



上海电机学院  
SHANGHAI DIANJI UNIVERSITY

# 国际学生本科全英语 专业人才培养方案

Undergraduate Program for International Students

Instructed in English

(2022 版)

教务处

2022 年 6 月

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## 电气学院

### 自动化全英语专业人才培养方案（专业代码：080602）

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#### 一、专业简介

自动化全英语专业 2015 年开始招生，2019 年向社会输送第一批本科毕业生。专业贯彻学校“技术立校，应用为本”的办学方略和“实施国际化水平提升工程，推进教育国际化进程”的定位，以国际化高等技术型人才培养为中心，集聚转化国际优质教育资源，辐射电气装备制造行业优势，培养解决自动化相关问题的“现场工程师”。教师团队全部具有海外学习背景，其中博士学历占比 90%。专业 2017 年获上海市示范性全英语专业称号，7 门专业课程获上海高校示范性全英语课程称号、10 门专业课程获校级示范性全英语课程、校级双语课程 1 门、海外名师项目 4 个。

本专业依托省级一流本科自动化专业和“控制科学与工程”一级学科硕士点的建设，专业学生毕业后主要在国内外高端装备智能制造与人工智能领域，针对智能驱动与控制、系统建模与优化、故障检测诊断与维护等关键技术，从事自动化系统安装、调试、维护与改造，工程设计，系统开发等应用型工程师工作。

#### 二、培养目标

自动化全英语专业秉承学校“技术立校、应用为本”的办学方略，培养能够理解中国社会主义主流价值观，并具有国际视野、社会责任感与职业道德、自动化工程技术与人文素养协调发展的综合能力，能够在高端装备制造和人工智能等领域从事自动化系统安装调试与维护改造、系统开发、工程设计等工作中的应用型现场工程师，并具备参与国际交流与合作的初步能力。预期学生在毕业后五年左右能达到的具体目标如下。

目标 1：具有扎实的基础理论和专业知识，能够针对高端装备制造和人工智能等领域的自动化系统复杂工程实施的要求，理解和运用系统建模、检测与识别、信息处理与分析、自动控制、系统集成与人工智能等核心知识，为从事复杂工程项目设计、技术开发、工程实践提供基础。

目标 2：具有在高端装备制造和人工智能等领域从事自动化系统的设计、开发、维护等复杂工程活动的的能力，能够定义、分析和研究复杂工程问题，设计或开发解决复杂工程问题的方案，并具备创新精神。

目标 3：具有科学与人文素养，理解并遵守工程师的职业道德规范，在工程实践中能够履行社会责任，重视自动化科技发展的伦理观念，维护工程实践中的公共健康和安全。

目标 4：具有终身学习意识，能够结合职业变迁和行业发展，自主掌握相关知识和技能；具有符合岗位要求的组织与管理能力；具有国际化视野和团队合作、沟通与交流能力，能够在多个国家的实际环境中运用专业知识和技能。

### 三、毕业要求

1. 工程知识：能够将数学、自然科学、工程基础和专业知用于解决高端装备制造与人工智能领域的自动化系统复杂工程问题。

2. 问题分析：能够应用数学、自然科学和工程科学的基本原理，识别、表达、并通过文献研究分析高端装备制造与人工智能领域的自动化系统复杂工程问题，以获得有效结论。

3. 设计/开发解决方案：能够设计针对高端装备制造与人工智能领域自动化系统复杂工程问题的解决方案，设计满足特定需求的系统、单元（部件）或工艺流程，并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高端装备制造与人工智能领域自动化系统复杂工程问题进行研究，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. 使用现代工具：能够针对自动化系统复杂工程问题，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，包括对自动化系统复杂工程问题的预测与模拟，并能够理解其局限性。

6. 工程与社会：能够基于高端装备制造与人工智能领域，对工程相关背景知识进行合理分析，评价专业工程实践和自动化系统复杂工程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高端装备制造与人工智能领域自动化系统复杂工程问题的工程实践对环境、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、能够在自动化工程实践中理解并遵守工程职业道德和规范，履行责任。理解中国社会主流价值观和公共道德观念，形成良好的法治观念和道德意识。

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：能够就自动化系统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，并具备国际视野，以及包容、认知和适应文化多样性的意识、知识、态度和技能，能够在不同民族、社会和国家之间的相互尊重、理解和团结中进行沟通和交流。

11. 项目管理：理解并掌握工程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。

### 四、学制、学分与学位

学制：四年；学习年限三年至六年

学分：毕业最低学分要求为 135 学分

学位：工学学士

## 五、主干学科

控制科学与工程

## 六、核心课程及主要实践教学环节

核心课程：模拟电子技术、数字电子技术、微机原理与接口技术、电力电子技术、自动控制原理、信号与系统基础及应用、传感器与检测技术、计算机控制技术、现代工业控制系统、过程控制。

主要实践教学环节：数学建模与实践、电子电路课程设计、过程控制课程设计、自动化综合实验、专业实习、毕业设计。

# **Undergraduate Program for Automation Major Instructed in English**

**(Specialty code: 080602)**

**Drafted by: Chen Guochu    Reviewed by: Li Mengda    Approved by: Yang Wanfeng**

## **1. Brief Introduction**

The automation major instructed in English began to recruit undergraduates in 2015, and provided the first group of graduates to the society in 2019. The major pursues the "technology-centered, application-oriented" educational ideology and the positioning of "implementing the internationalization level improvement program and promoting the process of education internationalization". It focuses on the cultivation of international high-tech talents, gathering and transforming international high-quality educational resources, radiating the advantages of the electrical equipment manufacturing industry, and cultivating "field engineers" to solve automation-related problems. All teachers have overseas study backgrounds, of which 90% have doctoral degrees. In 2017, the major was awarded the title of Shanghai Demonstration Major Instructed in English. 7 professional courses were awarded the title of Shanghai University Demonstration Course Instructed in English. 10 professional courses were awarded the University Level Demonstration Course Instructed in English. There was 1 University Level Bilingual Course, and 4 famous international teacher projects.

Based on the provincial leading program for the first-class undergraduate construction and the construction of first-level discipline master's program "control science and Engineering", the students are mainly engaged in automation system installation, commissioning, maintenance and transformation, engineering design, system development and other application-oriented engineer work in the field of high-end equipment manufacturing and artificial intelligence at home and abroad after graduation, aiming at key technologies such as intelligent drive and control, system modeling and optimization, fault detection, diagnosis and maintenance.

## **2. Program Objectives**

This mayor aims to adhere to the "technology-centered, application-oriented" educational ideology. The objective is to cultivate the application engineers who can understand the mainstream values of Chinese society, have an international perspective and high sense of social responsibility and good professional ethics, and possess coordinated development ability of automation engineering technology and humanities comprehensive literacy. They can be the application-oriented field engineers who are qualified to engage in the automation systems installation, commissioning, maintenance and reform, development, engineering design jobs in the field of high-end equipment manufacturing and artificial intelligence, and have the preliminary ability to participate in international exchanges and cooperation.

The specific goals that graduates are expected to achieve in about five years after graduation are as follows:

Objective 1: Graduates should have a solid theoretical foundation and professional knowledge. They should understand and apply the core knowledge of system modeling, detection and identification, information processing analysis, automatic control, system integration and artificial intelligence which provides a basis for engaging in complex engineering project design, technology development and engineering practice to meet the requirement of complex engineering implementation of automation systems in high-end equipment manufacturing, artificial intelligence and related fields.

Objective 2: Graduates should have the ability to engage in complex engineering activities such as design, development, maintenance and management of automatic control system in high-end equipment manufacturing, artificial intelligence and related fields. They should have the ability to define, study and analyze complex engineering problems, the ability to design or develop solutions to complex engineering

problems, and the ability of engineering innovation.

Objective 3: Graduates should have scientific and humanistic literacy, and self-awareness to abide by the professional ethics of engineers in order to fulfill social responsibilities in engineering practice, attach importance to the ethical concept of automation technology development, and maintain public health and safety in engineering practice.

