resolving models of non-litigation proceedings.

3. Possessing the basic knowledge of interdisciplinary subjects, thus gaining the ability to go in for practical legal affairs in the three major professions of building materials and projects, communication and automobiles.

(1) Steeped in relevant basic knowledge in natural science, economic management, innovation and entrepreneurship and other fields of humanities and social sciences, capable of discipline intersection and coordinative development.

(2) Cognizant of the basic knowledge in the building materials profession and related professions, eligible to go in for relevant practical legal affairs in professions such as building, building materials and real estate development, et.

(3) Cognizant of the basic knowledge in the profession of communication, eligible to go in for relevant practical legal affairs in such professions as highway, railway, marine traffic and air traffic, et.

(4) Cognizant of the basic knowledge in the profession of automobiles, eligible to go in for relevant practical legal affairs in relevant automobile profession.

(5) Cognizant of the basic knowledge in intellectual property law, familiar with acquisition, manipulation, protection and management, capable of certain patent retrieval and analysis.

4. Able to settle legal problems by manipulation of appropriate theories and methods; able to correctly discover, analyze and resolve relevant legal affairs through systematic training.

(1) Knowing the arrangement and design of China's judicial system, possessing sound vocational property and high sense of social responsibility; consciously observing the standards of behavior of the professional community.

(2) Knowing the frontier theories of jurisprudence and the trend of rule-of-law reconstruction; mastering the basic methods of retrieval of documents, methods of deduction and induction, and competent for certain scientific research.

(3) Competent to analyze problems with legal thinking, knowing the application of logic in the area of jurisprudence, with more powerful ability of logical thinking.

(4) Familiar with forms and requirements of judicial writs writing, capable of skillfully making judicatory writs, procuratorial writs and investigative writs and judicial records.

(5) Active in professional practices, able to express soundly both in writing and speaking and independently analyze and resolve legal problems.

(6) Mastering necessary foreign languages words, capable of reading basic legal materials in foreign languages and competent to apply certain professional foreign languages.

附：培养目标实现矩阵

	目标 1	目标 2	目标 3	目标 4	目标 5
毕业要求 1- (1)	√				√
毕业要求 1- (2)	√		√		
毕业要求 1- (3)	√				√
毕业要求 1- (4)	√				√
毕业要求 1- (5)				√	√
毕业要求 1- (6)				√	√
毕业要求 2- (1)		√			√
毕业要求 2- (2)		√			√
毕业要求 2- (3)		√			√
毕业要求 2- (4)		√			√
毕业要求 2- (5)		√			√
毕业要求 2- (6)		√			√
毕业要求 2- (7)		√			√
毕业要求 3- (1)			√		√
毕业要求 3- (2)			√		√
毕业要求 3- (3)			√		√
毕业要求 3- (4)			√		√
毕业要求 3- (5)		√	√		√
毕业要求 4- (1)	√				√
毕业要求 4- (2)		√			√
毕业要求 4- (3)		√			√
毕业要求 4- (4)		√			√
毕业要求 4- (5)		√		√	√
毕业要求 4- (6)				√	√

二、专业核心课程与专业特色课程

II Core Courses and Characteristic Courses

(一) 专业核心课程

法理学、宪法学、民法学、商法学、知识产权法、刑法学、民事诉讼法学、刑事诉讼法学、行政法、行政诉讼法学、国际法、国际私法、国际经济法、环境资源法、劳动与社会保障法、经济法学、中国法制史。

Jurisprudence, Constitution Law, Civil Law, Commercial law, Intellectual Property Law, Criminal Law, Civil Procedure Law, Criminal Procedure Law, Administrative Law , Administrative Procedure Law, International Law, Private International Law, International Economic Law, Environmental and Resources Law, Labor Contract Law, Economic Law, Chinese Legal History.

(二) 专业特色课程

知识产权法；海商法；建材、交通、汽车行业法

Intellectual Property Law, Maritime Law, the Law of the Industries of Building Materials, Transportation and Automobiles.

