

# 会展经济与管理

## Economics and Management of Convention and Exhibition

专业代码: 120903

学 制: 4 年

Program Code: 120903

Duration: 4 years

### 培养目标:

本专业培养坚持社会主义道路, 适应现代会展发展要求, 系统掌握国际会展节事和服务管理理论与实践的创新型、复合型和国际性的会展经济与管理专业人才。学生毕业后能到各类会展企业、政府会展管理部门、旅游及休闲与运动组织机构或企业等从事会展与节事策划和管理工作的。

### Training Objectives:

This professional training adhere to the socialist road, adapt to the development of modern exhibition requirements, system training innovative, committed to the training international conference, exhibition economy and management professional talents who can master international conference and exhibition section and service management theory and practice. After graduation, students can work for the exhibition and festival planning and management department in all kinds of exhibition companies, government exhibition management department, tourism, leisure and sports organizations or companies, etc.

### 毕业要求:

№1.专业核心知识: 掌握扎实的基础知识、专业基本原理、方法和手段, 能够将经济学、管理学、本专业基础知识和专业知识用于解决会展经济与管理问题, 接触和掌握会展经济与管理专业领域内系统的核心知识和相关专业技术知识, 为解决会展行业实际问题打下知识基础。

№2.问题分析: 能够应用经济学、管理学、本专业基本原理、方法和手段和会展行业营运知识, 识别、表达、并通过文献研究分析会展业管理中存在的问题, 以获得有效结论。

№3.设计/开发解决方案: 能够设计针对会展问题的解决方案, 能够在设计环节中体现创新意识, 考虑社会、健康、安全、法律、文化以及环境等因素。

№4.研究: 能够基于科学原理并采用科学方法对会展管理问题进行研究, 包括设计实验、分析与解释数据、并通过信息综合得到合理有效的结论。

№5.实践经营与管理能力: 能够开发、选择与使用恰当的技术、资源、现代工程工具和信息技术工具解决会展行业和企业经营管理实际问题。

№6.跨文化、国际化交流: 具备国际视野, 能够在跨文化背景下进行沟通和交流, 能够撰写报告和设计文稿、陈述发言、清晰表达和回应指令。

№7.环境和可持续发展: 能够理解和评价针对会展业问题的管理实践对环境、社会可持续发展的影响。

№8.职业规范: 具有人文社会科学素养、社会责任感, 能够在实践中理解并遵守接待服务行业

职业道德和规范，履行责任。

№9.个人和团队：能够在多学科背景下的团队中承担个体、团队成员以及负责人的角色。

№10.沟通：能够就复杂工程问题与业界同行及社会公众进行有效沟通和交流，包括撰写报告和设计文稿、陈述发言、清晰表达或回应指令。并具备一定的国际视野，能够在跨文化背景下进行沟通和交流。

№11.项目管理：理解并掌握会展管理项目设计策划与经济决策方法，并能在多学科环境中应用。

№12.终身学习：具有自主学习和终身学习的意识，有不断学习和适应发展的能力。

### **Student Outcomes:**

№1. Professional core knowledge: An ability to master the solid basic knowledge professional basic principle, method and means, which can use economics management the professional basic knowledge and professional knowledge to solve the problems of exhibition economy and management, contact and master exhibition economy and management system related professional and technical knowledge, which are the core of knowledge to solve the practical problems of convention and exhibition industry knowledge foundation.

№2. Problem analysis: An ability to be applied economics management the basic principle method and means and professional exhibition industry operating knowledge, recognition, expression and analysis of the problems existing in the management of exhibition industry through the literature research, in order to obtain valid conclusions.

№3. Design/development solutions: An ability to design solutions in dealing with the convention and exhibition, be able to be reflected in the design process innovation consciousness, and considering social health safety legal cultural and environmental factors.

№4. Research: An ability can be studied based on scientific principles and uses the scientific method to the convention and exhibition management problems, including experimental design data analysis and interpretation and get the conclusion of reasonable and effective through the comprehensive information.

№5. Practical operation and management ability: An ability of using development selection and use of appropriate technology resources and modern engineering tools and information technology tools, in order to solve practical problems convention and exhibition industry and enterprise management.