Objective 4: Graduates should have lifelong learning consciousness with the purpose of mastering relevant knowledge and skills independently with career changes and industry development. They should have organizational and management skills that meet job requirements, and have an international vision and teamwork, communication and communication skills. Possess an international perspective, teamwork and communication skills, and can apply professional knowledge and skills in practical environments in multiple countries.

### **3. Student Outcomes**

- (1) Engineering knowledge: Can use mathematics, natural science, engineering foundation and professional knowledge to solve complex engineering problems of automatic control systems in the field of high-end equipment manufacturing and artificial intelligence.
- (2) Problem analysis ability: Can apply the basic principles of mathematics, natural science and engineering science, identify, express, and analyze the complex engineering problems of automatic control systems in the field of high-end equipment manufacturing and artificial intelligence through literature research to obtain effective conclusions.
- (3) Design/Development Solution: Be able to design solutions for complex engineering problems of automatic control systems in the field of high-end equipment manufacturing and artificial intelligence, design systems or units that meet specific needs, and can reflect the sense of innovation in the design process, considering social, health, safety, legal, cultural and environmental factors.
- (4) Research: Can study complex engineering problems of automatic control systems in the field of high-end equipment manufacturing and artificial intelligence based on scientific principles and scientific methods, including designing experiments, analyzing and interpreting data, and obtaining reasonable and effective conclusions through information synthesis.
- (5) Using modern tools: Be able to develop, select and use appropriate technologies, resources, modern engineering tools and information technology tools for complex engineering problems of automatic control systems, including prediction and simulation of complex engineering problems of automatic control systems, and to understand their limitations.
- (6) Engineering and Society: Can conduct a reasonable analysis to the relevant background knowledge of the project, evaluate the impact of professional engineering practice and solutions of complex engineering problem of automatic control systems on social, health, safety, law and culture, and understand the responsibilities based on the field of high-end equipment manufacturing and artificial intelligence.
- (7) Environment and sustainable development: Be able to understand and evaluate the impact of engineering practices on complex engineering problems of automatic control systems in the field of high-end equipment manufacturing and artificial intelligence on environmental and social sustainability.
- (8) Professional norms: Have the humanities and social science literacy, social responsibility, and be able to understand and abide by engineering professional ethics and norms in the practice of automation engineering, fulfilling responsibilities. Understand the mainstream values and public morality in Chinese society, and form a good concept of rule of law and moral awareness.
- (9) Individuals and teams: Be able to assume the roles of individuals, team members, and responsible individuals in a multidisciplinary team.
- (10) Communication: Be able to effectively communicate and communicate with industry peers and the

public on complex engineering problems of automatic control systems, including writing reports and design contributions, presenting statements, articulating or responding to instructions. And have an international perspective, as well as the awareness, knowledge, attitudes and skills to accommodate, recognize and adapt to cultural diversity, and be able to communicate and exchange in mutual respect, understanding and solidarity among different peoples, societies and countries.

(11) Project Management: Can understand and master engineering management principles and economic decision-making methods, and apply them in a multidisciplinary environment.

(12) Lifelong learning: Have the awareness of independent learning and lifelong learning, and the ability to continuously learn and adapt to development.

#### **4. Educational system, academic credit system, and awarded degree**

Educational System: 4 years, Length of Schooling: 3 to 6 years.

Credits: at least 135 credits are required for graduation.

Degree: Bachelor of Engineering.

#### **5. Main Subject**

Control Science and Engineering

#### **6. Core Courses**

Core Courses: Analog Electronic Technology, Digital Electronic Technology, Microcomputer Principle and Interface Technology, Power Electronic Technology, Automation Control Theory, Foundation and Applications of Signals and Systems, Sensor and Detection Thechnology, Computer Control Technology, Morden Industrial Control System, Process Control.

Main practical teaching links: Mathematical Modeling and Practice, Electronic Circuit Course Design, Process Control Course Design, Automation Comprehensive Experiment, Internship II, Graduation Design.



# 7. 课程设置与教学进程表 Curriculum and Teaching Schedule

Automation - 080602

专业: 自动化 Major: Automation

P l a t f o r m	序号 No.	课程 代码 Course Code	课程名称 Course Name	课程 性质 Type	学分 Credits	总学时 Hours	课内教学 In Class Teaching		各学期周学时分配 Credits Distribution in Academic Terms								开课教学单位	
							理论学时 Theoretical Hours	实验学时 Experimental Hours	第1学年 1st Year		第2学年 2nd Year		第3学年 3rd Year		第4学年 4th Year			
									1	2	3	4	5	6	7	8		
C o u r s e P l a t f o r m	1	604004A1	汉语精读1 Chinese Intensive Reading 1	必修	4	64	64	0	4									国际教育交流中心
	2	604004A2	汉语精读2 Chinese Intensive Reading 2	必修	4	64	64	0		4								国际教育交流中心
	3	604004A3	汉语精读3 Chinese Intensive Reading 3	必修	4	64	64	0			4							国际教育交流中心
	4	604004A4	汉语精读4 Chinese Intensive Reading 4	必修	4	64	64	0				4						国际教育交流中心
	5	604003A1	汉语口语1 Chinese Speaking 1	必修	2	32	32	0	2									国际教育交流中心
	6	604003A2	汉语口语2 Chinese Speaking 2	必修	2	32	32	0		2								国际教育交流中心
	7	604003A3	汉语口语3 Chinese Speaking 3	必修	2	32	32	0			2							国际教育交流中心
	8	604003A4	汉语口语4 Chinese Speaking 4	必修	2	32	32	0				2						国际教育交流中心
	9	534058A1	中国概况 Understanding China	必修	3	48	48	0	3									文理学院
	10	534059A1	中国文化1 Chinese Culture1	必修	2	32	32	0	2									文理学院
	11	534059A2	中国文化2 Chinese Culture2	必修	2	32	32	0		2								文理学院
	12	032466A1	大学信息技术(英语) College Information Technology	必修	2	64	0	64	4									电子信息学院
	13	604005P1	素质拓展 Quality Development	必修	1	32	0	32										国际教育交流中心
<b>通识教育课程平台 合计</b>					<b>34</b>	<b>592</b>	<b>496</b>	<b>96</b>	<b>15</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		
专 业 能 力 课 程 平 台	14	534050A1	微积分(1) Calculus I	必修	4	64	64	0	4								文理学院	
	15	534056A1	大学物理(1) College Physics I	必修	4	64	48	16		4							文理学院	
	16	534056A2	大学物理(2) College Physics II	必修	3	48	40	8			3						文理学院	
	17	534050A2	微积分(2) Calculus II	必修	4	64	64	0		4							文理学院	
	18	103180P1	机械基础 Mechanical Basis	必修	2	32	16	16		2							材料学院	
	19	534060P1	概率论与数理统计 Probability Theory and Mathematical Statistics	必修	2	32	32	0			2						文理学院	
	20	534061P1	线性代数与复变函数 Linear Algebra and Complex Function	必修	3	48	48	0			3						文理学院	
	21	014032P1	数学建模与实践 Mathematical Modeling and Practice	必修	1	20	0	20			+1							电气学院
	22	014019P1	认识实习 Internship I	必修	1	20	0	20			+1							电气学院
	23	014030P1	工科基础训练 1 Basic Engineering Training I	必修	1	32	0	32			2							电气学院
	24	014001A1	电路理论 1 Circuit Theory I	必修	4	64	48	16		4							电气学院	
	25	014001A2	电路理论 2 Circuit Theory II	必修	3	48	40	8			3						电气学院	
	26	014034A1	数字电子技术 Digital Electronic Technology	必修	4	64	48	16			4						电气学院	
	27	014020P1	电子电路课程设计 Electronic Circuit Course Design	必修	1	20	0	20					*1				电气学院	
	28	014035A1	模拟电子技术 Analog Electronic Technology	必修	3	48	40	8				3					电气学院	

