1. **人才培养方案**

(一)应用化工技术专业

表4 教学进程表

说明：\*为专业核心课，阴影部分为考试课程，其余为考查课程。

| 课程分类 | | | 课程名称 | | 学时 | 学分 | 各学期周数、学时分配 | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 18周 | 18周 | 18周  17+1 | 18周17+1 | 19周  15+4 | 19周  15+4 | 18周  16+2 | 18周  14+4 | 19周  0+19 | 19周  3+16 |
| 必修 | 公共基础课  公共基础课 | | 中国特色社会主义 | | 36 | 2 | 2\*18 |  |  |  |  |  |  |  |  |  |
| 心理健康与职业生涯 | | 36 | 2 |  | 2\*18 |  |  |  |  |  |  |  |  |
| 哲学与人生 | | 36 | 2 |  |  | 2\*16/4\*1 |  |  |  |  |  |  |  |
| 职业道德与法治 | | 36 | 2 |  |  |  | 2\*16/4\*1 |  |  |  |  |  |  |
| 思想道德与法治 | | 48 | 3 |  |  |  |  | 2\*6/4\*9 |  |  |  |  |  |
| 毛泽东思想与中国特色社会主义理论体系概论 | | 32 | 2 |  |  |  |  |  | 2\*14/4\*1 |  |  |  |  |
| 习近平新时代中国特色社会主义思想概论 | | 48 | 3 |  |  |  |  |  |  | 0\*2/3\*16 |  |  |  |
| 形势与政策 | | 16 | 1 |  |  |  |  |  |  | 0\*2/2\*4 | 2\*4 |  |  |
| 职业道德与就业创业指导 | | 16 | 1 |  |  |  |  |  |  |  | 2\*8 |  |  |
| 从石库门到天安门 | | 16 | 1 |  |  |  |  |  |  |  | 4\*4 |  |  |
| 体育与健康 | | 328 | 19 | 3\*18 | 3\*18 | 2\*17 | 3\*18 | 2\*12/4\*3 | 2\*12/4\*3 | 0\*2/2\*15 | 2\*13/4\*1 |  |  |
| 语文 | | 212 | 12 | 4\*18 | 4\*18 | 4\*17 |  |  |  |  |  |  |  |
| 英语 | | 566 | 34 | 6\*18 | 6\*18 | 4\*17 | 6\*17 | 6\*15 | 6\*15 |  |  |  |  |
| 数学 | | 282 | 16 | 6\*18 | 4\*18 | 6\*17 |  |  |  |  |  |  |  |
| 高等数学 | | 64 | 5 |  |  |  |  |  |  | 0\*2/4\*13/6\*2 |  |  |  |
| 大学英语 | | 52 | 3 |  |  |  |  |  |  | 0\*2/4\*13 |  |  |  |
| 物理 | | 72 | 4 | 4\*18 |  |  |  |  |  |  |  |  |  |
| 艺术 | | 36 | 2 |  | 2\*18 |  |  |  |  |  |  |  |  |
| 历史 | | 72 | 4 |  |  |  |  | 2\*12/4\*3 | 2\*12/4\*3 |  |  |  |  |
| 信息技术 | | 72 | 4 |  |  | 4\*16/8\*1 |  |  |  |  |  |  |  |
| 劳动专题教育 | | 16 | 1 |  |  |  |  |  | 2\*8 |  |  |  |  |
| 军训 | | (56) | 2 | 2w |  |  |  |  |  |  |  |  |  |
| 爱国主义教育 | | 28 | 1 |  |  | 1w |  |  |  |  |  |  |  |
| 社会实践 | | 28 | 1 |  | 1w |  |  |  |  |  |  |  |  |
| 综合素质拓展 | | 84 | 3 |  |  |  |  |  |  |  |  |  | 3w |
| 合 计 | | 2232 | 130 | 25 | 21 | 22 | 11 | 14 | 15 | 14 | 8 | 0 | 0 |
| 专业基础课程 | | 普通化学 | | 64 | 4 | 4\*16 |  |  |  |  |  |  |  |  |  |
| 无机化学 | | 48 | 3 |  | 3\*16 |  |  |  |  |  |  |  |  |
| 有机化学 | | 48 | 3 |  |  | 3\*16 |  |  |  |  |  |  |  |
| 化学实验技术 | | 64 | 4 |  | 2\*16 | 2\*16 |  |  |  |  |  |  |  |
| 化学工艺基础 | | 80 | 5 |  |  | 5\*16 |  |  |  |  |  |  |  |
| 化工设备及管道 | | 75 | 4.5 |  |  |  |  |  | 5\*15 |  |  |  |  |
| 化工仪表 | | 64 | 4 |  |  |  | 4\*16 |  |  |  |  |  |  |
