




《 跨境电子商务与物流（双语） 》本科课程教学大纲

一、课程基本信息

课程名称	跨境电子商务与物流（双语）				
	Cross-border E-commerce and Logistics (Bilingual Course)				
课程代码	2060818	课程学分		3	
课程学时	48	理论学时	48	实践学时	0
开课学院	Business School	适用专业与年级		Logistics Management, Third Year	
课程类别与性质	Elective Course for Major	考核方式		Examination	
选用教材	Cross-Border E-commerce Supply Chain Management, by E Libin, ISBN 9787566317940, published by University of International Business and Economics Press, August 2020, 2nd Edition			是否为马工程教材	No
先修课程	Advanced Mathematics (1) 2100012 (5); Advanced Mathematics (2) 2100014 (4); Supply Chain Management (Bilingual) 2060039 (3); Microeconomics 2060152 (3); Applied Statistics 2060172 (3); Logistics 2060422 (3)				
课程简介	<p>This course introduces the fundamentals of cross-border procurement and logistics management, focusing on practical skills and strategic approaches. It is divided into two parts:</p> <p>Part 1: Cross-Border E-Purchasing</p> <p>Students will learn about category management, strategic sourcing, and the RFP (Request for Proposal) process, including its creation, evaluation, and planning. Key negotiation theories and procurement technologies will also be introduced, with hands-on exercises and case studies to enhance practical understanding.</p> <p>Part 2: Cross-Border Logistics</p> <p>This part focuses on freight transport and logistics, covering road, rail, and sea transport, as well as global vs. urban logistics. Students will explore decision-making tools, landed cost modeling, and sustainability practices like decarbonization to address modern logistics challenges.</p> <p>Key Outcomes</p> <p>By completing this course, students will:</p> <ul style="list-style-type: none"> Understand cross-border purchasing and logistics strategies. 				

	<ul style="list-style-type: none"> • Gain practical experience in procurement and logistics decision-making. • Learn to address cost and sustainability challenges in global logistics. 		
<p>选课建议与学习要求</p>	<p>Course Selection Suggestions</p> <ol style="list-style-type: none"> 1. Suitable for third-year Logistics Management students interested in cross-border trade and global logistics. 2. Recommended for those with basic knowledge of procurement and logistics concepts. 3. Ideal for students aiming for careers in international trade, e-commerce, or logistics management. <p>Learning Requirements</p> <ol style="list-style-type: none"> 1. Participation: Actively join discussions, group tasks, and case studies. 2. Teamwork: Collaborate in group activities like RFP exercises and logistics planning. 3. Language: Basic English skills are required for lectures and assignments. 4. Preparation: Review course materials before class to stay engaged. 		
<p>大纲编写人</p>	 (签名)	<p>制/修订时间</p>	<p>Feb 15th, 2024</p>
<p>专业负责人</p>	 (签名)	<p>审定时间</p>	<p>Feb 15th, 2024</p>
<p>学院负责人</p>	 (签名)	<p>批准时间</p>	<p>Feb 15th, 2024</p>

二、课程目标与毕业要求

(一) 课程目标

类型	序号	内容
知识目标	1	Understand the principles of cross-border e-purchasing , including category management and strategic sourcing methodologies.
	2	Learn the fundamentals of freight transport systems and their applications in global and urban logistics.
技能目标	3	Develop practical skills in creating, evaluating, and managing RFPs and applying negotiation strategies.
	4	Analyze and solve real-world logistics challenges, including landed cost modeling and decision-making for transport modes.
素养目标 (含课程思政目标)	5	Cultivate an awareness of sustainability , emphasizing the role of procurement and logistics in reducing environmental impacts.
	6	Foster a global perspective and teamwork skills , promoting ethical and transparent practices in cross-border trade and logistics.

