

BM-06-Curriculum of Bachelor's Degree Program in Electronic Commerce

Course Code	课程名称	Course Name	Credit	Credit Hour	Term
University-level Compulsory Courses			58		
School-level Compulsory Courses			33		
Discipline-level Compulsory Courses in Management			15		
Practice Module			8		
Concentration-level Compulsory Courses					
0200048	电子商务	E-business	1	18	4
0200366	电子商务模拟实验	E-business Simulation	1	36	4
0800508	网络程序设计	Internet Programming Design	2	36	5
1300751	网络程序实践	Internet Programming (Practice)	1	36	5
0800502	数据库原理	Database Theory	2	36	5
1300752	数据库实践	Database Practice	1	36	5
1100046	电子商务系统分析与设计	Analysis and Design of E-business System	2	36	6
1300754	电子商务系统分析与设计实践	Analysis and Design of E-business System (Practice)	1	36	6
1100237	网络营销	Online Marketing	2	36	5
1100252	物流管理	Logistics Management	2	36	5
Sub-total			15		
Concentration-level Elective Courses					
0800109	数据结构	Data Structure	1	18	6
1300753	数据结构实践	Data Structure (Practice)	1	36	6
0200462	企业电子商务	E-business of Enterprise	2	36	6
0200539	电子支付与安全管理	Electronic Payment and Security Management	2	36	5
0200464	商务智能	Business Intelligence	2	36	6
1100207	市场营销调研	Marketing Survey	2	36	6
1100267	消费者行为学	Consumer Behavior	2	36	7
0300422	战略管理	Strategic Management	2	36	7
0200540	电子商务前沿专题	Frontier Theory of E-business	2	36	7
Sub-total			11		
Total			140		