《实践环节名称》教学大纲

课程名称： [0810921]跨境电商实训	实践类别：□实习　☑实训　□课程设计
课程英文名称：Cross-border Electronic Commerce Practical Workshop	
周数/学分： 1/1	
授课对象： 2021 国际商务产学国际 1 班	
开课学院： 经济与管理学院	
开课地点：☑校内（　　　待通知　　　）　□校外（　　　　）	
任课教师姓名/职称： 方向/讲师	

教材、指导书： 自编实践课件

教学参考资料：

1. Gary P. Schneider. (2016). E-Commerce. 10th edition. China Machine Press. ISBN- 978-7111-43433-7.
2. Hong X. Li. (2014). E-Commerce Case Studies. 2nd edition. China Machine Press. ISBN- 978-7111-30958-1.
3. Mei D. Zhao (2018). E-Commerce. 1st edition. China Machine Press. ISBN- 978-7111-46967-4.

考核方式： Other (✓ - Discussion, Presentation, Assignment)

答疑时间、地点与方式：

14:00-17:00 Thursday (by appointment) at Room 2303, Guancheng Campus / Online：WeChat Class Group

课程简介：

The course is intended to:

- Develop students' Cross-border Electronic Commerce practical skills.
- Facilitate students to strengthen and upskill their understanding of current Cross-border E-commerce market practice at the entry level.

We encourage all students to endeavor to get the most of out of this course – the more students put into their learning/training/practicing, the more they will get out it.

课程教学目标及对毕业要求指标点的支撑

课程教学目标	支撑毕业要求指标点	毕业要求
目标 1（知识目标）： CO1: Students should be familiar with the relevant Cross-border E-commerce knowledge principles, policies, regulations, ethics and the usage of E-biz norm and acumen in working areas.	2.1	2
CO2: Students should be persistent to improve their practical knowledge and hands-on ability of their Cross-border E-business practical skillset.	6.1	6

目标 3（素质目标） **CO3:** Students shall have professional ethics and social responsibility and possess relevant ethical knowledge to convert their textbook knowledge into practical working scenarios.	8.2	8

实施要求、方法/形式及进度安排

一、实施要求

1.资源配置要求

多媒体课室

2.指导教师责任与要求

教授模式，采用混合式教学方法，进行课堂学习，讨论，案例分析，实操测试，课后作业。

3.学生要求

全体参与，积极参与课堂讨论，分析，实操测试，完成课后作业。

二、实施方法/形式

通过线下学习和线上教学资源以面授模式授课。

三、实施进度和安排

<p align="center">表 1 实施进度和安排</p>

时间/周次	学时/周	实践内容（重点、难点、课程思政融入点）	学生学习预期成果	教学方式	主讲教师	实践场所	支撑课程目标
1/第12周	2学时	重点 Key concepts： • 跨境电商选品 • 跨境电商平台选择 • 跨境电商物流模式 • 跨境电商行业操守和法律常识 难点 Difficulties:	• 了解电子商务短视频制作的实践知识。 • 了解电商短视频平台的后台流量机制。 • 了解短视频内容制作的要求和流量机制。 • 了解电商短视频制作的转换率。	讲授：指导老师讲述知识并提供案例分析 讨论：学生分组研究案例，讨论实践中的环节及相关内容与应用思路。 演讲：学生根据案例进行小组讨论并得出分析	方向	多媒体课室	目标1 目标2 目标3

		• Cross-border e-commerce procurement mechanism -- analysis, application and selection. • Cross-border logistics mechanism 课程思政 Value Education: • Introducing the importance of ethical conduct and wisdom of Cross-border e-Commerce mechanism. • inspiring students to discuss and ponder the ethical and proper practice of Cross-border procurement practice. • Developing professional ethics and legal awareness in cross-border e-Commerce practice.		结果后进行演讲。 **课外自主学习**：结合实习内容及要求，查阅、收集相关文献资料，完成实践课作业。				

