

# 法学类 2021 版本本科培养方案

## Undergraduate Education Plan for Specialty in Law (2021)

专业名称 法学类  
Major Law

计划学制 一年  
Duration 1 Year

### 一、教学建议进程表

#### I Course Schedule

| (一) 公共基础必修课程                      |                       |  |           |                        |              |            |                      |                      |                      |                              |                             |
|-----------------------------------|-----------------------|--|-----------|------------------------|--------------|------------|----------------------|----------------------|----------------------|------------------------------|-----------------------------|
| I Public Basic Compulsory Courses |                       |  |           |                        |              |            |                      |                      |                      |                              |                             |
| 开课单位<br>Course College            | 课程编号<br>Course Number | 课程名称<br>Course Title                               | 学分<br>Crs | 学时分配<br>Including      |              |            |                      |                      |                      | 建议修读<br>学期<br>Suggested Term | 先修课程<br>Prerequisite Course |
|                                   |                       |  |           | 总学<br>时<br>Tot<br>hrs. | 理论<br>Theory | 实验<br>Exp. | 上机<br>Ope-<br>ratio. | 实践<br>Prac-<br>tice. | 课外<br>Extra-<br>cur. |                              |                             |
| 马克思主<br>义学院                       | 4220001210            | 思想道德与法治  | 2.5       | 42                     | 42           | 0          | 0                    | 0                    | 0                    | 2                            |                             |
|                                   |                       | Morality and the rule of law                       |           |                        |              |            |                      |                      |                      |                              |                             |
| 马克思主<br>义学院                       | 4220002180            | 中国近现代史纲要   | 2.5       | 42                     | 42           | 0          | 0                    | 0                    | 0                    | 1                            |                             |
|                                   |                       | Outline of Contemporary and Modern Chinese History |           |                        |              |            |                      |                      |                      |                              |                             |
| 外语学院                              | 4030001210            | 大学英语 1   | 2         | 48                     | 32           | 0          | 0                    | 0                    | 16                   | 1                            |                             |
|                                   |                       | College English I                                  |           |                        |              |            |                      |                      |                      |                              |                             |
| 外语学院                              | 4030002210            | 大学英语 2   | 2         | 48                     | 32           | 0          | 0                    | 0                    | 16                   | 2                            |                             |
|                                   |                       | College English II                                 |           |                        |              |            |                      |                      |                      |                              |                             |
| 体育学院                              | 4210001170            | 体育 1   | 1         | 32                     | 32           | 0          | 0                    | 0                    | 0                    | 1                            |                             |
|                                   |                       | Physical Education I                               |           |                        |              |            |                      |                      |                      |                              |                             |
| 体育学院                              | 4210002170            | 体育 2   | 1         | 32                     | 32           | 0          | 0                    | 0                    | 0                    | 2                            |                             |
|                                   |                       | Physical Education II                              |           |                        |              |            |                      |                      |                      |                              |                             |
| 计算机智                              | 4120004210            | Python 程序设   | 2         | 32                     | 32           | 0          | 0                    | 0                    | 0                    | 2                            |                             |



|                                 |            |                                       |      |     |     |   |   |   |   |   |  |
|---------------------------------|------------|---------------------------------------|------|-----|-----|---|---|---|---|---|--|
|                                 |            | to Specialty                          |      |     |     |   |   |   |   |   |  |
| 法学社会<br>学院                      | 4020019110 | 法理学 1                                 | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 1 |  |
|                                 |            | Jurisprudence<br>I                    |      |     |     |   |   |   |   |   |  |
| 法学社会<br>学院                      | 4020388170 | 法理学 B2                                | 1.5  | 24  | 24  | 0 | 0 | 0 | 0 | 2 |  |
|                                 |            | Jurisprudence                         |      |     |     |   |   |   |   |   |  |
| 法学社会<br>学院                      | 4020117110 | 宪法学                                   | 3.5  | 56  | 56  | 0 | 0 | 0 | 0 | 1 |  |
|                                 |            | Constitution<br>Law                   |      |     |     |   |   |   |   |   |  |
| 法学社会<br>学院                      | 4020009210 | 社会学概论                                 | 3    | 48  | 48  | 0 | 0 | 0 | 0 | 1 |  |
|                                 |            | Introduction<br>of Sociology          |      |     |     |   |   |   |   |   |  |
| 法学社会<br>学院                      | 4020366170 | 行政法                                   | 3    | 48  | 48  | 0 | 0 | 0 | 0 | 2 |  |
|                                 |            | Administrative<br>Law                 |      |     |     |   |   |   |   |   |  |
| 法学社会<br>学院                      | 4020010210 | 社会研究方法                                | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 2 |  |
|                                 |            | The Practice<br>of Social<br>Research |      |     |     |   |   |   |   |   |  |
| 法学社会<br>学院                      | 4020011210 | 社会工作概论                                | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 2 |  |
|                                 |            | Introduction<br>to Social Work        |      |     |     |   |   |   |   |   |  |
| 小 计 Subtotal                    |            |                                       | 19.5 | 312 | 312 | 0 | 0 | 0 | 0 |   |  |
| (四) 专业必修课程                      |            |                                       |      |     |     |   |   |   |   |   |  |
| 4 Specialized Required Courses  |            |                                       |      |     |     |   |   |   |   |   |  |
| (五) 专业选修课程                      |            |                                       |      |     |     |   |   |   |   |   |  |
| 5 Specialized Elective Courses  |            |                                       |      |     |     |   |   |   |   |   |  |
| (六) 个性课程                        |            |                                       |      |     |     |   |   |   |   |   |  |
| 6 Personalized Elective Courses |            |                                       |      |     |     |   |   |   |   |   |  |
| (七) 专业教育集中性实践教学环节               |            |                                       |      |     |     |   |   |   |   |   |  |
| 7 Specialized Practice Schedule |            |                                       |      |     |     |   |   |   |   |   |  |

# 法学 2021 版本本科培养方案

## Undergraduate Education Plan for Specialty in Law (2021)

|                              |   |
|------------------------------|---|
| 专业名称 法学<br>Major Law         | 主干学科 法学<br>Major Disciplines Law            |
| 计划学制 四年<br>Duration 4 Years  | 授予学位 法学学士<br>Degree Granted Bachelor of Law |
| 所属大类 法学类<br>Disciplinary Law | 大类培养年限 1年<br>Duration 1 year                |

### 最低毕业学分规定

#### Graduation Credit Criteria

| 课程分类<br><i>Course Classification</i><br>课程性质<br><i>Course Nature</i> | 公共基础课程<br>Public Basic Courses | 通识教育课程<br>Public Courses | 大类课程<br>Basic Courses in General Discipline | 专业教育课程<br>Specialized Courses | 个性课程<br>Personalized Course | 集中性实践教学环节<br>Specialized Practice Schedule | 课外学分<br>Study Credit after Class | 总学分<br>Total Credits |
|--|--------------------------------|--------------------------|---|-------------------------------|-----------------------------|--|----------------------------------|----------------------|
| 必修课<br>Required Courses  | 31                             | \                        | 19.5  | 45.5                          | \                           | 31.5                                       | 10                               | 179.5                |
| 选修课<br>Elective Courses  | \                              | 9                        | \   | 17                            | 6                           | \  | 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、德智体美劳全面发展的高素质法律人才。

(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。

本专业期待毕业生五年后能达成下列目标：

(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。

## **I Education Objectives**

This major aims at training talents of law with good political quality 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 have characteristics of solid foundation, a broad caliber and practice oriented and comprehensive development of morality, intelligence, physical education, art and labor. (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 ruleof-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.

Students of this program are expected to achieve the following objectives 5 years after graduation:

(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

- (1) **工程知识：** 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) **问题分析：** 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) **解决方案：** 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) **研究：** 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) **工具使用：** 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) **工程与社会：** 掌握至少一门外语，具备良好的听、说、读、写能力, 以及专业的国际化素养
- (7) **环境和可持续发展：** 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。

(8) **职业规范:** 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。

(9) **个人和团队:** 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。

(10) **沟通:** 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。

(11) **项目管理:** 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。

(12) **终身学习:** 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

## II Graduation Requirement

(1) **Engineering knowledge:** 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) **Problem analysis:** Grasping the marrow of Marxism and its Sinification, understanding the rich connotation of the Socialist theory with Chinese characteristics.

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

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

(5) **Usage of modern tools:** Grasping the necessary professional rudiments and operating ability in computer application.

(6) **Engineering and society:** Mastering at least one foreign language, with sound ability in listening, speaking, reading and writing and professional international orientation.

(7) **Environment and sustainable development:** 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.

(8) **Professional standards:** 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.

(9) **Individual and team:** Competent to analyze problems with legal thinking, knowing the application of logic in the area of jurisprudence, with more powerful ability of logical thinking.

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

(11) **Project management:** Active in professional practices, able to express clearly both in writing and speaking and independently analyze and resolve legal problems.

(12) **Life-long learning:** Mastering necessary foreign professional languages words, capable of reading basic legal materials in foreign languages and competent to apply certain professional foreign languages.

表 2 培养目标的矩阵关系毕业要求支撑

| 毕业要求   | 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 |  |   |  | √ | √ |

毕业要求的达成需以课程（教学环节）的教学活动为支撑。本专业为合理设置课程体系、落实对毕业要求的支撑课程，对各项毕业要求进行了解。每项毕业要求（一级指标）被分解为若干层层递进的指标点（二级指标），前一指标点的达成是下一指标点达成的基础，而下一指标点的达成是前一指标点的升华，所有指标点一起，支撑了该毕业要求的达成。根据上述分解方法，本专业各项毕业要求的指标点分解如下表所示。

表 3 毕业要求指标点的分解

| 毕业要求   | 指标点 |
|--|-----|
| 毕业要求 1. 工程知识: 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。 | 1.1 |
|  | 1.2 |
|  | 1.3 |
|  | 1.4 |
| 毕业要求 2. 问题分析: 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。              | 2.1 |
|  | 2.2 |
|  | 2.3 |
|  | 2.4 |
| 毕业要求 3. 解决方案: 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    | 3.1 |
|  | 3.2 |
|  | 3.3 |
|  | 3.4 |
| 毕业要求 4. 研究: 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。     | 4.1 |
|  | 4.2 |
|  | 4.3 |
|  | 4.4 |
| 毕业要求 5. 工具使用: 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。      | 5.1 |
|  | 5.2 |
|  | 5.3 |

|   |      |
|---|------|
| 毕业要求 6. 工程与社会:掌握至少一门外语,具备良好的听、说、读、写能力,以及专业的国际化素养                                      | 6.1  |
|   | 6.2  |
| 毕业要求 7. 环境和可持续发展: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。 | 7.1  |
|   | 7.2  |
| 毕业要求 8. 职业规范: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。                        | 8.1  |
|   | 8.2  |
|   | 8.3  |
| 毕业要求 9. 个人和团队: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。                              | 9.1  |
|   | 9.2  |
|   | 9.3  |
| 毕业要求 10. 沟通: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。                              | 10.1 |
|   | 10.2 |
|   | 10.3 |
| 毕业要求 11. 项目管理: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。                              | 11.1 |
|   | 11.2 |
|   | 11.3 |
| 毕业要求 12. 终身学习: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                                 | 12.1 |
|   | 12.2 |

## 二、专业核心课程与专业特色课程

### II Core Course and Characteristic Courses

#### (一) 专业核心课程

刑法学(总论), 习近平法治思想概论, 民法学总论 B, 中国法制史, 刑法学(各论) B, 知识产权法学 B, 法理学 B2











|             |            |   |      |     |     |    |   |     |    |   |  |
|-------------|------------|---|------|-----|-----|----|---|-----|----|---|--|
|             |            | College English II  |      |     |     |    |   |     |    |   |  |
| 外语学院        | 4030003210 | 大学英语 3  | 2    | 48  | 32  | 0  | 0 | 0   | 16 | 3 |  |
|             |            | College English III   |      |     |     |    |   |     |    |   |  |
| 外语学院        | 4030004210 | 大学英语 4  | 2    | 48  | 32  | 0  | 0 | 0   | 16 | 4 |  |
|             |            | College English IV  |      |     |     |    |   |     |    |   |  |
| 体育学院        | 4210001170 | 体育 1  | 1    | 32  | 32  | 0  | 0 | 0   | 0  | 1 |  |
|             |            | Physical Education I  |      |     |     |    |   |     |    |   |  |
| 体育学院        | 4210002170 | 体育 2  | 1    | 32  | 32  | 0  | 0 | 0   | 0  | 2 |  |
|             |            | Physical Education II   |      |     |     |    |   |     |    |   |  |
| 体育学院        | 4210003170 | 体育 3  | 1    | 32  | 32  | 0  | 0 | 0   | 0  | 3 |  |
|             |            | Physical Education III  |      |     |     |    |   |     |    |   |  |
| 体育学院        | 4210004170 | 体育 4  | 1    | 32  | 32  | 0  | 0 | 0   | 0  | 4 |  |
|             |            | Physical Education IV   |      |     |     |    |   |     |    |   |  |
| 学工部         | 1050001210 | 军事技能训练  | 2    | 136 | 0   | 0  | 0 | 136 | 0  | 1 |  |
|             |            | Military Skills Training  |      |     |     |    |   |     |    |   |  |
| 学工部         | 1050002210 | 军事理论  | 2    | 32  | 32  | 0  | 0 | 0   | 0  | 2 |  |
|             |            | Military Theory   |      |     |     |    |   |     |    |   |  |
| 计算机智能学院     | 4120004210 | Python 程序设计基础 B   | 2    | 32  | 32  | 0  | 0 | 0   | 0  | 1 |  |
|             |            | Foundation of Python Programming B  |      |     |     |    |   |     |    |   |  |
| 计算机智能学院     | 4120008210 | 计算机基础与 Python 程序设计综合实验 B  | 1    | 32  | 0   | 32 | 0 | 0   | 0  | 2 |  |
|             |            | Comprehensive Experiments of Foundation of Computer and PYTHON Language Programming B |      |     |     |    |   |     |    |   |  |
| 小计 Subtotal |            |   | 31.0 | 744 | 512 | 32 | 0 | 136 | 64 |   |  |

