# 广播电视编导专业人才培养方案

专业代码：130305　　学科门类：艺术学

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| 1 | 13 | 1.5 | | | 0.5 | 2 | * | | 17 | 39 |
| 2 | 16 | 2 | | | | | * | | 18 | |
| 3 | | | 4 | | | | * | | 4 | |
| 4 | 16 | 2 | | | | | * | | 18 | 40 |
| 5 | 16 | 2 | | | | | * | | 18 | |
| 6 | | | 4 | | | | * | | 4 | |
| 7 | 16 | 2 | | | | | * | | 18 | 40 |
| 8 | 16 | 2 | | | | | * | | 18 | |
| 9 | | | 4 | | | | * | | 4 | |
| 10 | 8 | 2 | 8 | | | | | | 18 | 36 |
| 11 | | | 4 | 12 | | | | 2 | 18 | |
| | 101 | 13.5 | 24 | 12 | 0.5 | 2 | | 2 | 155 | |

| 课程类别 | | 学分数 | 学分比例 | 学时数 | 学时比例 |
|---|---|---|---|---|---|
| | | 38 | 23.8% | 576 | 24.1% |
| | | 6 | 3.8% | 96 | 4.0% |
| | | 6 | 3.8% | 96 | 4.0% |
| | | 25 | 15.6% | 456 | 19.1% |
| | | 10 | 6.3% | 160 | 6.7% |
| | | 27.5 | 17.2% | 560 | 23.4% |
| | | 16 | 10.0% | 384 | 16.1% |
| | | 4 | 2.5% | 64 | 2.7% |
| | | 19.5 | 12.2% | — | — |
| | | 8 | 5.0% | — | — |
| | | 160 | 100% | 2392 | 100% |

| 类别 | 学分 | 学分比例 | 学时 | 周数 |
|---|---|---|---|---|
| | 23.5 | 14.7% | 752 | |
| | 3 | 1.9% | — | 12 |
| | 0.5+1 | 0.9% | — | — |
| | 1 | 0.6% | — | — |
| | 1.5+6 | 4.7% | — | 3+12 |
| | 6 | 3.8% | — | 12 |
| | 8 | 5% | — | — |
| | 50.5 | 31.6% | 752 | 39 |

| 学期 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | 3 | 5 | — | 4 | 4 | — | 3 | 4 | — | 1 | — |

| 学期 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | 17 | 24 | — | 22 | 22 | — | 22 | 21 | — | 8 | — |

## （一）通识通修平台

| 课程性质 | 课程代码 | 课程名称 | 学分 | 学时 | 各环节学时分配 | | | 考核类型 | 各学期周学时分配 | | | | | | | | | | | 备注 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | 授课 | 实践 | 实验 | | 一 | | | 二 | | | 三 | | | 四 | | |
| | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | |
| | 303B0004 | | 3 | 48 | 32 | 16 | | S | | | | 3 | | | | | | | | |
| | 303B0001 | | 3 | 48 | 32 | 16 | | C | 2 | | | | | | | | | | | |
| | 303B0005 | | 6 | 96 | 48 | 48 | | S | | | | | | | | 3 | | | | |
| | 303B0003 | | 2 | 32 | 32 | | | C | | | | | 2 | | | | | | | |
| | 302B6086 | 1 | 3 | 48 | 32 | 16 | | S | 2+1 | | | | | | | | | | | |
| | 302B6087 | 2 | 3 | 48 | 32 | 16 | | S | | 2+1 | | | | | | | | | | |
| | 302B6088 | 3 | 2 | 32 | 32 | | | S | | | | 2 | | | | | | | | |
| | 302B6089 | 4 | 2 | 32 | 32 | | | S | | | | | 2 | | | | | | | |
| | 321BP001 | | 3 | 64 | 32 | 32 | | S | | 3 | | | | | | | | | | |
| | 323B9100 | 1 | 1 | 32 | 32 | 4* | | C | 2 | | | | | | | | | | | |
| | 323B9200 | 2 | 1 | 32 | 32 | 4* | | C | | 2 | | | | | | | | | | |
| | 323B9300 | 3 | 1 | 32 | 32 | 4* | | C | | | | 2 | | | | | | | | |
| | 323B9400 | 4 | 1 | 32 | 32 | 4* | | C | | | | | 2 | | | | | | | |
| | 303B0006 | 1 | 0.5 | 16* | 8* | 8* | | C | | | | * | | | | | | | | |
| | 303B0007 | 2 | 0.5 | 16* | 8* | 8* | | C | | | | | * | | | | | | | |
| | 303B0008 | 3 | 0.5 | 16* | 8* | 8* | | C | | | | | | | * | | | | | |
| | 303B0009 | 4 | 0.5 | 16* | 8* | 8* | | C | | | | | | | | * | | | | |
| | 249B0001 | | 1 | 16* | 8* | 8* | | C | | | | * | | | | | | | | |
| | 249B0002 | | 1 | 16* | 8* | 8* | | C | | | | | | | | * | | | | |
| | 215B0001 | | 1 | 16* | | | | C | * | | | | | | | | | | | |
| | 215B0002 | | 2 | 32* | 16* | 16* | | C | * | | | | | | | | | | | |
| | | | 38 | 576 | 432 | 144 | | | | | | | | | | | | | | |

