



湖南商务职业技术学院
Hunan Vocational College of Commerce

三年制高职 专业人才培养方案

专业名称： **连锁经营管理**

专业代码： **630604**

适用年级： **2020 级**

制订时间： **2020. 07**

附件一： 2020 级专业人才培养方案制订与审核表

| | |
|------|--------|
| 专业名称 | 连锁经营管理 |
| 专业代码 | 630604 |

人才培养目标清晰 课程体系完整 教学进程



编制说明

一、专业名称及代码

二、入学要求

三、修业年限

四、职业面向

表 1 就业岗位面向表

| | | | | | | |
|----|------|----|--|--|--|--|
| | | | | | | |
| 63 | 6306 | 52 | (4-01-02-03) 4-07-06-01 4-07-06-02 4-01-01-00 | | | |

;

5000

:

5000

五、培养目标与培养规格

六、课程设置及要求

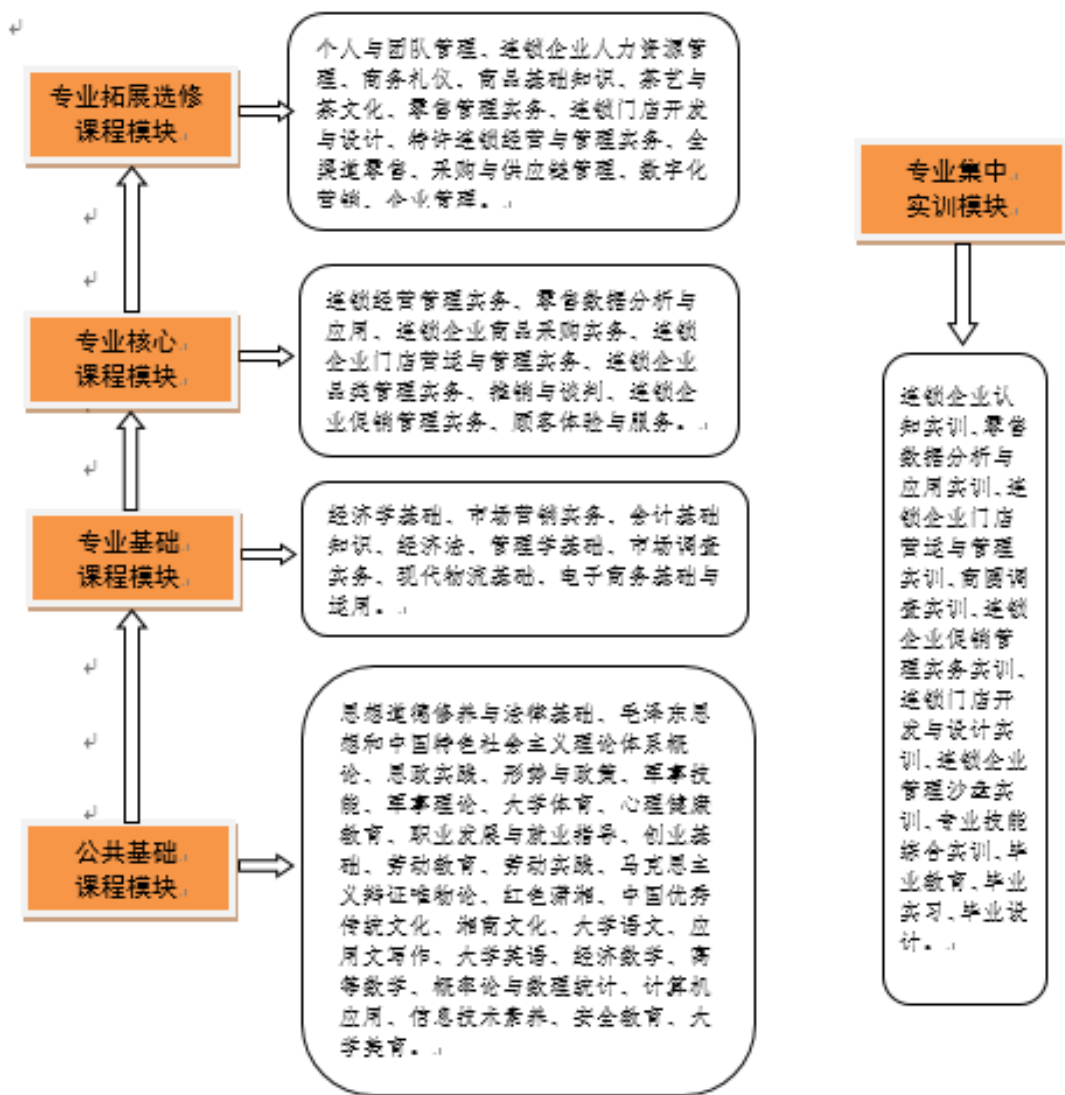


图 1· 连锁经营管理专业课程体系图

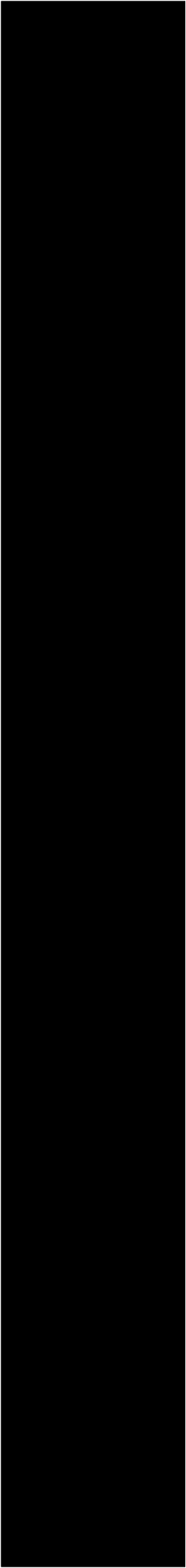
表 2 专业课程与职业岗位能力要求对应关系分析表

| | | | |
|--|--|--|--|
| | | | |
| | | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |

表 3 实践教学安排表

| | | | | | | |
|---|--|---|----|---|--|--|
| | | | | | | |
| 1 | | 2 | 28 | | | |
| 2 | | 3 | 28 | | | |
| 3 | | 3 | 28 | + | | |
| 4 | | 4 | 28 | | | |
| 5 | | 4 | 28 | + | | |
| 6 | | 4 | 28 | | | |
| 7 | | 5 | 28 | + | | |
| 8 | | 5 | 56 | | | |



262.2561807910A08>70/P

八、实施保障

表 4 连锁经营管理专业校内实验实训室一览表

| 1 | | | PC Server | 1 | 60 | |
|---|--|--|-----------|----|----|--|
| | | | PC | 60 | | |
| | | | | 1 | | |
| | | | | 1 | | |
| | | | | | | |

| | | | | | | |
|---|--|-----|-----------|----|----|--|
| | | | | | | |
| | | | | | | |
| 2 | | | PC | 60 | 60 | |
| | | | | 1 | | |
| | | | | 1 | | |
| | | | | | | |
| 3 | | POS | PC | 60 | 60 | |
| | | | | 1 | | |