附：毕业要求实现矩阵

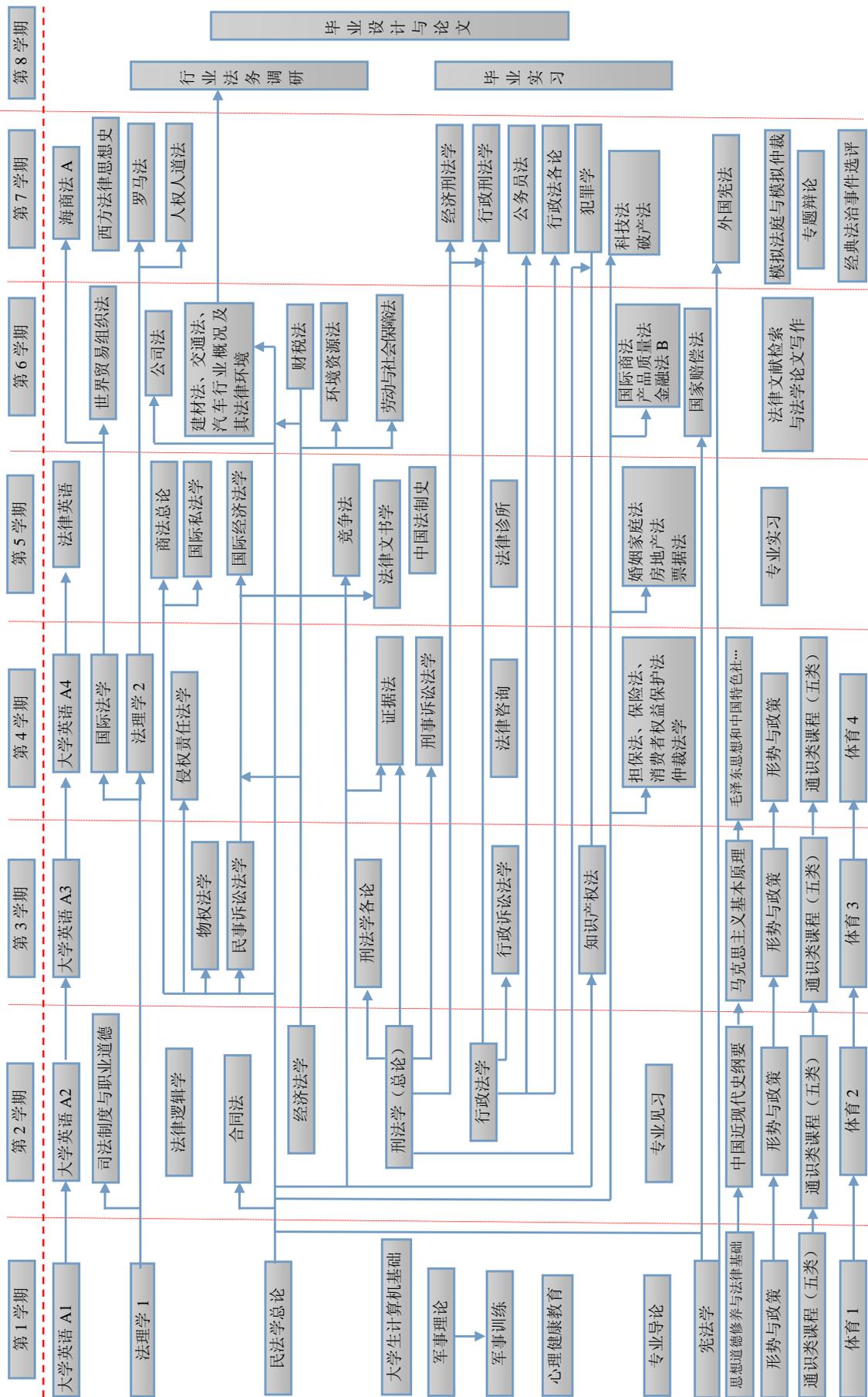
课程名称		法学专业毕业要求																								
		1-1	1-2	1-3	1-4	1-5	1-6	2-1	2-2	2-3	2-4	2-5	2-6	2-7	3-1	3-2	3-3	3-4	3-5	4-1	4-2	4-3	4-4	4-5	4-6	
专业核心课程	思想道德修养与法律基础	√																								
	中国近现代史纲要		√																							
	毛泽东思想和中国特色社会主义理论体系概论		√																							
	马克思主义基本原理		√																							
	形势与政策	√	√																							
	军事理论				√																					
	体育				√																					
	通识类课程	√			√																					
	大学英语						√																			
	大学计算机基础				√																					
	心理健康教育	√			√																					
	专业导论	√								√																
√	法理学 I									√																
√	宪法学										√															
√	民法学总论											√														
√	刑法学（总论）												√													
√	行政法学													√												
√	经济法学														√											
√	民事诉讼法																									
√	国际法学（双语）																									√
√	国际经济学（双语）																									√
√	刑事訴訟法学																									