| 课程性质 | | 课程代码 | 课程名称 | 学分 | 学时 | 各环节学时分配 | | | 考核类型 | 各学期周学时分配 | | | | | | | | | | | 备注 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | 授课 | 实践 | 实验 | | 一 | | | 二 | | | 三 | | | 四 | | |
| | | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | |
| | 3 | 306B0001 | | 2 | 32 | | | | C | | | | 2 | | | | | | | | |
| | | 305B0001 | | 2 | 32 | | | | C | | | | | | | 2 | | | | | |
| | | 301B3051 | | 2 | 32 | | | | C | | | | | | | | 2 | | | | |
| | | | | 6 | 96 | | | | | | | | | | | | | | | | |
| | 3 | | | 2 | 32 | | | | C | | | | | | | | | | | | 2 4 |
| | | | | 2 | 32 | | | | C | | | | | | | | | | | | 5 7 8 |
| | | | | 2 | 32 | | | | C | | | | | | | | | | | | |
| | | | | 2 | 32 | | | | C | | | | | | | | | | | | |
| | | | | 6 | 96 | | | | | | | | | | | | | | | | 6 |

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**（二）学科专业基础平台**

| | | | | | | | | | | | | | | | | | | | | |
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| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | | |
| | 322B3001 | | 0.5 | 8 | 8 | | | C | 2 | | | | | | | | | | | |
| | 322B3002 | | 2 | 32 | 32 | | | S | 2 | | | | | | | | | | | |
| | 322B3003 | | 3 | 64 | 32 | 32 | | S | 4 | | | | | | | | | | | |
| | 301B2015 | | 2 | 32 | 32 | | | C | 2 | | | | | | | | | | | |
| | 322B3004 | | 3 | 64 | 32 | 32 | | S | | 4 | | | | | | | | | | |
| | 301B3022 | | 2 | 32 | 32 | | | C | | 2 | | | | | | | | | | |
| | 322B3005 | | 3 | 48 | 48 | | | S | | 3 | | | | | | | | | | |
| | 301B5012 | | 2 | 32 | 32 | | | C | | | | 2 | | | | | | | | |
| | 308B2W01 | | 2 | 48 | 16 | 32 | | S | | | | 3 | | | | | | | | |
| | 322B3007 | | 2.5 | 48 | 32 | 16 | | C | | | | | | | 3 | | | | | |
| | 227B0001 | | 1 | 16 | 16 | | | C | | | | | | | | 2 | | | | |
| | 322B2037 | | 2 | 32 | 32 | | | S | | | | | | | | | | 4 | | |
| | | | 25 | 456 | 344 | 112 | | | | | | | | | | | | | | |
| | 322B2007 | | 2 | 32 | 32 | | | C | | 2 | | | | | | | | | | |
| | 304B5005 | | 2 | 32 | 32 | | | C | | 2 | | | | | | | | | | |
| | 308B2001 | | 2 | 32 | 32 | | | C | | | | 2 | | | | | | | | 5 |
| | 309B0101 | | 2 | 32 | 32 | | | C | | | | 2 | | | | | | | | |
| | 301B7047 | | 2 | 32 | 32 | | | C | | | | | 2 | | | | | | | 10 |
| | 322B2042 | | 2 | 32 | 32 | | | C | | | | | | | 2 | | | | | |
| | 322B3008 | | 2 | 32 | 32 | | | C | | | | | | | | 2 | | | | |
| | 322B2045 | | 2 | 32* | 32* | | | C | | | | | | | | | | | | |
| | 322B3045 | | 2 | 32* | 32* | | | C | | | | | | | | | | | | |
| | | | 10 | 160 | 160 | | | | | | | | | | | | | | | |