| HSEQ与清洁生产 | | 48 | 3 |  |  |  | 3\*16 |  |  |  |  |  |  |
| 化工质量检测 | | 64 | 4 |  |  | 2\*16 | 2\*16 |  |  |  |  |  |  |
| 化工过程控制\* | | 105 | 7 |  |  |  |  | 4\*15 | 3\*15 |  |  |  |  |
| 基础化工生产工艺1\* | | 48 | 3 |  |  |  |  |  |  | 0\*2/4\*12 |  |  |  |
| 基础化工生产工艺2\* | | 48 | 3 |  |  |  |  |  |  |  | 4\*12 |  |  |
| 化工生产安全技术\* | | 30 | 2 |  |  |  |  |  |  |  | 4\*7/2\*1 |  |  |
| 化工单元操作\* | | 252 | 16 |  |  |  | 6\*17 | 6\*15 |  | 0\*2/4\*5/8\*2/4\*6 |  |  |  |
| 合 计 | | 1038 | 65.5 | 4 | 5 | 12 | 15 | 10 | 8 | 9 | 8 | 0 | 0 |
| 限定选修 | | 专业方向课程 | 化工制图与CAD | | 60 | 4 |  |  |  |  |  | 4\*15 |  |  |  |  |
| 专业英语 | | 30 | 2 |  |  |  |  |  |  | 0\*2/2\*15 |  |  |  |
| 基础化学 | | 56 | 3.5 |  |  |  |  |  |  | 0\*2/4\*14 |  |  |  |
| 化工产品检测 | | 48 | 3 |  |  |  |  |  |  | 0\*2/4\*9/6\*2 |  |  |  |
| 精细化工生产工艺 | | 48 | 3 |  |  |  |  |  |  |  | 4\*12 |  |  |
| 工业催化技术 | | 30 | 2 |  |  |  |  |  |  |  | 2\*13/4\*1 |  |  |
| 仪器分析 | | 48 | 3 |  |  |  |  |  |  |  | 4\*8/8\*2 |  |  |
| 绿色化工 | | 30 | 2 |  |  |  |  |  |  |  | 2\*13/4\*1 |  |  |
| 制药技术 | | 30 | 2 |  |  |  |  |  |  |  | 2\*9/4\*3 |  |  |
| 环境检测技术 | | 30 | 2 |  |  |  |  |  |  |  | 4\*6/6\*1 |  |  |
| 合计 | | 410 | 26.5 | 0 | 0 | 0 | 0 | 0 | 4 | 12 | 12 | 0 | 0 |
| 任意选修 | | 专业拓展课程 | 现代高新技术概论 | | 32 | 2 |  |  |  |  |  |  |  |  |  |  |
| 市场营销 | | 32 | 2 |  |  |  |  |  |  |  |  |  |  |
| 公共关系学 | | 32 | 2 |  |  |  |  |  |  |  |  |  |  |
| 企业管理 | | 32 | 2 |  |  |  |  |  |  |  |  |  |  |
| 口才与演讲 | | 32 | 2 |  |  |  |  |  | 2\*16 |  |  |  |  |
| 证券与期货 | | 32 | 2 |  |  |  |  |  |  |  |  |  |  |
| 交际与礼仪 | | 32 | 2 |  | 2\*16 |  |  |  |  |  |  |  |  |
| 文献检索 | | 32 | 2 |  |  |  |  |  |  |  |  |  |  |
| 化学与生活 | | 32 | 2 |  |  |  |  | 2\*14/4\*1 |  |  |  |  |  |
| 公共安全 | | 32 | 2 | 2\*16 |  |  |  |  |  |  |  |  |  |
| 企业班组管理 | | 32 | 2 |  |  |  |  |  |  |  |  |  |  |
| 精馏操作技术 | | 32 | 2 |  |  |  |  |  |  |  |  |  |  |
| 合计 | | 128 | 8 | 2 | 2 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 0 |
| 独立设置的实践性教学环节 | | | 认识实习 | | 28 | 1 |  |  | 1w |  |  |  |  |  |  |  |
| 信息技术基础培训与考证 | | 28 | 1 |  |  |  | 1w |  |  |  |  |  |  |
| 化工产品工业仿真综合实践与考证辅导 | | 56 | 2 |  |  |  |  |  |  | 2w |  |  |  |
| 化工技能综合实践与考证辅导 | | 224 | 8 |  |  |  |  | 4w |  |  | 4w |  |  |
| 化工装置运行 | | 112 | 4 |  |  |  |  |  | 4w |  |  |  |  |
| 顶岗实习 | 专业综合实践（企业） | 532 | 19 |  |  |  |  |  |  |  |  | 19w |  |