| | | | | | | |
| 4 | | | | | 60 | |
| | | | | | | |
| | | | | | | |
| 5 | | | PC Server | 1 | 60 | |
| | | | PC | 30 | | |
| | | | | 1 | | |
| | | | | 1 | | |

B2B B2C C2C

表5 连锁经营管理专业校外实习实训基地实验实训室一览表

| 1 | | | |
|---|--|--|--|
| 2 | | | |
| 3 | | | |
| 4 | | | |

1.

2.

1

2019 49

2

3

九、毕业要求

十、其他

附件 1：教学进程安排表（附表一至表六）

| | | | | | | | | |
|--|----|----|----|----|----|----|----|-----|
| | | | | | | | | |
| | | | | | | | | |
| | 1 | | | | | | | |
| | 2 | | | | | | | |
| | 3 | | | | | | | |
| | 4 | | | | | | | |
| | 5 | | | | | | | |
| | 6 | | | | | | | |
| | 7 | | | | | | | |
| | 8 | | | | | | | |
| | 9 | | | | | | | |
| | 10 | | | | | | | |
| | 11 | | | | | | | |
| | 12 | | | | | | | |
| | 13 | | | | | | | |
| | 14 | | | | | | | |
| | 15 | | | | | | | |
| | 16 | | | | | | | |
| | 17 | | | | | | | |
| | 18 | | | | | | | |
| | 19 | | | | | | | |
| | 20 | | | | | | | |
| | 21 | | | | | | | |
| | 22 | | | | | | | |
| | 23 | | | | | | | |
| | 24 | | | | | | | |
| | 25 | | | | | | | |
| | 26 | | | | | | | |
| | 27 | | | | | | | |
| | | 18 | 18 | 19 | 19 | 14 | 0 | 88 |
| | | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| | | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | 0 | 0 | 0 | 0 | 9 | 15 | 24 |
| | | 1 | 1 | 1 | 1 | 1 | 1 | 6 |
| | | 21 | 19 | 20 | 20 | 24 | 16 | 120 |
| | | 5 | 7 | 6 | 7 | 0 | | 25 |
| | | 26 | 26 | 26 | 27 | 24 | 16 | 145 |
| | | | | | | | | |