(二) 通识教育选修课程

2 General Education Elective Courses

|                                     |  |   |
|-------------------------------------|--|---|
| 核心选修<br>Core<br>elective<br>courses | 文明与传统 Civilization and Tradition Courses | 通识课程应修满至少 9 学分。核心选修不少于 2 学分；自主选修课程中，至少在艺术与审美、创新与创业两个领域各选修 1 门课程。 Minimum subtotal credits: 9. Core elective courses $\geq$ 2 credits. Self-selected courses, at least 1 course in art and |
|                                     | 社会与发展类 Society and Development Courses   |   |
|                                     | 艺术与人文类 Art and Humanities Courses        |   |



|   |  |   |      |     |     |   |   |   |   |   |   |  |
|---|--|---|------|-----|-----|---|---|---|---|---|---|--|
|   | 自然与方法类 Nature and methods Courses  | aesthetics and 1 course in innovation and entrepreneurship. |      |     |     |   |   |   |   |   |   |  |
| 自主选修<br>选修<br>Core<br>elective<br>courses         | 数学与自然科学, 哲学与心理学, 法学与社会科学, 经济与管理, 历史与文化, 语言与文学, 艺术与审美, 创新与创业<br>Mathematics and Natural Sciences, Philosophy and Psychology, Science and Social Sciences, Economics and Management, History and Culture, Language and Literature, Art and Aesthetics, Innovation and Entrepreneurship |   |      |     |     |   |   |   |   |   |   |  |
| (三) 大类必修课程<br>3 Basic Discipline Required Courses |  |   |      |     |     |   |   |   |   |   |   |  |
| 法学社会<br>学院  | 4020144110   | 专业导论  | 1    | 16  | 16  | 0 | 0 | 0 | 0 | 0 | 1 |  |
|   |  | Introduction to Specialty                                   |      |     |     |   |   |   |   |   |   |  |
| 法学社会<br>学院  | 4020019110   | 法理学 1   | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 0 | 1 |  |
|   |  | Jurisprudence I   |      |     |     |   |   |   |   |   |   |  |
| 法学社会<br>学院  | 4020117110   | 宪法学   | 3.5  | 56  | 56  | 0 | 0 | 0 | 0 | 0 | 1 |  |
|   |  | Constitution Law  |      |     |     |   |   |   |   |   |   |  |
| 法学社会<br>学院  | 4020009210   | 社会学概论   | 3    | 48  | 48  | 0 | 0 | 0 | 0 | 0 | 1 |  |
|   |  | Introduction of Sociology                                   |      |     |     |   |   |   |   |   |   |  |
| 法学社会<br>学院  | 4020366170   | 行政法   | 3    | 48  | 48  | 0 | 0 | 0 | 0 | 0 | 2 |  |
|   |  | Administrative Law  |      |     |     |   |   |   |   |   |   |  |
| 法学社会<br>学院  | 4020010210   | 社会研究方法  | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 0 | 2 |  |
|   |  | The Practice of Social Research                             |      |     |     |   |   |   |   |   |   |  |
| 法学社会<br>学院  | 4020011210   | 社会工作概论  | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 0 | 2 |  |
|   |  | Introduction to Social Work                                 |      |     |     |   |   |   |   |   |   |  |
| 法学社会<br>学院  | 4020388170   | 法理学 B2  | 1.5  | 24  | 24  | 0 | 0 | 0 | 0 | 0 | 2 |  |
|   |  | Jurisprudence   |      |     |     |   |   |   |   |   |   |  |
| 小计 Subtotal                                       |  |   | 19.5 | 312 | 312 | 0 | 0 | 0 | 0 | 0 |   |  |
| (四) 专业必修课程<br>4 Specialized Required Courses      |  |   |      |     |     |   |   |   |   |   |   |  |

|            |            |                                     |     |    |    |   |   |   |   |   |  |
|------------|------------|-------------------------------------|-----|----|----|---|---|---|---|---|--|
| 法学社会<br>学院 | 4020123110 | 刑法学(总论)                             | 3.5 | 56 | 56 | 0 | 0 | 0 | 0 | 3 |  |
|            |            | General Provisions of Criminal Law  |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020025210 | 习近平法治思想概<br>论                       | 2   | 32 | 32 | 0 | 0 | 0 | 0 | 3 |  |
| 法学社会<br>学院 | 4020365170 | 民法学总论 B                             | 3   | 48 | 48 | 0 | 0 | 0 | 0 | 3 |  |
|            |            | General Theory of Civil Law         |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020136110 | 中国法制史                               | 3   | 48 | 48 | 0 | 0 | 0 | 0 | 4 |  |
|            |            | Chinese Legal History               |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020075110 | 经济法学                                | 3   | 48 | 48 | 0 | 0 | 0 | 0 | 3 |  |
|            |            | Economic Law                        |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020094110 | 商法学                                 | 3   | 48 | 48 | 0 | 0 | 0 | 0 | 3 |  |
|            |            | Commercial Law                      |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020367170 | 民事诉讼法学 B                            | 3   | 48 | 42 | 0 | 0 | 6 | 0 | 4 |  |
|            |            | Civil Procedure Law                 |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020368170 | 刑法学(各论) B                           | 1.5 | 24 | 24 | 0 | 0 | 0 | 0 | 4 |  |
|            |            | Specific Provisions of Criminal Law |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020044110 | 国际法学 B                              | 3   | 48 | 48 | 0 | 0 | 0 | 0 | 4 |  |
|            |            | International Law                   |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020369170 | 刑事诉讼法学 A                            | 3   | 48 | 42 | 0 | 0 | 6 | 0 | 5 |  |
|            |            | Criminal Procedure Law              |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020410170 | 合同法 C                               | 2   | 32 | 32 | 0 | 0 | 0 | 0 | 3 |  |
|            |            | Contract Law                        |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020370170 | 国际经济法学 B                            | 3   | 48 | 48 | 0 | 0 | 0 | 0 | 5 |  |
|            |            | International Economic Law          |     |    |    |   |   |   |   |   |  |
| 法学社会<br>学院 | 4020371170 | 国际私法学 B                             | 3   | 48 | 48 | 0 | 0 | 0 | 0 | 5 |  |

|                                |            |   |      |     |     |   |   |    |   |   |  |
|--------------------------------|------------|---|------|-----|-----|---|---|----|---|---|--|
|                                |            | Private International Law B                       |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020362170 | 知识产权法学 B  | 3    | 48  | 48  | 0 | 0 | 0  | 0 | 5 |  |
|                                |            | Intellectual Property Law                         |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020251130 | 环境资源法 B   | 2.5  | 40  | 40  | 0 | 0 | 0  | 0 | 6 |  |
|                                |            | Environmental and Resources Law                   |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020263130 | 劳动与社会保障法  | 3    | 48  | 48  | 0 | 0 | 0  | 0 | 6 |  |
|                                |            | Labor and Social Security Law                     |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020027210 | 创新创业法律实务  | 1    | 16  | 16  | 0 | 0 | 0  | 0 | 7 |  |
|                                |            | Legal practice of innovation and Entrepreneurship |      |     |     |   |   |    |   |   |  |
| 小计 Subtotal                    |            |   | 45.5 | 728 | 716 | 0 | 0 | 12 | 0 |   |  |
| (五) 专业选修课程                     |            |   |      |     |     |   |   |    |   |   |  |
| 5 Specialized Elective Courses |            |   |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020103110 | 司法制度与职业道德   | 2    | 32  | 32  | 0 | 0 | 0  | 0 | 3 |  |
|                                |            | Legal System and Professional Ethic               |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020021110 | 法律逻辑学   | 2    | 32  | 32  | 0 | 0 | 0  | 0 | 3 |  |
|                                |            | Legal Logic                                       |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020112110 | 物权法学  | 3    | 48  | 48  | 0 | 0 | 0  | 0 | 3 |  |
|                                |            | Real Right Law                                    |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020077110 | 竞争法   | 2    | 32  | 32  | 0 | 0 | 0  | 0 | 2 |  |
|                                |            | Competition Law                                   |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020242130 | 行政诉讼法学 B  | 3    | 48  | 44  | 0 | 0 | 4  | 0 | 3 |  |
|                                |            | Administrative Procedure Law                      |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020093110 | 侵权责任法   | 3    | 48  | 48  | 0 | 0 | 0  | 0 | 5 |  |
|                                |            | Tort Law  |      |     |     |   |   |    |   |   |  |
| 法学社会学院                         | 4020007110 | 财税法   | 2.0  | 32  | 32  | 0 | 0 | 0  | 0 | 4 |  |



|   |            |   |      |      |      |   |   |    |   |   |  |
|---|------------|---|------|------|------|---|---|----|---|---|--|
| 法学社会<br>学院                                    | 4020191120 | 国际商法 B  | 2.0  | 32   | 32   | 0 | 0 | 0  | 0 | 6 |  |
|   |            | International<br>Commercial Law                                 |      |      |      |   |   |    |   |   |  |
| 法学社会<br>学院                                    | 4020072110 | 金融法 B   | 2.0  | 32   | 32   | 0 | 0 | 0  | 0 | 6 |  |
|   |            | Financial Law   |      |      |      |   |   |    |   |   |  |
| 法学社会<br>学院                                    | 4020146110 | 国家赔偿法   | 2.0  | 32   | 32   | 0 | 0 | 0  | 0 | 6 |  |
|   |            | State<br>Compensation Law                                       |      |      |      |   |   |    |   |   |  |
| 法学社会<br>学院                                    | 4020096110 | 世界贸易组织法   | 2    | 32   | 32   | 0 | 0 | 0  | 0 | 6 |  |
|   |            | The Law of the<br>World Trade<br>Organization                   |      |      |      |   |   |    |   |   |  |
| 法学社会<br>学院                                    | 4020058110 | 交通法   | 2    | 32   | 32   | 0 | 0 | 0  | 0 | 4 |  |
|   |            | Legal Practice<br>of<br>Transportation<br>Industry              |      |      |      |   |   |    |   |   |  |
| 法学社会<br>学院                                    | 4020208120 | 汽车行业概况及其<br>法律环境  | 2.0  | 32   | 32   | 0 | 0 | 0  | 0 | 6 |  |
|   |            | Automobile<br>Industry<br>Situation and<br>Legal<br>Environment |      |      |      |   |   |    |   |   |  |
| 法学社会<br>学院                                    | 4020220120 | 行政法各论 A   | 3.0  | 48   | 48   | 0 | 0 | 0  | 0 | 7 |  |
|   |            | Administrative<br>Respective Law                                |      |      |      |   |   |    |   |   |  |
| 法学社会<br>学院                                    | 4020133110 | 证券法   | 2.0  | 32   | 32   | 0 | 0 | 0  | 0 | 7 |  |
|   |            | Securities Acts   |      |      |      |   |   |    |   |   |  |
| 法学社会<br>学院                                    | 4020079110 | 科技法   | 2.0  | 32   | 32   | 0 | 0 | 0  | 0 | 7 |  |
|   |            | Law of Science<br>and Technology                                |      |      |      |   |   |    |   |   |  |
| 法学社会<br>学院                                    | 4020091110 | 破产法   | 2.0  | 32   | 32   | 0 | 0 | 0  | 0 | 7 |  |
|   |            | Bankruptcy Law  |      |      |      |   |   |    |   |   |  |
| 小计 Subtotal                                   |            |   | 68.0 | 1088 | 1064 | 8 | 0 | 16 | 0 |   |  |
| 要求至少选修 17 学分。<br>Minimum subtotal credits:17. |            |   |      |      |      |   |   |    |   |   |  |
| (六) 个性课程<br>6 Personalized Elective Courses   |            |   |      |      |      |   |   |    |   |   |  |



|             |            |                       |      |     |   |   |   |     |   |   |  |
|-------------|------------|-----------------------|------|-----|---|---|---|-----|---|---|--|
|             |            | Practice in Law Major |      |     |   |   |   |     |   |   |  |
| 法学社会学院      | 4020320140 | 毕业实习 C                | 6    | 96  | 0 | 0 | 0 | 96  | 0 | 8 |  |
|             |            | Graduation Practice   |      |     |   |   |   |     |   |   |  |
| 法学社会学院      | 4020169210 | 毕业论文                  | 8.5  | 272 | 0 | 0 | 0 | 272 | 0 | 8 |  |
|             |            | Graduation Thesis     |      |     |   |   |   |     |   |   |  |
| 小计 Subtotal |            |                       | 31.5 | 640 | 0 | 0 | 0 | 640 | 0 |   |  |

#### 四、修读指导

#### IV Recommendations on Course Studies

课外培养方案详见《武汉理工大学第二课堂课外学分实施办法》。《形势与政策》和《心理健康教育》课程为课外必修课程，分别计 2 个课外学分。

Please refer to the cultivation plan of the second class-Implementation Measures for Extracurricular Credits of the Second Class of Wuhan University of Technology. Situation & Policy (2 credits) and Mental Health Education (2 credits) are the required extracurricular courses.

