

# 大数据管理与应用（国际商务） 留学生本科培养方案

（学制：4年 学位：管理学学士）

## 一、培养目标

本专业培养适应现代大数据管理与智能决策需要，获得数据分析师和管理工程师基本训练，在本学科领域中具有一定的国际视野，能够在多个国家的实际环境中运用和发展本学科的知识、技能和方法，并具备参与国际交流与合作的初步能力，知华、友华，毕业后能从事大数据分析、数据管理、商业智能决策、数据产品开发与应用研究等方面的人才。

## 二、毕业要求及实现矩阵

毕业生应获得以下几方面的知识和能力：

1. 汉语毕业要求：学生毕业前须通过汉语水平考试（HSK）4级，具备基本的汉语听、说、读、写能力，能够适应在中国学习、生活及未来职业发展的语言需求。学生须完成以下指定课程并取得合格成绩：《中国概况（2-1）》《中国概况（2-2）》《初级汉语》《中级汉语》《高级汉语》。

2. 掌握管理学、数据科学、经济学、统计学及计算机科学等学科的基础理论与方法，能够运用多学科知识分析和解决经济管理、社会发展及企业中的复杂问题。

3. 基本掌握汉语，能够借助工具阅读和理解本专业的中文技术资料；具备在跨文化环境下的基础沟通与协作能力，能够适应多元文化工作环境。

4. 掌握人工智能、机器学习、商务智能与决策优化的基本理论与方法，能够对复杂数据进行深度分析，并将分析结果应用于智能管理、风险预测与决策优化。

5. 掌握数据治理、数据安全、数据质量管理的基本理论和方法，能够设计、实施和优化数据管理体系，确保数据的合规性、安全性与可用性。

6. 具备良好的工程职业道德、社会责任感、团队协作精神和创新意识，具有项目管理、经济决策的基本素养和终身学习意识，能够适应大数据领域技术快速发展的挑战，具备在国际与多元文化环境中从事数据分析、系统研发、技术管理等工作的潜力。