№6. Cross-cultural and international communication: with international vision can under the background of cross-cultural communication, students can write reports and design documents presentation speech articulate and response to the instructions.

№7. Environment and sustainable development: the ability to understand and evaluate the impact of management practices on the environment of the exhibition industry on environmental and social sustainable development.

№8. Professional norms: An ability with humanities social science literacy and social responsibility, be able to understand and abide by the hospitality industry in practice professional ethics and norms fulfill the

responsibility.

№9. Individual and team: An ability can undertake in under the background of the multidisciplinary team in the individual team members and the role of the head.

№10. Communication: An ability to communicate effectively on complex engineering problems with the engineering community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations give and receive clear instructions and communicate in cross-cultural contexts with international perspective.

№11. Project management: An ability which can understand and master the tourism management project design planning and economic decision method, and can be applied in a multidisciplinary environment.

№12. Lifelong learning: An ability with independent learning and the consciousness of lifelong learning, and which can constantly learn and adapt to the development.

### **专业简介:**

会展经济与管理专业隶属管理科学学科，依托华南理工大学理、工、经、管多学科交叉及本科、硕士、博士完整人才培养体系和广交会等知名会展平台实践等优势，2005年开设本科旅游管理专业会展经济与管理方向，并新增会展硕士点方向，2008年获教育部批准正式开设会展经济与管理本科专业，2010年新增会展博士点方向。

会展经济与管理专业强调学科建设，产业合作，国际化合作，致力于培养从事国际会展策划、会展营销和会展服务与管理等专业领域的会展管理高端人才以及旅游文化节庆、项目策划管理和会展展示设计等会展支持性专门管理人才。本专业师资队伍精良，队伍规模和学源结构合理。专业设有会展场馆与工程实验室、会展信息技术实验室2个专业实验室，依托学校和学院海量的图书资源，并建立包括中国对外贸易中心（广交会）等在内近20个稳定的校外实习基地，多层面满足学生课程考察、专业实习和合作研究等多方面培养需求。

### **Professional profile:**

The program in SCUT which is subject to the discipline of Management Science, which is established relying on multi-disciplinary cross Science Engineering economics and Management Science and “undergraduate-master-doctoral” integral training system and other well-known exhibition practical platform such as China Import and Export Fair and other advantages. In 2005 the department of Tourism Management was set up with Exhibition Economy and Management major and granted master-accredited field. Approved by the Ministry of Education the department of Exhibition Economy and Management was set up and started to recruit undergraduates from 2008. It granted doctor-accredited field in 2010.

The Exhibition Economy and Management program emphasis on discipline construction, industrial cooperation and international cooperation, and it is committed to training high-classes event management human resources in the fields of international festival and special event planning marketing services and management, as well as the supported and specialized management personnel in the fields of tourism/

cultural festivals planning project management and urban leisure industry services. The program has professional teaching staff including 10 teachers and 5 senior titles and the size and source structure of teaching staff is reasonable. 2 professional laboratories and about 20 stable off-campus practice base was also founded which can meet different kinds of training needs.

### **专业特色：**

贯彻“人心向学”理念，形成会展专业三大办学特色：（1）教学培养顶层设计：专业发展成立了由业内专家和学者构成的会展专业发展顾问委员会，为会展专业制订整体战略与人才培养提供咨询决策；（2）多层次实践教学过程：通过核心课程实践、认知实践、广交会实践、毕业综合实践等四大实践体系全过程培养管理；（3）科研项目促教学：通过高水平的科研项目促进教学改革，进一步优化人才培养过程和提高教学质量，培养具有国际视野的会展节事和会展项目服务管理创新型、复合型人才。

### **Program Features:**

Carry out "be a study heart " concept the Exhibition Economy and Management program forms professional exhibition three characteristics: (1) Teaching to cultivate top-level design: professional development advisory committee set up the professional exhibition development which are composed by experts and scholars to provide overall strategy of formulate the and talent training consulting decisions of professional exhibition; (2) The multi-level practical teaching process: through the core curriculum practice cognitive practice canton fair practices and the graduation comprehensive practice etc the big four practice system made the whole process of training management; (3) Promote the teaching scientific research project: through a high level of scientific research project to promote teaching reform to optimize the process of cultivating talents and improve the quality of teaching.