学院教学负责人：何平

专业培养方案负责人：夏倩, 胡神松

# 社会工作 2021 版本本科培养方案

## Undergraduate Education Plan for Specialty in Social Work (2021)

|              |             |                   |                 |
|--------------|-------------|-------------------|-----------------|
| 专业名称         | 社会工作        | 主干学科              | 社会学             |
| Major        | Social Work | Major Disciplines | Sociology       |
| 计划学制         | 四年          | 授予学位              | 法学学士            |
| Duration     | 4 Years     | Degree Granted    | Bachelor of Law |
| 所属大类         | 法学类         | 大类培养年             | 1 年             |
| Disciplinary | Law         | Duration          | 1 year          |

### 最低毕业学分规定

#### Graduation Credit Criteria

| 课程分类<br><i>Course Classification</i><br>课程性质<br><i>Course Nature</i> | 公共基础课程<br>Public Basic Courses | 识教育课程<br>Public Courses | 大类课程<br>Basic Courses in General Discipline | 专业教育课程<br>Specialized Courses | 个性课程<br>Personalized Course | 中性实践教学环节<br>Specialized Practice Schedule | 课外学分<br>Study after Class | 总学分<br>Total Credits |
|--|--------------------------------|-------------------------|---|-------------------------------|-----------------------------|---|---------------------------|----------------------|
| 必修课<br>Required Courses  | 31                             | \                       | 19.5  | 44                            | \                           | 30.5                                      | 10                        | 180.5                |
| 修课<br>Elective Courses   | \                              | 9                       | \   | 20.5                          | 6                           | \   | 10                        |                      |

## 一、培养目标与毕业要求

### I Educational Objectives & Requirement

#### (一) 培养目标

本专业培养具备“以人为本、助人自助、公平正义”的专业价值观，具有扎实的理论基础、熟练的社会工作方法等方面的知识和能力，能在党政机关、企事业单位及社会组织等领域从事社会工作服务与社会福利管理等工作的复合型应用型创新型卓越人才。

(1) 具有正确的世界观、人生观、价值观，具有健康的心理和强健的体魄。(2) 掌握社会工作学学科的基础理论和主要知识，理解社会工作分析和解决社会问题的基本视角。具备社会政策的理论知识，熟悉不同领域的社会政策，并能将社会政策与社会工作服务结合起来。(3) 具备广泛的社会科学基础，理解人的行为如何在各种系统相互作用下产生，具备多元文化能力，理解文化对人的行为、社会工作干预、社会服务管理的影响，尊重人和文化多样性。(4) 掌握社会科学研究方法，能够将理论知识用于阅读和使用社会工作领域学术文献，能够进行社会工作实务研究、干预方法研究、效果评价研究。(5) 具备理解和评估个体、家庭、团体、组织、社群的知识和技能。具备理解社会工作基本



程，具备帮助个体、家庭、团体、组织和社群实现有计划地改变的能力。具备知识和技能  
移能力，能够将社会工作领域的知识和技能移到其他领域。

本专业期待毕业生五年后能达成下列目标：

- (1) 具有正确的世界观、人生观、价值观，具有健康的心理和强健的体。
- (2) 掌握社会工作学学科的基础理论和主要知识，理解社会工作分析和解决社会的基本视角。具备社会政策的理论知识，熟悉不同领域的社会政策，并能将社会政策与社会工作服务结合起来。
- (3) 具备广泛的社会科学基础，理解人的行为如何在各种系统相互作用下产生，具备多元文化能力，理解文化对人的行为、社会工作干、社会服务管理的影响，尊人和文化多样性。
- (4) 掌握社会科学研究方法，能够将一些知识用于读和使用社会工作领域学术研究成果，能够行社会工作实务研究、干方法研究、效果评价研究。
- (5) 具备理解和评估个体、家庭、团体、组织、社群的知识和技能。具备理解社会工作基本程，具备帮助个体、家庭、团体、组织和社群实现有计划地改变的能力。具备知识和技能移能力，能够将社会工作领域的知识和技能移到其他领域。

## **I Education Objectives**

(1)The objective of this major is to train versatile talents who are committed to professional values such as regarding people as the most primary, helping people to help themselves, and equality and justice. Graduates in 20-1this major will possess strong theoretical foundation, skilled methods for social work, can undertake social work services and social welfare management in sectors and fields such as governments and Chinese Communist Party, businesses and public organizations, and the third sectors etc.. (2)Command the knowledge system of social work, and the perspectives of social work on social problems can be nurtured from this knowledge base. Know the basics of social policy, and be familiar with social policies in different fields in which one practices social work. (3)Grasp comprehensive basics of social sciences, organize their knowledge around the key concept of person-in-environment, and especially be able to explicate how behavior results from interaction among all kinds of systems. Social work graduates should be culturally competent, being mindful of how different cultures influence human behavior, the process of

social work intervention, and the system of social services with respect of individual and cultural diversities. (4) Understand the thoughts and methods of social sciences research, developing specific abilities in practice research, intervention research, evaluation research, and reading scholastic literature of social work.. (5) Possess knowledge and skills in understanding and assessing individuals, families, groups, organizations and communities. Be skilled at the processes of generalist social work, and help individuals, families, groups, organizations and communities pursue planned change. Be able to transfer knowledge and skills in social work to other fields.

Students of this program are expected to achieve the following objectives 5 years after graduation:

(1) The objective of this major is to train versatile talents who are committed to professional values such as regarding people as the most primary, helping people to help themselves, and equality and justice. Graduates in 20-1 this major will possess strong theoretical foundation, skilled methods for social work, can undertake social work services and social welfare management in sectors and fields such as governments and Chinese Communist Party, businesses and public organizations, and the third sectors etc..

(2) Command the knowledge system of social work, and the perspectives of social work on social problems can be nurtured from this knowledge base. Know the basics of social policy, and be familiar with social policies in different fields in which one practices social work.

(3) Grasp comprehensive basics of social sciences, organize their knowledge around the key concept of person-in-environment, and especially be able to explicate how behavior results from interaction among all kinds of systems. Social work graduates should be culturally competent, being mindful of how different cultures influence human behavior, the process of social work intervention, and the system of social services with respect of individual and cultural diversities.

(4) Understand the thoughts and methods of social sciences research, developing specific abilities in practice research, intervention research, evaluation research, and reading scholastic literature of social work..

(5) Possess knowledge and skills in understanding and assessing individuals, families, groups, organizations and communities. Be skilled at the processes of generalist social work, and help individuals, families, groups, organizations and communities pursue planned change. Be able to transfer knowledge and skills in social work to other fields.

## 二、毕业要求

- (1) **工程知识:** 掌握社会工作学学科的基础理论和主要知识, 掌握社会工作核心价值观及主要伦理准则
- (2) **分析:** 掌握社会政策分析、社会调查及社会服务开发等方面的方法和技术
- (3) **解决方案:** 具有开发社会服务项目、实施社会服务、运营社会服务机构的基本能力
- (4) **研究:** 熟悉社会管理与社会服务的主要方面、政策和法规
- (5) **工具使用:** 了解社会福利与社会工作的前沿理论和应用前景
- (6) **工程与社会:** 具有一定的科学研究和实践工作能力, 具有一定的批判性思维能力
- (7) **环境和可持续发展:** 掌握社会工作督导、社会工作研究、社会政策倡导等基本能力
- (8) **职业规范:** 能灵活运用个案工作、小组工作、社区工作等多种专业方法为服务对象提供综合性服务
- (9) **个人和团队:**
- (10) **沟通:**
- (11) **项目管理:**
- (12) **终身学习:**

## II Graduation Requirement

- (1) **Engineering knowledge:** Be proficient at main theories and primary knowledge of the social work discipline, and grasp the core values of social work and standards of main ethical principles.
- (2) **Problem analysis:** Be able to use methods and techniques in analysis of social policies, investigation of social problems, and development of social services
- (3) **Design/development solution:** Be able to develop and implement social service programs, and operate social service agencies

- (4) **Research:** Know guidelines, policies and statues on societal management and social services.
- (5) **Usage of modern tools:** Notice advanced theories and their application about social welfare and social work
- (6) **Engineering and society:** Be able to undertake scientific research and realistic work, and possess some abilities in critical thinking
- (7) **Environment and sustainable development:** Demonstrate preliminary capacities in social work supervision, social work research, and advocacy through social policy.
- (8) **Professional standards:** Flexibly use variety of methods, such as case work, group work, community work, to provide comprehensive services to service users.
- (9) **Individual and team:**
- (10) **Communication:**
- (11) **Project management:**
- (12) **Life-long learning:**

表 2 培养目标的矩 关系毕业要求支撑

| 毕业要求    | 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 |        |        |        |        |        |

毕业要求的达成以课程（教学环节）的教学活动为支撑。本专业为合理设置课程体系、落实对毕业要求的支撑课程，对各毕业要求进行了解。每毕业要求（一级指标）被分解为若干层层的指标点（二级指标），前一指标点的达成是下一指标点达成的基础，而下一指标点的达成是前一指标点的升华，所有指标点一起，支撑了该毕业要求的达成。根据上述分解方法，本专业各毕业要求的指标点分解如下表所示。

表 3 毕业要求指标点的分解

| 毕业要求  | 指标点 |
|---|-----|
| 毕业要求 1. 工程知识:掌握社会工作学学科的基础理论和主要知识，掌握社会工作核心价值观及主要伦理准则 | 1.1 |
|   | 1.2 |
|   | 1.3 |
|   | 1.4 |
| 毕业要求 2. 分析:掌握社会政策分析、社会调查及社会服务开发等方面的方法和技术            | 2.1 |
|   | 2.2 |
|   | 2.3 |
|   | 2.4 |
| 毕业要求 3. 解决方案:具有开发社会服务项目、实施社会服务、运营社会服务机构的基本能力        | 3.1 |
|   | 3.2 |
|   | 3.3 |
|   | 3.4 |
| 毕业要求 4. 研究:熟悉社会管理与社会服务的主要方、政策和法规                    | 4.1 |
|   | 4.2 |
|   | 4.3 |
|   | 4.4 |
| 毕业要求 5. 工具使用:了解社会福利与社会工作的前沿理论和应用前景                  | 5.1 |
|   | 5.2 |
|   | 5.3 |
| 毕业要求 6. 工程与社会:具有一定的科学研究和实工作能力，具有一定的批判性思维能力          | 6.1 |
|   | 6.2 |