| 毕业综合实践 | 448 | 16 |  |  |  |  |  |  |  |  |  | 16w |
| 合计 | | 1428 | 51 | 0 | 0 | 1w | 1w | 4w | 4w | 2w | 4w | 19w | 16w |
| 总学时（学分）数 | | | | | 5236 | 281 |  |  |  |  |  |  |  |  |  |  |

(二)市场营销专业

**表4 市场营销专业教学进程表**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **课程性质** | | **课程名称** | | **总学时** | **总学分** | **学时分配** | | **考核方式** | **各学期学时分配** | | | | | | | | | |  | |
| **理论教学** | **课内实践** | **第一学年** | | **第二学年** | | **第三学年** | | **第四学年** | | **第五学年** | |  |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |  |
| **18周** | **18周** | **18周** | **18周** | **18周** | **18周** | **18周** | **18周** | **19周** | **19周** |  |
| 公共 基础 课程 | 必修 | 职业生涯规划 | | 36 | 2 | 36 |  |  | 2 |  |  |  |  |  |  |  |  |  |  |
| 职业道德与法律 | | 34 | 2 | 34 |  |  |  | 2 |  |  |  |  |  |  |  |  |  |
| 经济政治与社会 | | 36 | 2 | 36 |  |  |  |  | 2 |  |  |  |  |  |  |  |  |
| 哲学与人生 | | 36 | 2 | 36 |  |  |  |  |  | 2 |  |  |  |  |  |  |  |
| 入学教育 | | 28 | 1 | 28 |  |  |  |  |  |  |  |  | 28\*1  （校历第二周） |  |  |  |  |
| 思想道德与法治 | | 48 | 3 | 48 |  |  |  |  |  |  |  |  | 0\*2/4\*12 |  |  |  |  |
| 毛泽东思想和中国特色  社会主义理论体系概论★ | | 48 | 3 | 32 | 16 | \* |  |  |  |  |  |  | 0\*2/4\*12 |  |  |  |  |
| 形势与政策（1） | | 8 | 0.5 | 8 |  |  |  |  |  |  |  |  | 8 |  |  |  |  |
| 形势与政策（2） | | 8 | 0.5 | 8 |  |  |  |  |  |  |  |  |  | 8 |  |  |  |
| 从石库门到天安门 | | 16 | 1 | 16 |  |  |  |  |  |  |  |  |  | 4\*4 |  |  |  |
| 习近平新时代中国特色社会主义思想概论★ |  | 48 | 3 | 42 | 6 | \* |  |  |  |  |  |  |  | 4\*!2 |  |  |  |
| 语文//商务应用文写作 | | 248 | 14 | 216 | 32 | \* | 4 | 4 | 4 | 2 |  |  |  |  |  |  |  |
| 数学//经济数学 | | 284 | 16 | 284 |  | \* | 4 | 4 | 4 | 4 |  |  |  |  |  |  |  |
| 英语//大学英语★ | | 540 | 32 | 540 |  | \* | 4 | 4 | 4 | 4 | 4 | 4 | 0\*2/4\*13+8\*1 | 4\*15 |  |  |  |
| 体育 | | 270 | 22 | 16 | 254 |  | 2 | 2 | 2 | 2 | 2 | 2 | 0\*2/2\*13+4\*1 | 2\*15 |  |  |  |
| 心理健康 | | 36 | 2 | 36 |  |  | 8/学期 | 8/学期 | 8/学期 | 8/学期 | 4/学期 |  |  |  |  |  |  |
| 化学 | | 72 | 4 | 48 | 24 |  | 4 |  |  |  |  |  |  |  |  |  |  |
| 生物 | | 34 | 2 | 26 | 8 |  |  | 2 |  |  |  |  |  |  |  |  |  |
| 艺术(音乐欣赏) | | 36 | 2 | 36 |  |  | 2 |  |  |  |  |  |  |  |  |  |  |
| 计算机应用基础 | | 208 | 12 | 24 | 184 |  | 6 |  |  |  |  | 4 | 0\*2/4\*8 |  |  |  |  |
| 综合素质拓展(含劳动教育） | | 84 | 3 |  | 84 |  |  |  |  |  |  |  |  |  |  | 3周 |  |
| 小计 | | 2158 | 129 | 1550 | 608 |  | 28 | 18 | 16 | 14 | 6 | 10 |  |  |  |  |  |