毕业要求指标点分解与实现矩阵

毕业要求	指标点	课程
1. 掌握管理学、数据科学、经济学、统计学及计算机科学等学科的基础理论与方法，能够运用多学科知识分析和解决经济管理、社会发展及企业中的复杂问题。	1.1 能够运用数学、统计学与管理科学知识，对复杂问题进行分析、建模与求解	高等数学（经管类）（2-1） 高等数学（经管类）（2-2） 线性代数 概率论与数理统计 管理统计学
	1.2 系统掌握管理学、经济学的基本概念、理论和方法，理解经济运行和管理决策的基本规律	管理学 / 经济学原理 / 大数据管理与应用概论
	1.3 掌握人工智能、计算机科学如数据结构、程序设计的核心概念和基本方法	程序设计（Python） / 数据思维与人工智能 / 数据挖掘与商务智能 / 大数据管理与应用概论 / 人智交互与用户体验
2. 基本掌握汉语，能够借助工具阅读和理解本专业的中文技术资料；具备在跨文化环境下的基础沟通与协作能力，能够适应多元文化工作环境。	2.1 具备基础汉语能力，能够借助工具阅读和理解中文专业资料	初级汉语精读（2-1） / （2-2） 初级汉语口语（2-1） / （2-2） 中级汉语（2-1） / （2-2） 高级汉语（2-1） / （2-2） 中国概况（2-1） / （2-2）
	2.2 能够在跨文化环境中进行基础沟通与协作	毕业设计 文献阅读与论文写作 学术英语（2-1） / （2-2） 管理沟通 专业认识实习 国际教育课程
3. 掌握人工智能、机器学习、商务智能与决策优化的基本理论与方法，能够对复杂数据进行深度分析，并将分析结果应用于智能管理、风险预测与决策优化。	3.1 掌握数据管理、数据挖掘、机器学习、数据可视化的基本理论、方法和技术工具	数据思维与人工智能 / 数据挖掘与商务智能 / 数据库原理与应用 / 数据可视化与知识图谱 / 管理统计学
	3.2 掌握大数据专业基础理论，能够识别和分析实际业务需求，对特定业务场景（特别是能源领域）的数据进行深度分析，形成洞察并支持优化决策	数据资产管理 / 专业实习 / 国际商务 / 数字化人力资源管理 / 国际贸易实务
	3.3 能够运用数据科学知识工具，完成从数据采集、清洗、存储到分析建模的全流程实践，解决实际问题	大数据管理与应用概论 / 数据资产管理 / 大数据安全与治理 / 数据库原理与应用
4. 掌握数据治理、数据安全、数据质量管理的基本理论和方法，能够设计、实施和优化数据管理体系，确保数据的合规性、安全性与可用性。	4.1 理解数据生命周期、数据治理框架、数据安全与隐私保护、数据伦理与相关法规政策	大数据安全与治理 / 人工智能与商业伦理 / 责任与可持续管理
	4.2 能够在信息系统或数据分析项目中考虑并应用数据治理与安全的原则和方法	国际商务 / 国际贸易实务 / 市场研究 / 消费者行为学
5. 具备良好的工程职业道德、社会责任感、团队协作精神和创新意识，具有项目管理、经济决策的基本素养和终身学习意识，能够适应大数据领域技术快速发展的挑战，具备在国际与多元文化环境中从事数据分析、系统研发、技术管理等工作的潜力。	5.1 理解并遵守职业道德和法律法规	专业实习 / 毕业设计 / 大数据精准营销 / 市场研究 / 社交媒体与品牌运营
	5.2 具备社会责任感和可持续发展意识	专业认识实习 / 专业实习 / 毕业设计 / 管理沟通
	5.3 具备项目管理、团队协作、终身学习能力和创新意识	文献阅读与论文写作 / 毕业设计 / 国际教育课程 / 学术英语（2-1） / （2-2）

### 三、主干学科、专业核心课程

**主干学科：**管理科学与工程

**专业核心课程：**国际商务（双语）、国际贸易实务（双语）、大数据管理与应用概论、数据库原理与应用、大数据采集与预处理、数据挖掘与商务智能、大数据安全与治理

### 四、特色课程

（一）专业特色课程

**专创融合课：**大数据精准营销

**项目式课程：**大数据采集与预处理、国际贸易实务

“人工智能+”课程：数据思维与人工智能、数据挖掘与商务智能

**产教融合课：**专业实习

**校企共建课程：**

（二）在地国际化课程

**全英语课程：**学术英语

**双语课程：**国际商务、国际贸易实务、初级汉语精读（2-1）/（2-2）、初级汉语口语（2-1）/（2-2）、中级汉语（2-1）/（2-2）、高级汉语（2-1）/（2-2）

（三）其他课程

**劳动教育实践课程：**大数据安全与治理，人工智能与商业伦理

**课程思政示范课程：**专业实习

### 五、学分修读要求

本专业学生在学校规定的修业年限内需修满专业培养方案要求的143学分，并取得**辅助学分**要求的10学分，通过HSK4级，方可毕业；符合学士学位授予条件的，授予学士学位。

**授予学位类型：**管理学学士学位

课程类别		学分	所占比例	理论学时	实践学时	学时合计
通识教育课	通识必修课程	51.5	35.52%	776	60学时	836学时
	通识选修课程	10	6.90%			
专业基础课	大类基础课程	25.5	17.59%	396	24学时	420学时
	专业必修课程	38	26.21%	352	88学时+18周	440学时+18周