### III Course Schedule

#### (一) 公共基础必修课程

#### 1 Public Basic Compulsory Courses

| 开课单位<br>Course<br>College | 课程编号<br>Course<br>Number | 课程名称<br>Course Title   | 学分<br>Crs | 学时分<br>Including       |              |           |                      |                      |                      | 建议修读<br>学期<br>Suggested<br>Term | 先修课程<br>Prerequisite<br>Course |
|---------------------------|--------------------------|--|-----------|------------------------|--------------|-----------|----------------------|----------------------|----------------------|---------------------------------|--------------------------------|
|                           |                          |  |           | 总学<br>时<br>Tot<br>hrs. | 理论<br>Theory | 实<br>Exp. | 上机<br>Ope-<br>ratio. | 实践<br>Prac-<br>tice. | 课外<br>Extra-<br>cur. |                                 |                                |
| 克思主<br>义学                 | 4220001210               | 思想 德与法治  | 2.5       | 42                     | 42           | 0         | 0                    | 0                    | 0                    | 2                               |                                |
|                           |                          | Morality and<br>the rule of law  |           |                        |              |           |                      |                      |                      |                                 |                                |
| 克思主<br>义学                 | 4220002180               | 中国 现代史纲要   | 2.5       | 42                     | 42           | 0         | 0                    | 0                    | 0                    | 1                               |                                |
|                           |                          | Outline of<br>Contemporary<br>and Modern<br>Chinese History                                  |           |                        |              |           |                      |                      |                      |                                 |                                |
| 克思主<br>义学                 | 4220005180               | 克思主义基本<br>原理   | 2.5       | 42                     | 42           | 0         | 0                    | 0                    | 0                    | 3                               |                                |
|                           |                          | Marxism<br>Philosophy  |           |                        |              |           |                      |                      |                      |                                 |                                |
| 克思主<br>义学                 | 4220003180               | 毛泽东思想和中<br>国特色社会主义<br>理论体系概论   | 4.5       | 66                     | 66           | 0         | 0                    | 0                    | 0                    | 4                               |                                |
|                           |                          | Introduction to<br>Mao Zedong<br>Thought and<br>Socialism with<br>Chinese<br>Characteristics |           |                        |              |           |                      |                      |                      |                                 |                                |
| 外语学                       | 4030001210               | 大学英语 1   | 2         | 48                     | 32           | 0         | 0                    | 0                    | 16                   | 1                               |                                |
|                           |                          | College English<br>I   |           |                        |              |           |                      |                      |                      |                                 |                                |
| 外语学                       | 4030002210               | 大学英语 2   | 2         | 48                     | 32           | 0         | 0                    | 0                    | 16                   | 2                               |                                |
|                           |                          | College English<br>II  |           |                        |              |           |                      |                      |                      |                                 |                                |
| 外语学                       | 4030003210               | 大学英语 3   | 2         | 48                     | 32           | 0         | 0                    | 0                    | 16                   | 3                               |                                |
|                           |                          | College English<br>III   |           |                        |              |           |                      |                      |                      |                                 |                                |
| 外语学                       | 4030004210               | 大学英语 4   | 2         | 48                     | 32           | 0         | 0                    | 0                    | 16                   | 4                               |                                |
|                           |                          | College English<br>IV  |           |                        |              |           |                      |                      |                      |                                 |                                |
| 体育学                       | 4210001170               | 体育 1   | 1         | 32                     | 32           | 0         | 0                    | 0                    | 0                    | 1                               |                                |
|                           |                          | Physical<br>Education I  |           |                        |              |           |                      |                      |                      |                                 |                                |
| 体育学                       | 4210002170               | 体育 2   | 1         | 32                     | 32           | 0         | 0                    | 0                    | 0                    | 2                               |                                |

|              |            |   |      |     |     |    |   |     |    |   |  |
|--------------|------------|---|------|-----|-----|----|---|-----|----|---|--|
|              |            | Physical Education II   |      |     |     |    |   |     |    |   |  |
| 体育学          | 4210003170 | 体育 3  | 1    | 32  | 32  | 0  | 0 | 0   | 0  | 3 |  |
|              |            | Physical Education III  |      |     |     |    |   |     |    |   |  |
| 体育学          | 4210004170 | 体育 4  | 1    | 32  | 32  | 0  | 0 | 0   | 0  | 4 |  |
|              |            | Physical Education IV   |      |     |     |    |   |     |    |   |  |
| 计算机智能学       | 4120004210 | Python 程序设计基础 B   | 2    | 32  | 32  | 0  | 0 | 0   | 0  | 2 |  |
|              |            | Foundation of Python Programming B  |      |     |     |    |   |     |    |   |  |
| 计算机智能学       | 4120008210 | 计算机基础与 Python 程序设计综合实 B   | 1    | 32  | 0   | 32 | 0 | 0   | 0  | 2 |  |
|              |            | Comprehensive Experiments of Foundation of Computer and PYTHON Language Programming B |      |     |     |    |   |     |    |   |  |
| 学工           | 1050002210 | 军事理论  | 2    | 32  | 32  | 0  | 0 | 0   | 0  | 1 |  |
|              |            | Military Theory   |      |     |     |    |   |     |    |   |  |
| 学工           | 1050001210 | 军事技能训练  | 2    | 136 | 0   | 0  | 0 | 136 | 0  | 1 |  |
|              |            | Military Skills Training  |      |     |     |    |   |     |    |   |  |
| 小 计 Subtotal |            |   | 31.0 | 744 | 512 | 32 | 0 | 136 | 64 |   |  |

(二) 识教育 修课程

2 General Education Elective Courses

|                                     |  |   |
|-------------------------------------|--|---|
| 核心 修<br>Core<br>elective<br>courses | 文明与传统 Civilization and Tradition Courses   | 识课程应修满至少 9 学分。核心 修不少于 2 学分；自主 修课程中，至少在艺术与审美、创新与创业两个域各 修 1 课程。Minimum subtotal credits: 9. Core elective courses $\geq$ 2 credits. Self-selected courses, at least 1 course in art and aesthetics and 1 course in innovation and entrepreneurship. |
|                                     | 社会与发展类 Society and Development Courses   |   |
|                                     | 艺术与人文类 Art and Humanities Courses  |   |
|                                     | 自然与方法类 Nature and methods Courses  |   |
| 自主 修<br>Core<br>elective<br>courses | 数学与自然科学, 哲学与心理学, 法学与社会科学, 经济与管理, 历史与文化, 语言与文学, 艺术与审美, 创新与创业<br>Mathematics and Natural Sciences, Philosophy and Psychology, Science and Social Sciences, Economics and Management, History and Culture, Language and Literature, Art and Aesthetics, Innovation and Entrepreneurship |   |





|       |            |                                  |     |    |    |   |   |   |   |   |  |
|-------|------------|----------------------------------|-----|----|----|---|---|---|---|---|--|
| 法学社会学 | 4020103210 | 社会统计分析方法应用 (STATA) B             | 3   | 48 | 48 | 0 | 0 | 0 | 0 | 5 |  |
|       |            | Social Application of Stata      |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020104210 | 社会学理论                            | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 3 |  |
|       |            | The Social Theory                |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020105210 | 社会目评估与管理                         | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 5 |  |
|       |            | Social Assessment and Management |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020106210 | 农村社会学                            | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 5 |  |
|       |            | Rural Sociology                  |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020107210 | 民法学                              | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 6 |  |
|       |            | Civil Law                        |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020108210 | 社会组织理论与实务                        | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 5 |  |
|       |            | Social Organization Management   |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020109210 | 残 社会工作                           | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 5 |  |
|       |            | Social Work for the Disabled     |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020110210 | 社会                               | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 5 |  |
|       |            | Social Problems 1                |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020111210 | 犯罪社会学                            | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 5 |  |
|       |            | Criminological Sociology         |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020112210 | 少年社会工作                           | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 5 |  |
|       |            | Adolescent Social Work           |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020113210 | 人口社会学                            | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 6 |  |
|       |            | Population Sociology             |     |    |    |   |   |   |   |   |  |
| 法学社会学 | 4020114210 | 社会工作实务                           | 2.5 | 40 | 40 | 0 | 0 | 0 | 0 | 6 |  |

|                                 |            |                                     |      |     |     |   |   |   |   |   |  |
|---------------------------------|------------|-------------------------------------|------|-----|-----|---|---|---|---|---|--|
|                                 |            | Social Work Practice                |      |     |     |   |   |   |   |   |  |
| 法学社会学                           | 4020115210 | 法律社会学                               | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 6 |  |
|                                 |            | Sociology of Law                    |      |     |     |   |   |   |   |   |  |
| 法学社会学                           | 4020116210 | 政治社会学                               | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 7 |  |
|                                 |            | Political Sociology                 |      |     |     |   |   |   |   |   |  |
| 法学社会学                           | 4020117210 | 家庭治疗                                | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 6 |  |
|                                 |            | Family Therapy                      |      |     |     |   |   |   |   |   |  |
| 法学社会学                           | 4020118210 | 学术研究与论文写作                           | 2    | 32  | 32  | 0 | 0 | 0 | 0 | 7 |  |
|                                 |            | Academic Research and Essay Writing |      |     |     |   |   |   |   |   |  |
| 法学社会学                           | 4020119210 | 多媒体制作技术                             | 2    | 32  | 32  | 0 | 0 | 0 | 0 | 7 |  |
|                                 |            | Technique of Multimedia Making      |      |     |     |   |   |   |   |   |  |
| 法学社会学                           | 4020120210 | 心理健康社会工作                            | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 6 |  |
|                                 |            | Mental Health Social Work           |      |     |     |   |   |   |   |   |  |
| 法学社会学                           | 4020280190 | 应用写作 A                              | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 3 |  |
|                                 |            | Practical Writing                   |      |     |     |   |   |   |   |   |  |
| 管理学                             | 4170058210 | 人力资源管理 C                            | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 7 |  |
|                                 |            | Management of Human Resources A     |      |     |     |   |   |   |   |   |  |
| 经济学                             | 4010098111 | 西方经济学 C                             | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 7 |  |
|                                 |            | Principles of Economics             |      |     |     |   |   |   |   |   |  |
| 法学社会学                           | 4020121210 | 社会工作伦理                              | 2.5  | 40  | 40  | 0 | 0 | 0 | 0 | 6 |  |
|                                 |            | Social Work Ethics                  |      |     |     |   |   |   |   |   |  |
| 小计 Subtotal                     |            |                                     | 57.0 | 912 | 912 | 0 | 0 | 0 | 0 |   |  |
| 要求至少 修 20.5 学分。                 |            |                                     |      |     |     |   |   |   |   |   |  |
| Minimum subtotal credits:20.5.  |            |                                     |      |     |     |   |   |   |   |   |  |
| (六) 个性课程                        |            |                                     |      |     |     |   |   |   |   |   |  |
| 6 Personalized Elective Courses |            |                                     |      |     |     |   |   |   |   |   |  |
| 法学社会学                           | 4020002200 | 志愿服务理论与实践                           | 2    | 32  | 32  | 0 | 0 | 0 | 0 | 5 |  |

|   |            |  |      |     |    |   |   |     |   |   |  |
|---|------------|--|------|-----|----|---|---|-----|---|---|--|
|   |            | Theory and Practice of Voluntary Service |      |     |    |   |   |     |   |   |  |
| 法学社会学   | 4020337170 | 质的研究方法 C                                 | 2    | 32  | 32 | 0 | 0 | 0   | 0 | 4 |  |
|   |            | Qualitative Research                     |      |     |    |   |   |     |   |   |  |
| 法学社会学   | 4020229130 | 视社会的艺术                                   | 2    | 32  | 32 | 0 | 0 | 0   | 0 | 5 |  |
|   |            | Art of Prective on Society               |      |     |    |   |   |     |   |   |  |
| 小计 Subtotal   |            |  | 6.0  | 96  | 96 | 0 | 0 | 0   | 0 |   |  |
| <p>学生从以上个性课程和学校发布的其它个性课程目录中 课，要求至少 修 6 学分。<br/> Sudents can select courses from above and the other personalized courses in catalog, and are required to obtain at least 6 credits.</p> |            |  |      |     |    |   |   |     |   |   |  |
| (七) 专业教育 中性实践教育环节   |            |  |      |     |    |   |   |     |   |   |  |
| 7 Specialized Practice Schedule   |            |  |      |     |    |   |   |     |   |   |  |
| 法学社会学   | 4020181210 | 认知与社会调查                                  | 2    | 32  | 0  | 0 | 0 | 32  | 0 | 4 |  |
|   |            | Social Investigation and Practice        |      |     |    |   |   |     |   |   |  |
| 法学社会学   | 4020167210 | 目设计与创业实习                                 | 5    | 80  | 0  | 0 | 0 | 80  | 0 | 5 |  |
|   |            | Project Design Practice                  |      |     |    |   |   |     |   |   |  |
| 法学社会学   | 4020168210 | 社会工作专业实习                                 | 9    | 144 | 0  | 0 | 0 | 144 | 0 | 6 |  |
|   |            | Practice of Social Work Institutions     |      |     |    |   |   |     |   |   |  |
| 法学社会学   | 4020229120 | 毕业实习 B                                   | 6.0  | 96  | 0  | 0 | 0 | 96  | 0 | 8 |  |
|   |            | Graduation Practice                      |      |     |    |   |   |     |   |   |  |
| 法学社会学   | 4020171210 | 毕业论文                                     | 8.5  | 272 | 0  | 0 | 0 | 272 | 0 | 8 |  |
|   |            | Graduation Thesis                        |      |     |    |   |   |     |   |   |  |
| 小计 Subtotal   |            |  | 30.5 | 624 | 0  | 0 | 0 | 624 | 0 |   |  |

#### 四、 修读指导

#### IV Recommendations on Course Studies

课外培养方案详见《武汉理工大学第二课堂课外学分实施办法》。《形势与政策》和《心理健康教育》课程为课外必修课程，分别计 2 个课外学分。

Please refer to the cultivation plan of the second class-Implementation



Measures for Extracurricular Credits of the Second Class of Wuhan University of Technology. Situation & Policy (2 credits) and Mental Health Education (2 credits) are the required extracurricular courses.