P l a t f o r m	课程 序 号 No.	课程 代 码 Course Code	课程 名 称 Course Name	课程 性 质 Type	学 分 Credits	总 学 时 Hours	课内教学 In Class Teaching		各学期周学时分配 Credits Distribution in Academic Terms								开课教学单位					
							理论学时 Theoretical Hours	实验学时 Experimental Hours	第1学年 1st Year		第2学年 2nd Year		第3学年 3rd Year		第4学年 4th Year							
									1	2	3	4	5	6	7	8						
P r o f e s s i o n a l  c a p a c i t y  c o u r s e  p l a t f o r m	29	034032A1	高级语言程序设计 Advanced Language Programming	必修	3	48	32	16					3								电子信息学院	
	30	014031P1	工科基础训练 2 Basic Engineering Training II	必修	1	32	0	32					2									电气学院
	31	014004A1	微机原理与接口技术 Principle & Interface Technique of Micro-computer	必修	3	48	40	8						3								电气学院
	32	014005A1	自动控制原理 Automatic Control Principle	必修	3	48	40	8						3								电气学院
	33	014006P1	电力电子技术 Power Electronic Technology	必修	3	48	40	8						3								电气学院
	34	014016P1	数字仿真技术 Digital Simulation Technology	必修	2	40	0	40									+2					电气学院
	35	014009A1	传感器与检测技术 Sensor and Detection Thechnology	必修	3	48	40	8									3					电气学院
	36	014013A1	计算机控制技术 Computer Control Technology	必修	3	48	32	16									3					电气学院
	37	014022A1	现代工业控制系统 Morden Industrial Control System	必修	4	64	32	32									4					电气学院
	38	014012A1	过程控制 Process Control	必修	3	48	40	8												3		电气学院
	39	014023P1	专业实习 Internship II	必修	3	60	0	60												+3		电气学院
	40	014024P1	过程控制课程设计 Process Control Course Design	必修	1	20	0	20												+1		电气学院
	41	014015P1	自动化综合实验 Automation Comprehensive Experiment	必修	3	60	0	60												+3		电气学院
	42	014036P1	毕业设计 Graduation Design	必修	10	300	0	300													+15	电气学院
	<b>小计 Total</b>					<b>85</b>	<b>1580</b>	<b>784</b>	<b>796</b>	<b>4</b>	<b>16</b>	<b>15</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>3</b>	<b>0</b>					
	43	014007P1	电机与拖动 Electric Machinery and Drag	选修	3	48	40	8						3								电气学院
	44	014033P1	信号与系统基础及应用 Foundation and Applications of Signals and Systems	选修	2	32	26	6						2								电气学院
	45	014021A1	模式识别与机器学习 Pattern Recognition and Machine Learning	选修	3	48	24	24									3					电气学院
	46	014025P1	计算机仿真 Computer Simulation	选修	2	32	16	16							2							电气学院
	47	014014Q1	DSP原理及应用 DSP Principles and Applications	选修	3	48	24	24							3							电气学院
	48	014027P1	虚拟仪器 Virtual Instrument	选修	2	32	16	16							2							电气学院
	49	014026Q1	数据采集与监控系统 Data Acquisition and Supervisory Control System	选修	3	48	24	24							3							电气学院
	50	014029Q1	嵌入式系统 Embedded System	选修	3	48	24	24												3		电气学院
	51	014017P1	运动控制系统 Motion Control System	选修	3	48	40	8												3		电气学院
	<b>小计 Total</b>					<b>16</b>	<b>256</b>	<b>156</b>	<b>100</b>													
	<b>专业能力课程平台 合计</b>					<b>101</b>	<b>1836</b>	<b>940</b>	<b>896</b>	<b>4</b>	<b>16</b>	<b>15</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>3</b>	<b>0</b>					
<b>总计 Total</b>					<b>135</b>	<b>2428</b>	<b>1436</b>	<b>992</b>	<b>19</b>	<b>24</b>	<b>21</b>	<b>14</b>	<b>9</b>	<b>10</b>	<b>3</b>	<b>0</b>						

## 电子信息学院

### 软件工程全英语专业人才培养方案（专业代码：080902）

制定：沈学东 审核：黎明 审批：杨万枫

#### 一、专业简介

软件工程专业于 2006 年获批，2007 年开始招生，是学校试点的专业之一。软件工程专业贯彻学校“技术立校，应用为本”的办学方略，紧密围绕国家电子信息产业发展战略和上海现代服务行业的人才需求，依托现代制造行业优势，致力于培养以软件开发能力为主线，面向现代制造业信息服务领域的软件工程应用型人才。专业 2012 年获批上海市属高校应用型本科试点专业，2021 年接受工程教育认证专家进校考查，2020 年获批上海市一流本科专业建设点。专业与中软国际等企业建立了紧密的校企合作关系，在双师型队伍建设、人才培养方案修订、课程建设、教材编写、实践教学环节开发、实习基地建设、项目研发等方面开展紧密合作，培养从事软件分析与设计、开发、测试及管理运维工作的卓越高等技术应用型人才。

软件工程全英语专业自 2013 年起开始招收留学生，累计培养海外留学本科生一百多人次，数十名留学生完成学业回国发展。专业毕业生年平均就业率在 98% 以上，就业专业吻合度在 90% 以上，专业学生毕业后主要在现代制造和信息技术型企业（领域）从事软件系统分析、设计、开发、测试及管理运维等工作。

#### 二、培养目标

本专业致力于培养具有一定的国际视野，能够在多个国家的实际环境中运用专业知识和技能，并具备参与国际交流与合作的初步能力，服务于现代服务业和现代制造业，具有软件系统分析、设计、开发及测试、项目管理与运维能力，能够在软件工程及信息技术应用领域从事软件分析与设计、开发、测试及管理运维工作的高等技术应用人才。

目标 1：能够在现代制造及现代服务业的软件工程领域从事软件项目的分析、设计、开发、测试及管理运维等工作。

目标 2：能够在软件工程实践过程中具备良好的组织管理、团队合作及沟通交流能力，遵守职业道德和规范。

目标 3：能够通过终身学习追踪软件先进技术，具备国际视野，适应信息化技术发展需求，获得适应社会可持续发展能力。

#### 三、毕业要求

本专业学生主要学习计算机系统知识和软件工程的基本理论知识与技术，接受严格的工程实践训练和计算机系统能力培养。毕业生应具备以下 12 个方面的知识和能力：

1. 工程知识：能够将数学、自然科学、工程知识和专业知识用于解决复杂软件工程问题。

2. 问题分析：能够应用数学、自然科学和软件工程科学的基本原理，识别、表达、并通过文献研究分析复杂软件工程问题，以获得有效结论。

3. 设计/开发解决方案：能够设计针对复杂软件工程问题的解决方案，设计满足特定需求的系统、单元（部件）或工艺流程，并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复杂软件工程问题进行研究，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. 使用现代工具：能够针对复杂软件系统，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，对复杂软件工程问题进行预测与模拟，并能够理解其局限性。

6. 工程与社会：能够基于软件工程相关背景知识进行合理分析，评价专业工程实践和复杂工程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复杂软件工程问题的工程实践对环境、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. 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：能够就复杂软件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：理解并掌握工程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。

## 四、学制、学分与学位

学制：四年；学习年限三年至六年

学分：毕业最低学分要求为 129 学分

学位：工学学士

## 五、主干学科

软件工程、计算机科学与技术

## 六、核心课程及主要实践教学环节

核心课程：面向对象程序设计(Java)、数据结构与算法、数据库原理及应用、可视化建模与 UML、软件设计模式与架构、软件工程导论、web 前端开发、Web 系统开发、

软件质量保证与测试、软件项目管理等。

主要实践教学环节：数据结构与算法实验、面向对象程序设计（JAVA）实验、数据库原理及应用实验、软件工程导论实验、WEB 前端开发实验、Web 系统开发实验、数据结构与算法课程设计、软件质量保证与测试实验、应用软件开发综合实验、软件系统分析与设计综合实验、软件测试与项目管理综合实验等。