**授予学位：**管理学学士学位

**Degree Conferred:** Bachelor of Management Science

### **主干课程：**

微观经济学、宏观经济学、管理学原理、会展概论、会展经济学、会展策划、会展运营与服务管理、会展营销、会展展示设计、会展项目管理、市场营销学。

### **Main Courses:**

Microeconomics、Macroeconomics、The Principle of Management、Introduction to Meeting and Exposition Industry、Convention and Exhibition Economics、Convention and Exhibition Planning、Meeting and Exhibition Operations and Service Management、Exhibition Marketing、Exhibition Display Design、Exhibition Project Management、Principles of Marketing.

## 特色课程:

双语教学课程: 接待服务原理、会计学原理、旅游消费者行为、组织行为学、会展营销、会展创新理论与实践、会议组织与管理、旅游景观设计

新生研讨课: 会展产业现状及趋势研讨

校企合作课: 旅游规划、企业战略管理、会展项目管理、会展场馆管理、会展现场信息技术

专题设计课: 旅游景观设计

竞教结合课程: 会展策划、会展展示设计

创新实践课程: 校园会展项目可行性论证

创业教育课程: 会展创新理论与实践、创业教育

## Featured Courses:

**Bilingual teaching courses:** Hospitality Management 、 Principle of Accounting、 Consuming Behavior in Traveling and Tourism Industry、 Organizational Behavior、 Exhibition Marketing、 Convention and Exhibition Innovation Theory and Practice、 Conference Organization and Management , Tourism landscape design.

Freshmen Seminars: Seminar -- Status and Trends in the MICE Industry.

**Cooperative Courses with Enterprises:** Tourism Planning 、 Enterprise Strategic Management 、 Exhibition Project Management 、 Exhibition Venue Management、 Exhibition on Site Information Technology.

**Special Designs:** Tourism Landscape Design

**Contest-Teaching Integrated Courses:** Convention and Exhibition Planning、 Exhibition Display Design

**Innovation Practice:** Feasibility Research of Campus Exhibition Projects

**Entrepreneurship education courses:** Convention and Exhibition Innovation Theory and Practice、 Developmental Entrepreneurship、 Innovation Research Training、 Innovation Research Practice、 Entrepreneurial Practice.

## 一、教学计划总体安排表 (Teaching Plan Schedule)

学 年	学 期	教学进度安排 (周)																			理 论 教 学	考 试	入 学 教 育	军 训	课 程 设 计	工 程 训 练	电 子 实 习	综 合 实 验	社 会 实 践	生 产 实 习	毕 业 实 习	其 它 实 习	中 外 合 作 项 目	毕 业 设 计	就 业 安 排	机 动	假 期	小 计	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19																			20
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R																				
一	1		C	A	A	A	A	A	A	A	A	A	A	A	A	A	B	D	D	D	14	1	1	3												19			
	2	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	M	Q	B	B	16	2							1				1		20				
二	3	A	A	A	A	A	A	A	A	A	A	A	A	A	M	M	M	M	B	B	14	2							4						20				
	4	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2											2		20					
三	5	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2											2		20					
	6	A	A	A	A	A	A	A	A	A	A	A	A	J	L	L	L	L	B	B	13	2						1	4					20					
四	7	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2											2		20					
	8	O	O	O	O	O	O	O	O	O	O	O	O	P	P	P	Q	Q	Q	Q											14	3	3		20				
合 计 (周)																			105	13	1	3										1	4	5	14	3	10		159

## 二、各类课程学分登记表 (Registration Form of Curriculum Credits)

### 1. 学分统计表 (Credits Registration Form)

课程类别 Course Category	课程要求 Requirement	学分 Credits	学时 Academic Hours	备注 Remarks
公共基础课 General Basic Courses	必修 Compulsory	42.0	604	
	通识 Elective	10.0	160	
学科基础课 Disciplinary Basic Courses	必修 Compulsory	40.0	678	
	选修 Elective	15.0	240	
专业领域课 Specialty-related Courses	必修 Compulsory	18.0	328	
	选修 Elective	15.0	240	
合 计 Total		140.0	2250	
集中实践教学环节 (周) Practice Training (Weeks)	必修 Compulsory	29.0	29 周	
毕业学分要求 Credits Required for Graduation	140.0+29.0=169.0			