表二 公共基础课程模块教学进程表

| | | | | | | | / / / | | | | | | | | | |
|-------|---------|---------|-----|-----|-------------|------------|------------|------------|-----------|-----------|----------|----------|----------|----------|---|--|
| | | | | | | | | | | | | | | | | |
| | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | | | | |
| 18 | 17 | 17 | 17 | 11 | 0 | | | | | | | | | | | |
| 1 | | 0601025 | A | 3.0 | 48 | 48 | | 3 | | | | | | 1 | | |
| 2 | | 0601024 | A | 3.0 | 48 | 48 | | | 4*12 | | | | | 2 | | |
| 3 | | 0601046 | C | 1.0 | 16 | | 16 | | 4*2 | | | | | | 2 | |
| 4 | | 0601028 | A | 1.0 | 40 | 40 | | 2*4 | 2*4 | 2*4 | 2*4 | 2*4 | | | 5 | |
| 5 | | 0801001 | C | 2.0 | 112 | | 112 | 2 | | | | | | | | |
| 6 | | 0801215 | A | 2.0 | 36 | 36 | | | | | 4 | | | | 5 | |
| 7 | | 0603001 | B | 2.0 | 32 | 4 | 28 | 2*16 | | | | | | | 1 | |
| 8 | | 0603002 | B | 2.0 | 32 | 4 | 28 | | 2*16 | | | | | | 2 | |
| 9 | | 0603003 | B | 2.0 | 32 | 4 | 28 | | | 2*16 | | | | | 3 | |
| 10 | | 0603004 | B | 1.0 | 16 | 4 | 12 | | | | 2*8 | | | | 4 | |
| 11 | | 0601039 | A | 2.0 | 32 | 32 | | 2 | | | | | | | 1 | |
| 12 | | 0601070 | A | 1.0 | 16 | 16 | | 2*8 | | | | | | | 1 | |
| 13 | | 0601071 | A | 1.0 | 16 | 16 | | | | | 2*8 | | | | 4 | |
| 14 | | 0801080 | A | 2.0 | 32 | 32 | | | 2*8 | | | | | | 2 | |
| 15 | | 0801216 | A | 1.0 | 16 | 16 | | | 2*8 | | | | | | 2 | |
| 16 | | 0801217 | C | 1.0 | 28 | | 28 | | | | | | | | 5 | |
| | | | | | 27.0 | 552 | 300 | 252 | 9 | 8 | 2 | 4 | 4 | | | |
| 17-31 | | 0601072 | A | 1.0 | 16 | 16 | | | 2 | | | | | | 2 | |
| | | 0601069 | A | 1.0 | 16 | 16 | | | 2 | | | | | | 2 | |
| | | 0201241 | A | 2.0 | 32 | 32 | | 2 | | | | | | | 1 | |
| | | 0201232 | A | 1.0 | 16 | 16 | | 1 | | | | | | | 1 | |
| | | 0201039 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | |
| | | 0201039 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | |
| | | 0203001 | B | 2.0 | 32 | 24 | 8 | 2 | | | | | | | 1 | |
| | | 0203002 | B | 2.0 | 32 | 24 | 8 | | 2 | | | | | | 2 | |
| | | 0602013 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | |
| | | 0602001 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | |
| | | 0602023 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | |
| | | 0401001 | B | 2.5 | 40 | 20 | 20 | | 3 | | | | | | 2 | |
| | | 0401129 | B | 2.5 | 40 | 20 | 20 | | 3 | | | | | | 2 | |
| | | 0801080 | B | 1.0 | 16 | 8 | 8 | 2*4 | 2*4 | | | | | | 2 | |
| | 0801217 | A | 1.0 | 16 | 16 | | | | | | | | | 2 | | |
| | | | | | 14.5 | 232 | 188 | 44 | 8 | 7 | 0 | 0 | 0 | 0 | | |
| 1 | | | | | | | | | | | | | | | ⑦ | |
| 2 | | | | | | | | | | | | | | | | |
| | | | | | 4.0 | 64 | 64 | | 0 | 2 | 2 | 0 | 0 | 0 | | |
| | | | | | 45.5 | 848 | 552 | 296 | 17 | 17 | 4 | 4 | 4 | 0 | | |