课程类别		学分	所占比例	理论学时	实践学时	学时合计						
自主发展	专业选修课程	16	11.03%									
	跨学科课程	4	2.76%									
	辅助学分	10	10 (不计入毕业总学分)									
毕业总学分(总学时)		143 (2148 学时+18 周)										
实践教学(含课内实验)		28.5	19.93%	——	168+18周	168+18周						
集中性实践教学环节		18	12.59%	——	12+18周	12+18周						
学期 修读学 分建议	学期	1	2	S1	3	4	S2	5	6	S3	7	8
	必修	18.25	21.25	2	23.25	16.25	2	9.25	7.25	4	2.2 5	7.25
	通识 选修	0	0	0	0	0	0	0	4	0	6	0
	专业 选修	0	0	0	0	2	0	6	4	0	4	0
	跨学 科选 修	0	0	0	0	0	0	0	0	0	4	0
	小计	18.25	21.25	2	23.25	18.25	2	15.25	15.25	4	16. 25	7.25

## 六、课程设置

(说明:基础课程按照课程设置方案确定课程名称、学分、开课学期)

课程类别	课程模块	课程编码 (初稿只需填写 开课单位代码)	课程名称	学分	课内学时					课外学时	学期	备注
					合计	讲授	实验	上机	实践			
通识教育课程	思政类课程	MRX324811031	思想道德与法治 Ideological Morality and Rule of Law	2.5	40	40				40	1	
		2094199	中国概况(2-1) Survey of China (2-1)	3.0	48	48				48	3	
		2094299	中国概况(2-2) Survey of China (2-2)	3.0	48	48				48	4	
	基础素养课程	2091199	初级汉语口语(2-1) Primary Oral Chinese (2-1)	4.0	64	64				64	1	
		2092199	初级汉语精读(2-1) Primary Chinese reading (2-1)	4.0	64	64				64	1	
		CST131511020	数据思维与人工智能 Data Thinking and AI	2.0	36	24		12			1	
		2091299	初级汉语口语(2-2) Primary Oral Chinese (2-2)	4.0	64	64				64	2	
		2092299	初级汉语精读(2-2) Primary Chinese reading (2-2)	4.0	64	64				64	2	
		CST110311025	程序设计(Python) Programming (Python)	3.0	48	24		24			2	
		SEM234711020	创业能力 Entrepreneurial Competency	2.0	40	16	12		12	16	S1	
2095199	中级汉语(2-1) Intermediate Chinese (2-1)	4.0	64	64				64	3			

课程类别	课程模块	课程编码 (初稿只需填写 开课单位代码)	课程名称	学分	课内学时					课外学时	学期	备注
					合计	讲授	实验	上机	实践			
		SFS110212100	学术英语 (2-1) Academic English (2-1)	2.0	32	32					3	
		2095299	中级汉语(2-2) Intermediate Chinese (2-2)	4.0	64	64				64	4	
		SFS124912200	学术英语 (2-2) Academic English (2-2)	2.0	32	32					4	
		2096199	高级汉语(2-1) Advanced Chinese (2-1)	4.0	64	64				64	5	
		2096299	高级汉语(2-2) Advanced Chinese (2-2)	4.0	64	64				64	6	
	通识选修课程		至少修读 10 学分通识教育选修课程,其中通识教育核心课程不少于 4 学分(应分布于不同模块,且全球视野与思维表达模块不少于 2 学分);非艺术类学生修读艺术类课程不少于 2 个学分。		10.0							1-8
专业教育	大类基础课程	SCC110112101	高等数学(经管类)(2-1) Advanced Mathematics (Economics and Management) (2-1)	5.5	88	88				88	1	
		SCC110112202	高等数学(经管类)(2-2) Advanced Mathematics (Economics and Management) (2-2)	5.0	80	80				80	2	
		SCC211911020	线性代数 Linear Algebra	2.0	32	32				32	2	
		SEM410111030	管理学 Management	3.0	48	48				48	2	
		SEM526611040	经济学原理 Economics	4	64	64				64	3	
		SCC211111030	概率论与数理统计 Probability Theory and Mathematical Statistics	3.0	48	48				48	3	
		SEM310211030	管理统计学 Management Statistics	3.0	60	36	24			36	4	
	专业必修课程	SEM	大数据管理与应用概论	2.0	32	32					3	
		SEM	大数据采集与预处理 Big Data Collection and Preprocessing	2.0	36	24	12			24	3	
		SEM	数据库原理与应用 Database Principle and Application	2.0	36	24	12			32	3	
		SEM	数据资产管理 Data Asset Management	2.0	32	32					4	
		SEM	人智交互与用户体验 Human-AI Interaction and User Experience	2.0	36	24	12			24	4	
		SEM	专业认识实习 Professional Cognition Practice	2.0	2周				2周		S2	
		SEM	数据挖掘与商务智能	3.0	56	32	24			32	5	
		SEM	数据可视化与知识图谱 Data Visualization and Knowledge Graph	2.0	36	24	12			24	5	
SEM	国际商务(备注:双语) International Business	3.0	48	48					6			