学 教学负责人：何平

专业培养方案负责人：卜清平, 张晓筱

# 新闻传播学类 2021 版本科培养方案

## Undergraduate Education Plan for Specialty in Journalism and Communication (2021)

专业名称 新闻传播学类  
Major Journalism and Communication

计划学制 一年  
Duration 1 Year

### 最低毕业学分规定 Graduation Credit Criteria

| 课程分类<br>Course Classification<br>课程性质<br>Course Nature | 公共基础课程<br>Public Basic Courses | 通识教育课程<br>Public Courses | 大类课程<br>Basic Courses in General Discipline | 专业教育课程<br>Specialized Courses | 个性课程<br>Personalized Course | 集中性实践教学环节<br>Specialized Practice Schedule | 课外学分<br>Study Credit after Class | 总学分<br>Total Credits |
|--|--------------------------------|--------------------------|---|-------------------------------|-----------------------------|--|----------------------------------|----------------------|
| 必修课<br>Required Courses                                | 18                             | \                        | 22  | \                             | \                           | \  | \                                | 40.0                 |
| 选修课<br>Elective Courses                                | \                              | \                        | \   | \                             | \                           | \  | \                                |                      |

### 一、教学建议进程表

#### I Course Schedule

| (一) 公共基础必修课程<br>I Public Basic Compulsory Courses |                       |  |           |                   |              |            |                      |                      |                      |                          |                             |
|---|-----------------------|--|-----------|-------------------|--------------|------------|----------------------|----------------------|----------------------|--------------------------|-----------------------------|
| 开课单位<br>Course College                            | 课程编号<br>Course Number | 课程名称<br>Course Title                               | 学分<br>Crs | 学时分配<br>Including |              |            |                      |                      |                      | 建议修读学期<br>Suggested Term | 先修课程<br>Prerequisite Course |
|   |                       |  |           | 总学时<br>Tot hrs.   | 理论<br>Theory | 实验<br>Exp. | 上机<br>Ope-<br>ratio. | 实践<br>Prac-<br>tice. | 课外<br>Extra-<br>cur. |                          |                             |
| 马克思主义学院   | 4220001210            | 思想道德与法治  | 2.5       | 42                | 42           | 0          | 0                    | 0                    | 0                    | 1                        |                             |
|   |                       | Morality and the rule of law                       |           |                   |              |            |                      |                      |                      |                          |                             |
| 马克思主义学院   | 4220002180            | 中国近现代史纲要   | 2.5       | 42                | 42           | 0          | 0                    | 0                    | 0                    | 1                        |                             |
|   |                       | Outline of Contemporary and Modern Chinese History |           |                   |              |            |                      |                      |                      |                          |                             |
| 外语学院  | 4030001210            | 大学英语 1   | 2         | 48                | 32           | 0          | 0                    | 0                    | 16                   | 1                        |                             |
|   |                       | College English I                                  |           |                   |              |            |                      |                      |                      |                          |                             |
| 外语学院  | 4030002210            | 大学英语 2   | 2         | 48                | 32           | 0          | 0                    | 0                    | 16                   | 2                        |                             |

|                                      |  |   |   |     |     |    |   |     |    |   |  |
|--------------------------------------|--|---|---|-----|-----|----|---|-----|----|---|--|
|                                      |  | College English II  |   |     |     |    |   |     |    |   |  |
| 体育学院                                 | 4210001170   | 体育 1  | 1   | 32  | 32  | 0  | 0 | 0   | 0  | 1 |  |
|                                      |  | Physical Education I  |   |     |     |    |   |     |    |   |  |
| 体育学院                                 | 4210002170   | 体育 2  | 1   | 32  | 32  | 0  | 0 | 0   | 0  | 2 |  |
|                                      |  | Physical Education II   |   |     |     |    |   |     |    |   |  |
| 学工部                                  | 1050001210   | 军事技能训练  | 2   | 136 | 0   | 0  | 0 | 136 | 0  | 1 |  |
|                                      |  | Military Skills Training  |   |     |     |    |   |     |    |   |  |
| 学工部                                  | 1050002210   | 军事理论  | 2   | 32  | 32  | 0  | 0 | 0   | 0  | 2 |  |
|                                      |  | Military Theory   |   |     |     |    |   |     |    |   |  |
| 计算机智能学院                              | 4120004210   | Python 程序设计基础 B   | 2   | 32  | 32  | 0  | 0 | 0   | 0  | 1 |  |
|                                      |  | Foundation of Python Programming B  |   |     |     |    |   |     |    |   |  |
| 计算机智能学院                              | 4120008210   | 计算机基础与 Python 程序设计综合实验 B  | 1   | 32  | 0   | 32 | 0 | 0   | 0  | 2 |  |
|                                      |  | Comprehensive Experiments of Foundation of Computer and PYTHON Language Programming B |   |     |     |    |   |     |    |   |  |
| 小计 Subtotal                          |  |   | 18.0  | 476 | 276 | 32 | 0 | 136 | 32 |   |  |
| (二) 通识教育选修课程                         |  |   |   |     |     |    |   |     |    |   |  |
| 2 General Education Elective Courses |  |   |   |     |     |    |   |     |    |   |  |
| 核心选修<br>Core<br>elective<br>courses  | 文明与传统 Civilization and Tradition Courses   |   | 通识课程应修满至少 9 学分。核心选修不少于 2 学分；自主选修课程中，至少在艺术与审美、创新与创业两个领域各选修 1 门课程。 Minimum subtotal credits: 9. Core elective courses $\geq$ 2 credits. Self-selected courses, at least 1 course in art and aesthetics and 1 course in innovation and entrepreneurship. |     |     |    |   |     |    |   |  |
|                                      | 社会与发展类 Society and Development Courses   |   |   |     |     |    |   |     |    |   |  |
|                                      | 艺术与人文类 Art and Humanities Courses  |   |   |     |     |    |   |     |    |   |  |
| 自主选修<br>Core<br>elective<br>courses  | 自然与方法类 Nature and methods Courses  |   |   |     |     |    |   |     |    |   |  |
|                                      | 数学与自然科学, 哲学与心理学, 法学与社会科学, 经济与管理, 历史与文化, 语言与文学, 艺术与审美, 创新与创业<br>Mathematics and Natural Sciences, Philosophy and Psychology, Science and Social Sciences, Economics and Management, History and |   |   |     |     |    |   |     |    |   |  |

|                                     |   |                                       |      |     |     |   |   |   |   |   |  |  |
|-------------------------------------|---|---------------------------------------|------|-----|-----|---|---|---|---|---|--|--|
|                                     | Culture, Language and Literature, Art and Aesthetics, Innovation and Entrepreneurship |                                       |      |     |     |   |   |   |   |   |  |  |
| (三) 大类必修课程                          |   |                                       |      |     |     |   |   |   |   |   |  |  |
| 3 Basic Discipline Required Courses |   |                                       |      |     |     |   |   |   |   |   |  |  |
| 法学社会学院                              | 4020236190  | 专业导论                                  | 1    | 16  | 16  | 0 | 0 | 0 | 0 | 1 |  |  |
|                                     |   | Introduction to Specialty             |      |     |     |   |   |   |   |   |  |  |
| 法学社会学院                              | 4020119110  | 新闻学理论与实务 A                            | 4    | 64  | 64  | 0 | 0 | 0 | 0 | 1 |  |  |
|                                     |   | Journalism Theory And Practice        |      |     |     |   |   |   |   |   |  |  |
| 法学社会学院                              | 4020001210  | 现代汉语 1                                | 2    | 32  | 32  | 0 | 0 | 0 | 0 | 1 |  |  |
|                                     |   | Modern Chinese 1                      |      |     |     |   |   |   |   |   |  |  |
| 法学社会学院                              | 4020002210  | 中国现代文学                                | 2    | 32  | 32  | 0 | 0 | 0 | 0 | 1 |  |  |
|                                     |   | Modern Chinese Literature             |      |     |     |   |   |   |   |   |  |  |
| 法学社会学院                              | 4020189120  | 广告学概论 A                               | 3.0  | 48  | 48  | 0 | 0 | 0 | 0 | 2 |  |  |
|                                     |   | Introduction to Advertising           |      |     |     |   |   |   |   |   |  |  |
| 法学社会学院                              | 4020005210  | 网络与新媒体概论                              | 3    | 48  | 48  | 0 | 0 | 0 | 0 | 2 |  |  |
|                                     |   | Introduction to Network and New Media |      |     |     |   |   |   |   |   |  |  |
| 法学社会学院                              | 4020004210  | 数字出版概论                                | 3    | 48  | 48  | 0 | 0 | 0 | 0 | 2 |  |  |
|                                     |   | Introduction to Digital Publishing    |      |     |     |   |   |   |   |   |  |  |
| 法学社会学院                              | 4020019210  | 现代汉语 2                                | 2    | 32  | 32  | 0 | 0 | 0 | 0 | 2 |  |  |
|                                     |   | Modern Chinese 2                      |      |     |     |   |   |   |   |   |  |  |
| 法学社会学院                              | 4020015210  | 中国文学经典导读                              | 2    | 32  | 32  | 0 | 0 | 0 | 0 | 2 |  |  |
|                                     |   | Guide to Classical Chinese Literature |      |     |     |   |   |   |   |   |  |  |
| 小计 Subtotal                         |   |                                       | 22.0 | 352 | 352 | 0 | 0 | 0 | 0 |   |  |  |

|  |
|--|
| (四) 专业必修课程<br>4 Specialized Required Courses         |
| (五) 专业选修课程<br>5 Specialized Elective Courses         |
| (六) 个性课程<br>6 Personalized Elective Courses          |
| (七) 专业教育集中性实践教学环节<br>7 Specialized Practice Schedule |

# 广告学 2021 版本科培养方案

## Undergraduate Education Plan for Specialty in Advertising (2021)

|                      |   |                           |                                       |
|----------------------|---|---------------------------|---------------------------------------|
| 专业名称<br>Major        | 广告学<br><b>Advertising</b>                     | 主干学科<br>Major Disciplines | 新闻传播学<br>Journalism and Communication |
| 计划学制<br>Duration     | 四年<br><b>4 Years</b>                          | 授予学位<br>Degree Granted    | 文学学士<br>Bachelor of Literature        |
| 所属大类<br>Disciplinary | 新闻传播学类<br><b>Journalism and Communication</b> | 大类培养年限<br>Duration        | 1年<br><b>1 year</b>                   |

### 最低毕业学分规定

#### Graduation Credit Criteria

| 课程分类<br><i>Course Classification</i><br>课程性质<br><i>Course Nature</i> | 公共基础课程<br>Public Basic Courses | 通识教育课程<br>Public Courses | 大类课程<br>Basic Courses in General Discipline | 专业教育课程<br>Specialized Courses | 个性课程<br>Personalized Course | 集中性实践教学环节<br>Specialized Practice Schedule | 课外学分<br>Study after Class | 总学分<br>Total Credits |
|--|--------------------------------|--------------------------|---|-------------------------------|-----------------------------|--|---------------------------|----------------------|
| 必修课<br>Required Courses  | 31                             | \                        | 22  | 44.5                          | \                           | 24.5                                       | 10                        | 180.0                |
| 选修课<br>Elective Courses  | \                              | 9                        | \   | 23                            | 6                           | \  | 10                        |                      |

## 一、培养目标与毕业要求

### I Educational Objectives & Requirement

#### (一) 培养目标

本专业培养适应社会主义现代化建设需要的德、智、体、美、劳全面发展的，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、网络新媒体平台从事广告产品策划与创意、设计与制作、经营与管理等方面工作的适应能力强、实干精神强、创新意识强，具有卓越追求、卓越能力的广告人才。具体包括以下 5 个方面：（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。（2）具有从事广告产品设计和技术服务等工作所需的专业知识和其它领域知识，并能将其运用于实际中解决问题。（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。（4）精通策划、设计、制作广告的工具和软硬件技术。（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。

本专业期待毕业生五年后能达成下列目标：

(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，具有质量意识、环境意识和安全意识。

(2) 具有从事广告产品设计和技术服务等工作所需的专业知识和其它领域知识，并能将其运用于实际中解决问题。

(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。

(4) 精通策划、设计、制作广告的工具和硬件技术。

(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。

## **I Education Objectives**

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) 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) With the science knowledge needed to engaged in advertising design and technical service work, and using them to solve problems. (3) Have the capacity of planning, design, production, distributing advertising. (4) Proficient in advertising production tools and software and hardware technology. (5) With good oral and written expression and communication skills, team consciousness and spirit, the ability of lifelong study

Students of this program are expected to achieve the following objectives 5 years after graduation:

(1) 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) With the science knowledge needed to engaged in advertising design and technical service work, and using them to solve problems.