		法学专业毕业要求																								
		课程名称																								
专业 核心 课程	专业 特色 课程	1-1	1-2	1-3	1-4	1-5	1-6	2-1	2-2	2-3	2-4	2-5	2-6	2-7	3-1	3-2	3-3	3-4	3-5	4-1	4-2	4-3	4-4	4-5	4-6	
√														√												√
		√							√											√						
														√												
																					√					
																							√			
√	√									√					√				√							
√								√																		
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√																										
√																										
√																										
	√													√												√

		法学专业毕业要求																								
		1-1	1-2	1-3	1-4	1-5	1-6	2-1	2-2	2-3	2-4	2-5	2-6	2-7	3-1	3-2	3-3	3-4	3-5	4-1	4-2	4-3	4-4	4-5	4-6	
专业 核心 课程	课程名称																									
	国际商法												√													
	保险法			√												√		√								
	科技法														√			√								
	婚姻家庭法			√																						
	房地产法						√									√										
	消费者权益保护法						√									√		√								
	产品质量法						√									√		√								
	破产法						√									√		√								
	票据法						√									√		√								
	金融法 B						√																			
	仲裁法学													√												
	世界贸易组织法												√													
	外国宪法							√																		
	行政法各论							√																		
	公务员法							√																		
	国家赔偿法							√																		
	经济刑法学											√														
	犯罪学											√								√						
	行政刑法学								√																	
	人权人道法								√					√												
	西方法律思想史				√																					
	罗马法				√					√																
	法律诊所																						√	√		√

专业 核心 课程	专业 特色 课程	课程名称	法学专业毕业要求																							
			1-1	1-2	1-3	1-4	1-5	1-6	2-1	2-2	2-3	2-4	2-5	2-6	2-7	3-1	3-2	3-3	3-4	3-5	4-1	4-2	4-3	4-4	4-5	4-6
	√	建材法														√	√									
	√	交通法														√		√								
	√	汽车行业概况及其法律环境														√			√							
		经典法治事件选评	√																		√					
		军事训练	√																							
		专业见习				√															√			√	√	
		法律咨询				√															√			√	√	
		专业实习				√															√			√	√	
		模拟法庭和模拟仲裁				√															√			√	√	
		毕业实习				√															√			√	√	
		行业法务调研																			√			√	√	
		专题辩论				√																	√		√	
		毕业论文																					√		√	

三、课程教学进程图
III Teaching Process Map



四、理论教学建议进程表
IV Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6			
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6			
		4220003110	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 Socialism with Chinese Characteristics	4	96			32		1-6			
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6			
		1060001110	军事理论 Military Theory	1	32			16		1-4			
		4210001110	体育 1 Physical Education I	1	32					1			
		4210002110	体育 2 Physical Education II	1	32					2	体育 1		
		4210003110	体育 3 Physical Education III	1	32					3	体育 2		
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3		
		4030002110	大学英语 A1 College English A 1	3	64				16	1			
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1		
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2		
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3		
		4120017110	大学计算机基础 Foundation of Computer	2	32		12			1			
		1060003110	心理健康教育 Mental Health Education	1	16					1-2			
					小 计 Subtotal	32	672		12	64			
	选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses		<p>全校学生要求至少取得 9 个学分,且必须选修艺术体育类课程中的艺术类相关课程,取得至少 2 个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程,其他专业学生至少选修一门科学技术类课程。</p> <p>All students are required to obtain at least 9 credits, and must select art courses from <i>Art and Physical Education Courses</i> to obtain at least 2 credits. Science and engineering students should select at least one course from <i>Arts and Social Science Courses</i> or <i>Economy and Management Courses</i>, and other students should select at least one course from <i>Science and Technology Courses</i>.</p>									
		人文社科类 Arts and Social Science Courses											
		经济管理类 Economy and Management Courses											
		科学技术类 Science and Technology Courses											
		艺术体育类 Art and Physical Education Courses											