课程类别	课程模块	课程编码 (初稿只需填写 开课单位代码)	课程名称	学分	课内学时					课外学时	学期	备注	
					合计	讲授	实验	上机	实践				
专业 选修 课程	SEM		国际贸易实务（备注：双语） International Trade Practice	3.0	48	32	16 (simtrade 软件或 pocib 软 件)				6		
	SEM		专业实习 Professional Practice	4.0	4 周				4 周		S3		
	SEM		大数据安全与治理 Big Data Security and Governance	2.0	32	32					7		
	SEM		文献阅读与论文写作 Literature Reading and Thesis Writing	1.0	16	16					8		
	SEM		毕业设计 Graduation Design	6.0	12 周				12 周		8		
	SEM		国际教育课程 International Education Program	2.0	32	32					1-8		
	SEM		责任与可持续管理 Responsibility and Sustainable Management	2.0	32	32					4		
	SEM		管理沟通 Management Communication	2.0	32	32					5		
	SEM		战略管理 Strategic Management	2	32	32					4		
	SEM		消费者行为学	2	32	32					5		
	SEM		人工智能与商业伦理 AI Ethics and Governance	2.0	32	32					4		
	SEM		大数据精准营销	2.0	36	24	12						
	SEM		数字化人力资源管理 英文	2.0	36	24	12				5		
	SEM		市场研究	2.0	36	24	12				6		
	SEM		社交媒体与品牌运营 Social Media and Brand Operations	2.0	32	32					7		
	SEM		智能化财务管理 Intelligent Financial Management	2.0	34	28	6				6		
			修读说明	修读说明：至少修读 16 学分专业选修课程。									
	自主 发展	跨学 科课 程	选修本专业所属专业类以外的专业开设的专业教育课程，也可通过修读微专业、辅修等途径替代 (如本专业有修读建议可予以写明)	≥4								3-8	
		辅助 学分	辅助学分不少于 10 个学分，活动设置、学分要求及认定方式见《本科生“第二课堂成绩单”实施细则》	≥1 0								1-8	

## 七、课程体系拓扑图



# **Undergraduate Training Program for International Students Big Data Management and Applications (International Business)**

(Major Code: \_\_\_\_\_ Length of Study: 4 Years Degree Awarded: Bachelor of Management)

## **I. Educational Objectives**

This major aims to cultivate professionals who can meet the needs of modern big data management and intelligent decision-making. Students will receive fundamental training as data analysts and management engineers, possess an international perspective in this discipline, and be able to apply and develop disciplinary knowledge, skills, and methods in practical environments across multiple countries. Graduates should have an understanding of China and goodwill towards it, will also acquire preliminary abilities in international exchange and cooperation, and will be qualified to engage in big data analysis, data management, business intelligence decision-making, data product development, and application research.

## **II. Graduation Requirements and Achievement Matrix**

Graduates should acquire the following knowledge and abilities:

1. Language Requirements: Students must pass the HSK Level 4 prior to graduation and possess basic Chinese listening, speaking, reading and writing skills, so as to meet the language requirements for their study, daily life and future career development in China. Students are required to complete the designated courses listed below and obtain passing grades: Survey of China (2-1), Survey of China (2-2), Elementary Chinese, Intermediate Chinese, Advanced Chinese.