(3) Have the capacity of planning, design, production, distributing advertising.

(4) Proficient in advertising production tools and software and hardware technology.

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

## 二、 毕业要求

(1) **工程知识**: 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。

(2) **问题分析**: 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。

(3) **解决方案**: 熟悉有关广告平台的政策法规, 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。

(4) **研究**: 掌握广告系统经营与管理的基本理论与基础, 熟悉广告系统活动的整体运作, 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平台公司的基本能力。

(5) **工具使用**: 掌握受众分析基础理论知识, 能够进行受众分析。

(6) **工程与社会**: 对广告学具备整体上的认识, 理解广告系统的主要特征、广告平台运营模式、广告产品制作基本原则。

(7) **环境和可持续发展**: 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。

(8) **职业规范**: 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。

(9) **个人和团队**: 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。

(10) **沟通**: 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。

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



(12) **终身学习**: 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。

## II Graduation Requirement

(1) **Engineering knowledge**: Master the mathematics, natural science and management knowledge.

(2) **Problem analysis**: Master the basic theoretical knowledge of advertising, understand the development process of advertising and the theory of advertising.

(3) **Design/development solution**: Familiar with the advertising policies and regulations, know how to legally work in advertising, understand the current situation and development trend of global advertising

(4) **Research**: 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) **Usage of modern tools**: Master the basic theory of audience analysis, and can analyze audience.

(6) **Engineering and society**: Understanding the characteristics of advertising, advertising proxy company's operating mode, advertising production and basic principles

(7) **Environment and sustainable development**: Master the general steps and principles of advertising planning, can finish an excellent advertisement plan using marketing knowledge independently

(8) **Professional standards**: 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) **Individual and team**: Understanding the development trends and frontier of advertising, the latest tools of advertising, and the developing direction of the subject.

(10) **Communication:** Having the good thought quality, physical quality, psychological quality, culture, morality and social responsibility and other humanistic literacy.

(11) **Project management:** Understanding the global issues and the social issues, considering the economic, legal, environmental, safety and ethical constraints in advertising design.

(12) **Life-long learning:** Having the ability of logical and dialectical thinking, with scientific thinking method of critical consciousness and pragmatic, innovative consciousness, the method of innovation.

表 2 培养目标的矩阵关系毕业要求支撑

| 毕业要求    | 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 |        |        | √      |        |        |

毕业要求的达成需以课程（教学环节）的教学活动为支撑。本专业为合理设置课程体系、落实对毕业要求的支撑课程，对各项毕业要求进行了解。每项毕业要求（一级指标）被分解为若干层层递进的指标点（二级指标），前一指标点的达成是下一指标点达成的基础，而下一指标点的达成是前一指标点的升华，所有指标点一起，支撑了该毕业要求的达成。根据上述分解方法，本专业各项毕业要求的指标点分解如下表所示。

表 3 毕业要求指标点的分解

| 毕业要求 | 指标点 |
|------|-----|
|------|-----|

|  |     |
|--|-----|
| <p>毕业要求 1. 工程知识: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。</p>  | 1.1 |
|  | 1.2 |
|  | 1.3 |
|  | 1.4 |
| <p>毕业要求 2. 问题分析: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。</p>                                 | 2.1 |
|  | 2.2 |
|  | 2.3 |
|  | 2.4 |
| <p>毕业要求 3. 解决方案:熟悉有关广告平台的政策法规,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。</p>                 | 3.1 |
|  | 3.2 |
|  | 3.3 |
|  | 3.4 |
| <p>毕业要求 4. 研究:掌握广告系统经营与管理的基本理论与基础,熟悉广告系统活动的整体运作,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平台公司的基本能力。</p> | 4.1 |
|  | 4.2 |
|  | 4.3 |
|  | 4.4 |
| <p>毕业要求 5. 工具使用:掌握受众分析基础理论知识,能够进行受众分析。</p>   | 5.1 |
|  | 5.2 |
|  | 5.3 |
| <p>毕业要求 6. 工程与社会:对广告学具备整体上的认识,理解广告系统的主要特征、广告平台运营模式、广告产品制作基本原则。</p>                             | 6.1 |
|  | 6.2 |
| <p>毕业要求 7. 环境和可持续发展: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。</p>                            | 7.1 |
|  | 7.2 |
| <p>毕业要求 8. 职业规范:具有公共关系的基本知识和能力,熟悉媒介购买、媒介排期</p>   | 8.1 |
|  | 8.2 |

|   |      |
|---|------|
| 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。                           | 8.3  |
| 毕业要求 9. 个人和团队: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。               | 9.1  |
|   | 9.2  |
|   | 9.3  |
| 毕业要求 10. 沟通: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。              | 10.1 |
|   | 10.2 |
|   | 10.3 |
| 毕业要求 11. 项目管理:学生了解当代全球问题和社会问题，在广告产品设计中综合考虑经济、环境、法律、安全和伦理等制约因素。      | 11.1 |
|   | 11.2 |
|   | 11.3 |
| 毕业要求 12. 终身学习: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。 | 12.1 |
|   | 12.2 |

## 二、专业核心课程与专业特色课程

### II Core Course and Characteristic Courses

#### (一) 专业核心课程

广告美术基础 B, 广告心理学, 广告文案, 视觉策略与设计, 广告策划与创意

AD Arts Foundation, AD Psychology, AD Writing, Visual Strategy and Design, AD Planning and Creation

#### (二) 专业特色课程

数字广告图形技术, 创新营销 B, 媒介公关 B, 受众分析, 新媒体与跨文化传播

Advertising Digital Graphics Technology, Marketing Innovation, Public Relations for Media, Audience Analysis, New Media and Cross-cultural Communication

附：毕业要求实现矩阵















|                                |            |   |      |     |     |    |   |    |   |   |  |
|--------------------------------|------------|---|------|-----|-----|----|---|----|---|---|--|
| 法学社会<br>学院                     | 4020004210 | 数字出版概论  | 3    | 48  | 48  | 0  | 0 | 0  | 0 | 2 |  |
|                                |            | Introduction to<br>Digital<br>Publishing                  |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院                     | 4020019210 | 现代汉语 2  | 2    | 32  | 32  | 0  | 0 | 0  | 0 | 2 |  |
|                                |            | Modern Chinese 2  |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院                     | 4020015210 | 中国文学经典导读  | 2    | 32  | 32  | 0  | 0 | 0  | 0 | 2 |  |
|                                |            | Guide to<br>Classical<br>Chinese<br>Literature            |      |     |     |    |   |    |   |   |  |
| 小计 Subtotal                    |            |   | 22.0 | 352 | 352 | 0  | 0 | 0  | 0 |   |  |
| (四) 专业必修课程                     |            |   |      |     |     |    |   |    |   |   |  |
| 4 Specialized Required Courses |            |   |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院                     | 4020237130 | 传播学概论 B   | 3.5  | 56  | 56  | 0  | 0 | 0  | 0 | 3 |  |
|                                |            | Communication<br>Theory                                   |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院                     | 4020175120 | 基础写作  | 3    | 48  | 48  | 0  | 0 | 0  | 0 | 3 |  |
|                                |            | Fundamental<br>Course of<br>Writing                       |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院                     | 4020056210 | 新闻传播学研究方法   | 3    | 48  | 24  | 0  | 0 | 24 | 0 | 3 |  |
|                                |            | Research Methods<br>of Journalism<br>and<br>Communication |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院                     | 4021823210 | 数字广告图形技术  | 3    | 96  | 0   | 96 | 0 | 0  | 0 | 3 |  |
|                                |            | Advertising<br>Digital Graphics<br>Technology             |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院                     | 4020395170 | 广告美术基础 B  | 3    | 48  | 48  | 0  | 0 | 0  | 0 | 4 |  |
|                                |            | AD Arts<br>Foundation                                     |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院                     | 4020039110 | 广告心理学   | 3    | 48  | 48  | 0  | 0 | 0  | 0 | 4 |  |
|                                |            | AD Psychology   |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院                     | 4020038111 | 广告文案  | 3.0  | 48  | 48  | 0  | 0 | 0  | 0 | 4 |  |
|                                |            | AD Writing  |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院                     | 4020182120 | 创新营销 B  | 3.0  | 48  | 40  | 0  | 0 | 8  | 0 | 4 |  |

|                                |            |   |      |     |     |     |    |    |   |   |  |
|--------------------------------|------------|---|------|-----|-----|-----|----|----|---|---|--|
|                                |            | Marketing Innovation                      |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020264130 | 媒介公关 B                                    | 3    | 48  | 48  | 0   | 0  | 0  | 0 | 5 |  |
|                                |            | Public Relations for Media                |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020396170 | 视觉策略与设计                                   | 3    | 48  | 16  | 0   | 0  | 32 | 0 | 5 |  |
|                                |            | Visual Strategy and Design                |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020397170 | 广告策划与创意                                   | 3    | 48  | 32  | 0   | 0  | 16 | 0 | 5 |  |
|                                |            | AD Planning and Creation                  |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020438170 | 网络广告 A                                    | 3    | 48  | 32  | 0   | 16 | 0  | 0 | 6 |  |
|                                |            | Online AD                                 |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020066210 | 媒介融合                                      | 3    | 48  | 48  | 0   | 0  | 0  | 0 | 6 |  |
|                                |            | Media Convergence                         |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020067210 | 国际传播                                      | 2    | 32  | 32  | 0   | 0  | 0  | 0 | 6 |  |
|                                |            | International Communication               |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020398170 | 视听广告创意与表现                                 | 3    | 48  | 32  | 16  | 0  | 0  | 0 | 5 |  |
|                                |            | AD Design and Manufacture of Audio-visual |      |     |     |     |    |    |   |   |  |
| 小计 Subtotal                    |            |   | 44.5 | 760 | 552 | 112 | 16 | 80 | 0 |   |  |
| (五) 专业选修课程                     |            |   |      |     |     |     |    |    |   |   |  |
| 5 Specialized Elective Courses |            |   |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020008210 | 外国文学                                      | 3    | 48  | 48  | 0   | 0  | 0  | 0 | 3 |  |
|                                |            | Foreign literature                        |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020403170 | 网页设计与制作                                   | 3    | 48  | 24  | 0   | 24 | 0  | 0 | 3 |  |
|                                |            | Materials and Technology of New Energy    |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020402170 | 用户界面设计 A                                  | 3    | 48  | 24  | 0   | 0  | 24 | 0 | 3 |  |
|                                |            | User Interface Design                     |      |     |     |     |    |    |   |   |  |
| 法学社会学院                         | 4020124210 | 媒介伦理与批评                                   | 3    | 48  | 48  | 0   | 0  | 0  | 0 | 4 |  |



|             |            |  |      |     |     |   |    |    |    |   |  |
|-------------|------------|--|------|-----|-----|---|----|----|----|---|--|
| 法学社会<br>学院  | 4020131210 | 新媒体与跨文化传播  | 2    | 32  | 32  | 0 | 0  | 0  | 0  | 6 |  |
|             |            | New Media and<br>Cross-cultural<br>Communication |      |     |     |   |    |    |    |   |  |
| 法学社会<br>学院  | 4020123210 | 广告摄影   | 3    | 48  | 16  | 0 | 0  | 32 | 0  | 3 |  |
|             |            | Advertising<br>Photography                       |      |     |     |   |    |    |    |   |  |
| 小计 Subtotal |            |  | 46.0 | 736 | 576 | 0 | 56 | 80 | 24 |   |  |

要求至少选修 23 学分，每学期限制选 2 门选修课。  
Minimum subtotal credits:23.

(六) 个性课程  
6 Personalized Elective Courses

|             |            |  |      |     |     |    |   |    |   |   |  |
|-------------|------------|--|------|-----|-----|----|---|----|---|---|--|
| 法学社会<br>学院  | 4020161210 | 媒介素养   | 2    | 32  | 16  | 0  | 0 | 16 | 0 | 5 |  |
|             |            | Media Literacy                               |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院  | 4020408170 | 社会科学研究方法                                     | 2    | 32  | 16  | 0  | 0 | 16 | 0 | 5 |  |
|             |            | Social Science<br>Research Methods           |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院  | 4020162210 | 新媒体写作  | 2    | 32  | 32  | 0  | 0 | 0  | 0 | 5 |  |
|             |            | New Media<br>Writing                         |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院  | 4020163210 | 数据可视化  | 2    | 32  | 16  | 16 | 0 | 0  | 0 | 6 |  |
|             |            | Data<br>Visualization                        |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院  | 4020409170 | 数据新闻   | 2    | 32  | 16  | 0  | 0 | 16 | 0 | 6 |  |
|             |            | Data News                                    |      |     |     |    |   |    |   |   |  |
| 法学社会<br>学院  | 4020164210 | 马列新闻原著选读                                     | 2    | 32  | 32  | 0  | 0 | 0  | 0 | 6 |  |
|             |            | Marxism-Leninism<br>Original book<br>Reading |      |     |     |    |   |    |   |   |  |
| 小计 Subtotal |            |  | 12.0 | 192 | 128 | 16 | 0 | 48 | 0 |   |  |

学生从以上个性课程和学校发布的其它个性课程目录中选课，要求至少选修 6 学分。  
Students can select courses from above and the other personalized courses in catalog, and are required to obtain at least 6 credits.