# Undergraduate Program for Software Engineering

## Major Instructed in English

(Specialty code: 080902)

**Drafted by: Shen Xuedong    Reviewed by: Li Ming    Approved by: Yang Wanfeng**

### 1. Brief Introduction

The major of Software Engineering was approved in 2006 and began to recruit students in 2007. It is one of the pilot majors of the Shanghai Dianji University. The major of software engineering implements the university's "technology-based and application-oriented" Closely focusing on the national development strategy of electronic information industry and the talent demand of Shanghai modern service industry, relying on the advantages of modern manufacturing industry, we are committed to cultivating software engineering application-oriented talents with software development ability as the main line and facing the field of modern manufacturing information service. In 2012, the specialty was approved as an applied undergraduate pilot specialty in Shanghai Municipal Colleges and universities, passed the examination of engineering education certified experts in 2021, and was approved as a first-class undergraduate specialty construction site in Shanghai in 2020. The specialty has established a close school enterprise cooperation relationship with China soft international and other enterprises, and carried out close cooperation in the construction of double qualified team, revision of talent training scheme, curriculum construction, textbook compilation, development of practical teaching links, construction of internship base, project research and development, so as to cultivate outstanding higher technology application-oriented talents engaged in software analysis and design, development, testing, management, operation and maintenance.

The major began to recruit foreign students in the undergraduate course of software engineering in 2013, trained more than 100 overseas undergraduates, and dozens of foreign students returned home for development after completing their studies. The average annual employment rate of professional graduates is more than 98%, and the coincidence degree of employment majors is more than 90%. After graduation, professional students are mainly engaged in software system analysis, design, development, testing, management, operation and maintenance in modern manufacturing and information technology enterprises (fields).

### 2. Program Objectives

This major is committed to cultivating students who have a certain international vision, can apply professional knowledge and skills in the actual environment of many countries, and have the preliminary ability to participate in international exchanges and cooperation, serve the modern service industry and modern manufacturing industry, have the ability of software system analysis, design, development and testing, project management and operation and maintenance, and can be engaged in software analysis, design, development, and Advanced technical application talents for testing and managing operation and maintenance work.

Objective 1: be able to engage in the analysis, design, development, testing, management, operation and maintenance of software projects in the software engineering field of modern manufacturing and modern service industry.

Objective 2: be able to have good organizational management, teamwork and communication skills in the practice of software engineering, and abide by professional ethics and norms.

Objective 3: be able to track advanced software technology through lifelong learning, have an international vision, adapt to the development needs of information technology, and acquire the ability to adapt to social

sustainable development.

### **3. Student Outcomes**

Students of this major mainly study the basic theoretical knowledge and technology of computer system knowledge and software engineering, and receive strict engineering practice training and computer system ability training. Graduates should have the following 12 aspects of knowledge and ability.

### **4. Educational system, academic credit system, and awarded degree**

Educational System: 4 years, Length of Schooling: 3 to 6 years.

Credits: at least 129 credits are required for graduation.

Degree: Bachelor of Engineering.

### **5. Main Subject**

Software Engineering, Computer Science and Technology

### **6. Core Courses**

Core curriculum: Object oriented programming (Java), Data structure and algorithm, Database principle and application, Visual modeling and UML, Software architecture and design pattern, Introduction to software engineering, Web front-end development, Web system development, Software quality assurance and testing, Software project management, etc.

Main practical teaching links: data structure and algorithm experiment, object-oriented programming (Java) experiment, database principle and application experiment, visual modeling and UML experiment, introduction to software engineering experiment, web front-end development experiment, web system development experiment, advanced language programming course design Course design of data structure and algorithm, comprehensive experiment of software system analysis and design technology, comprehensive experiment of application software system development, software quality assurance and testing experiment, comprehensive experiment of software testing and project management, etc.

# 7. 课程设置与教学进程表 Curriculum and Teaching Schedule

Software Engineering - 080902

专业: 软件工程 Major: Software Engineering

P l a t f o r m	课程 序号 No.	课程 代码 Course Code	课程名称 Course Name	课程 性质 Type	学分 Credits	总学时 Hours	课内教学 In Class Teaching		各学期周学时分配 Credits Distribution in Academic Terms								开课教学单位
							理论学时 Theoretical Hours	实验学时 Experimental Hours	第1学年 1st Year		第2学年 2nd Year		第3学年 3rd Year		第4学年 4th Year		
									1	2	3	4	5	6	7	8	
							通识教育课程平台 合计										
通 识 教 育 课 程 平 台	1	604004A1	汉语精读1 Chinese Intensive Reading 1	必修	4	64	64		4								国际教育交流中心
	2	604004A2	汉语精读2 Chinese Intensive Reading 2	必修	4	64	64			4							国际教育交流中心
	3	604004A3	汉语精读3 Chinese Intensive Reading 3	必修	4	64	64				4						国际教育交流中心
	4	604004A4	汉语精读4 Chinese Intensive Reading 4	必修	4	64	64					4					国际教育交流中心
	5	604003A1	汉语口语1 Chinese Speaking 1	必修	2	32	32		2								国际教育交流中心
	6	604003A2	汉语口语2 Chinese Speaking 2	必修	2	32	32			2							国际教育交流中心
	7	604003A3	汉语口语3 Chinese Speaking 3	必修	2	32	32				2						国际教育交流中心
	8	604003A4	汉语口语4 Chinese Speaking 4	必修	2	32	32					2					国际教育交流中心
	9	534058A1	中国概况 Understanding China	必修	3	48	48		3								文理学院
	10	534059A1	中国文化1 Chinese Culture 1	必修	2	32	32		2								文理学院
	11	534059A2	中国文化2 Chinese Culture 2	必修	2	32	32			2							文理学院
	12	032466A1	大学信息技术(英语) College Information Technology	必修	2	64		64	4								电子信息学院
	13	604005P1	素质拓展 Quality Development	必修	1	32		32									国际教育交流中心
<b>通识教育课程平台 合计</b>					<b>34</b>	<b>592</b>	<b>496</b>	<b>96</b>	<b>15</b>	<b>8</b>	<b>6</b>	<b>6</b>					
专 业 能 力 课 程 平 台	14	533D01A1	微积分A(1) Calculus I	必修	4	64	64		4							文理学院	
	15	533D01A2	微积分A(2) Calculus II	必修	4	64	64			4						文理学院	
	16	533002A1	概率论与数理统计A Probability Theory and Mathematical Statistics A	必修	3	48	48				3					文理学院	
	17	534057P1	离散数学 Discrete Mathematics	必修	3	48	48				3					文理学院	
	18	033126F1	计算机学科导论 Introduction to Computer Science	必修	2	32	32		2							电子信息学院	
	19	033032I1	高级语言程序设计 Advanced Language Programming	必修	2	32	32		2							电子信息学院	
	20	033163Q1	高级语言程序设计实验 Advanced Language Programming Experiment	必修	1	32		32	2							电子信息学院	
	21	033033P1	高级语言程序设计课程设计 Advanced Programming Language Course Design	必修	1	20		20		+1						电子信息学院	
	22	033073H1	数据结构与算法 Data Structures and Algorithms	必修	2	32	32				2					电子信息学院	
	23	033161R1	数据结构与算法实验 Data Structures and Algorithms Experiment	必修	1	32		32			2					电子信息学院	
	24	033180P1	数据结构与算法课程设计 Data Structures and Algorithms Course Design	必修	1	20		20				+1				电子信息学院	
	25	033054G1	面向对象程序设计(Java) Object-Oriented Programming (Java)	必修	2	32	32			2						电子信息学院	
	26	033055R1	面向对象程序设计(Java)实验 Object-Oriented Programming (Java) Experiment	必修	1	32		32		2						电子信息学院	
	27	033019F1	操作系统原理 Principles of Operation System	必修	3	48	32	16				3				电子信息学院	
	28	033042H1	计算机网络 Computer Networks	必修	2	32	32						2			电子信息学院	
	29	033043P1	计算机网络实验 Computer Networks Experiment	必修	0.5	16		16						1		电子信息学院	
	30	033075A1	数据库原理及应用 Principles and Applications of Database	必修	2	32	32					2				电子信息学院	
	31	033076P1	数据库原理及应用实验 Principles and Applications of Database Experiment	必修	0.5	16		16					1			电子信息学院	