(二) 课程支撑的毕业要求

<p>LO1 Moral Cultivation: Uphold the leadership of the Communist Party of China, firmly hold onto ideal beliefs, consciously nurture and actively promote the core socialist values, enhance political identity, foster patriotism, abide by laws and regulations, inherit the spirit of Lei Feng, and practice the motto "Gratitude, Giving Back, Love, Responsibility." Actively serve others, serve society, be honest and responsible, and be dedicated to work.</p> <p>① Love the Party and the country, resolutely support the leadership of the Party, love the splendid landscapes, long history, and brilliant culture of the motherland, consciously safeguard national interests and dignity.</p>
<p>LO2 Professional Competence: Possess humanities literacy and theoretical knowledge, as well as practical skills required for logistics management work.</p> <p>① Possess humanities literacy required for the profession.</p> <p>② Ability to organize and coordinate logistics operations: systematically master the specific operational processes of warehouse operations, transportation operations, and distribution center operations, and possess the ability to formulate relevant operational plans, organize processes, and coordinate management.。</p> <p>③ Ability to manage and control logistics operations: systematically master the basic business processes of modern logistics, manage related affairs based on holistic business process management, and possess preliminary skills for logistics operations in enterprise positions.</p>
<p>LO3 Expressive Communication: Understand others' viewpoints, respect their values, and</p>

effectively communicate in written or oral form in various situations.
① Listen to others' opinions, respect their viewpoints, and analyze their needs.
② Express one's own viewpoints effectively through written or oral communication.
LO8 International Perspective: Possess basic foreign language communication skills and cross-cultural understanding, and have awareness of international competition and cooperation.
① Possess foreign language communication skills meeting the requirements of the profession.

(三) 毕业要求与课程目标的关系

毕业要求	指标点	支撑度	课程目标	对指标点的贡献度
LO1	①	H	5. Cultivate an awareness of sustainability , emphasizing the role of procurement and logistics in reducing environmental impacts.	50%
			6. Foster a global perspective and teamwork skills , promoting ethical and transparent practices in cross-border trade and logistics.	50%
LO2	①	H	6. Foster a global perspective and teamwork skills , promoting ethical and transparent practices in cross-border trade and logistics.	20%
			2. Learn the fundamentals of freight transport systems and their applications in global and urban logistics.	20%
	②	H	4. Analyze and solve real-world logistics challenges , including landed cost modeling and decision-making for transport modes.	20%
			3. Develop practical skills in creating, evaluating, and managing RFPs and applying negotiation strategies.	20%
	③	H	4. Analyze and solve real-world logistics challenges , including landed cost modeling and decision-making for transport modes.	20%
LO3	①	M	6. Foster a global perspective and teamwork skills , promoting ethical and transparent practices in cross-border trade and logistics.	50%
	②	M	3. Develop practical skills in creating, evaluating, and managing RFPs and applying negotiation strategies.	50%

LO8	①	H	1. Understand the principles of cross-border e-purchasing , including category management and strategic sourcing methodologies.	50%
			6. Foster a global perspective and teamwork skills , promoting ethical and transparent practices in cross-border trade and logistics.	50%

三、课程内容与教学设计

(一) 各教学单元预期学习成果与教学内容

<p>Part 1: Cross-Border E-Purchasing</p> <p>Unit 1: Category Management and Strategic Sourcing</p> <ul style="list-style-type: none"> • Key Points: <ol style="list-style-type: none"> 1. Overview of category management and its role in procurement. 2. Strategic sourcing methodology and its application in cross-border contexts. 3. Understanding how procurement decisions align with organizational goals. 4. Student experiences and Q&A to connect theory with real-world applications. • Teaching Objectives: <ol style="list-style-type: none"> 1. Understand the concept and importance of category management in procurement. 2. Learn strategic sourcing methodologies, including cost analysis, supplier market research, and value creation. • Teaching Focus: <ul style="list-style-type: none"> ○ Connecting category management and strategic sourcing to business strategies. ○ Demonstrating the steps in strategic sourcing and their impact on procurement efficiency. • Teaching Challenges: <ul style="list-style-type: none"> ○ Explaining abstract concepts like value chain analysis and market research. ○ Encouraging students to link these concepts with global procurement scenarios.
<p>Unit 2: RFP (Request for Proposal) Process</p> <ul style="list-style-type: none"> • Key Points: <ol style="list-style-type: none"> 1. Steps in the RFP process: introduction, planning, creation, issue, and evaluation. 2. Importance of RFPs in supplier selection and strategic procurement.

3. Exercises to practice RFP creation and evaluation.

- **Teaching Objectives:**

1. Develop skills to design and manage an RFP effectively.
2. Learn to evaluate supplier proposals based on criteria such as quality, cost, and delivery.