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
专 业 课 程 Specialized Courses	必 修 课 Required Courses	4020055110	合同法 Contract Law	3.5	56					2	民法学总论	
		4020134110	知识产权法学 Intellectual Property Law	3.5	56					3	民法学总论	
		4020127110	行政诉讼法学 Administrative Procedure Law	3	48			4		3	行政法学	*
		4020122110	刑法学（各论） Criminal Law	3	48					3	刑法学（总论）	
		4020112110	物权法学 Real Right Law	3	48					3	民法学总论	
		4020020110	法理学 2 Jurisprudence	2	32					4	法理学	
		4020093110	侵权责任法 Tort Law	3	48					4	民法学总论	
		4020269130	商法总论 General Principles of Commercial Law	2.5	40					5	民法学总论	*
		4020077110	竞争法 Competition Law	2	32					5	经济法学	
		4020136110	中国法制史 Chinese Legal History	3	48					5		
		4020251130	环境资源法 Environmental and Resources Law	2.5	40					6	民法学总论	
		4020007110	财税法 Fiscal and Tax Law	2	32					6	经济法学	
		4020263130	劳动与社会保障法 Labor Contract Law	3	48					6	民法学总论	
		4020026110	公司法 Corporate Law	3	48					6	民法学总论	
		4020053110	海商法 A Maritime Law A	3	48					7	民法学总论	
	小 计 Subtotal				42	672		4				5.5
	选 修 课 Elective Courses	4020014110	担保法 Guarantee Law	2	32					4	民法学总论	
		4020004110	保险法 Insurance Law	2	32					4	民法学总论	
		4020118110	消费者权益保护法 Law of Protection of Consumer Rights and Interests	2	32					4	民法学总论	
		4020046110	仲裁法学 Arbitration Law	2	32			4		4	民法学总论	
4020196120		婚姻家庭法 Marriage and Family Law	2	32					5	民法学总论		
4020025110		房地产法 Law of Real Estate	2	32					5	民法学总论		
4020090110		票据法 Instrument Law	2	32					5	民法学总论		
4020048110		国际商法 International Commercial Law	2	32					6	民法学总论		
4020149110		产品质量法 Product Quality Law	2	32					6	民法学总论		

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
		4020245130	法律诊所 Legal clinic	3	48					5		
		4020072110	金融法 B Financial Law	2	32					6	民法学总论	
		4020146110	国家赔偿法 State Compensation Law	2	32					6	宪法学 民法学总论	
		4020096110	世界贸易组织法 The Law of the World Trade Organization	2	32					6	国际法学	
		4020058110	交通法 Legal practice of Transportation Industry	2	32					6	民法学总论 经济法学总论	
		4020316140	汽车行业概况及其法律环境 Automobile Industry Situation and Legal Environment	2	32					6	民法学总论 经济法学总论	
		4020253130	建材法 Legal Practice of Building Materials Industry	2	32					6	民法学总论 经济法学	
		4020003110	外国宪法 Foreign Constitutional Law	2	32					7	宪法学	
		4020125110	行政法各论 Administrative Respective Law	3	48					7	行政法学	
		4020145110	公务员法 Civil Servant Law	2	32					7	宪法学 行政法学	
		4020076110	经济刑法学 Economic Criminal Law	2	32					7	刑法学（总论）	
		4020147110	犯罪学 Criminology	2	32					7	刑法学（总论）	
		4020148110	行政刑法学 Administrative-Criminal Law	2	32					7	刑法学（总论）	
		4020047110	人权人道法 Human Rights & Humantarian Law	2	32					7	法理学	
		4020113110	西方法律思想史 Western legal history	2	32					7		
		4020083110	罗马法 Roman law	2	32					7	法理学	
		4020204120	经典法治事件选评 Selection and Evaluation of Classical Legal Events	3	48					7	民法学总论 刑法学（总论）	
		4020079110	科技法 Law of Science and Technology	2	32					7	民法学总论	
		4020091110	破产法 Bankruptcy Law	2	32					7	民法学总论	
			小 计 Subtotal	59	944			4				
修读说明：要求至少选修 13 学分。 NOTE: Minimum subtotal credits: 13.												

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
个性化课程 Personalized Course	选修课 Elective Courses	4020290120	刑法前沿理论及疑难案件评析 Analysis of the Theory of Criminal Law in the Frontier and Difficult Cases	3	48					4			
		4020291120	犯罪学 Criminology	2	32					4			
		4020292120	判例刑法学 Precedent of Criminal Law	3	48					5			
		41020287120	民法思维与司考中的民法 Thinking of Civil Law and Civil Law in	2	32					5			
		4020317140	知识与知识产权 Knowledge Economic and Intellectual Property	1.5	24					3\4			
		小 计 Subtotal			11	176							
		修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.											