2. Master the basic theories and methods of management, data science, economics, statistics, and computer science, and be able to apply interdisciplinary knowledge to analyze and solve complex problems in economic management, social development, and enterprises.

3. Possess basic Chinese language proficiency and be able to read and understand Chinese technical materials in this major with the help of tools; possess basic communication

and collaboration abilities in cross-cultural environments and adapt to multicultural workplaces.

4. Master the basic theories and methods of artificial intelligence, machine learning, business intelligence, and decision optimization, and be able to conduct in-depth analysis of complex data and apply analytical results to intelligent management, risk prediction, and decision optimization.

5. Master the basic theories and methods of data governance, data security, and data quality management, and be able to design, implement, and optimize data management systems to ensure data compliance, security, and usability.

6. Possess good professional ethics, social responsibility, teamwork spirit, and innovation awareness, as well as basic competencies in project management, economic decision-making, and lifelong learning, enabling adaptation to rapid technological development in the field of big data and the potential to work in international and multicultural environments.

**Graduation Requirement Indicators and Achievement Matrix**

<b>Graduation Requirements</b>	<b>Performance Indicators</b>	<b>Courses</b>
1. Master the fundamental theories and methods of management, data science, economics, statistics, and computer science, and be able to apply interdisciplinary knowledge to analyze and solve complex problems in economic management, social development, and enterprises.	1.1 Be able to apply knowledge of mathematics, statistics, and management science to analyze, model, and solve complex problems.	Advanced Mathematics (Economics and Management) (2-1) Advanced Mathematics (Economics and Management) (2-2) Linear Algebra Probability Theory and Mathematical Statistics Management Statistics
	1.2 Systematically master the basic concepts, theories, and methods of management and economics, and understand the fundamental principles of economic operation and management decision-making.	Management / Principles of Economics / Introduction to Big Data Management and Applications
	1.3 Master the core concepts and basic methods of artificial intelligence and computer science, such as data structures and programming.	Programming (Python) / Data Thinking and Artificial Intelligence / Data Mining and Business Intelligence / Introduction to Big Data Management and Applications / Human-AI Interaction and User Experience
2. Possess basic Chinese language proficiency and be able to read and understand Chinese technical materials in this discipline with the help of	2.1 Possess basic Chinese language skills and be able to read and understand Chinese professional materials with the help of tools.	Primary Chinese Reading (2-1)/(2-2) Primary Oral Chinese (2-1)/(2-2) Intermediate Chinese

<b>Graduation Requirements</b>	<b>Performance Indicators</b>	<b>Courses</b>
tools; possess basic communication and collaboration abilities in cross-cultural environments and adapt to multicultural workplaces.		(2-1)/(2-2) Advanced Chinese (2-1)/(2-2) Survey of China (2-1)/(2-2)
	2.2 Be able to communicate and collaborate effectively in cross-cultural environments.	Graduation Design Literature Reading and Thesis Writing Academic English (2-1)/(2-2) Management Communication Professional Cognition Practice International Education Program
3. Master the fundamental theories and methods of artificial intelligence, machine learning, business intelligence, and decision optimization, and be able to conduct in-depth analysis of complex data and apply analytical results to intelligent management, risk prediction, and decision optimization.	3.1 Master the fundamental theories, methods, and technical tools of data management, data mining, machine learning, and data visualization.	Data Thinking and Artificial Intelligence / Data Mining and Business Intelligence / Database Principles and Applications / Data Visualization and Knowledge Graph / Management Statistics
	3.2 Master the fundamental theories of big data and be able to identify and analyze real business needs, conduct in-depth analysis of data in specific business scenarios (especially in the energy sector), generate insights, and support optimized decision-making.	Data Asset Management / Professional Practice / International Business / Digital Human Resource Management / International Trade Practice
	3.3 Be able to apply data science knowledge and tools to complete the full process from data collection, cleaning, and storage to analytical modeling in order to solve practical problems.	Introduction to Big Data Management and Applications / Data Asset Management / Big Data Security and Governance / Database Principles and Applications
4. Master the fundamental theories and methods of data governance, data security, and data quality management, and be able to design, implement, and optimize data management systems to ensure data compliance, security, and usability.	4.1 Understand the data lifecycle, data governance frameworks, data security and privacy protection, data ethics, and relevant laws and regulations.	Big Data Security and Governance / AI Ethics and Business Ethics / Responsibility and Sustainable Management
	4.2 Be able to consider and apply the principles and methods of data governance and security in information systems or data analysis projects.	International Business / International Trade Practice / Market Research / Consumer Behavior