Platform	Course No.	Course Code	Course Name	Course Type	Credits	Total Hours	In Class Teaching		Credits Distribution in Academic Terms								Teaching Unit	
							Theoretical Hours	Experimental Hours	1st Year		2nd Year		3rd Year		4th Year			
									1	2	3	4	5	6	7	8		
Professional Core Course	32	014002P1	数字逻辑电路 Digital Logic Circuit	必修	3	48	40	8		3								电子信息学院
	33	033012A1	可视化建模与UML Visual Modeling and UML	必修	3	48	32	16			3							电子信息学院
	34	033336A1	软件设计模式与架构 Software Design Patterns and Architecture	必修	3	48	32	16				3						电子信息学院
	35	033112D1	软件工程导论 Introduction to Software Engineering	必修	2	32	32							2				电子信息学院
	36	033270Q1	软件工程导论实验 Introduction to Software Engineering Experiment	必修	0.5	16		16							1			电子信息学院
	37	033399P1	软件系统分析与设计综合实验 Comprehensive Experiment for Software System Analysis and Design	必修	2	40		40								+2		电子信息学院
	38	033082Q1	算法设计与分析 Design and Analysis of Algorithms	必修	3	48	32	16							3			电子信息学院
	39	033393C1	Web前端开发 Web Front-end Development	必修	2	32	32					2						电子信息学院
	40	033543P1	Web前端开发实验 Web Front-end Development Experiment	必修	0.5	16		16				1						电子信息学院
	41	033544P1	Web前端开发课程设计 Web Front-end Development Course Design	必修	1	20		20					+1					电子信息学院
	42	034140P1	JSP网站开发 JSP Website Development	必修	3	48	32	16				3						电子信息学院
	43	034004A1	Web系统开发 JAVA Web System Development(MVC)	必修	2	32	32							2				电子信息学院
	44	033394C1	Web系统开发实验 JAVA Web System Development(MVC)	必修	1	32		32						2				电子信息学院
	45	033545P1	ASP.NET网站设计 ASP.NET Website Development	必修	3	48	32	16						3				电子信息学院
	46	033404P1	应用软件开发综合实验 Comprehensive Experiment for Application Software Development	必修	2	40		40								+2		电子信息学院
	47	033070B1	软件质量保证与测试 Software Quality Assurance and Testing	必修	2	32	32								2			电子信息学院
	48	033071R1	软件质量保证与测试实验 Software Quality Assurance and Testing Experiment	必修	0.5	16		16							1			电子信息学院
	49	033066C1	软件项目管理 Software Project Management	必修	2	32	32									2		电子信息学院
	50	033067R1	软件项目管理实验 Software Project Management Experiment	必修	0.5	16		16								1		电子信息学院
	51	033546P1	软件测试与项目管理综合实验 Comprehensive Experiment for Software Testing and Project Management	必修	2	40		40								+2		电子信息学院
	52	034108Q1	毕业设计 Graduation Project	必修	10	300		300									+15	电子信息学院
	<b>小计 Total</b>					<b>83</b>	<b>1616</b>	<b>808</b>	<b>808</b>	<b>10</b>	<b>11</b>	<b>13</b>	<b>15</b>	<b>10</b>	<b>9</b>	<b>3</b>	<b>0</b>	
53	033392P1	iOS软件开发 iOS Software Development	选修	3	48	24	24						3				电子信息学院	
54	033403A1	Python编程技术 Python Programming Technology	选修	3	48	32	16						3				电子信息学院	
55	033445Q1	Linux系统管理 Linux System Management	选修	3	48	32	16								3		电子信息学院	
56	033172T1	云计算与云平台 Cloud Computing and Cloud Platform	选修	3	48	32	16							3			电子信息学院	
57	033370Q1	机器学习 Machine Learning	选修	3	48	32	16								3		电子信息学院	
58	033395A1	大数据技术 Big Data Technology	选修	3	48	32	16							3			电子信息学院	
59	033547P1	微服务应用开发 Microservice Application Development	选修	3	48	32	16							3			电子信息学院	
<b>小计 Total</b>					<b>12</b>	<b>192</b>	<b>128</b>	<b>64</b>										
<b>专业能力课程平台 合计</b>					<b>95</b>	<b>1808</b>	<b>936</b>	<b>872</b>	<b>10</b>	<b>11</b>	<b>13</b>	<b>15</b>	<b>10</b>	<b>9</b>	<b>3</b>	<b>0</b>		
<b>总计 Total</b>					<b>129</b>	<b>2400</b>	<b>1432</b>	<b>968</b>	<b>25</b>	<b>19</b>	<b>19</b>	<b>21</b>	<b>10</b>	<b>9</b>	<b>3</b>	<b>0</b>		

## 商学院

### 国际经济与贸易全英语专业人才培养方案（专业代码：020401）

制定：张阿娟 审核：王玉芳 审批：杨万枫

#### 一、专业简介

国际经济与贸易全英语专业是 2012 年获批设立的全英语授课国际招生专业，本专业坚持“技术立校，应用为本”的办学方略，立足于上海自贸区临港新片区，服务上海及长三角区域经济发展，培养具有一定机电产品知识、人文素养、全球化视野和发展潜力，能够在国际经济与贸易领域从事相关项目管理及开拓、商务策划与合同管理、贸易实务操作与国际采购、贸易数字化的高等应用型人才。

国际经济与贸易全英语专业毕业生主要在国际贸易领域、行业经济分析及金融领域、政府或国际组织中从事项目管理与开拓、商务策划与合同管理、贸易实务操作与国际采购、贸易数字化等工作。

#### 二、培养目标

国际经济与贸易全英语专业培养能够理解中国社会主流价值观，具有良好的人文素养，系统地掌握经济学基本原理和国际商务的理论、业务知识与基本技能，熟悉和理解国际贸易的政策和法规，富有创新意识和创新能力，了解中国和全球的经济、法律、社会环境，具有国际视野，能适应经济全球化发展需要的卓越的应用型专门人才。本专业预期学生在毕业后五年左右能达到的具体目标如下：

目标 1：培养学生国际经济与贸易学科的基本理论、基本知识，通过经济学和管理学的基本训练，能够结合数理工具和计量研究方法对国际经贸领域的问题进行定性与定量分析，具备解决国际贸易实际问题的能力。

目标 2：培养学生了解国际贸易发展现状，熟悉国际经济与贸易的理论前沿和行业需求，掌握预测国际贸易发展趋势的基本方法；能够较好的运用应用统计学、计量经济学等分析研究方法，具备相关项目管理及开拓的基本能力；能够综合运用经济、管理、法律和机电产品等相关知识，完成贸易项目的商务洽谈与合同订立；熟练掌握国际经济与贸易专业实务操作和国际采购能力和分析方法、贸易数字化的最新发展趋势和技术应用。

目标 3：培养学生人文素养和全球化视野，具有职业道德和社会责任感，能够进行有效的交流沟通和团队协作。

目标 4：培养学生发展潜力，具有创新精神和自主学习能力，能够在国际贸易领域实现可持续发展。

#### 三、毕业要求

毕业生应获得以下几方面的知识、能力和素质。

1. 具有良好的职业素质和从业能力，有很强的责任心和敬业精神。
2. 具备参与竞争的良好身心素质，能积极适应并融入社会。
3. 具备良好的实践能力，并在实际工作中体现出创新精神。
4. 具备沟通能力，有良好的团结协作精神。
5. 具备较强的语言表达及写作能力。
6. 具有熟练运用计算机的能力。
7. 拥有熟练处理国际贸易及相关业务的基本技能。
8. 掌握国际经济与贸易学科的基本理论和基础知识。
9. 了解世界主要国家和地区外经贸政策法规，通晓国际贸易规则与惯例，熟悉国外商务环境，了解异国文化和跨国文化礼仪。