备注：学生在取得专业教学计划规定学分的同时，还必须取得第二课堂 2 个人文素质教育学分和 4 个创新能力培养学分。

## 2.类别统计表 (Category Registration Form)

学时 Academic Hours					学分 Credits						
总学时数 Total	其中 Include		其中 Include		总学分数 Total	其中 Include		其中 Include			其中 Include
	必修学时 Compulsory	选修学时 Elective	理论教学学时 Theory Course	实验教学学时 Lab		必修学分 Compulsory	选修学分 Elective	集中实践教学环节学分 Practice-concentrated Training	理论教学学分 Theory Course Credits	实验教学学分 Lab	创新创业教育学分 Innovation and Entrepreneurship Education
2250	1610	640	1958	292	169	129	40	29	131	9	5

### 三、专业教学计划表 (Teaching Schedule)

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学 时 Class Hours	上机 Comput er-aided Class Hours	实验 Lab Hours	实践 Practice Hours			
公共基础课 General Basic Course	143091	中国近现代史纲要 Skeleton of Chinese Modern History		(32) 24				2.0	1	№8
	143093	思想道德修养与法律基础 Cultivation of Thought and Morals & Fundamental of Law		(40) (36)				2.5	2	№8
	143090	马克思主义基本原理 Fundamentals of Marxism Principle		(40) 36				2.5	3	№8
	143106	毛泽东思想和中国特色社会主义理论体系概论 Thought of Mao ZeDong and Theory of Socialism with Chinese Characteristics		(80) 48				5.0	4	№8
	143094	形势与政策 Analysis of the Situation & Policy		(128)				2.0	1-8	№8
	144001	大学英语(一) College English(1)		64				4.0	1	№10
	144002	大学英语(二) College English(2)		64				4.0	2	№10
	145223	大学计算机基础 Basics of Computer		32				2.0	1	№5
	152001	体育(一) Physical Education (1)		32			32	1.0	1	№12
	152002	体育(二) Physical Education (2)		32			32	1.0	2	№12
	152003	体育(三) Physical Education (3)		32			32	1.0	3	№12
	152004	体育(四) Physical Education (4)		32			32	1.0	4	№12
	106001	军事理论 Military Principle		(16)				1.0	2	№9
	140194	微积分基础 Calculus Basis		64				4.0	1	№1
	140197	线性代数与解析几何 Linear Algebra & Analytic Geometry		48				3.0	1	№1
	140019	概率论与数理统计 Probability & Mathematical Statistics		48				3.0	2	№1
	145125	多媒体技术及应用 Application of Multimedia Technology		48				3.0	2	№5
		人文科学领域 Humanities Field		64				4.0		№8
		社会科学领域 Social Science Field		32				2.0		№8
		科学技术领域 Science and Technology Field		64				4.0(2)		№8
		<b>合 计</b>		764			128	52.0		



