

《实践环节名称》教学大纲

课程名称: [082686]电子商务实训	实践类别: <input type="checkbox"/> 实习 <input checked="" type="checkbox"/> 实训 <input type="checkbox"/> 课程设计	
课程英文名称: 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: <input checked="" type="checkbox"/> 校内 (待通知) <input type="checkbox"/> 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:		
<ol style="list-style-type: none"> 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		
<p>课程简介:</p> <p>The course is intended to:</p> <ul style="list-style-type: none"> • Develop students' Electronic Commerce practical skills in the realm of producing short-video contents. • Facilitate students to strengthen and upskill their understanding of current E-commerce short video platform and media contents production at the entry level. <p>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.</p>		
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 E-business knowledge principles, policies, regulations, and the usage of E-commerce norm, ethics and acumen in working areas.	2. 1	2
CO2: Students should be persistent to improve their practical knowledge and hands-on ability to sharpen their business management skillset.	6. 1	6

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

表 1 实施进度和安排

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	<p>重点</p> <p>Key concepts:</p> <ul style="list-style-type: none"> • 短视频电商-数据机制 • 短视频电商界面应用全屏、瀑布流、双列式 • 电商短视频的算法了解 • 电商短视频的审核机制 • 电商短视频的内容制作 • 电商 MCN 行业的行业操守和职业素养 	<ul style="list-style-type: none"> • 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。 	<p>讲授: 指导老师讲述知识并提供案例分析</p> <p>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。</p> <p>演讲: 学生根据案例进行小组讨论并得出分析</p>	方向	多媒体 课室	<p>目标 1</p> <p>目标 2</p> <p>目标 3</p>

		<p>难点</p> <p>Difficulties:</p> <ul style="list-style-type: none"> • Short video e-commerce data mechanism -- analysis, application and commercialization. • Short video access mechanism <p>课程思政</p> <p>Value Education:</p> <ul style="list-style-type: none"> • Introducing the importance of ethical conduct and wisdom of short video e-Commerce mechanism. • inspiring students to discuss and ponder the ethical and proper practice of increasing traffic, conversion rate and ranking. • Developing professional ethics and vision in producing short video for e-Commerce practice. 		<p>结果后进行演讲。</p> <p>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。</p>			
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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	<p>目标 1 (知识目标):</p> <p>Students should be familiar with the relevant E-business knowledge principles, policies, regulations, and the usage of business norm and acumen in working areas.</p>	学生对电商视频平台流量机制的理解。	30	0	0	30
2	目标 2 (能力目标)	学生对案例进	0	30	0	30

	Students should be persistent to improve their practical knowledge and hands-on ability to sharpen their awareness of E-business practical skillset and industrial legal codes.	行分析并进行演讲，对电商视频流量操作中的职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.	学生就电商短视频制作流量机制和实际应用案例进行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:

Discussion Grading Criteria					
Course Learning Objective	Grading Criteria				Percentage (%)
	<i>90-100</i>	<i>80-89</i>	<i>60-79</i>	<i>0-59</i>	
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

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.