- **Teaching Focus:**

- Hands-on exercises for creating and evaluating RFPs.
- Understanding how to match RFP requirements to organizational needs.

- **Teaching Challenges:**

- Ensuring students grasp the technical aspects of RFP creation.
- Teaching them to evaluate RFPs objectively with limited data.

Unit 3: Negotiation and Procurement Technologies

- **Key Points:**

1. Basics of negotiation theory and its role in procurement.
2. Strategies for effective supplier negotiations.
3. Procurement technologies and their applications in cross-border e-purchasing.

- **Teaching Objectives:**

1. Understand negotiation principles and how to apply them in supplier discussions.
2. Learn how procurement technologies improve efficiency and transparency in procurement processes.

- **Teaching Focus:**

- Simulating negotiation scenarios to build confidence and competence.
- Demonstrating procurement tools like eFlow for tracking and managing procurement activities.

- **Teaching Challenges:**

- Helping students overcome apprehension about negotiation.
- Explaining the integration of procurement technology in global supply chains.

Part 2: Cross-Border Logistics

Unit 1: Freight Transport - A Contemporary Introduction

- **Key Points:**

1. Overview of freight transport and its importance in global logistics.
2. Introduction to various transport modes (road, rail, sea, air).

- **Teaching Objectives:**
 1. Understand the role of freight transport in cross-border logistics operations.
 2. Gain foundational knowledge about the characteristics and challenges of different transport modes.
- **Teaching Focus:**
 - Emphasizing the role of freight transport in supply chain efficiency.
 - Explaining the trade-offs between cost, time, and environmental impact for different modes.
- **Teaching Challenges:**
 - Helping students understand how freight transport decisions affect overall logistics performance.

Unit 2: Case Study - Making the Swap to Demountables

- **Key Points:**
 1. Case-based introduction to demountable logistics systems.
 2. Practical application of demountables in enhancing logistics efficiency.
- **Teaching Objectives:**
 1. Analyze the cost and operational impacts of adopting demountable systems.
 2. Understand the potential efficiency and sustainability benefits of innovative logistics solutions.
- **Teaching Focus:**
 - Encouraging students to critically evaluate logistics innovations.
 - Connecting theoretical knowledge with practical implementation challenges.
- **Teaching Challenges:**
 - Facilitating discussions to explore the limitations and opportunities of demountables in real-world scenarios.

Unit 3: Road and Rail Freight Transport

- **Key Points:**
 1. Characteristics and applications of road and rail freight transport.
 2. Trade-offs in cost, speed, and environmental impact.
- **Teaching Objectives:**
 1. Understand the role of road and rail transport in cross-border logistics.
 2. Learn decision-making criteria for selecting between these two modes.
- **Teaching Focus:**

- Comparing road and rail freight's advantages and disadvantages.
- Analyzing case studies where either mode is more efficient.
- **Teaching Challenges:**
 - Helping students assess the impact of geographical and operational constraints.

Unit 4: Freight Transport - Sea and Ports

- **Key Points:**
 1. Role of sea transport and ports in global supply chains.
 2. Challenges in port operations and sea freight logistics.
- **Teaching Objectives:**
 1. Learn about sea freight operations and their importance in cross-border trade.
 2. Understand the operational challenges of managing port logistics.
- **Teaching Focus:**
 - Emphasizing cost-efficiency and volume advantages of sea transport.
 - Highlighting the role of ports as critical logistics hubs.
- **Teaching Challenges:**
 - Ensuring students understand the complexity of port operations and scheduling.

Unit 5: Global vs. Urban Logistics

- **Key Points:**
 1. Differences in logistics strategies for global supply chains and urban distribution.
 2. Addressing unique challenges of last-mile logistics in urban environments.
- **Teaching Objectives:**
 1. Compare global and urban logistics approaches and their operational priorities.
 2. Understand the role of urban logistics in addressing sustainability challenges.
- **Teaching Focus:**
 - Exploring trade-offs between efficiency and accessibility in logistics.
 - Encouraging students to consider urban sustainability in logistics planning.
- **Teaching Challenges:**
 - Helping students navigate the complexities of urban logistics operations.

