

# 电子商务

## Electronic Business

专业代码：120801

学 制：4 年

Program Code: 120801

Duration: 4 years

### 培养目标：

本专业培养坚持社会主义道路，德智体全面发展，全面深入理解信息技术环境下和大数据环境下的企业运营，掌握扎实的电子商务理论基础、计算机技术和数据分析能力，具备电子商务系统的设计、实现和运营管理能力。学生毕业后可去电子商务企业、互联网企业、IT 企业、各类型大中型企业、服务性领域包括金融机构、电信运营商和政府机关工作，可以攻读电子商务、计算机科学与技术、管理学和金融学等学科领域的硕士和博士研究生。

### Cultivating objectives:

The program aims to cultivate students who adhere to socialism road. Students develop morally and intellectually, who comprehensively and in-depth understand business operations in information technology environment and big data environment. Students master a solid foundation of e-business theory, computer technology and data analysis capabilities and e-business system design, implementation and operational management capabilities. After graduation, students can join e-commerce or e-business enterprises, Internet companies, IT firms, various types of large and medium-sized enterprises, service areas including financial institutions, telecom operators and government agencies. Students are able to seek master or doctor degrees in e-commerce, e-business, computer science and technology, management, finance and other related disciplines.

### 毕业要求：

№1.基础理论：能够将数学、计算机科学、管理学、经济学基础和专业知识用于解决复杂电子商务运营问题。

№2.问题分析/思辨能力：能够应用数学、计算机科学、管理学、经济学基础的基本原理，识别、表达、并通过文献研究分析复杂电子商务问题，以获得有效结论。

№3.设计/开发解决方案：能够设计针对综合电子商务问题的解决方案，设计满足特定需求的系统和流程，并能够在设计环节中体现创新意识，考虑社会、经济，文化，政治，健康、安全、法律、文化以及环境等因素。

№4.数据分析：能够基于科学原理并采用科学方法对综合电子商务问题进行研究，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.企业运营：能够针对电子商务问题，调研，设计，开发、运营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，包括对电子商务问题的预测与模拟，并能够理解其局限性。

№6.电子商务与社会：能够基于电子商务相关背景知识进行合理分析，评价电子商务专业实践和复杂问题解决方案对社会、健康、安全、法律以及文化的影响，并理解应承担的责任。

№7.环境和可持续发展：能够理解和评价针对电子商务问题的专业实践对环境、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，能够在工程实践中理解并遵守工程职业道德和规范，履行责任。

№9.团队合作：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.管理沟通：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：理解并掌握电子商务管理原理与经济决策方法，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.Fundamental Theory: An ability to apply knowledge of mathematics, computer science, management, economics fundamentals and specialization to the solution of complex electronic business operation problems.

№2.Problem Analysis / Critical Thinking: An ability to identify, formulate and analyze complex electronic business problems, reaching to substantiated conclusions using basic principles of mathematics, computer science, management and economics

№3.Design / Development Solutions: An ability to design solutions for complex electronic business problems and innovatively design systems, components or process that meet specific needs with societal, public health, safety, legal, cultural and environmental considerations.

№4.Data Analysis: An ability to conduct investigations of complex electronic business problems based on scientific theories and adopting scientific methods including design of experiments, analysis and interpretation of data and synthesis of information to provide valid conclusions.

№5.Business Operation: An ability to create, select and apply appropriate techniques, resources, and modern engineering and IT tools, including prediction and modelling, to complex business activities, with an understanding of the business operation and the limitations.

№6.Electronic Business and Society: An ability to apply reasoning informed by contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to professional electronic business practice and complicated problems solution.

№7.Environment and Sustainable Development: An ability to understand and evaluate the impact of professional electronic business solutions in environmental and societal contexts and demonstrate knowledge of and need for sustainable development.

№8.Professional Standards: An understanding of humanity science and social responsibility, being able to

understand and abide by professional ethics and standards responsibly in engineering practice.

№9.Individual and Teams: An ability to function effectively as an individual, and as a member or leader in diverse teams and in multi-disciplinary settings.

№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: Demonstrate knowledge and understanding of engineering management principles and methods of economic decision-making, to function in multidisciplinary environments.

№12.Lifelong Learning: A recognition of the need for, and an ability to engage in independent and life-long learning with the ability to learn continuously and adapt to new developments.