<b>Graduation Requirements</b>	<b>Performance Indicators</b>	<b>Courses</b>
5. Possess good professional ethics, social responsibility, teamwork spirit, and innovation awareness, as well as basic competencies in project management, economic decision-making, and lifelong learning; be able to adapt to the rapid technological development in the field of big data and demonstrate the potential to engage in data analysis, system development, and technical management in international and multicultural environments.	5.1 Understand and comply with professional ethics and laws and regulations.	Professional Practice / Graduation Design / Precision Marketing with Big Data / Market Research / Social Media and Brand Operations
	5.2 Possess a sense of social responsibility and awareness of sustainable development.	Professional Cognition Practice / Professional Practice / Graduation Design / Management Communication
	5.3 Possess project management skills, teamwork ability, lifelong learning capability, and innovation awareness.	Literature Reading and Thesis Writing / Graduation Design / International Education Program / Academic English (2-1)/(2-2)

### **III. Main Disciplines and Core Courses**

**Main Discipline:** Management Science and Engineering

**Core Courses:** International Business (Bilingual), International Trade Practice

(Bilingual), Introduction to Big Data Management and Applications, Database

Principles and Applications, Big Data Collection and Preprocessing, Data Mining and Business Intelligence, Big Data Security and Governance

### **IV. Featured Courses**

1. Specialized Featured Courses

**Innovation and Entrepreneurship Integrated Course:** Precision Marketing with Big Data

**Project-Based Courses:** Big Data Collection and Preprocessing, International Trade Practice

**“Artificial Intelligence +” Courses:** Data Thinking and Artificial Intelligence, Data Mining and Business Intelligence

**Industry-Education Integration Course:** Professional Practice

**University-Enterprise Co-developed Course:** (Required for Modern Industrial College

programs)

2. Localized International Courses

**Fully English-Taught Course:** Academic English

**Bilingual Courses:** International Business, International Trade Practice, Primary Chinese Reading (2-1)/(2-2), Primary Oral Chinese (2-1)/(2-2), Intermediate Chinese (2-1)/(2-2), Advanced Chinese (2-1)/(2-2)

3. Other Courses

**Labor Education Practice Courses:**

**Model Courses for Curriculum-Based Ideological and Political Education:**

**V. Credit Requirements**

Students are required to complete 143 credits within the prescribed period of study and obtain 10 credits from the auxiliary training program. Students must pass HSK Level 4 before graduation. Students meeting the requirements for the bachelor's degree will be awarded a Bachelor of Management degree.