Unit 6: Concepts in Freight Transport

- **Key Points:**
 1. Key logistics concepts such as lead time, capacity utilization, and shipment consolidation.
 2. Tools for improving freight transport efficiency.
- **Teaching Objectives:**
 1. Understand core logistics concepts and their applications in freight transport.
 2. Learn how to optimize freight transport using data-driven tools.
- **Teaching Focus:**
 - Explaining how freight transport concepts contribute to supply chain efficiency.
 - Demonstrating the use of logistics planning tools.
- **Teaching Challenges:**
 - Simplifying technical concepts for students with varying levels of experience.

Unit 7: Decision-Making in Freight Transport

- **Key Points:**
 1. Frameworks for freight transport decision-making.
 2. Balancing cost, speed, and environmental factors in transport decisions.
- **Teaching Objectives:**
 1. Develop decision-making skills for selecting optimal transport solutions.
 2. Analyze real-world scenarios to apply decision-making frameworks.
- **Teaching Focus:**
 - Emphasizing practical decision-making frameworks.
 - Encouraging students to consider all aspects (cost, service, environment) in logistics planning.
- **Teaching Challenges:**
 - Teaching students to balance competing priorities in decision-making.

Unit 8: Landed Cost Modeling and Pricing in Transport

- **Key Points:**
 1. Introduction to landed cost modeling and its components.
 2. Pricing strategies for freight transport.
- **Teaching Objectives:**
 1. Understand the concept and importance of landed cost modeling in logistics.
 2. Learn how to use cost models to inform pricing and transport decisions.
- **Teaching Focus:**

<ul style="list-style-type: none"> ○ Practical exercises in calculating landed costs. ○ Analyzing the impact of cost modeling on logistics pricing strategies. <ul style="list-style-type: none"> ● Teaching Challenges: <ul style="list-style-type: none"> ○ Explaining complex cost structures and calculations.
<p>Unit 9: Decarbonization in Logistics</p> <ul style="list-style-type: none"> ● Key Points: <ol style="list-style-type: none"> 1. Strategies for reducing carbon emissions in logistics operations. 2. Regulatory standards and certifications for sustainability. ● Teaching Objectives: <ol style="list-style-type: none"> 1. Learn about decarbonization strategies in freight transport. 2. Understand the importance of regulatory compliance in sustainable logistics. ● Teaching Focus: <ul style="list-style-type: none"> ○ Linking environmental goals with logistics practices. ○ Encouraging students to explore innovative solutions for reducing emissions. ● Teaching Challenges: <ul style="list-style-type: none"> ○ Balancing sustainability goals with operational cost considerations.

(二) 教学单元对课程目标的支撑关系

教学单元	课程目标	1	2	3	4	5	6
	Part 1: Cross-Border E-Purchasing						
Unit 1: Category Management and Strategic Sourcing		✓					✓
Unit 2: RFP Process		✓		✓			
Unit 3: Negotiation and Procurement Technologies				✓			✓
Part 2: Cross-Border Logistics							
Unit 1: Freight Transport - A Contemporary Introduction			✓		✓		✓
Unit 2: Case Study - Making the Swap to Demountables			✓		✓		✓

Unit 3: Road and Rail Freight Transport		✓		✓		
Unit 4: Freight Transport - Sea and Ports		✓		✓		
Unit 5: Global vs. Urban Logistics		✓		✓	✓	✓
Unit 6: Concepts in Freight Transport		✓		✓		
Unit 7: Decision-Making in Freight Transport		✓		✓		
Unit 8: Landed Cost Modeling and Pricing in Transport				✓		
Unit 9: Decarbonization in Logistics					✓	✓

(三) 课程教学方法与学时分配

教学单元	教与学方式	考核方式	学时分配		
			理论	实践	小计
Part 1: Cross-Border E-Purchasing					
Unit 1: Category Management and Strategic Sourcing	Lectures, Group Discussions, Q&A	Class Participation, Exercise 1: Spend Cube Analysis, Final Exam	4	0	4
Unit 2: RFP Process	Lectures, Case Studies	Exercise 1: Spend Cube Analysis, Final Exam	4	0	4
Unit 3: Negotiation and Procurement Technologies	Lectures, Role-Play Negotiations, Technology Demonstrations	Exercise 2: Commercial Bid Workbook, Class Participation, Final Exam	4	0	4
Part 2: Cross-Border Logistics					
Unit 1: Freight Transport - A Contemporary Introduction	Lectures, Case Studies	Class Participation, Final Exam	4	0	4
Unit 2: Case Study - Making the Swap to Demountables	Group Case Study Analysis	Exercise 3: Capability Bid Workbook, Class Participation, Final Exam	4	0	4
Unit 3: Road and Rail Freight Transport	Lectures, Scenario Analysis	Class Participation, Final Exam	4	0	4