五、集中性实践教学环节

X Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4020170110	专业见习 Specialty Training	1	1	2	
4020163110	法律咨询 Legal Consultance	1	1	3	
4020172110	专业实习 Specialty Practice	8	8	5	
4020233120	模拟法庭和模拟仲裁 Moot Court & Moot Arbitration	2	2	7	
4020318140	专题辩论 Thematic debate	2	2	7	
4020320140	毕业实习 Practice for Graduation	6	6	8	
4020273130	行业法务调研 Legal research on trade and industrial affairs	1	1	8	
4020319140	毕业论文 Bachelor Thesis	10	7	8	7.0
小 计 Subtotal		34	29.5		7.0

六、修读指导

VI Other Demands

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term. The course will be arranged by the University Students' Affairs' Department in each school.

学院教学责任人：刘介明
专业培养方案责任人：汪 炜

【教育技术学专业】2015 版本本科培养方案

Undergraduate Education Plan for Specialty in Educational Technology (2015)

专业名称	教育技术学	主干学科	教育学
Major	Educational Technology	Major Disciplines	Education
计划学制	四年	授予学位	教育学学士
Duration	4 Years	Degree Granted	Bachelor of Education

最低毕业学分规定

Graduation Credit Criteria

课程类 Course Classification 课程性质 Course Nature	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	35	39.5	39	\	22.5	\	190
选修课 Elective Courses	9	8	17	10	\	10	

一、培养目标与毕业要求

I Educational Objectives & Requirement

(一) 培养目标

- (1) 身心健康，具备良好的敬业精神、社会责任感和职业道德，关注当代全球和社会问题，具有创新意识和团队协作精神；
- (2) 具备一定的信息素养、文化素养，具有从事教育技术领域科学研究、教学系统设计和技术服务等工作所需的相关学科知识和技能，并能解决教育技术问题。
- (3) 具有综合运用教育理论和信息技术对数字教育环境和资源进行分析、设计、开发、应用和评价的能力。
- (4) 精通设计、开发和应用数字教育环境和资源所需的软硬件技术。
- (5) 具有良好的口头表达、书面表达和交流沟通的能力，具有终身学习的能力。

Educational Objectives

- (1) To have physical and mental health, to possess professional dedication、social responsibilities and professional ethics, to care about the global issues and social issues, to own innovation consciousness and team cooperation spirit.
- (2) To have certain information quality , culture base and the knowledge of related Disciplines to engage in research on Educational Technology、instructional systematic design and technology service and solve kinds of educational technology problems.
- (3) To be able to analyze, design, develop, implement and evaluate E-Learning environment and resources through synthesizing education theories and information technologies.
- (4) Be good at kinds of hardware and software technologies required for designing, developing and implementing E-Learning environment and resources.
- (5) To have good verbal, written and communication skills and the ability of lifelong

learning.

(二) 毕业要求

1. 能基于各种教学理论，理解、评价、管理数字化教学与训练系统；
2. 能应用各种教学理论进行教学和训练系统设计，
3. 能根据环境的要求和技术现实，设计数字教育资源；
4. 能根据需求拍摄、制作教学视频；
5. 能根据需求应用技术工具制作和开发多媒体教育作品；
6. 能根据需求开发网络课程和教学网站；
7. 能够根据需求应用基本的计算机程序开发教育软件；
8. 能维护、构建和管理各种信息化教学环境；
9. 具备良好的教学能力；
10. 能选择和运用合适的研究方法，分析、解决教育技术问题；
11. 有全面的教育技术观，与时俱进的专业视野与敏感度。
12. 有良好的口头和书面表达能力。
13. 有一定的外文文献阅读、写作和沟通能力；
14. 有终身学习的习惯和意识，有一定职业道德意识并能进行职业规划；
15. 有良好的公民素养。

Educational Objectives

- 1) Students can understand, evaluate and manage E-Learning system on instruction and training on the base of kinds of instruction theories.
- 2) Students can design instruction and training system by implementing kinds of instruction theories.
- 3) Students can design digital education resources based on requirements and technology realities.
- 4) Students can produce instructional visual materials according to demands
- 5) Students can develop and produce multiple-media educational products by synthesizing technology tools.
- 6) Students can develop online course and instructional website for needs.
- 7) Students can develop educational software with basic computer program.
- 8) Students can maintain, construct and manage different informational instruction environments including instruction hardware and software.
- 9) Students can teach in different surroundings.
- 10) Students can use academic methods to analyze and solve kinds of education or instruction problems.
- 11) Students can have board view, international awareness and good professional feelings of education technology.
- 12) Students should have good verbal, written and communication skills.
- 13) Students should have a certain foreign language ability of reading, writing and communication.
- 14) Students should have the habit and consciousness of lifelong learning, a certain professional ethics awareness and career planning abilities;
- 15) Students should be a good citizen.