(七) 专业教育集中性实践教育环节  
7 Specialized Practice Schedule

|            |            |                        |     |     |   |   |   |     |   |   |  |
|------------|------------|------------------------|-----|-----|---|---|---|-----|---|---|--|
| 法学社会<br>学院 | 4020176210 | 毕业实习                   | 15  | 240 | 0 | 0 | 0 | 240 | 0 | 7 |  |
|            |            | Graduation<br>Practice |     |     |   |   |   |     |   |   |  |
| 法学社会<br>学院 | 4020172210 | 毕业论文                   | 8.5 | 272 | 0 | 0 | 0 | 272 | 0 | 8 |  |

|              |            |  |      |     |   |   |   |     |   |   |  |
|--------------|------------|--|------|-----|---|---|---|-----|---|---|--|
|              |            | Graduation Thesis  |      |     |   |   |   |     |   |   |  |
| 法学社会<br>学院   | 4020412170 | 广告学创新创业实<br>践  | 1    | 16  | 0 | 0 | 0 | 16  | 0 | 7 |  |
|              |            | Innovation and<br>Entrepreneurship<br>Practice in<br>Advertising |      |     |   |   |   |     |   |   |  |
| 小 计 Subtotal |            |  | 24.5 | 528 | 0 | 0 | 0 | 528 | 0 |   |  |

#### 四、 修读指导

#### IV Recommendations on Course Studies

课外培养方案详见《武汉理工大学第二课堂课外学分实施办法》。《形势与政策》和《心理健康教育》课程为课外必修课程，分别计 2 个课外学分。

Please refer to the cultivation plan of the second class-Implementation Measures for Extracurricular Credits of the Second Class of Wuhan University of Technology. Situation & Policy (2 credits) and Mental Health Education (2 credits) are the required extracurricular courses.

(1)建议本专业学生可以高选，即修读高于 180 学分的课程。(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。(1) We recommend the students may select more than 179.5 credits. (2) 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.

学院教学负责人：何平

专业培养方案负责人：张弛

# 网络与新媒体 2021 版本科培养方案

## Undergraduate Education Plan for Specialty in Network and New Media (2021)

|                      |   |                           |  |
|----------------------|---|---------------------------|--|
| 专业名称<br>Major        | 网络与新媒体<br><b>Network and<br/>New Media</b>        | 主干学科<br>Major Disciplines | 新闻传播学<br>Journalism and<br>Communication |
| 计划学制<br>Duration     | 四年<br><b>4 Years</b>                              | 授予学位<br>Degree Granted    | 文学学士<br>Bachelor of Literature           |
| 所属大类<br>Disciplinary | 新闻传播学类<br><b>Journalism and<br/>Communication</b> | 大类培养年限<br>Duration        | 1年<br><b>1 year</b>                      |

### 最低毕业学分规定

#### Graduation Credit Criteria

| 课程分类<br><i>Course<br/>Classification</i><br>课程性质<br><i>Course Nature</i> | 公共基础课程<br>Public<br>Basic<br>Courses | 通识教育课程<br>Public<br>Courses | 大类课程<br>Basic<br>Courses<br>in<br>General<br>Discipline | 专业教育课程<br>Specialized<br>Courses | 个性化课程<br>Personalized<br>Course | 集中性实践教学环节<br>Specialized<br>Practice<br>Schedule | 课外学分<br>Study<br>Credit<br>after<br>Class | 总学分<br>Total<br>Credits |
|--|--------------------------------------|-----------------------------|---|----------------------------------|---------------------------------|--|---|-------------------------|
| 必修课<br>Required Courses  | 31                                   | \                           | 22  | 44.5                             | \                               | 24.5   | 10  | 180.0                   |
| 选修课<br>Elective Courses  | \                                    | 9                           | \   | 23                               | 6                               | \  | 10  |                         |

## 一、培养目标与毕业要求

### I Educational Objectives & Requirement

#### (一) 培养目标

(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、劳全面发展的，具有宽广人文与科学知识，具备网络与新媒体基本知识与网络策划、创意、制作、经营能力，能在网络公司、新闻媒体从事网络产品策划与创意、设计与制作、经营与管理等方面工作的适应能力强、实干精神强、创新意识强，具有卓越追求、卓越能力新媒体人才。具体包括以下 5 个方面：(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。(2) 具有从事网络产品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。(3) 具有综合运用网络媒体理论和工具策划、设计、制作、发布的能力。(4) 精通策划、设计、制作网络媒体产品的工具和软硬件技术。(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。



本专业期待毕业生五年后能达成下列目标:

- (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, 具有质量意识、环境意识和安全意识。
- (2) 具有从事网络产品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。
- (3) 具有综合运用网络媒体理论和工具策划、设计、制作、发布的能力。
- (4) 精通策划、设计、制作网络媒体产品的工具和软硬件技术。
- (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。

## **I Education Objectives**

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) The physical and mental health, having good professional spirit, the sense of social responsibility and occupation moral, compartmentalization global and social issues, with the quality consciousness, environmental awareness and safety awareness. (2) With the science knowledge needed to engaged in network product design and technical service work, and using them to solve problems. (3) Have the capacity of planning, design, production, distributing . (4) Proficient in advertising production tools and software and hardware technology. (5) With good oral and written expression and communication skills, team consciousness and spirit, the ability of lifelong study

Students of this program are expected to achieve the following objectives 5 years after graduation:

- (1) The physical and mental health, having good professional spirit, the sense of social responsibility and occupation moral, compartmentalization global and

social issues, with the quality consciousness, environmental awareness and safety awareness.

(2) With the science knowledge needed to engaged in network product design and technical service work, and using them to solve problems.

(3) Have the capacity of planning, design, production, distributing .

(4) Proficient in advertising production tools and software and hardware technology.

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

## 二、 毕业要求

- (1) **工程知识：** 学生掌握从事本专业领域所需的专业知识。
- (2) **问题分析：** 掌握网络与新媒体的基本理论知识，了解网络传播的发展历程，能够通过继续深造，进行网络与新媒体理论研究。
- (3) **解决方案：** 熟悉有关网络的政策法规，懂得如何依法从事广告工作，了解中国新媒体事业的现状与发展趋势，了解外国网络事业的发展动态。
- (4) **研究：** 掌握网络新媒体经营与管理的基本理论与基础，熟悉网络活动的整体运作，精通营销学、新闻学与传播学知识，懂得具体应用，具备经营与管理网络公司的基本能力。
- (5) **工具使用：** 掌握受众分析基础理论知识，能够进行受众分析。
- (6) **工程与社会：** 对网络与新媒体具备整体上的认识，理解网络与新媒体公司的主要特征、公司运营模式、网络与新媒体产品制作基本原则。
- (7) **环境和可持续发展：** 掌握网络与新媒体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网络策划。
- (8) **职业规范：** 具有网络媒体公共关系的基本知识和能力，熟悉网络媒介购买、网络媒介排期的一般原则，能够通过合理安排网络媒介排期进行网络网络内容投放，能够胜任网络媒介购买岗位的基本要求。
- (9) **个人和团队：** 学生了解本网络与新媒体专业的发展动态和前沿，熟悉网络与新媒体专业领域的最新制作工具和学科发展方向。
- (10) **沟通：** 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。

(11) **项目管理**: 学生了解当代全球问题和社会问题, 在网络产品设计中综合考虑经济、环境、法律、安全和伦理等制约因素。

(12) **终身学习**: 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。

## II Graduation Requirement

(1) **Engineering knowledge**: Master the professional and management knowledge.

(2) **Problem analysis**: Master the basic theoretical knowledge of advertising, understand the development process of advertising and the theory of advertising.

(3) **Design/development solution**: Familiar with the network policies and regulations, know how to legally work in media, understand the current situation and development trend of global media business.

(4) **Research**: Master the theory of media operation and management, familiar with the operation of media, proficient in marketing, journalism and communication, have the basic ability of operation and management of media companies.

(5) **Usage of modern tools**: Master the basic theory of audience analysis, and can analyze audience.

(6) **Engineering and society**: Understanding the characteristics of network, media proxy company's operating mode, network production and basic principles

(7) **Environment and sustainable development**: Master the general steps and principles of media planning, can finish an excellent media plan using marketing knowledge independently

(8) **Professional standards**: 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) **Individual and team**: Understanding the development trends and frontier of media, the latest tools of media, and the developing direction of the subject.

(10) **Communication**: Having the good thought quality, physical quality, psychological quality, culture, morality and social responsibility and other humanistic literacy.

(11) **Project management:** Understanding the global issues and the social issues, considering the economic, legal, environmental, safety and ethical constraints in media design.

(12) **Life-long learning:** Having the ability of logical and dialectical thinking, with scientific thinking method of critical consciousness and pragmatic, innovative consciousness, the method of innovation.

表 2 培养目标的矩阵关系毕业要求支撑

| 毕业要求    | 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 |        |        | √      |        |        |

毕业要求的达成需以课程（教学环节）的教学活动为支撑。本专业为合理设置课程体系、落实对毕业要求的支撑课程，对各项毕业要求进行了解。每项毕业要求（一级指标）被分解为若干层层递进的指标点（二级指标），前一指标点的达成是下一指标点达成的基础，而下一指标点的达成是前一指标点的升华，所有指标点一起，支撑了该毕业要求的达成。根据上述分解方法，本专业各项毕业要求的指标点分解如下表所示。

表 3 毕业要求指标点的分解

| 毕业要求                             | 指标点 |
|----------------------------------|-----|
| 毕业要求 1. 工程知识:学生掌握从事本专业领域所需的专业知识。 | 1.1 |
|                                  | 1.2 |
|                                  | 1.3 |

|  |     |
|--|-----|
|  | 1.4 |
| 毕业要求 2. 问题分析:掌握网络与新媒体的基本理论知识,了解网络传播的发展历程,能够通过继续深造,进行网络与新媒体理论研究。                      | 2.1 |
|  | 2.2 |
|  | 2.3 |
|  | 2.4 |
| 毕业要求 3. 解决方案:熟悉有关网络的政策法规,懂得如何依法从事广告工作,了解中国新媒体事业的现状与发展趋势,了解外国网络事业的发展动态。               | 3.1 |
|  | 3.2 |
|  | 3.3 |
|  | 3.4 |
| 毕业要求 4. 研究:掌握网络新媒体经营与管理的基本理论与基础,熟悉网络活动的整体运作,精通营销学、新闻学与传播学知识,懂得具体应用,具备经营与管理网络公司的基本能力。 | 4.1 |
|  | 4.2 |
|  | 4.3 |
|  | 4.4 |
| 毕业要求 5. 工具使用:掌握受众分析基础理论知识,能够进行受众分析。  | 5.1 |
|  | 5.2 |
|  | 5.3 |
| 毕业要求 6. 工程与社会:对网络与新媒体具备整体上的认识,理解网络与新媒体公司的主要特征、公司运营模式、网络与新媒体产品制作基本原则。                 | 6.1 |
|  | 6.2 |
| 毕业要求 7. 环境和可持续发展:掌握网络与新媒体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网络策划。                      | 7.1 |
|  | 7.2 |
| 毕业要求 8. 职业规范:具有网络媒体公共关系的基本知识和能力,熟悉网络媒介购买、网络媒介排期的一般原则,能够通过合理安排网络媒介排期进行网络网络内容          | 8.1 |
|  | 8.2 |
|  | 8.3 |

|   |      |
|---|------|
| 投放，能够胜任网络媒介购买岗位的基本要求。   |      |
| 毕业要求 9. 个人和团队:学生了解本网络与新媒体专业的发展动态和前沿，熟悉网络与新媒体专业领域的最新制作工具和学科发展方向。     | 9.1  |
|   | 9.2  |
|   | 9.3  |
| 毕业要求 10. 沟通: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。              | 10.1 |
|   | 10.2 |
|   | 10.3 |
| 毕业要求 11. 项目管理:学生了解当代全球问题和社会问题，在网络产品设计中综合考虑经济、环境、法律、安全和伦理等制约因素。      | 11.1 |
|   | 11.2 |
|   | 11.3 |
| 毕业要求 12. 终身学习: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。 | 12.1 |
|   | 12.2 |

## 二、专业核心课程与专业特色课程

### II Core Course and Characteristic Courses

#### (一) 专业核心课程

新闻传播学研究方法, 新媒体编辑, 新媒体产品设计与项目管理, 新媒体运营与管理

Research Methods of Journalism and Communication, New Media Edition, New Media Product Design and Developing, New Media Operation and Management