### 三、专业教学计划表（续）（Teaching Schedule）（Continued）

类别 Course Category	课程代 码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课学 期 Semester	毕业要求 Student Outcomes
				总学 时 Class Hours	上机 Compute r-aided Class Hours	实 验 Lab Hours	实 践 Practic e			
学科基础课 Disciplinary Basic Courses	168290	会展产业现状及趋势研讨 Seminar -- Status and Trends in the MICE Industry	必 C	32				2.0	1	№1,2,9
	168291	旅游学导论 Tourism Principles	必 C	48				3.0	1	№1,2,7,9,10,11
	174001	微观经济学 Microeconomics	必 C	64				4.0	1	№1,2
	174002	宏观经济学 Macroeconomics	必 C	64				4.0	2	№1,2
	168478	接待服务原理 Hospitality Management	必 C	48				3.0	2	№1
	168192	市场营销学 Principles of Marketing	必 C	48				3.0	2	№1,2
	175113	管理学原理 The Principle of Management	必 C	48				3.0	2	№1,2,4
	168303	科技文献检索 Scientific Literature Retrieval	必 C	22	12			1.0	2	№1,2,12
	168432	会展概论 Introduction to Meeting and Exposition Industry	必 C	32				2.0	3	№1,2,4,9
	168195	酒店管理原理 Hotel Management Principles	必 C	48				3.0	3	№1,2,5,6,8,9,10,11,12
	175010	会计学原理 Principle of Accounting	必 C	48				3.0	3	№1,2,9,12
	168433	会展创新理论与实践 Convention and Exhibition Innovation Theory and Practice	必 C	64	32			3.0	3	№1,2,3,4,9,12
	168313	展览工程制图 Exhibition Engineering Drawing	必 C	48	32			2.0	3	№1,2,3,9
	175194	会展经济学 Convention and Exhibition Economics	必 C	48				3.0	4	№1,2,5,8
	168425	毕业设计（论文）专题讲座 Series of Lectures on Graduation Thesis (Design)	必 C	16				1.0	6	№1,2
	168196	旅游商业 Tourism Business	选 E	32				2.0	4	№1,2,4,8,9
	168187	休闲业管理 Leisure Industry Management	选 E	48				3.0	4	№1,2,4,6
	175040	旅游消费者行为学 Consuming Behavior in Traveling and Tourism Industry	选 E	48				3.0	4	№1,2,5,7
	174005	统计学 Statistics	选 E	60	16			3.0	5	№1,2,3,4,5
	168227	财务管理 Financial Management	选 E	48				3.0	5	№1,5,7,8
	168294	物流学导论 Introduction to Logistics	选 E	32	4	4		2.0	5	№1,2,3,4,5,6
	175006	旅游心理学 Tourism Psychology	选 E	48				3.0	6	№1,2,3,6,10,12
	168012	电子商务概论 Introduction to Electronic Commerce	选 E	32				2.0	6	№1,2,3,7
168434	组织行为学 Organizational Behavior	选 E	32				2.0	6	№1,5,12	
168477	批判性思维 Critical thinking	选 E	32				2.0	6	№2	

合计 Total		必 C	678	76			40.0		
		选 E	选修课修读最低要求 15.0 学分 minimum elective course credits required:15						
168435	会展策划 Convention and Exhibition Planning	必 C	48				3.0	3	№1,2,3,5,9,10,11
175166	会展展示设计 Exhibition Display Design	必 C	64	16	16		3.0	4	№1,2,3
175156	会展管理信息系统 Exhibition Management Information System	必 C	56		24		3.0	4	№1,2,4,5
175151	会展运营与服务管理 Meeting and Exhibition Operations and Service Management	必 C	48				3.0	4	№1,2,3,5,6,7
168436	会展现场信息技术 Exhibition on site Information Technology	必 C	48		32		2.0	5	№1,2,4,5
175168	会展项目管理 Exhibition project management	必 C	32				2.0	5	№1,2,3,4,5,7,9
168256	会展营销 Exhibition Marketing	必 C	32				2.0	6	№1,2,6,11
168257	展览工程管理 Exhibition Engineering Management	选 E	48		28	4	2.0	5	№1,2,3,5,11
175017	企业战略管理 Enterprise Strategic Management	选 E	48				3.0	5	№1,2,5,6,9
175159	国际旅游接待礼仪 International Etiquette in Travel Reception	选 E	40		16		2.0	5	№1,6,9,10
175153	会展场馆管理 Exhibition Venue Management	选 E	52		8		3.0	5	№1,2,3,4
168344	旅游景观设计 Tourism Landscape Design	选 E	56			16	3.0	5	№1,2,3
168437	旅游规划 Tourism Planning	选 E	48				3.0	6	№1,2,3,5,7,10,11
175050	市场调研与预测 Marketing Researching and Forecasting	选 E	36	12			2.0	6	№2,7,14
168428	创业教育 Developmental Entrepreneurship	选 E	32				2.0	6	№1,2,3
168346	遗产旅游开发与管理 Cultural Heritage Tourism Planning and Management	选 E	32				2.0	6	№1,2,5,6,7
168261	节事旅游 Introduction to Event Tourism	选 E	32				2.0	7	№1,2,8,9,11
168438	会议组织与管理 Conference Organization and Management	选 E	32				2.0	7	№2,3,5
168439	文化创意产业 Cultural Creative Industry	选 E	32				2.0	7	№5,6,8
120003	创新研究训练 Innovation Research Training	选 E	32				2.0		№2,3,4,8,12
120004	创新研究实践 I Innovation Research Practice I	选 E	32				2.0		№2,4,8,11,12
120005	创新研究实践 II Innovation Research Practice II	选 E	32				2.0		№2,4,8,11,12
120006	创业实践 Entrepreneurial Practice	选 E	32				2.0		№2,8,9,11,12
合计 Total		必 C	328	16	72		18.0		