表三 专业基础及核心课程模块教学进程表

| | | | | | | | | / / / / | | | | | | | | | |
|---|--|---------|---|-----------|------------|------------|------------|----------|----------|-----------|-----------|----------|----------|--|---|----|----|
| | | | | | | | | | | | | | | | | | |
| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | | | 18 | 17 |
| 1 | | 0105145 | B | 3 | 48 | 34 | 14 | 3 | | | | | | | 1 | | |
| 2 | | 0104283 | B | 4 | 64 | 40 | 24 | | 4 | | | | | | 2 | | |
| 3 | | 0104224 | B | 2 | 32 | 22 | 10 | | | 2 | | | | | 3 | | |
| 4 | | 0301027 | B | 2.5 | 40 | 28 | 12 | | | 3 | | | | | 3 | | |
| 5 | | 0102103 | B | 3 | 48 | 36 | 12 | | | | 3 | | | | 4 | | |
| 6 | | | B | 3 | 48 | 30 | 18 | | | | 3 | | | | 4 | | |
| 7 | | 0105164 | B | 3 | 48 | 32 | 16 | | | | 3 | | | | 4 | | |
| 8 | | 0105251 | B | 2 | 32 | 20 | 12 | | | | 2 | | | | 4 | | |
| | | | | 22.5 | 368 | 242 | 118 | 3 | 4 | 5 | 11 | | | | | | |
| 1 | | 0104007 | B | 4 | 64 | 40 | 24 | 4 | | | | | | | 1 | | |
| 2 | | | B | 2.5 | 40 | 20 | 20 | | | 3 | | | | | 3 | | |
| 3 | | 0104009 | B | 3 | 48 | 30 | 18 | | | 3 | | | | | 3 | | |
| 4 | | 0105026 | B | 3.5 | 56 | 36 | 20 | | | 4 | | | | | 3 | | |
| 5 | | 0104214 | B | 3.5 | 56 | 36 | 20 | | | 4 | | | | | 3 | | |
| 6 | | 0102076 | B | 4 | 64 | 36 | 28 | | | | 4 | | | | 4 | | |
| 7 | | | B | 2.5 | 40 | 28 | 12 | | | | | 4 | | | 5 | | |
| 8 | | | B | 2.5 | 40 | 28 | 12 | | | | | 4 | | | 5 | | |
| | | | | 25.5 | 408 | 254 | 154 | 4 | 0 | 14 | 4 | 8 | 0 | | | | |
| | | | | 48 | 776 | 496 | 272 | 7 | 4 | 19 | 15 | 8 | 0 | | | | |

:

0.5

0.5

表四 专业拓展选修课程及集中实训模块教学进程表

| | | | | | | | | / / / / / | | | | | | | |
|----|--|---------|---|------|------|-----|------|-----------|-----|---|---|------|------|--|---|
| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | | |
| | | | | | | | | | | | | | | | |
| | | | B | 2.5 | 40 | 24 | 16 | | 3 | | | | | | 2 |
| | | | B | 2.5 | 40 | 24 | 16 | | 3 | | | | | | 2 |
| | | | B | 2 | 32 | 16 | 16 | | 2 | | | | | | 2 |
| | | | B | 2 | 32 | 20 | 12 | | 2 | | | | | | 2 |
| | | | B | 2.5 | 40 | 24 | 16 | | | | 3 | | | | 4 |
| | | | B | 2.5 | 40 | 24 | 16 | | | | 3 | | | | 4 |
| | | | B | 3.0 | 48 | 28 | 20 | | | | 3 | | | | 4 |
| | | | B | 3.0 | 48 | 28 | 20 | | | | 3 | | | | 4 |
| | | | B | 2.0 | 32 | 20 | 12 | | | | | 4 | | | 5 |
| | | | B | 2.0 | 32 | 20 | 12 | | | | | 4 | | | 5 |
| | | | B | 2.5 | 40 | 24 | 16 | | | | | 4 | | | 5 |
| | | | B | 2.5 | 40 | 24 | 16 | | | | | 4 | | | 5 |
| | | | | 14.5 | 232 | 136 | 96 | 0 | 5 | 0 | 6 | 8 | 0 | | |
| 1 | | 0104244 | C | 1.0 | 28 | | 28 | | | | | | | | 2 |
| 2 | | | C | 1.0 | 28 | | 28 | | | 1 | | | | | 3 |
| 3 | | 0105032 | C | 1.0 | 28 | | 28 | | | | | | | | 3 |
| 4 | | 0104234 | C | 1.0 | 28 | | 28 | | | | | | | | 4 |
| 5 | | | | 1.0 | 28 | | 28 | | | | 1 | | | | 4 |
| 6 | | | | 1.0 | 28 | | 28 | | | | 1 | | | | 4 |
| 7 | | | C | 1.0 | 28 | | 28 | | | | | | | | 5 |
| 8 | | | C | 2.0 | 56 | | 56 | | | | | | | | 5 |
| 9 | | | | | | | | | | | | | | | |
| 10 | | 0801003 | C | 24 | 672 | 0 | 672 | | | | | | 15 | | 6 |
| 11 | | 0102073 | C | 6 | 28 | 0 | 28 | | | | | 0.5 | 0.5 | | 6 |
| | | | | 38.0 | 924 | 0 | 924 | 0 | 1 | 2 | 2 | 12.5 | 15.5 | | |
| | | | | 52.5 | 1156 | 136 | 1020 | | | | | | | | |
| : | | | | 0.5 | | | | | 0.5 | | | | | | |