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| | | | 学分 | 学时 | 各环节学时分配 | | | 考核类型 | 各学期周学时分配 | | | | | | | | | | | 备注 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | 授课 | 实践 | 实验 | | 一 | | | 二 | | | 三 | | | 四 | | |
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| | | | 4 | 64 | | | | | | | | | | | | | | | | |

| | | 名称 | 学分 | 周数（学时） | 形式 | | 考核类型 | 各学期周数分配 | | | | | | | | | | | 备注 |
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| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | |
| | 322B3025 | | 1 | 3 | √ | | C | | | 3 | | | | | | | | | |
| | 322B3026 | | 1 | 3 | √ | | C | | | | | | 3 | | | | | | |
| | 322B3027 | | 1 | 3 | √ | | C | | | | | | | | | 3 | | | |
| | 322B3028 | | 1.5 | 3 | √ | | C | | 1 | | 1 | | | | 1 | | | | |
| | 322B3029 | | 6 | 12 | | √ | C | | | | | | | | | | 12 | | |
| | 322B3030 | 1j EMC /P <</MCID 198 >>BDC 0.007 Tc 93 | | | | √ | C € V 00 | | | | | | | | | | | | |

**附：专业技能训练项目安排表**

| 项目名称 | 学分 | 学期安排 | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
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| | 0.5 | | * | | * | * | | * | * | | | |

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**（六）素质拓展计划**

| 课程性质 | 课程代码 | 课程名称 | 学分 | 周数（学时） | 形式 | | 考核类型 | 各学期周数分配 | | | | | | | | | | | 备注 |
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| | | | | | 集中 | 分散 | | 一 | | | 二 | | | 三 | | | 四 | | |
| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | |
| | 215B0003 | | 1 | 2 | √ | | C | 2 | | | | | | | | | | | |
| | 220B0001 | | 1 | | | √ | C | * | * | * | * | * | * | * | * | * | | | |
| | 220B0002 | | 1 | | | √ | C | * | * | * | * | * | * | * | * | * | * | | |
| | 227B0002 | | 0.5 | | √ | | C | * | * | * | * | * | * | * | * | * | * | | |
| | 227B0004 | | 0.5 | | | √ | C | * | * | * | * | * | * | * | * | * | | | |
| | 227B0003 | | 4 | | | √ | C | | * | * | * | * | * | * | * | * | * | | |
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| 毕业要求 | 要求 1 | | 要求 2 | | 要求 3 | | 要求 4 | | 要求 5 | | 要求 6 | | 要求 7 | | 要求 8 | | 要求 9 | | 要求 10 | | 要求 11 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 课程、实践 | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P |
| | | | √ | | | | | | | | | | | | | | | | | | | |
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| 毕业要求 | 要求 1 | | 要求 2 | | 要求 3 | | 要求 4 | | 要求 5 | | 要求 6 | | 要求 7 | | 要求 8 | | 要求 9 | | 要求 10 | | 要求 11 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 课程、实践 | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P |

| 毕业要求 | 要求 1 | | 要求 2 | | 要求 3 | | 要求 4 | | 要求 5 | | 要求 6 | | 要求 7 | | 要求 8 | | 要求 9 | | 要求 10 | | 要求 11 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 课程、实践 | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P | T | P |
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修订人：宋锦轩