专业领域课  
Specialty - related Courses

		选 E	选修课修读最低要求 15.0 学分 minimum elective course credits required:15
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备注：学生根据自己开展科研训练项目、学科竞赛、发表论文、获得专利和自主创业等情况申请折算为一定的专业选修课学分（创新研究训练、创新研究实践 I、创新研究实践 II、创业实践等创新创业课程）。每个学生累计申请为专业选修课总学分不超过 4 个学分。经学校批准认定为选修课学分的项目、竞赛等不再获得对应第二课堂的创新学分。

#### 四、集中实践教学环节(Practice-concentrated Training)

课程 代码 Course No	课程名称 Course Title	是否 必修 C/E	学 时 数 Total Curriculum Hours		学分数 Credits	开课 学期 Semester	毕业要求 Student Outcomes
			实践 Practice weeks	授课 Lecture Hours			
106002	军训 Military Training	必 C	3 周		3.0	1	№9
143197	马克思主义理论与实践 Marxism Theory and Practice	必 C	2 周		2.0	假期	№8
175057	认知实习 Cognitive Practice	必 C	1 周		1.0	2	№.1
175059	专业实习 Professional Practice	必 C	4 周		4.0	3	№1,6,8,9,12
168316	校园会展项目可行性论证 Feasibility Research of Campus Exhibition Projects	必 C	1 周		1.0	6	№1,2,3,4
174030	毕业实习 Graduation Practice	必 C	4 周		4.0	6	№1,6,8,9,12
168069	毕业设计（论文） Thesis (or Graduation Design)	必 C	14 周		14.0	8	№2,3,4
<b>合 计 Total</b>		必 C	29 周		29.0		
		选 E	选修课修读最低要求 0 学分 minimum elective course credits required:0				

#### 五、第二课堂

第二课堂由人文素质教育和创新能力培养两部分组成。

##### 1.人文素质教育基本要求

学生在取得专业教学计划规定学分的同时，还应结合自己的兴趣适当参加课外人文素质教育活动，参加活动的学分累计不少于 2 个学分。

##### 2.创新能力培养基本要求

学生在取得本专业教学计划规定学分的同时，还必须参加国家创新创业训练计划或广东省创新创业训练计划或 SRP（学生研究计划）或百步梯攀登计划或一定时间的各类课外创新能力培养活动（如学科竞赛、学术讲座等），参加活动的学分累计不少于 4 个学分。

#### 5. “Second Classroom” Activities

“Second Classroom” Activities are comprised of humanities quality education and innovative ability cultivation.

##### 1) Basic Requirements of Humanities Quality Education

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to participate in extracurricular activities of Humanities Quality Education, based on one’s interest acquiring no less than two credits.

## 2) Basic Requirements of Innovative Ability Cultivation

Besides gaining course credits listed in one's subject teaching curriculum, a student is required to participate in any one of the following activities: National Undergraduate Training Programs for Innovation and Entrepreneurship Guangdong Undergraduate Training Programs for Innovation and Entrepreneurship. Student Research Program (SRP) One-hundred-steps Innovative Program or any other extracurricular activities of Innovative Ability Cultivation that last a certain period of time (e.g. subject contests academic lectures) acquiring no less than four credits.