### **专业简介:**

华南理工大学电子商务专业隶属管理科学与工程学科，依托计算机科学、电子信息工程、通信工程和经济管理等优势学科而建立。2000年华南理工大学在全国率先兴办“3+2”模式的复合型电子商务专业。2001年获教育部批准正式设立电子商务专业。2002年电子商务专业招收本科生。2004年成立电子商务学院。2006年设立电子商务工程与应用硕士学位授权点。2008年电子商务学院被合并到经济与贸易学院，设立电子商务系，下设电子商务专业。华南理工大学电子商务专业是广东省特色专业和广东省应用型人才培养示范专业，建设有广东省大学生实践教学基地，拥有本科-硕士-博士的层次齐全的电子商务人才培养体系，与美国罗格斯大学等国际名校实行交换或联合培养。本专业强调计算机技术和数据分析能力，在综合训练的基础上按商务智能、网络营销、互联网金融三个方向实现个性化人才培养。毕业学生就业面广，可去电子商务企业、互联网企业、IT企业、各类型大中型企业、服务性领域包括金融机构、电信运营商和政府机关工作，可以攻读电子商务、商业分析、计算机科学与技术、管理学和金融学等学科领域的硕士和博士研究生。

### **Program Profile:**

The program in SCUT is subject to the discipline of Management Science and Engineering, and was established based on the distinctive disciplines such as Computer Science, Electronic Information Engineering, Electronic and Communication Engineering, Economics and Management. In 2000, SCUT has pioneered the interdisciplinary E-business major with the mode of “3+2” at domestic. After the approval of the Ministry of Education, E-business major was set up and started to recruit undergraduates from 2002. The school of Electronic Business was founded in 2004, and granted master-accredited field in 2006. Since incorporated into School of Economics and Commerce, the department of E-business was founded with the E-business major.

The E-business program in SCUT has been graded as the Guangdong Provincial Characteristic Specialty

and Guangdong Provincial Practical Talent Training Exemplary Programs. The major has established Guangdong Provincial Practice Teaching Base, and built a complete talent cultivation system from bachelor to master, and to doctor. We have established exchange and joint education with U.S. Rutgers University and other well-known international universities. The program focuses on the cultivation of personalized graduates from the fields of business intelligence, Internet marketing and Internet finance on the basis of comprehensive training, with an emphasis on the application of information technology and data analytical skills. The graduates have various employment opportunities not only in E-commerce enterprises, Internet enterprises, IT companies and other large or medium sized enterprises, but also in financial institutions, telecom operators, government authorities and other service fields, and further study opportunities in the master and doctor degree programs in E-business, Business Analysis, Computer Science, Management Studies, Finance and other disciplines.

### **专业特色:**

以 CDIO 为培养理念, 将“构思—设计—实现—运行”的工程理念贯穿于学科教育全过程。在平台课程基础上, 设立商务智能、网络营销、互联网金融专业方向, 学生可根据社会需求和自我发展需要作出选择以提高自身的竞争能力。

### **Program Features:**

The program will stick to the engineering concept of “conceive-design-implement-operate” (CDIO). Based on the platform courses, the program will set specialty fields or courses modules including business intelligence, Internet finance and marketing management, while the students can choose these courses and make adjustment according to needs of the society and self-development to improve their competitiveness.

**授予学位:** 管理学学士学位

**Degree Conferred:** Bachelor of Management Science

### **主干课程:**

电子商务概论、高级语言程序设计(Java)、数据库原理与应用、统计学、数据挖掘、运筹学、管理学原理、网络营销、互联网金融、ERP 原理与应用。

### **Core Courses:**

Introduction to E-Business, High-level Programming Language (Java), Database Principles and Applications, Statistics, Data Mining, Operations Research, Principles of Management, Network Marketing, Internet Finance, Theory & Application of ERP

### **特色课程:**

全英语教学课程: 高级语言程序设计 (Java)、金融学原理

双语教学课程：管理学原理、统计学、财务管理、移动商务

研究型课程：电子商务前沿

MOOC：互联网金融

本研贯通课：数据挖掘

校企合作课：毕业实习（与汉得信息技术有限公司合作的 ERP 实训）

创新实践课程：技术创新原理与应用

创业教育课程：电子商务商业模式与创业、创业教育

### **Featured Courses:**

Courses Taught in English: High-level Programming Language (Java), Principles of Finance

Bilingual Courses: Principles of Management, Statistics, Financial Management, Mobile Commerce

Research Courses: Forefront of E-Business

MOOCs: Internet Finance

Baccalaureate-Master's Integrated Courses: Data Mining

Cooperative Courses with Enterprises: Graduate Fieldwork (ERP Training Cooperated with HAND Enterprise Solutions Co., Ltd.)