附：培养目标实现矩阵

	培养目标 1	培养目标 2	培养目标 3	培养目标 4	培养目标 5
毕业要求 1		✓			
毕业要求 2		✓	✓		
毕业要求 3		✓	✓	✓	
毕业要求 4		✓	✓	✓	
毕业要求 5		✓	✓	✓	
毕业要求 6			✓	✓	
毕业要求 7			✓	✓	
毕业要求 8				✓	
毕业要求 9	✓				
毕业要求 10	✓				
毕业要求 11		✓	✓		
毕业要求 12		✓	✓	✓	
毕业要求 13					✓
毕业要求 14		✓	✓	✓	
毕业要求 15					✓

二、专业核心课程与专业特色课程

II Core Courses and Characteristic Courses

(一) 专业核心课程:

教育技术学、教学系统设计、教育传播学、教育信息处理、教育技术学研究方法、教学媒体的理论与实践

Introduction to Educational Technology, Instructional System Design, Educational Communication, Processing of Educational Information, Research Methods of Educational Technology, Theories and Practices of Instructional Media

(二) 专业特色课程:

教育电视节目编导与制作、多媒体课件设计与制作、网络课程的设计与开发

Director and Production of Educational TV Program , Design and Production of Multimedia Course-ware, Design and Development of On-line Course.

附：毕业要求实现矩阵：

专业 核心 课程	专业 特色 课程	课程名称	教育技术学专业毕业要求															
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	
		思想道德修养与法律基础														√		
		中国近现代史纲要														√		
		毛泽东思想和中国特色社会主义理论体系概论														√		
		马克思主义基本原理														√		
		军事理论														√		
		体育														√		
		大学英语														√		
		大学计算机基础														√		
		计算机程序设计基础(C语言)										√		√				
		心理健康教育		√	√		√		√		√							
		专业导论		√	√		√	√	√		√							
		高等数学												√	√			√
		线性代数		√	√				√									
		概率论与数理统计 B		√	√				√									
		计算机网络技术		√	√			√			√							
		软件工程导论		√	√				√									
		数据结构		√	√		√	√	√									
		数据库系统原理		√	√		√	√	√									
		多媒体原理与技术		√	√		√				√							
		Web 应用技术		√	√			√										
		数字影像技术				√	√	√	√									
		面向对象程序设计		√	√		√		√									
		微机原理及接口技术 B		√	√						√							
		人力资源管理	√															

专业 核心 课程	专业 特色 课程	课程名称	教育技术学专业毕业要求														
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
		管理心理与行为	√														
		JAVA 语言程序设计 A					√		√								
		无线网络与移动计算		√	√				√								
		算法设计与分析 B		√	√												
		教育学 B	√	√			√			√							
√		教育技术学	√									√				√	
√		学习科学与技术	√	√	√	√				√			√				
√		远程教育应用	√	√													
√		教学系统设计		√	√	√	√	√	√	√	√						
√		教育统计与测量		√													
√		教育信息处理		√													
√		教育电视节目编导与制作				√											
√		教育电视节目后期制作				√											
√		多媒体课件设计与制作					√										
√		网络课程设计与开发						√									
√		教育技术学研究方法										√					
√		教育传播学		√		√				√							
√		信息技术教育应用		√						√						√	
√		教学媒体的理论与实践		√	√	√				√	√					√	
		教育技术专题讲座														√	
		计算机动画制作					√	√									
		教育绩效管理	√														
√		课件美工基础				√	√	√	√								
√		剧本写作				√	√	√	√								
√		移动学习应用						√									