审核人：史　晖　陈文华

# 广告学专业人才培养方案

专业代码：050303　　学科门类：文学

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| 项目<br>周数<br>学期 | 教育、教学和实践活动 | | | | | | | | 教育周数 | 小计 |
|---|---|---|---|---|---|---|---|---|---|---|
| | 课堂教学 | 复习考试 | 专业实习与实践 | 毕业论文（设计） | 入学教育 | 国防教育 | 社会实践 | 毕业就业教育 | | |
| 1 | 13 | 1.5 | | | 0.5 | 2 | * | | 17 | |
| 2 | 16 | 2 | | | | | * | | 18 | 39 |
| 3 | | | 4 | | | | * | | 4 | |
| 4 | 16 | 2 | | | | | * | | 18 | |
| 5 | 16 | 2 | | | | | * | | 18 | 40 |
| 6 | | | 4 | | | | * | | 4 | |
| 7 | 16 | 2 | | | | | * | | 18 | |
| 8 | 16 | 2 | | | | | * | | 18 | 40 |
| 9 | | | 4 | | | | * | | 4 | 4 |

| 类别 | 学分 | 学分比例 | 学时 | 周数 |
| --- | --- | --- | --- | --- |
| | 20.5 | 12.8% | 656 | — |
| | 3 | 1.9% | — | 12 |
| | 0.5+1 | 0.9% | — | — |
| | 1 | 0.6% | — | — |
| | 0.5+6 | 4.1% | — | 2+12 |
| | 6 | 3.8% | — | 12 |
| | 8 | 5.0% | — | — |
| | 46.5 | 29.1% | 656 | 38 |

| 学期 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 4 | 3 | — | 5 | 6 | — | 4 | 3 | — | 2 | — |

| 学期 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 17 | 22 | — | 21 | 27 | — | 22 | 21 | — | 8 | — |

## （一）通识通修平台

| 课程性质 | 课程代码 | 课程名称 | 学分 | 学时 | 各环节学时分配 | | | 考核类型 | 各学期周学时分配 | | | | | | | | | | | | 备注 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | 授课 | 实践 | 实验 | | 一 | | | 二 | | | 三 | | | 四 | | | |
| | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | | |
| | 303B0004 | | 3 | 48 | 32 | 16 | | S | | | | 3 | | | | | | | | | |
| | 303B0001 | | 3 | 48 | 32 | 16 | | C | 2 | | | | | | | | | | | | |
| | 303B0005 | | 6 | 96 | 48 | 48 | | S | | | | | | | | 3 | | | | | |
| | 303B0003 | | 2 | 32 | 32 | | | C | | | | | 2 | | | | | | | | |
| | 302B6086 | 1 | 3 | 48 | 32 | 16 | | S | 2+1 | | | | | | | | | | | | |
| | 302B6087 | 2 | 3 | 48 | 32 | 16 | | S | | 2+1 | | | | | | | | | | | |
| | 302B6088 | 3 | 2 | 32 | 32 | | | S | | | | 2 | | | | | | | | | |
| | 302B6089 | 4 | 2 | 32 | 32 | | | S | | | | | 2 | | | | | | | | |
| | 321BP001 | | 3 | 64 | 32 | 32 | | S | | 3 | | | | | | | | | | | |
| | 323B9100 | 1 | 1 | 32 | 32 | 4* | | C | 2 | | | | | | | | | | | | |
| | 323B9200 | 2 | 1 | 32 | 32 | 4* | | C | | 2 | | | | | | | | | | | |
| | 323B9300 | 3 | 1 | 32 | 32 | 4* | | C | | | | 2 | | | | | | | | | |
| | 323B9400 | 4 | 1 | 32 | 32 | 4* | | C | | | | | 2 | | | | | | | | |
| | 303B0006 | 1 | 0.5 | 16* | 8* | 8* | | C | | | | * | | | | | | | | | |
| | 303B0007 | 2 | 0.5 | 16* | 8* | 8* | | C | | | | | * | | | | | | | | |
| | 303B0008 | 3 | 0.5 | 16* | 8* | 8* | | C | | | | | | | * | | | | | | |
| | 303B0009 | 4 | 0.5 | 16* | 8* | 8* | | C | | | | | | | | * | | | | | |
| | 249B0001 | | 1 | 16* | 8* | 8* | | C | | | | * | | | | | | | | | |
| | 249B0002 | | 1 | 16* | 8* | 8* | | C | | | | | | | | * | | | | | |
| | 215B0001 | | 1 | 16* | 16* | | | C | * | | | | | | | | | | | | |
| | 215B0002 | | 2 | 32* | 16* | 16* | | C | * | | | | | | | | | | | | |
| | | | 38 | 576 | 432 | 144 | | | | | | | | | | | | | | | |