Innovation Practice: Principles & Applications of Technology Innovation

Entrepreneurship Courses: E-Commerce Business Models & Entrepreneurship, Developmental Entrepreneurship

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

学 年	学 期	教 学 进 度 安 排 (周)																		理	考	入	军	课	工	电	综	社	生	毕	其	中	毕	就	机	假	小		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	论	试	学	训	程	程	子	合	会	实	产	业	它	外	业	业	排	期
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R		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	Q	Q	B	B	16	2														2	20		
二	3	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	M	E	B	B	16	2		1								1					20		
	4	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	E	Q	B	B	16	2		1												1	20		
三	5	A	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	A	A	A	Q	Q	B	B	16	2														2	20		
四	7	A	A	A	A	A	A	A	A	A	A	A	A	L	L	L	Q	Q	B	B	13	2											3				2	20	
	8	O	O	O	O	O	O	O	O	O	O	O	O	O	Q	Q	Q	Q	Q	Q													14	6		20			
合 计 (周)																				107	13	1	3	2											3	1	14	15	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	48.0	700	
	通识 General Education	10.0	160	
学科基础课 Disciplinary Basic Courses	必修 Compulsory	43.0	756	
	选修 Elective	6.0	96	
专业领域课 Specialty-related Courses	必修 Compulsory	16.0	286	
	选修 Elective	18.0	288	
合 计 Total		141.0	2286	
集中实践教学环节 (周) Practice Training (Weeks)	必修 Compulsory	25.0	25 周	
毕业学分要求 Credits Required for Graduation	141.0+25.0=166.0			

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
2286	1742	544	1978	308	166	132	34	25	131.5	9.5	9

### 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 Outcom es	
				总学 时 Class Hours	上机 Computer-ai ded Class Hours	实验 Lab Hours	实践 Practice Hours				
公共 基础 课 General Basic Courses	143091	中国近现代史纲要 Skeleton of Chinese Modern History	必修 课程 C	(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 Foundations 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	
	140191	微积分 II (一) Calculus(1)		80				5.0	1	№1	
	140192	微积分 II (二) Calculus(2)		80				5.0	2	№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	
	145270	计算机网络技术及应用 Computer Network Technology and Applications		48				3.0	3	№5	
		人文科学领域 Humanities		64	通识 课 E				4.0		№8
		社会科学领域 Social Science		32					2.0		№8
		科学技术领域 Science and Technology		64					4.0(2)		№8
		<b>合 计 Total</b>				860			128	58.0	



### 三、专业教学计划表（续）（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 Seme ster	毕 业 要 求 Student Outcomes	
				总学时 Class Hours	上机 Computer-ai ded Class Hours	实验 Lab Hours	实践 Practice				
学科基础课 Disciplinary Basic Courses	168417	Python 程序设计基础 Python Programming	必 C	40	16			2.0	1	№1,2,4,12	
	168012	电子商务概论 Introduction to E-Business	必 C	32				2.0	1	№1,2,3,7	
	168003	经济学原理 Principles of Economics	必 C	64				4.0	2	№1,2,12	
	168474	高级语言程序设计(Java) (一) High-level Programming Language (Java) (1)	必 C	80	32			4.0	2	№1,2,3,4,5	
	168475	高级语言程序设计(Java) (二) High-level Programming Language (Java) (2)	必 C	40	16			2.0	3	№3	
	168007	数据库原理与应用 Database Principles & Applications	必 C	72	16			4.0	3	№1,2,3,4	
	174005	统计学 Statistics	必 C	60	16			3.0	3	№1,2,3,4,5	
	175010	会计学原理 Principle of Accounting	必 C	48				3.0	3	№1,2,9,12	
	175113	管理学原理 Principles of Management	必 C	48				3.0	3	№1,2,4	
	168297	金融学原理 Principles of Finance	必 C	48				3.0	4	№1,2,3,6,9, 11	
	168295	数据挖掘 Data Mining	必 C	56	16			3.0	4	№1,2,3,4,5	
	168114	数据结构 Data Structures	必 C	56	16			3.0	4	№1,2,3	
	168019	运筹学 Operations Research	必 C	48				3.0	4	№1,2,3,4,5	
	168227	财务管理 Financial Management	必 C	48				3.0	5	№1,2,3,4,5, 8,9,10,12	
	168425	毕业设计（论文）专题讲座 Final Year Project (Thesis) Seminars	必 C	16				1.0	6	№1,2	
	168192	市场营销学 Marketing	选 E	48				3.0	2	№1,2	
	168048	计量经济学 Econometrics	选 E	52	12			3.0	4	№1,3,4,5	
	168200	博弈论 Game Theory	选 E	48				3.0	6	№6,9,10	
	168477	批判性思维 Critical thinking	选 E	32				2.0	6	№2	
			合 计 Total	必 C	756	128			43.0		
			选 E	选修课修读最低要求 6.0 学分 minimum elective course credits required: 6							
专业领域课 Specialty-related Courses	168175	网络营销 Network Marketing	必 C	48				3.0	4	№1,2,3,4	
	168268	供应链管理 Supply Chain Management	必 C	48				3.0	5	№1,2,3,4,5, 10	
	168450	互联网金融 Internet Finance	必 C	56	8			3.0	5	№1,2,4	
	168023	电子商务安全与保密 Security & Confidentiality of E-commerce	必 C	54	12			3.0	6	№1,2,3,4,5	