#### **四、学制、学分与学位**

学制：四年；学习年限三年至六年

学分：毕业最低学分要求为 130 学分

学位：经济学学士

#### **五、主干学科**

经济学

#### **六、核心课程及主要实践教学环节**

微观经济学、宏观经济学、管理学原理、会计学原理、国际经济学、进出口贸易实务、国际市场营销学、国际商法、国际贸易融资、供应链与采购。

# Undergraduate Program for International Economics and Trade

## Major Instructed in English

(Specialty code: 020401)

Drafted by: Zhang Ajuan Reviewed by: Wang Yufang Approved by: Yang Wanfeng

### 1. Brief Introduction

The international economy and trade major is an international enrollment major taught in English approved in 2012. This major adheres to the university strategy of "technology-based and application-oriented", based on the Lingang Special Area of Shanghai Free Trade Zone, serves the economic development of Shanghai and the Yangtze River Delta, cultivates a certain knowledge of mechanical and electrical products, humanistic quality, globalization vision and development potential, and is able to engage in relevant project management and development, business planning and contract management, trade practice operation and international procurement in the field of international economy and trade. Higher applied talents of trade digitization.

The program is suitable for graduates of any discipline who, for professional or personal reasons, wish to secure a stand-alone qualification in International economics and trade. It is also ideal for those who wish to undertake postgraduate work. With the solid industry background and collaborations, it aims to provide a thorough grounding in the principles of International economics and trade while developing critical skills and practice for a wide range of real world professional situations. Due to the combination of verbal reasoning and mathematical and quantitative analysis, this degree will prepare you for a career as an economist in industry, international trade specialist, finance, government or international organizations. It will also prepare you for a range of other careers where these skills are valued.

### 2. Program Objectives

The international economy and trade major cultivates students who can understand the mainstream values of Chinese society, have good humanistic quality. Systematically master the basic principles of economics and the theory, business knowledge and basic skills of international business, and be familiar with and understand the policies and regulations of international trade. Excellent application-oriented professionals with innovative consciousness and ability, who understand the economic, legal and social environment of China and the world, have an international vision, and can meet the needs of economic globalization. The specific goals that graduates are expected to achieve in about five years after graduation are as follows:

Objective 1: Cultivate students' basic theories and knowledge of international economy and trade, through basic training in economics and management, be able to conduct qualitative and quantitative analysis of problems in the field of international economy and trade in combination with mathematical tools and quantitative research methods, and have the ability to solve practical problems in international trade.

Objective 2: Cultivate students to understand the current situation of international trade development, be familiar with the theoretical frontier and industry demand of international economy and trade, and master the basic methods of predicting the development trend of international trade. Be able to make good use of applied statistics, econometrics and other analysis and research methods. Have the basic ability of relevant project management and development, and be able to comprehensively use the relevant knowledge of economy, management, law and electromechanical products to complete the business negotiation and contract signing of trade projects. Master the professional practice operation of international economy and trade, international procurement ability and analysis methods, the latest development trend and technology application of trade digitalization.

Objective 3: Cultivate students' humanistic quality and global vision, have professional ethics and sense of social responsibility, and be able to carry out effective communication and teamwork.

Objective 4: Cultivate students' development potential, innovative spirit and independent learning ability, and be able to achieve sustainable development in the field of international trade.

### **3. Student Outcomes**

We are training the talents who master international economic theoretical knowledge and business operation procedures, and will be qualified for the positions in foreign economic and trade sectors. The major courses emphasize teaching theories and practical ability.

Our graduates have the following knowledge and abilities:

- (1) Our graduates will be morally excellent and dedicated.
- (2) They should be healthy mentally and physically and willing to participate in the society.
- (3) They should be creative and willing to practice in their work.
- (4) Communicative skills and team-work spirit are required.
- (5) They should be good at expressing their ideas in foreign language. They should be good at writing.
- (6) They should have proficient ability in using computer.
- (7) They should master basic theories and knowledge in international economy and trade subjects.
- (8) They should possess basic proficient skills dealing with inter-trade and related business.
- (9) Understand foreign trade policies and regulations of major countries in the world, familiar with international trade rules and practices, familiar with foreign business environment and understand foreign cultures and cross-cultural etiquette.

### **4. Educational system, academic credit system, and awarded degree**

Educational System: 4 years, Length of Schooling: 3 to 6 years.

Credits: at least 130 credits are required for graduation.

Degree: Bachelor of Economics.

### **5. Main Subject**

Economics

### **6. Core Courses**

Microeconomics, Macroeconomics, Principle of Management Science, Principles of Accounting, International Economics, International Trade Practice, International Marketing, International Business Law, International Trade Finance, Supply Management Chain & Purchase.

# 7. 课程设置与教学进程表 Curriculum and Teaching Schedule

International Economics and Trade - 020401

专业: 国际经济与贸易 Major: International Economics and Trade

P l a t f o r m	序号 No.	课程 代码 Course Code	课程名称 Course Name	课程 性质 Type	学分 Credits	总学时 Hours	课内教学 In Class Teaching		各学期周学时分配 Credits Distribution in Academic Terms								开课教学单位		
							理论学时 Theoretical Hours	实验学时 Experimental Hours	第1学年 1st Year		第2学年 2nd Year		第3学年 3rd Year		第4学年 4th Year				
									1	2	3	4	5	6	7	8			
通 识 教 育 课 程 平 台	1	604004A1	汉语精读1 Chinese Intensive Reading 1	必修	4	64	64		4									国际教育交流中心	
	2	604004A2	汉语精读2 Chinese Intensive Reading 2	必修	4	64	64			4								国际教育交流中心	
	3	604004A3	汉语精读3 Chinese Intensive Reading 3	必修	4	64	64				4							国际教育交流中心	
	4	604004A4	汉语精读4 Chinese Intensive Reading 4	必修	4	64	64					4						国际教育交流中心	
	G e n e r a l	5	604003A1	汉语口语1 Chinese Speaking 1	必修	2	32	32		2									国际教育交流中心
		6	604003A2	汉语口语2 Chinese Speaking 2	必修	2	32	32			2								国际教育交流中心
		7	604003A3	汉语口语3 Chinese Speaking 3	必修	2	32	32				2							国际教育交流中心
		8	604003A4	汉语口语4 Chinese Speaking 4	必修	2	32	32					2						国际教育交流中心
	E d u c a t i o n	9	534058A1	中国概况 Understanding China	必修	3	48	48		3									文理学院
		10	534059A1	中国文化1 Chinese Culture1	必修	2	32	32		2									文理学院
		11	534059A2	中国文化2 Chinese Culture2	必修	2	32	32			2								文理学院
		12	032466A1	大学信息技术(英语) College Information Technology	必修	2	64		64	4									电子信息学院
		13	604005P1	素质拓展 Quality Development	必修	1	32		32										国际教育交流中心
C o u r s e	小计 Total				34	592	496	96	15	8	6	6	0	0	0	0			
	通识教育课程平台 合计				34	592	496	96	15	8	6	6	0	0	0	0			
专 业 能 力 课 程 平 台	14	044057A1	经济数学(1) Economics Mathematics I	必修	4	64	64	0	4									商学院	
	15	044057A2	经济数学(2) Economics Mathematics II	必修	4	64	64	0		4								商学院	
	16	044058A1	概率论 Probability and Statistics	选修	3	48	48	0			3							商学院	
	17	044008A1	微观经济学 Microeconomics	必修	4	64	40	24		4								商学院	
	18	044009A1	宏观经济学 Macroeconomics	必修	4	64	40	24			4							商学院	
	19	044010A1	国际经济学(I) International Economics(I)	必修	3	48	32	16					3					商学院	
	20	044010A2	国际经济学(II) International Economics(II)	必修	3	48	32	16						3				商学院	
	21	044012A1	管理学原理 Principle of Management Science	必修	3	48	32	16		3								商学院	
	22	044013B1	市场营销原理 Principles of Marketing	必修	3	48	32	16				3						商学院	
	23	044014A1	会计学原理 Principles of Accounting	必修	4	64	40	24			4							商学院	
	24	044015A1	应用统计学 Applied Statistics	必修	3	48	32	16				3						商学院	
	25	044016A1	进出口贸易实务 International Trade Practice	必修	3	48	32	16					3					商学院	
	26	044017A1	国际商法 International Business Law	必修	3	48	32	16						3				商学院	
	27	044018A1	国际市场营销学 International Marketing	必修	3	48	32	16					3					商学院	
	28	044020A1	国际贸易融资 International Trade Finance	必修	3	48	32	16				3						商学院	