课程考核（以软件工程专业的《专业实习》课程为例）							
序号	课程目标	考核内容	评价依据及成绩比例（%）			权重（%）	
			小组讨论	案例演讲	实践作业		
1	**目标1（知识目标）：** Students should be familiar with the relevant Cross-border E-business knowledge principles, policies, regulations, and the usage of business norm and acumen in working areas.	学生对跨境电商代购等行业素养和法律意识的学习。	30	0	0	**30**	
2	**目标2（能力目标）** Students should be persistent to improve their practical knowledge and hands-on	学生对案例进行分析并进行演讲，对跨境电商操作中的职	0	30	0	30	

	ability to developing their awareness of cross-border eCommerce practical skillset and industrial legal codes.	业技能进行学习和反思、同时建立应用性的素养和行业操守意思，对不良操作行为所产生的影响结合案例进行互动解析和提问及答疑。				
3	**目标 3（素质目标）** Students shall have professional ethics and social responsibility and possess relevant ethical knowledge to operate at practical scenarios.	学生就跨境电商商家或平台进行案例分析，并完成实践课作业。	0	0	40	40
合计			30	30	40	100

注：各类考核评价的具体评分标准见《附录：各类考核评分标准表》

大纲编写时间：2024.2.28.

系（部）审查意见：
同意

系（部）主任签名：范鹏　　　日期：2024 年 3 月 2 日

附录：各类考核评分标准表 Appendix: Grading Criteria Rubrics:

Course Learning Objective	Grading Criteria				Percentage (%)
	90-100	*80-89*	*60-79*	*0-59*	
CO1:	Analysis shows strong understanding of the topic-related theoretical knowledge	Analysis shows clear understanding of the topic-related theoretical knowledge	Analysis shows adequate understanding of the topic-related theoretical knowledge	Analysis shows little understanding of the topic-related theoretical knowledge	35
CO2:	Analysis fully addresses the topic-related problems, issues, or questions.	Analysis clearly addresses the topic-related problems, issues, or questions.	Analysis adequately addresses the topic-related problems, issues, or questions.	Analysis merely addresses the topic-related problems, issues, or questions.	30
CO3:	Analysis shows comprehensive analysis of the internal and external factors of the topic.	Analysis shows clear analysis of the internal and external factors of the topic.	Analysis shows adequate analysis of the internal and external factors of the topic.	Analysis shows little analysis of the internal and external factors of the topic.	35

Table header: Discussion Grading Criteria

Course Learning Objective	Practical Task Grading Criteria			
	90-100	80-89	60-79	0-59
CO1:	Student fully understands and has applied concepts learned in the course.	Student, for the most part, understands and has applied concepts learned in the course.	Student shows adequate understanding of the topic-related theoretical knowledge.	Student shows broken and little understanding of the topic-related theoretical knowledge.
CO2:	Student fully addresses the topic-related problems, issues, or questions.	Student clearly addresses the topic-related problems, issues, or questions.	Student adequately addresses the topic-related problems, issues, or questions.	Student merely addresses the topic-related problems, issues, or questions.
CO3:	Student shows comprehensively critical thinking along with practical ideas or suggestions on the topic-related questions.	Student shows clearly critical thinking along with practical ideas or suggestions on the topic-related questions.	Student shows adequately critical thinking along with practical ideas or suggestions on the topic-related questions.	Student shows no critical thinking along with practical ideas or suggestions on the topic-related questions.

Course Learning Objective	Presentation - Grading Criteria			
	A (100)	B (85)	C (70)	D (0)
Understanding of the topic (OL1)	Presentation shows a strong understanding of the topic-related theoretical knowledge	Presentation shows a clear understanding of the topic-related theoretical knowledge	Presentation shows adequate understanding of the topic-related theoretical knowledge	Presentation shows little understanding of the topic-related theoretical knowledge
Addressing the topic (OL2)	Presentation fully addresses the topic-related problems, issues, or questions.	Presentation clearly addresses the topic-related problems, issues, or questions.	Presentation adequately addresses the topic-related problems, issues, or questions.	Presentation merely addresses the topic-related problems, issues, or questions.
Analyzing the topic with Critical thinking and practical application (OL3)	Presentation shows a comprehensive analysis of the internal and external factors of the topic along with practical ideas or suggestions on the topic-related questions.	Presentation shows a clear analysis of the internal and external factors of the topic along with practical ideas or suggestions on the topic-related questions.	Presentation shows adequate analysis of the internal and external factors of the topic along with practical ideas or suggestions on the topic-related questions.	Presentation shows little analysis of the internal and external factors of the topic along with few practical ideas or suggestions on the topic-related questions.