| 专业 基础课程 | 必修 | 电子商务基础★ | | 68 | 4 | 44 | 24 | \* |  | 4 |  |  |  |  |  |  |  |  |  |
| 经济法 | | 68 | 4 | 40 | 28 |  |  | 4 |  |  |  |  |  |  |  |  |  |
| 化妆品外观设计 | | 68 | 4 | 8 | 60 |  |  | 4 |  |  |  |  |  |  |  |  |  |
| 商品信息采编★ | | 72 | 4 | 12 | 60 |  |  |  | 4 |  |  |  |  |  |  |  |  |
| 核算基础知识 | | 72 | 4 | 16 | 56 |  |  |  | 4 |  |  |  |  |  |  |  |  |
| 市场营销★ | | 72 | 4 | 44 | 28 | \* |  |  | 4 |  |  |  |  |  |  |  |  |
| 网页设计与制作★ | | 72 | 4 | 12 | 60 | \* |  |  |  | 4 |  |  |  |  |  |  |  |
| 网络营销★ | | 72 | 4 | 30 | 42 | \* |  |  |  | 4 |  |  |  |  |  |  |  |
| 店务管理 | | 72 | 4 | 42 | 30 |  |  |  |  | 4 |  |  |  |  |  |  |  |
| 皮肤医学与美容 | | 36 | 4 | 16 | 20 |  |  |  |  | 2 |  |  |  |  |  |  |  |
| 国际贸易实务 | | 68 | 2 | 32 | 36 |  |  |  |  |  | 4 |  |  |  |  |  |  |
| 视频编辑剪辑 | | 68 | 4 | 12 | 56 | \* |  |  |  |  | 4 |  |  |  |  |  |  |
| 现代物流基础 | | 68 | 4 | 24 | 44 | \* |  |  |  |  | 4 |  |  |  |  |  |  |
| 跨境电子商务 | | 68 | 4 | 22 | 46 |  |  |  |  |  | 4 |  |  |  |  |  |  |
| 网络直播运营★ | | 68 | 4 | 20 | 48 | \* |  |  |  |  | 4 |  |  |  |  |  |  |
| 网店运营 | | 68 | 4 | 36 | 32 |  |  |  |  |  |  | 4 |  |  |  |  |  |
| 办公自动化 | | 68 | 4 | 8 | 60 | \* |  |  |  |  |  | 4 |  |  |  |  |  |
| 新媒体营销 | | 68 | 4 | 20 | 48 | \* |  |  |  |  |  | 4 |  |  |  |  |  |
| 商务英语 | | 68 | 4 | 56 | 12 |  |  |  |  |  |  | 4 |  |  |  |  |  |
| 经济学基础★ | | 64 | 4 | 44 | 20 | \* |  |  |  |  |  |  | 0\*2/4\*12+8\*2 |  |  |  |  |
| 管理学基础★ | | 64 | 4 | 48 | 16 | \* |  |  |  |  |  |  | 0\*2/4\*12+8\*2 |  |  |  |  |
| 市场调查与预测★ | | 48 | 3 | 16 | 32 | \* |  |  |  |  |  |  | 0\*2/4\*12 |  |  |  |  |
| 化妆品概论 | | 32 | 2 | 20 | 12 |  |  |  |  |  |  |  | 0\*7/4\*8 |  |  |  |  |
| 消费者行为学★ | | 48 | 3 | 22 | 26 | \* |  |  |  |  |  |  |  | 4\*12 |  |  |  |
| 财务管理 | | 32 | 2 | 16 | 16 |  |  |  |  |  |  |  |  | 0\*4/4\*8 |  |  |  |
| 客户关系管理 | | 32 | 2 | 14 | 18 |  |  |  |  |  |  |  |  | 0\*8/4\*8 |  |  |  |
| 销售管理★ | | 32 | 2 | 16 | 16 | \* |  |  |  |  |  |  |  | 4\*8 |  |  |  |
| 电子商务应用★ | | 48 | 3 | 6 | 42 | \* |  |  |  |  |  |  |  | 0\*4/4\*12 |  |  |  |
| 商务沟通与谈判★ | | 48 | 3 | 16 | 32 | \* |  |  |  |  |  |  |  | 4\*12 |  |  |  |
| 小计 | | 1732 | 102 | 712 | 1020 |  | 0 | 12 | 12 | 14 | 20 | 16 |  |  |  |  |  |
| 专业 拓展 课程 | 限 定选 修 | 美学基础 | | 36 | 2 | 16 | 20 |  |  |  |  | 2 |  |  |  |  |  |  |  |