P l a t f o r m	课程 序号 No.	课程 代码 Course Code	课程名称 Course Name	课程 性质 Type	学分 Credits	总学时 Hours	课内教学 In Class Teaching		各学期周学时分配 Credits Distribution in Academic Terms								开课教学单位		
							理论学时 Theoretical Hours	实验学时 Experimental Hours	第1学年 1st Year		第2学年 2nd Year		第3学年 3rd Year		第4学年 4th Year				
									1	2	3	4	5	6	7	8			
P r o f e s s i o n a l  c a p a c i t y  c o u r s e  p l a t f o r m	29	044021A1	国际商务函电 International Business Correspondence	必修	2	32	16	16						2				商学院	
	30	044024A1	供应链与采购 Supply Management Chain & Purchase	必修	3	48	32	16							3			商学院	
	31	044033A1	策略：博弈论基础 Strategy: An Introduction to Game Theory	必修	3	48	32	16						3				商学院	
	32	044035A1	计量经济学 Econometrics	必修	3	48	32	16							3			商学院	
	33	044026A1	组织行为学 Organizational Behavior	必修	3	48	32	16								3		商学院	
	34	044027A1	消费者行为 Consumer Behavior	必修	3	48	32	16								3		商学院	
	35	044028A1	投资学 Investment	必修	3	48	32	16							3			商学院	
	36	044029A1	国际商务 International Business	必修	3	48	32	16							3			商学院	
	37	044059A1	货币银行学 Money and Banking	必修	3	48	32	16								3		商学院	
	38	044037A1	产业调研及分析 Industry Research and Analysis	必修	5	80	50	30									5		商学院
	小计 Total					81	1296	906	390	4	11	11	9	14	18	9	5		
	39	044048A1	财务会计 Financial Accounting	选修	3	48	32	16						3				商学院	
	40	044051A1	产业经济学 Industrial Economics	选修	3	48	32	16								3		商学院	
	41	044055A1	商务沟通 Business Communication	选修	3	48	32	16				3						商学院	
	42	044022A1	公司理财 Corporate Finance	选修	3	48	32	16								3		商学院	
	43	044050A1	人力资源管理 Human Resource Management	选修	3	48	32	16					3					商学院	
	44	044011A1	管理信息系统 Management Information System	选修	3	48	32	16								3		商学院	
	45	044036A1	创新管理 Innovation Management	选修	3	48	32	16									3	商学院	
	46	044054A1	战略商务解决方案 Strategic Business Solution	选修	3	48	32	16									3	商学院	
	小计 Total					15	240	160	80										
专业能力课程平台 合计					96	1536	1066	470	4	11	11	9	14	18	9	5			
总计 Total					130	2128	1562	566	19	19	17	15	14	18	9	5			

## 商学院

### 市场营销全英语专业人才培养方案（专业代码：120202）

制定：闫燕 审核：王玉芳 审批：杨万枫

#### 一、专业简介

市场营销专业面向上海及长三角经济发展，立足于机电行业背景，培养具有良好的营销综合实践能力、人文综合素养和发展潜力，能够在营销领域从事市场分析、营销策划、销售及管理、电子商务和网络营销等工作的高等应用型人才。市场营销全英语专业于 2019 年经上海市教委批准开设，2020 年秋季开始面向全球招生。

市场营销全英语专业毕业生主要在国内制造类和服务类企业中从事与市场开发、市场开拓、营销策划、市场调查、组织管理、互联网营销等工作。

#### 二、培养目标

本专业坚持“技术立校、应用为本”的办学方略，致力于培养具有全球视野，德智体美劳全面发展的应用型人才，满足区域经济建设需要，立足于机电行业发展需求，培养具有良好的营销综合实践能力、人文综合素养和发展潜力，能够在营销领域从事市场分析、营销策划、销售及管理、电子商务和网络营销等工作的高等应用型人才。

目标 1：培养学生具备良好的营销管理能力，具有扎实的基础理论和机电行业背景知识，能够在市场营销领域从事营销调研、策划、销售、服务、促销、管理等工作；

目标 2：培养良好的人文综合素养，具有良好的社会责任感、职业道德规范，能够进行有效的交流沟通和团队协作；

目标 3：培养在国际化背景下较好的发展潜力，具有较强创新精神和自主学习能力。

#### 三、毕业要求

毕业生将具备以下能力：

1. 具有较高的道德标准和职业素养；
2. 身心健康，能够积极投身于社会工作中；
3. 具有创造力并愿意在工作环境中发挥创造力；
4. 具有良好的沟通表达能力和团队合作能力；
5. 善于用英文表达个人想法并具有良好的英文写作能力；
6. 能够熟练掌握计算机及相关技术；
7. 能够有效地分析经济管理问题并解决问题，能够有效地搜集市场信息进行分析，能够利用市场营销战略、消费者心理和行为分析市场竞争力，并制定相应的市场计划和战略规划；
8. 掌握电子商务和网络营销的相关知识，能够有效地组织并开展网络营销活动，能够在全球环境下开展营销活动。



#### 四、学制、学分与学位

学制：四年；学习年限三年至六年

学分：毕业最低学分要求为 132 学分

学位：管理学学士

#### 五、主干学科

工商管理

#### 六、核心课程及主要实践教学环节

微观经济学、宏观经济学、管理学原理、会计学原理、市场营销原理、消费者行为学、市场调研、整合营销沟通、国际市场营销学。

# **Undergraduate Program for Marketing Major Instructed in English**

**(Specialty code: 120202)**

**Drafted by: Yan Yan    Reviewed by: Wang Yufang    Approved by: Yang Wanfeng**

## **1. Brief Introduction**

Adhering to the “technology--centered, application-oriented” educational ideology, this program is aimed to cultivate the talents who have comprehensive, practical ability, humanistic quality and developmental potential.

Marketing English graduates are mainly engaged in market development, market development, market planning, market research, organization management, Internet marketing and other work in domestic and foreign manufacturing and service enterprises.

## **2. Program Objectives**

This major adheres to the strategy of "technology-based and application-oriented", and is committed to cultivating application-oriented talents with global vision and all-round development of morality, intelligence, physique, beauty and labor, meeting the needs of regional economic construction, based on the development needs of Electromechanical industry, cultivating good comprehensive marketing practice ability, comprehensive humanistic quality and development potential, and being able to engage in market analysis, marketing planning, sales and management in the field of marketing Higher e-commerce talents and e-commerce application talents.

Objective 1: train students to have good marketing management ability, solid basic theory and background knowledge of Electromechanical industry, and be able to engage in marketing research, planning, sales, service, promotion, management and other work in the field of marketing;

Objective 2: cultivate good comprehensive humanistic quality, have a good sense of social responsibility and professional ethics, and be able to carry out effective communication and teamwork;

Objective 3: cultivate good development potential in the context of internationalization, with strong innovation spirit and autonomous learning ability.