168041	ERP 原理与应用 Theory & Application of ERP	必 C	56		16		3.0	6	№1,3,4,5,№ 9
168307	电子商务商业模式与创业 E-Commerce Business Models & Entrepreneurship	必 C	24			16	1.0	7	№1,2,3,4
168294	物流学导论 Introduction to Logistics	选 E	38	8	4		2.0	2	№1,2,3,4,5, 10
168447	会计实验 Accounting Experiment	选 E	32		32		1.0	3	№1,2,5,9
174062	国际贸易原理 II Theory of International Trade II	选 E	48				3.0	5	№1
168476	Web 编程 Web Programming	选 E	56	16			3.0	5	№3
168470	Python 数据分析 Python Data Analysis	选 E	56	16			3.0	5	№1,2,3,4,5
175040	消费者行为学 Consumer Behavior Theory	选 E	48				3.0	5	№1,2,3
168299	知识管理 Knowledge Management	选 E	32				2.0	5	№1,2,9,12
168025	移动商务 Mobile Commerce	选 E	32				2.0	5	№6
168303	科技文献检索 Scientific Literature Retrieval	选 E	22	12			1.0	6	№1,2,3,4,5
168302	电子商务前沿 Forefront of E-Business	选 E	16				1.0	5	№1,2,3,4,5, 6,12
168209	投资学 Investment	选 E	32				2.0	6	№1,2,3,4,1 1,12
174015	国际贸易实务 International Trade Practice	选 E	56		16		3.0	6	№2,6,7,8,9, 10
168033	客户关系管理 Customer Relationship Management	选 E	32				2.0	6	№1,2,3,4,5, 6
175050	市场调研与预测 Market Research and Forecasting	选 E	36	12			2.0	6	№2,7,14
168471	电子支付 Electronic Payment	选 E	54	12			3.0	6	№3,4,6,9,1 2
168154	技术创新原理与应用 Principles & Applications of Technology Innovation	选 E	48				3.0	6	№1,2,3
168472	服务营销与管理 Service Marketing & Management	选 E	32				2.0	6	№1,2,3,4,5, 6
168428	创业教育 Developmental Entrepreneurship	选 E	32				2.0	6	№1,2,3
168323	信息经济学 Information Economic	选 E	48				3.0	7	№1,2,3,4,9, 12
168203	行为金融 Behavioral Finance	选 E	32				2.0	7	№1,2,3,4,5
168036	项目管理 Project Management	选 E	32				2.0	7	№1,2,9,10, 11
120003	创新研究训练 Innovation Research Training	选 E	32				2.0		№12
120004	创新研究实践 I Innovation Research Practice I	选 E	32				2.0		№12
120005	创新研究实践 II Innovation Research Practice II	选 E	32				2.0		№12
120006	创业实践 Entrepreneurial Practice	选 E	32				2.0		№12
	<b>合 计</b> <b>Total</b>	必 C	286	20	16	16	16.0		
		选 E	选修课修读最低要求 18.0 学分 minimum elective course credits required: 18						

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 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	3	№6
168473	高级语言程序设计(Java)课程设计 Course Project of High-level Programming Language (Java)	必 C	1 周		1.0	3	№3
168305	网络营销课程设计 Course Project of Network Marketing	必 C	1 周		1.0	4	№1,2,3,4
168091	毕业实习 Graduate Fieldwork	必 C	3 周		3.0	7	№1,2,3,5,6,8,9,10,11,12
168069	毕业设计(论文) Final Year Project (Thesis)	必 C	14 周		14.0	8	№1,2,3,4,9,11,12
<b>合 计 Total</b>		必 C	25 周		25.0		
		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 two parts, 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.