Degree Awarded: Bachelor of Management

Course Category		Credits	Percentage	Theoretical Hours	Practical Hours	Total Hours
General Education Courses	General Required Courses	51.5	35.52%	776	60 hours	836 hours
	General Elective Courses	10	6.90%			
Major Foundation Courses	Discipline Foundation Courses	25.5	17.59%	396	24 hours	420 hours
	Major Required Courses	38	26.21%	352	88 hours +18 weeks	440 hours +18 weeks
	Major Elective Courses	16	11.03%			
Independent Development	Interdisciplinary Courses	4	2.76%			
	Auxiliary training program	10	10 (Not included in total graduation credits)			
Total Graduation Credits (Total Hours)		143 (2148 hours +18 weeks)				
Practical Teaching (including in-class experiments)		28.5	19.93%	—	168+18 weeks	168+18 weeks
Intensive Practical Teaching Components		18	12.59%	—	12+18 weeks	12+18 weeks

Course Category				Credits		Percentage		Theoretical Hours		Practical Hours		Total Hours	
Recommended Credits by Semester	Category	1	2	S1	3	4	S2	5	6	S3	7	8	
	Required Courses	18.25	21.25	2	23.25	16.25	2	9.25	7.25	4	2.25	7.25	
	General Electives	0	0	0	0	0	0	0	4	0	6	0	
	Major Electives	0	0	0	0	2	0	6	4	0	4	0	
	Interdisciplinary Electives	0	0	0	0	0	0	0	0	0	4	0	
	Subtotal	18.25	21.25	2	23.25	18.25	2	15.25	15.25	4	16.25	7.25	

## VI. Curriculum Structure

(Note: Foundation courses shall follow the curriculum plan regarding course names, credits, and semester offerings.)

Course Category	Course Module	Course Code (初稿只需填写开课单位代码)	Course Name	Credits	In-Class Hours					Extra curricular Hours	Semester	Remarks
					Total Hours	Lecture	Experiment	Computer Lab	Practice			
General Education Courses	Ideological and Political Courses	MRX324811031	思想道德与法治 Ideological Morality and Rule of Law	2.5	40	40				40	1	
		2094199	中国概况(2-1) Survey of China (2-1)	3.0	48	48				48	3	
		2094299	中国概况(2-2) Survey of China (2-2)	3.0	48	48				48	4	
	Basic Literacy Courses	2091199	初级汉语口语(2-1) Primary Oral Chinese (2-1)	4.0	64	64				64	1	
		2092199	初级汉语精读(2-1) Primary Chinese reading (2-1)	4.0	64	64				64	1	
		CST131511020	数据思维与人工智能 Data Thinking and AI	2.0	36	24		12			1	
		2091299	初级汉语口语(2-2) Primary Oral Chinese (2-2)	4.0	64	64				64	2	
		2092299	初级汉语精读(2-2) Primary Chinese reading (2-2)	4.0	64	64				64	2	
		CST110311025	程序设计 (Python) Programming (Python)	3.0	48	24		24			2	
		SEM234711020	创业能力 Entrepreneurial Competency	2.0	40	16	12		12	16	S1	
		2095199	中级汉语(2-1) Intermediate Chinese (2-1)	4.0	64	64				64	3	
		SFS110212100	学术英语 (2-1) Academic English (2-1)	2.0	32	32					3	
		2095299	中级汉语(2-2) Intermediate Chinese (2-2)	4.0	64	64				64	4	
		SFS124912200	学术英语 (2-2) Academic English (2-2)	2.0	32	32					4	
2096199	高级汉语(2-1) Advanced Chinese (2-1)	4.0	64	64				64	5			