专业 核心 课程	专业 特色 课程	课程名称	教育技术学专业毕业要求															
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	
	√	MOOC 与翻转课堂导论															√	
		教育管理学	√															
		教育哲学	√															
		外国教育史	√															
	√	教育软件测试		√	√		√		√									
		教育技术专业英语											√					
		知识管理	√															
		课程与教学论	√							√								
	√	微电影设计与制作				√												
	√	教育社会问题解读	√														√	
	√	移动学习与认知发展	√														√	
	√	数字图像特效				√	√											
	√	数字学习规律研究	√															
	√	教育技术热点研究															√	
		教育技术项目实践		√			√	√	√		√						√	
		毕业实习	√	√	√	√	√	√	√	√	√		√	√		√	√	
		毕业论文（毕业设计）		√	√	√	√	√	√			√	√	√		√	√	
		大学生创新项目实践											√	√			√	
		社会实践											√	√			√	
		社团活动											√	√			√	
		学术讲座											√			√		

三、课程教学进程图

III Teaching Process Map

四、理论教学建议进程表

IV Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Ope-ration	实践 Prac-tice	课外 Extra-cur					
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	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 Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060003130	军事理论 Military Theory	1	32			16		1-4				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		4030002110	大学英语 A1 College English A 1	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		1050001130	心理健康教育 Mental Health Education	1	16					1-2				
		4120017110	大学计算机基础 Foundation of Computer	2	32			12		1				
		4120023110	计算机程序设计基础(C语言) Fundamentals of Computer Program Design	3	48			12		2				
		小计 Subtotal				35	736							
		选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses			全校学生要求至少取得 9 个学分,且必须选修艺术体育类课程中的艺术类相关课程,取得至少 2 个学分。理工科专业学生至少选修一门人文社科类或经济管理类课程,其他专业学生至少选修一门科学技术类课程。 All students are required to obtain at least 9 credits, and must select courses from <i>Art and Physical Education Courses</i> to obtain at least 2 credits. Science and engineering students should select at least one course from <i>Arts and Social Science Courses</i> or <i>Economy and Management Course</i> . Other students should select at least one course from <i>Science and Technology Courses</i> .								
			人文社科类 Arts and Social Science Courses											
			经济管理类 Economy and Management Courses											
科学技术类 Science and Technology Courses														
艺术体育类 Art and Physical Education Courses														

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including				建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major			
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice				课外 Extra-cur		
学 科 大 类 课 程	必修 Required Courses	4020064110	专业导论 Introduction to Major (Educational Technology)	1	16					1				
		4050063110	高等数学 A 上 Advanced Mathematics A I	5	80						1			
		4050064110	高等数学 A 下 Advanced Mathematics A II	5	80						2	高等数学 A1		
		4050229110	线性代数 Linear Algebra	2.5	40						3	高等数学 A1		
		4050058110	概率论与数理统计 B Probability and Mathematics Statistic B	3	48						4	高等数学 A1		
		4020239130	计算机网络技术 Computer Network Technology	3.5	56						3			
		4020283130	软件工程导论 Introduction of Software Engineering	2	32						4			
		4120073110	数据结构 Data Structure	4.5	72			16			3	计算机程序设计基础(C 语言)		
		4120077110	数据库系统原理 Principles of Database System	3	48			8			4	计算机程序设计基础(C 语言)		
		4020329150	教育统计与测量 Educational Statistics and measurement	3	48			24			3			
		4020243140	Web 应用技术 Web Technology	4	64			16			1			
		4020102110	数字影像技术 Digital Image Technology	3	48	24					2			
		小计 Subtotal				39.5	632	24	64					
		Basic Disciplinary Courses	选修 Elective Courses	4120047110	面向对象程序设计 A Object Oriented Programming Design A	4	64		32			3	计算机程序设计基础(C 语言)	
4100056110	微机原理及接口技术 B Microcomputer Principles & Interfacing B			2.5	40	8				5	计算机程序设计基础(C 语言)			
4170112110	人力资源管理 B Human Resources Management B			2	32					6				
4170053110	管理心理与行为 Management Psychology and Behavior			3	48					7				
4120002110	JAVA 语言程序设计 A JAVA Programming A			4	64		16			4	计算机程序设计基础(C 语言)			
4020284130	无线网络与移动计算 Wireless Networks and Mobile			2.5	40	12				6				
4020285130	算法设计与分析 B Design and Analysis of Algorithms B			2	32		6			5				
小计 Subtotal				20	320	20	54							
修读说明：要求至少选修 8 学分。 NOTE: Minimum subtotal credits: 8														