| 美容护肤常识 | | 34 | 2 | 12 | 22 |  |  |  |  |  | 2 |  |  |  |  |  |  |
| 彩妆赏析 | | 34 | 2 | 14 | 20 |  |  |  |  |  |  | 2 |  |  |  |  |  |
| 大数据基础与应用 | 7选3 | 32 | 2 | 8 | 24 |  |  |  |  |  |  |  |  |  | 8\*4 |  |  |
| Python语言应用 | 32 | 2 | 8 | 24 |  |  |  |  |  |  |  |  |  |  |  |
| VR技术应用 | 32 | 2 | 8 | 24 |  |  |  |  |  |  |  |  |  |  |  |
| 供应链管理 | 32 | 2 | 16 | 16 |  |  |  |  |  |  |  |  |  |  |  |
| 会展项目管理 | 32 | 2 | 16 | 16 |  |  |  |  |  |  |  |  |  |  |  |
| 公共关系学 | 32 | 2 | 16 | 16 |  |  |  |  |  |  |  |  |  |  |  |
| 广告学 | 32 | 2 | 16 | 16 |  |  |  |  |  |  |  |  |  |  |  |
| 小计 | | 200 | 12 | 82 | 118 |  | 0 | 0 | 0 | 2 | 2 | 2 |  |  |  |  |  |
| 任 意选 修 | 安全教育 | 8选4 | 16 | 1 | 16 |  |  | 1 |  |  |  |  |  |  |  |  |  |  |
| 工匠精神 | 16 | 1 | 16 |  |  | 1 |  |  |  |  |  |  |  |  |  |  |
| 硬笔书法 | 16 | 1 | 16 |  |  |  | 1 |  |  |  |  |  |  |  |  |  |
| 毛笔书法 | 16 | 1 | 16 |  |  |  |  | 1 |  |  |  |  |  |  |  |  |
| 情绪管理 | 16 | 1 | 16 |  |  |  |  |  | 1 |  |  |  |  |  |  |  |
| 商务礼仪 | 16 | 1 | 16 |  |  |  |  |  |  | 1 |  |  |  |  |  |  |
| 演讲与口才 | 16 | 1 | 16 |  |  |  |  |  |  |  | 1 |  |  |  |  |  |
| 形象管理 | 16 | 1 | 16 |  |  |  |  |  |  |  | 1 |  |  |  |  |  |
| 小计 | | 64 | 4 | 64 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 专业 技能 训练 课程 | 必修 | 认知实习 | | 28 | 1 |  | 28 |  |  | 1周 |  |  |  |  |  |  |  |  |  |
| 网络直播运营初级实践 | | 28 | 1 |  | 28 |  |  |  |  |  | 1周 |  |  |  |  |  |  |
| 企业经营管理沙盘实践 | | 28 | 1 |  | 28 |  |  |  |  |  |  | 1周 |  |  |  |  |  |
| 化妆品体验实践 | | 28 | 1 |  | 28 |  |  |  |  |  |  |  | 1周 |  |  |  |  |
| 化妆品市场调查与预测实践 | | 28 | 1 |  | 28 |  |  |  |  |  |  |  | 1周 |  |  |  |  |
| 化妆品客户关系管理实践 | | 28 | 1 |  | 28 |  |  |  |  |  |  |  |  | 1周 |  |  |  |
| 化妆品营销综合实践 | | 28 | 1 |  | 28 |  |  |  |  |  |  |  |  | 1周 |  |  |  |
| 网络直播运营中级实践 | | 28 | 1 |  | 28 |  |  |  |  |  |  |  |  |  | 1周 |  |  |
| 专业综合实践（企业） | | 392 | 10 |  | 392 |  |  |  |  |  |  |  |  |  | 14周 |  |  |
| 毕业环节 | | 448 | 16 |  | 448 |  |  |  |  |  |  |  |  |  |  | 16周 |  |
| 小计 | | 1064 | 34 |  | 1064 |  |  |  |  |  |  |  |  |  |  |  |  |
| **合计** | | | | 5218 | 281 | 2408 | 2810 |  | 28 | 30 | 28 | 28 | 26 | 26 | 3-7/30 8-10/34 11-14/30 15/26 16/28 | 1-5/30 6-12/34 13-15/18 16/12 | 1-4/24 |  |  |
| 备注：1、中职阶段任意选修课采用网络课程形式，每门课以16学时计算。2、周课时不计算任意选修课程课时。3、中职阶段劳动教育不占用教学周。4、★为专业核心课程。5. \*为考试课程，其余为考查课程。 | | | | | | | | | | | | | | | | | | |  |