## **3. Student Outcomes**

Our graduates have the following knowledge and abilities:

- (1) Our graduates will be morally excellent and dedicated.
- (2) They should be healthy mentally and physically and willing to participate in the society.
- (3) They should be creative and willing to practice in their work.
- (4) Communicative skills and team-work spirit are required.
- (5) They should be good at expressing their ideas in foreign language. They should be good at writing.
- (6) They should have proficient ability in using computer.
- (7) They should be able to analyze and solve practical problems by using management and economics knowledge, collect and analyze market information, be able to analyze the market competitiveness by using marketing strategy, consumer psychology and behavior; be able to make marketing plan and strategy accordingly.
- (8) They should acquire the knowledge of e-commerce and Internet marketing, be able to plan and implement Internet marketing activities, be able to develop marketing work globally.

## **4. Educational system, academic credit system, and awarded degree**

Educational System: 4 years, Length of Schooling: 3 to 6 years.

Credits: at least 132 credits are required for graduation.

Degree: Bachelor of Management.

### **5. Main Subject**

Business management

### **6. Core Courses**

Microeconomics, Macroeconomics, Principle of Management Science, Principles of Accounting, Principles of Marketing, Consumer Behavior, Market Research, Integrated Marketing Communication, International Marketing.

# 7. 课程设置与教学进程表 Curriculum and Teaching Schedule

Marketing - 120202

专业: 市场营销 Major: Marketing

课程平台 Platform	序号 No.	课程代码 Course Code	课程名称 Course Name	课程性质 Type	学分 Credits	总学时 Hours	课内教学 In Class Teaching		各学期周学时分配 Credits Distribution in Academic Terms								开课教学单位 Unit	
							理论学时 Theoretical Hours	实验学时 Experimental Hours	第1学年 1st Year		第2学年 2nd Year		第3学年 3rd Year		第4学年 4th Year			
									1	2	3	4	5	6	7	8		
通识教育课程平台 General Education Platform	1	604004A1	汉语精读1 Chinese Intensive Reading 1	必修	4	64	64		4									国际教育交流中心
	2	604004A2	汉语精读2 Chinese Intensive Reading 2	必修	4	64	64			4								国际教育交流中心
	3	604004A3	汉语精读3 Chinese Intensive Reading 3	必修	4	64	64				4							国际教育交流中心
	4	604004A4	汉语精读4 Chinese Intensive Reading 4	必修	4	64	64					4						国际教育交流中心
	5	604003A1	汉语口语1 Chinese Speaking 1	必修	2	32	32		2									国际教育交流中心
	6	604003A2	汉语口语2 Chinese Speaking 2	必修	2	32	32			2								国际教育交流中心
	7	604003A3	汉语口语3 Chinese Speaking 3	必修	2	32	32				2							国际教育交流中心
	8	604003A4	汉语口语4 Chinese Speaking 4	必修	2	32	32					2						国际教育交流中心
	9	534058A1	中国概况 Understanding China	必修	3	48	48		3									文理学院
	10	534059A1	中国文化1 Chinese Culture 1	必修	2	32	32		2									文理学院
	11	534059A2	中国文化2 Chinese Culture 2	必修	2	32	32			2								文理学院
	12	032466A1	大学信息技术(英语) College Information Technology	必修	2	64		64	4									电子信息学院
	13	604005P1	素质拓展 Quality Development	必修	1	32												国际教育交流中心
<b>通识教育课程平台 合计</b>					<b>34</b>	<b>592</b>	<b>496</b>	<b>96</b>	<b>15</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		
专业能力课程平台 Professional Ability Platform	14	044057A1	经济数学(1) Economics Mathematics I	必修	4	64	64	0	4								商学院	
	15	044057A2	经济数学(2) Economics Mathematics II	必修	4	64	64	0		4							商学院	
	16	044058A1	概率论 Probability and Statistics	必修	3	48	48	0			3						商学院	
	17	044008A1	微观经济学 Microeconomics	必修	4	64	40	24		4							商学院	
	18	044009A1	宏观经济学 Macroeconomics	必修	4	64	40	24			4						商学院	
	19	044014A1	会计学原理 Principles of Accounting	必修	4	64	32	32			4						商学院	
	20	044013A1	市场营销原理 Principles of Marketing	必修	3	48	32	16				3					商学院	
	21	044015A1	应用统计学 Applied Statistics	必修	3	48	32	16				3					商学院	
	22	044012A1	管理学原理 Principle of Management Science	必修	3	48	32	16		3							商学院	
	23	044018A1	国际市场营销学 International Marketing	必修	3	48	32	16					3				商学院	
	24	044017A1	国际商法 International Business Law	必修	3	48	32	16						3			商学院	
	25	044027A1	消费者行为学 Consumer Behavior	必修	3	48	32	16				3					商学院	
	26	044026A1	组织行为学 Organizational Behavior	必修	3	48	32	16							3		商学院	
	27	044024A1	供应链与采购 Supply Management Chain & Purchase	必修	3	48	32	16						3			商学院	
	28	044029A1	国际商务 International Business	必修	3	48	32	16						3			商学院	
	29	044039A1	商务统计 Business Statistics	必修	3	48	32	16				3					商学院	

课程平台 Platform	序号 No.	课程代码 Course Code	课程名称 Course Name	课程性质 Type	学分 Credits	总学时 Hours	课内教学 In Class Teaching		各学期周学时分配 Credits Distribution in Academic Terms								开课教学单位	
							理论学时 Theoretical Hours	实验学时 Experimental Hours	第1学年 1st Year		第2学年 2nd Year		第3学年 3rd Year		第4学年 4th Year			
									1	2	3	4	5	6	7	8		
							小计 Total											
专业 课程 平台	30	044040A1	国际商务谈判 International Business Negotiation	必修	3	48	32	16				3						商学院
	31	044041A1	中国商务文化与礼仪 Chinese Business Culture and Etiquette	必修	3	48	32	16			3							商学院
	32	044043A1	电子商务 E-Commerce	必修	3	48	32	16					3					商学院
	33	044044A1	企业战略管理 Strategic Management	必修	3	48	32	16					3					商学院
	34	044045A1	市场调研 Market Research	必修	3	48	32	16					3					商学院
	35	044047A1	整合营销沟通 Integrated Marketing Communication	必修	3	48	32	16						3				商学院
	36	044056A1	营销策划方案 Market Plan	必修	6	96	0	96									6	商学院
	小计 Total					77	1232	800	432	4	11	14	15	12	12	3	6	
	37	044046A1	商务文书写作 Business Writing	选修	3	48	48	0									3	商学院
	38	044048A1	财务会计 Financial Accounting	选修	3	48	32	16					3					商学院
	39	044036A1	创新管理 Innovation Management	选修	3	48	32	16						3				商学院
	40	044049A1	创新思维与创造力 Creative Thinking and Creativity	选修	3	48	32	16									3	商学院
	41	044050A1	人力资源管理 Human Resource Management	选修	3	48	32	16					3					商学院
	42	044051A1	产业经济学 Industrial Economics	选修	3	48	32	16									3	商学院
	43	044052A1	工业品营销 Industrial Product Marketing	选修	3	48	32	16									3	商学院
	44	044042A1	服务营销 Service Marketing	选修	3	48	32	16						3				商学院
	45	044053A1	公共关系学 Public Relations	选修	3	48	32	16									3	商学院
	46	044011A1	管理信息系统 Management Information System	选修	3	48	32	16									3	商学院
	47	044054A1	战略商务解决方案 Strategic Business Solution	选修	3	48	32	16									3	商学院
	48	044055A1	商务沟通 Business Communication	选修	3	48	32	16					3					商学院
	49	044022A1	公司理财 Corporate Finance	选修	3	48	32	16									3	商学院
小计 Total					21	336	224	112										
专业能力课程平台 合计					98	1568	1024	544	4	11	14	15	12	12	3	6		
总计 Total					132	2160	1520	640	19	19	20	21	12	12	3	6		