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including				建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice			
专 业 课 程 Specialized Courses	必 修 课 Required Courses	4020203120	教育技术学 Introduction to Educational Technology	2	32				1		*
		4020069110	教育学 B Pedagogy B	2	32				2		*
		4020467130	学习科学与技术 Learning Science and Technology	3	48				2		*
		4020061110	教育传播学 Educational Communication	2	32				3		*
		4020330150	教学媒体的理论与实践 Theory and Practice of the Instructional Media	2	32	16			4	教育技术学	
		4020060110	教学系统设计 Instructional System Design	4	64				4	教育学 B	*
		4020068110	教育信息处理 Processing of Educational Information	2	32				4	教育学 B	*
		4020270130	网络课程设计与开发 Design and development of On-line Course	4	64		16		5	教学系统设计	*
		4020272130	信息技术教育应用 The Application of Information Technology in Education	2	32		16		5	教育技术学 导论	*
		4020277130	远程教育应用 Application of Distance Education	2	32				5	教育技术学	
		4020255130	教育电视节目编导与制作 Director and Production of Educational TV Program	4	64	32			5	数字影像技术、 教学系统设计	*
		4020256130	教育电视节目后期制作 Post-production of Educational TV Program	4	64		24		6	教育电视节目 编导与制	*
		4020186120	多媒体课件设计与制作 Design and Production of Multimedia Courseware	4	64		24		6	教学系统设计	*
		4020065110	教育技术学研究方法 Research Methodologies of Educational Technology	2	32				7	教育学 B	*
		小计 Subtotal				39	624	48	80		
	选 修 课 Elective Courses	4020252130	计算机动画制作 Production of Computer Cartoon	3	48		24		4		
		4020238130	多媒体原理与技术 Principles of Database System	3	48	20			4		
		4020331150	MOOC 与翻转课堂导论 Introduction to the MOOC and Flipped Classroom	2	32				5		
		4020062110	教育管理 Educational Administration	2	32				5	教育学 B	
		4020259130	教育软件测试 Educational Software Testing	3	48	12			5		
		4020063110	教育绩效管理 Education Performance Management	2	32				6	教育技术学	*
		4020080110	课件美工基础 Fundamentals of Arts in Courseware	2	32				6		

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including				建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice				课外 Extra-cur	
		4020275130	移动学习应用 Application of Mobile Learning	3	48				6				
		4020258130	教育技术专业英语 Special English for Educational	2	32				6				
		4020081110	剧本写作 Principles of Screenwriting	2	32				7				
		4020286130	软件质量工程 Software Quality Engineering	2	32	8			7	教育学 B			
		4020279130	外国教育史 History of the foreign Education	2	32				7		*		
		4020223120	知识管理 Knowledge Management	2	32				7				
		4020262130	课程与教学论 Theories on Curriculum and Instruction	3	48				7				
		4020066110	教育技术专题讲座 Special Lectures on Educational Technology	2	32				7	教育技术学			
		小计 Subtotal		35	560	40	24				7		
修读说明：要求至少选修 17 学分。 NOTE: Minimum subtotal credits:17.													
个性课程 Personalized Course	选修课 Elective Courses	4020290130	教育社会问题解读 Research on Educational Social Issues	2	32				3				
		4020296130	数字学习规律研究 Research on Law of E-learning	2	32				3				
		4020294130	PPT 进阶 Advanced PPT	2	32		16		3				
		4020295130	移动学习与认知发展 Mobil Learning and Cognitive	2	32				4				
		4020291130	微电影设计与制作 Design and Production of Micro-movie	2	32	16			5				
		4020292130	数字图像特效 Digital Image Special Effects	2	32	16			5				
		4020297130	教育技术热点问题 Highlight Issues in Educational Technology	2	32				7				
		小计 Subtotal		14	224	32	16						
		修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.											

五、集中性实践教学环节

V Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term
1060002110	军事训练 Military Training	3	1.5	1
4020257130	教育技术项目实践 Project in Education Technology	2	2	6

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term
4020282130	毕业实习 Intern for Graduation	8	8	7
4020227120	毕业论文 Graduation Thesis	17	11	8
小计 Subtotal		30	22.5	

六、修读指导

VI Recommendations on Course Studies

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, 16 hours per term with 2 credits course, is taught according to topics and tested at the end of the 7th term. The course will be arranged by the University Students' Affairs' Department in each school.

学院教学责任人：刘介明
专业培养方案责任人：刘 艳