| 课程性质 | | 课程代码 | 课程名称 | 学分 | 学时 | 各环节学时分配 | | | 考核类型 | 各学期周学时分配 | | | | | | | | | | | | 备注 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | 授课 | 实践 | 实验 | | 一 | | | 二 | | | 三 | | | 四 | | | |
| | | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | | |
| | 3 | 306B0001 | | 2 | 32 | | | | C | | | | 2 | | | | | | | | | |
| | | 305B0001 | | 2 | 32 | | | | C | | | | | | | 2 | | | | | | |
| | | 301B3051 | | 2 | 32 | | | | C | | | | | | | | 2 | | | | | |
| | | | | 6 | 96 | | | | | | | | | | | | | | | | | |
| | 3 | | | 2 | 32 | | | | C | | | | | | | | | | | | | 2 4 |
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| 各学期周学时分配 | | | | | | | | | | 备注 |
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| 一 | | 二 | | | 三 | | | 四 | | |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | |

（四）交叉与自主学习模块

| 课程性质 | 课程名称 | 学分 | 学时 | 各环节学时分配 | | | 考核类型 | 各学期周学时分配 | | | | | | | | | | | 备注 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 授课 | 实践 | 实验 | | 一 | | | 二 | | | 三 | | | 四 | | |
| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | 4 | 64 | | | | | | | | | | | | | | | | |

（五）集中实践环节

| 课程性质 | 课程代码 | 课程名称 | 学分 | 周数（学时） | 形式 | | 考核类型 | 各学期周数分配 | | | | | | | | | | | 备注 |
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| | 322B2028 | | 0.5 | 2 | √ | | C | | | 1 | | | 1 | | | | | | |
| | 322B2029 | ▲ | 1 | 4 | √ | | C | | | 4 | | | | | | | | | |

附：专业技能训练项目安排表

| 项目名称 | 学分 | 学期安排 | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
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**（六）素质拓展计划**

| 课程性质 | 课程代码 | 课程名称 | 学分 | 周数（学时） | 形式 | | 考核类型 | 各学期周数分配 | | | | | | | | | | | 备注 |
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| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | |
| | 215B0003 | | 1 | 2 | √ | | C | 2 | | | | | | | | | | | |
| | 220B0001 | | 1 | | | √ | C | * | * | * | * | * | * | * | * | * | | | |
| | 220B0002 | | 1 | | | √ | C | * | * | * | * | * | * | * | * | * | * | | |
| | 227B0002 | | 0.5 | | √ | | C | * | * | * | * | * | * | * | * | * | * | | |
| | 227B0004 | | 0.5 | | | √ | C | * | * | * | * | * | * | * | * | * | | | |
| | 227B0003 | | 4 | | | √ | C | | * | * | * | * | * | * | * | * | * | | |
| | | | 8 | | | | | | | | | | | | | | | | |

| 毕业要求 | 要求 1 | 要求 2 | 要求 3 | 要求 4 | 要求 5 | 要求 6 | 要求 7 | 要求 8 | 要求 9 | 要求 10 | 要求 11 | 要求 12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 课程、实践 | T | P | T | ■ | | | | | | | | |

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修订人：奚路阳

审核人：史　晖　陈文华