表五 周学时及学时统计表

| | 一年级 | | | | 二年级 | | | | 三年级 | | | | 教学学时(节) | | |
|--|-----|---|----|---|-----|---|----|---|-----|------|---|------|---------|------|------|
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | 9 | 2 | 8 | 0 | 2 | 0 | 4 | 0 | 4 | 0 | 0 | 0 | 300 | 252 | 552 |
| | 8 | 0 | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 188 | 44 | 232 |
| | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 64 | 0 | 64 |
| | 7 | 0 | 4 | 0 | 19 | 0 | 15 | 0 | 8 | 0 | 0 | 0 | 496 | 272 | 768 |
| | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 2 | 0 | 12.5 | 0 | 15.5 | 0 | 924 | 924 |
| | 0 | 0 | 5 | 0 | 0 | 0 | 6 | 0 | 8 | 0 | 0 | 0 | 136 | 96 | 232 |
| | 24 | 2 | 26 | 1 | 23 | 2 | 25 | 2 | 20 | 12.5 | 0 | 15.5 | 1184 | 1588 | 2772 |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |

表六 课程教学进程安排表

| 学期 | 序号 | 课程名称 | 总学时 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 备注 | |
|----|----|------------|-----|-----|--------|----|----|----|----|----|----|----|----|----|----|----|---------|----|----|----|----|----|----|------|----|------|
| | 1 | 形势与政策(五) | 8 | | | | | | | | | | | | | | | ⊙ | | | | | | | | |
| | 2 | 军事理论 | 32 | | | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | | | | | |
| | 3 | 连锁企业促销管理实务 | 40 | 4 | 4 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | | | | | |
| | 4 | 门店顾客体验与服务 | 40 | 4 | 4 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | | | | | |
| | | | | 12 | 16 | 28 | 28 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| | | | | 570 | 第1-15周 | | | | | | | | | | | | 第16-24周 | | | | | | 小计 | | | |
| | | | | 420 | 第1-15周 | | | | | | | | | | | | ⊙ | | | | | | | 第六学期 | 1 | 毕业实习 |
| | | | | 14 | 第1-15周 | | | | | | | | | | | | ⊙14 | | | | | | | | 2 | 毕业设计 |
| | | | | 434 | 第1-15周 | | | | | | | | | | | | | | | | | | | 小计 | | |

②各专业公共基础限选课程，请教研室根据专业需要及附表2的选修规定进行选择。

附件 2：专业人才培养方案调整审批表

| | | | | | |
|--------------|--|------|-------------|------|--|
| 专业名称 | | 所属学院 | | 使用年级 | |
| 专业人才培养方案调整内容 | | | | | |
| 课程名称 | | 课程性质 | | 调整类别 | |
| 调整事项 | | | | | |
| 调整原因 | | | | | |
| 专业带头人意见： | | | 二级院（部）主任意见： | | |
| 签字： | | | 签字： | | |
| 年 月 日 | | | 年 月 日 | | |
| 教务处审核意见： | | | | | |
| 签字： | | | | | |
| 年 月 日 | | | | | |
| 主管教学工作副校长意见： | | | | | |
| 签字： | | | | | |
| 年 月 日 | | | | | |
| 校长意见： | | | | | |
| 签字： | | | | | |
| 年 月 日 | | | | | |

注：(1)

2

3