#### (二) 专业特色课程

外国文学, 中西文学比较研究, 数字媒介伦理与批评, 媒介视觉策略与设计, 媒介公关, 新媒体与跨文化传播, 数字内容采集与制作, 编辑实务与应用写作, 数字媒体研究

Foreign literature, Eastern-Western Literature Comparing, Media Critic & Operation, Media View Strategy and Design, Media Public Relations, New Media and Cross-cultural Communication, Digital Content Collection and Production, Editing Practice and Practical Writing, Research on Media













|             |            |   |      |     |     |    |   |     |    |   |  |
|-------------|------------|---|------|-----|-----|----|---|-----|----|---|--|
|             |            | Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics         |      |     |     |    |   |     |    |   |  |
| 马克思主义学院     | 4220005180 | 马克思主义基本原理   | 2.5  | 42  | 42  | 0  | 0 | 0   | 0  | 4 |  |
|             |            | Marxism Philosophy  |      |     |     |    |   |     |    |   |  |
| 外语学院        | 4030001210 | 大学英语 1  | 2    | 48  | 32  | 0  | 0 | 0   | 16 | 1 |  |
|             |            | College English I   |      |     |     |    |   |     |    |   |  |
| 外语学院        | 4030002210 | 大学英语 2  | 2    | 48  | 32  | 0  | 0 | 0   | 16 | 2 |  |
|             |            | College English II  |      |     |     |    |   |     |    |   |  |
| 外语学院        | 4030003210 | 大学英语 3  | 2    | 48  | 32  | 0  | 0 | 0   | 16 | 3 |  |
|             |            | College English III   |      |     |     |    |   |     |    |   |  |
| 外语学院        | 4030004210 | 大学英语 4  | 2    | 48  | 32  | 0  | 0 | 0   | 16 | 4 |  |
|             |            | College English IV  |      |     |     |    |   |     |    |   |  |
| 体育学院        | 4210001170 | 体育 1  | 1    | 32  | 32  | 0  | 0 | 0   | 0  | 1 |  |
|             |            | Physical Education I  |      |     |     |    |   |     |    |   |  |
| 体育学院        | 4210002170 | 体育 2  | 1    | 32  | 32  | 0  | 0 | 0   | 0  | 2 |  |
|             |            | Physical Education II   |      |     |     |    |   |     |    |   |  |
| 体育学院        | 4210003170 | 体育 3  | 1    | 32  | 32  | 0  | 0 | 0   | 0  | 3 |  |
|             |            | Physical Education III  |      |     |     |    |   |     |    |   |  |
| 体育学院        | 4210004170 | 体育 4  | 1    | 32  | 32  | 0  | 0 | 0   | 0  | 4 |  |
|             |            | Physical Education IV   |      |     |     |    |   |     |    |   |  |
| 学工部         | 1050001210 | 军事技能训练  | 2    | 136 | 0   | 0  | 0 | 136 | 0  | 1 |  |
|             |            | Military Skills Training  |      |     |     |    |   |     |    |   |  |
| 学工部         | 1050002210 | 军事理论  | 2    | 32  | 32  | 0  | 0 | 0   | 0  | 2 |  |
|             |            | Military Theory   |      |     |     |    |   |     |    |   |  |
| 计算机智能学院     | 4120004210 | Python 程序设计基础 B   | 2    | 32  | 32  | 0  | 0 | 0   | 0  | 1 |  |
|             |            | Foundation of Python Programming B  |      |     |     |    |   |     |    |   |  |
| 计算机智能学院     | 4120008210 | 计算机基础与 Python 程序设计综合实验 B  | 1    | 32  | 0   | 32 | 0 | 0   | 0  | 2 |  |
|             |            | Comprehensive Experiments of Foundation of Computer and PYTHON Language Programming B |      |     |     |    |   |     |    |   |  |
| 小计 Subtotal |            |   | 31.0 | 744 | 512 | 32 | 0 | 136 | 64 |   |  |

(二) 通识教育选修课程

2 General Education Elective Courses

|                                     |  |  |
|-------------------------------------|--|--|
| 核心选修<br>Core<br>elective<br>courses | 文明与传统 Civilization and Tradition Courses   | 通识课程应修满至少 9 学分。核心选修不少于 2 学分；自主选修课程中，至少在艺术与审美、创新与创业两个领域各选修 1 门课程。Minimum subtotal credits: 9. Core elective courses $\geq$ 2 credits. Self-selected courses, at least 1 course in art and aesthetics and 1 course in innovation and entrepreneurship. |
|                                     | 社会与发展类 Society and Development Courses   |  |
|                                     | 艺术与人文类 Art and Humanities Courses  |  |
|                                     | 自然与方法类 Nature and methods Courses  |  |
| 自主选修<br>Core<br>elective<br>courses | 数学与自然科学, 哲学与心理学, 法学与社会科学, 经济与管<br>理, 历史与文化, 语言与文学, 艺术与审美, 创新与创业<br>Mathematics and Natural Sciences, Philosophy and<br>Psychology, Science and Social Sciences, Economics and<br>Management, History and Culture, Language and<br>Literature, Art and Aesthetics, Innovation and<br>Entrepreneurship |  |

| (三) 大类必修课程                          |            |  |      |     |     |   |   |    |   |   |  |
|-------------------------------------|------------|--|------|-----|-----|---|---|----|---|---|--|
| 3 Basic Discipline Required Courses |            |  |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020236190 | 专业导论   | 1    | 16  | 16  | 0 | 0 | 0  | 0 | 1 |  |
|                                     |            | Introduction to Specialty                        |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020021210 | 新闻学概论  | 4    | 64  | 64  | 0 | 0 | 0  | 0 | 1 |  |
|                                     |            | Introduction to Journalism                       |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020001210 | 现代汉语 1   | 2    | 32  | 32  | 0 | 0 | 0  | 0 | 1 |  |
|                                     |            | Modern Chinese 1                                 |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020002210 | 中国现代文学   | 2    | 32  | 32  | 0 | 0 | 0  | 0 | 1 |  |
|                                     |            | Modern Chinese Literature                        |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020189120 | 广告学概论 A  | 3.0  | 48  | 48  | 0 | 0 | 0  | 0 | 2 |  |
|                                     |            | Introduction to Advertising                      |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020005210 | 网络与新媒体概论   | 3    | 48  | 48  | 0 | 0 | 0  | 0 | 2 |  |
|                                     |            | Introduction to Network and New Media            |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020004210 | 数字出版概论   | 3    | 48  | 48  | 0 | 0 | 0  | 0 | 2 |  |
|                                     |            | Introduction to Digital Publishing               |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020019210 | 现代汉语 2   | 2    | 32  | 32  | 0 | 0 | 0  | 0 | 2 |  |
|                                     |            | Modern Chinese 2                                 |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020015210 | 中国文学经典导读   | 2    | 32  | 32  | 0 | 0 | 0  | 0 | 2 |  |
|                                     |            | Guide to Classical Chinese Literature            |      |     |     |   |   |    |   |   |  |
| 小计 Subtotal                         |            |  | 22.0 | 352 | 352 | 0 | 0 | 0  | 0 |   |  |
| (四) 专业必修课程                          |            |  |      |     |     |   |   |    |   |   |  |
| 4 Specialized Required Courses      |            |  |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020175120 | 基础写作   | 3    | 48  | 48  | 0 | 0 | 0  | 0 | 3 |  |
|                                     |            | Fundamental Course of Writing                    |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020056210 | 新闻传播学研究方法  | 3    | 48  | 24  | 0 | 0 | 24 | 0 | 3 |  |
|                                     |            | Research Methods of Journalism and Communication |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020066210 | 媒介融合   | 3    | 48  | 48  | 0 | 0 | 0  | 0 | 6 |  |
|                                     |            | Media Convergence                                |      |     |     |   |   |    |   |   |  |
| 法学社会<br>学院                          | 4020067210 | 国际传播   | 2    | 32  | 32  | 0 | 0 | 0  | 0 | 6 |  |
|                                     |            | International Communication                      |      |     |     |   |   |    |   |   |  |
| 小计 Subtotal                         |            |  | 11.0 | 176 | 152 | 0 | 0 | 24 | 0 |   |  |

新媒体运营  
New Media Operation

|              |            |  |      |     |    |    |    |    |    |   |  |
|--------------|------------|--|------|-----|----|----|----|----|----|---|--|
| 法学社会<br>学院   | 4020237130 | 传播学概论 B  | 3.5  | 56  | 56 | 0  | 0  | 0  | 0  | 3 |  |
|              |            | Communication Theory                           |      |     |    |    |    |    |    |   |  |
| 法学社会<br>学院   | 4020055210 | 数字媒介技术   | 3    | 96  | 0  | 96 | 0  | 0  | 0  | 3 |  |
|              |            | digital Media Technology                       |      |     |    |    |    |    |    |   |  |
| 法学社会<br>学院   | 4020057210 | 新媒体编辑  | 3    | 48  | 32 | 0  | 16 | 0  | 0  | 4 |  |
|              |            | New Media Edition                              |      |     |    |    |    |    |    |   |  |
| 法学社会<br>学院   | 4020058210 | 新媒体产品设计与项目管理                                   | 3    | 48  | 24 | 0  | 0  | 24 | 0  | 4 |  |
|              |            | New Media Product Design and<br>Developing     |      |     |    |    |    |    |    |   |  |
| 法学社会<br>学院   | 4020059210 | 电子商务基础与应用                                      | 3    | 48  | 32 | 0  | 0  | 16 | 0  | 4 |  |
|              |            | Digital Business Foundation and<br>Application |      |     |    |    |    |    |    |   |  |
| 法学社会<br>学院   | 4020060210 | 新媒体数据分析与应用                                     | 3    | 48  | 32 | 0  | 16 | 0  | 0  | 4 |  |
|              |            | Data Mining and Analysis                       |      |     |    |    |    |    |    |   |  |
| 法学社会<br>学院   | 4020061210 | 媒介经济学  | 3    | 48  | 24 | 0  | 0  | 24 | 0  | 5 |  |
|              |            | Media Economy                                  |      |     |    |    |    |    |    |   |  |
| 法学社会<br>学院   | 4020062210 | 新媒体运营与管理                                       | 3    | 48  | 32 | 0  | 0  | 16 | 0  | 5 |  |
|              |            | New Media?Operation and Management             |      |     |    |    |    |    |    |   |  |
| 法学社会<br>学院   | 4020063210 | 网络舆情监测与研判                                      | 3    | 48  | 32 | 0  | 0  | 8  | 8  | 5 |  |
|              |            | Network Public Opinion Detection               |      |     |    |    |    |    |    |   |  |
| 法学社会<br>学院   | 4020064210 | 网络心理学  | 3    | 48  | 40 | 0  | 0  | 0  | 8  | 5 |  |
|              |            | Network Psychology                             |      |     |    |    |    |    |    |   |  |
| 法学社会<br>学院   | 4020065210 | 计算传播学  | 3    | 48  | 24 | 0  | 16 | 8  | 0  | 6 |  |
|              |            | Computing Communication                        |      |     |    |    |    |    |    |   |  |
| 小 计 Subtotal |            |  | 33.5 | 584 |    | 96 | 48 | 96 | 16 |   |  |

数字出版  
Digital Publishing

|            |            |   |   |    |    |   |   |    |   |   |  |
|------------|------------|---|---|----|----|---|---|----|---|---|--|
| 法学社会<br>学院 | 4020068210 | 交互设计与制作   | 3 | 48 | 32 | 0 | 0 | 16 | 0 | 3 |  |
|            |            | UI Design   |   |    |    |   |   |    |   |   |  |
| 法学社会<br>学院 | 4020069210 | 数字出版产品创意与策划                                       | 3 | 48 | 24 | 0 | 0 | 24 | 0 | 4 |  |
|            |            | Digital Content Product Selection<br>and Planning |   |    |    |   |   |    |   |   |  |
| 法学社会<br>学院 | 4020070210 | 数字传播  | 3 | 48 | 48 | 0 | 0 | 0  | 0 | 4 |  |









小计 Subtotal

24.5

528

0

0

0

528

0

#### 四、 修读指导

##### IV Recommendations on Course Studies

课外培养方案详见《武汉理工大学第二课堂课外学分实施办法》。《形势与政策》和《心理健康教育》课程为课外必修课程，分别计 2 个课外学分。

Please refer to the cultivation plan of the second class-Implementation Measures for Extracurricular Credits of the Second Class of Wuhan University of Technology. Situation & Policy (2 credits) and Mental Health Education (2 credits) are the required extracurricular courses.

(1)建议本专业学生可以高选，即修读高于 180 学分的课程。We recommend the students may select more than 179.5 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.

学院教学负责人：何平

专业培养方案负责人：张弛