Course Category	Course Module	Course Code (初稿只需填写开课单位代码)	Course Name	Credits	In-Class Hours					Extra curricular Hours	Semester	Remarks	
					Total Hours	Lecture	Experiment	Computer Lab	Practice				
		2096299	高级汉语(2-2) Advanced Chinese (2-2)	4.0	64	64				64	6		
	General Elective Courses	Students must complete at least 10 credits of general elective courses, including at least 4 credits of core general education courses distributed across different modules, with at least 2 credits from the Global Vision and Critical Thinking module. Non-art students must complete at least 2 credits of art courses.		10.0							1-8		
Professional Education	Discipline Foundation Courses	SCC110112101	高等数学(经管类)(2-1) Advanced Mathematics (Economics and Management) (2-1)	5.5	88	88				88	1		
		SCC110112202	高等数学(经管类)(2-2) Advanced Mathematics (Economics and Management) (2-2)	5.0	80	80				80	2		
		SCC211911020	线性代数 Linear Algebra	2.0	32	32				32	2		
		SEM410111030	管理学 Management	3.0	48	48				48	2		
		SEM526611040	经济学原理 Economics	4	64	64				64	3		
		SCC211111030	概率论与数理统计 Probability Theory and Mathematical Statistics	3.0	48	48				48	3		
		SEM310211030	管理统计学 Management Statistics	3.0	60	36	24			36	4		
	Major Required Courses	SEM	大数据管理与应用概论	2.0	32	32						3	
		SEM	大数据采集与预处理 Big Data Collection and Preprocessing	2.0	36	24	12			24		3	
		SEM	数据库原理与应用 Database Principle and Application	2.0	36	24	12			32		3	
		SEM	数据资产管理 Data Asset Management	2.0	32	32						4	
		SEM	人智交互与用户体验 Human-AI Interaction and User Experience	2.0	36	24	12			24		4	
		SEM	专业认识实习 Professional Cognition Practice	2.0	2周					2周		S2	
		SEM	数据挖掘与商务智能	3.0	56	32	24			32		5	
		SEM	数据可视化与知识图谱 Data Visualization and Knowledge Graph	2.0	36	24	12			24		5	
SEM	国际商务(备注:双语) International Business	3.0	48	48						6			

Course Category	Course Module	Course Code (初稿只需填写开课单位代码)	Course Name	Credits	In-Class Hours					Extra curricular Hours	Semester	Remarks	
					Total Hours	Lecture	Experiment	Computer Lab	Practice				
		SEM	国际贸易实务 (备注: 双语) International Trade Practice	3.0	48	32	16 (simtrade 软件 或 pocib 软件)				6		
		SEM	专业实习 Professional Practice	4.0	4 周				4 周		S3		
		SEM	大数据安全与治理 Big Data Security and Governance	2.0	32	32					7		
		SEM	文献阅读与论文写作 Literature Reading and Thesis Writing	1.0	16	16					8		
		SEM	毕业设计 Graduation Design	6.0	12 周				12 周		8		
		SEM	国际教育课程 International Education Program	2.0	32	32					1-8		
	Major Elective Courses	SEM	责任与可持续管理 Responsibility and Sustainable Management	2.0	32	32					4		
		SEM	管理沟通 Management Communication	2.0	32	32					5		
		SEM	战略管理 Strategic Management	2	32	32					4		
		SEM	消费者行为学	2	32	32					5		
		SEM	人工智能与商业伦理 AI Ethics and Governance	2.0	32	32					4		
		SEM	大数据精准营销	2.0	36	24	12						
		SEM	数字化人力资源管理	2.0	36	24	12				5		
		SEM	市场研究	2.0	36	24	12				6		
		SEM	社交媒体与品牌运营 Social Media and Brand Operations	2.0	32	32					7		
		SEM	智能化财务管理 Intelligent Financial Management	2.0	34	28	6				6		
		Course Selection Note	Course Selection Note: Students must complete at least 16 credits of major elective courses.										
	Independent Development	Interdisciplinary Courses	Interdisciplinary Courses: Students may take professional education courses offered outside their own discipline, or substitute them through minors, micro-majors, or other approved pathways. (If applicable, recommended courses may be specified by the program.)		≥4							3-8	

Course Category	Course Module	Course Code (初稿只需填写开课单位代码)	Course Name	Credits	In-Class Hours					Extra curricular Hours	Semester	Remarks
					Total Hours	Lecture	Experiment	Computer Lab	Practice			
	Auxiliary training program	Students are required to complete no fewer than 10 credits of auxiliary training program activities. The activity arrangements, credit requirements, and recognition methods shall follow the Implementation Rules for the Undergraduate 'Auxiliary training program / Second Classroom Transcript'.		≥10							1-8	