Unit 4: Freight Transport - Sea and Ports	Lectures, Case Studies	Exercise 2: Commercial Bid Workbook, Class Participation, Final Exam	4	0	4
Unit 5: Global vs. Urban Logistics	Lectures, Group Discussions, Case Studies	Exercise 3: Capability Bid Workbook, Class Participation, Final Exam	4	0	4
Unit 6: Concepts in Freight Transport	Lectures, Group Problem-Solving	Class Participation, Final Exam	4	0	4
Unit 7: Decision-Making in Freight Transport	Lectures, Group Decision-Making Activities	Class Participation, Final Exam	4	0	4
Unit 8: Landed Cost Modeling and Pricing in Transport	Lectures, Hands-on Cost Modeling Exercises	Exercise 3: Capability Bid Workbook, Final Exam	4	0	4
Unit 9: Decarbonization in Logistics	Lectures, Group Sustainability Discussions	Class Participation, Exercise 2: Commercial Bid Workbook, Final Exam	4	0	4
合计			48	0	48

(四) 课内实验项目与基本要求

序号	实验项目名称	目标要求与主要内容	实验时数	实验类型

实验类型：①演示型 ②验证型 ③设计型 ④复合型

四、课程思政教学设计

This course integrates ideological and political education into professional knowledge to cultivate students' patriotism, social responsibility, global perspective, and ethical practices. The content links China's role in global logistics and e-commerce to the nation's development goals, emphasizing sustainable growth, cultural respect, and international cooperation.

Part 1: Cross-Border E-Purchasing

1. Unit 1: Category Management and Strategic Sourcing

Key Themes: China's leadership in cross-border e-commerce and strategic positioning in the global supply chain.

Integration: Case studies of Chinese enterprises' successes in global category management and sourcing.

Outcome: Students recognize China's global role and develop national pride and strategic awareness.

2. Unit 2: RFP Process

Key Themes: Ethical procurement practices, corporate social responsibility (CSR), and environmental sustainability.

Integration: Analyze supplier evaluation criteria with a focus on fairness, transparency, and sustainability.

Outcome: Students understand how ethical procurement impacts global sustainability and business outcomes.

3. Unit 3: Negotiation and Procurement Technologies

Key Themes: Respect for cultural diversity and fostering international cooperation in procurement.

Integration: Role-play cross-cultural negotiations emphasizing fairness and ethical behavior.

Outcome: Students enhance cross-cultural communication skills and understand the role of collaboration in global trade.

Part 2: Cross-Border Logistics

1. Unit 1: Freight Transport - A Contemporary Introduction

Key Themes: China's pivotal role in global logistics networks and transport innovation.

Integration: Discuss China's contributions to modern logistics, such as high-speed rail and smart port systems.

Outcome: Students gain pride in China's logistical achievements and its global impact.

2. Unit 2: Case Study - Making the Swap to Demountables

Key Themes: Balancing efficiency and environmental considerations in logistics operations.

Integration: Analyze the case study to understand how operational adjustments align with sustainability goals.

Outcome: Students learn to evaluate trade-offs between efficiency and environmental impact.

3. **Unit 3: Road and Rail Freight Transport**

Key Themes: Development of integrated rail and road transport systems for improved efficiency.

Integration: Highlight China's innovation in multimodal transport through real-world examples.

Outcome: Students understand the importance of infrastructure in optimizing logistics efficiency.

4. **Unit 4: Freight Transport - Sea and Ports**

Key Themes: The role of ports in global trade and China's advancements in smart port systems.

Integration: Case studies on China's leading ports (e.g., Shanghai Port) and their global connectivity.

Outcome: Students develop an appreciation for China's leadership in maritime logistics.

5. **Unit 5: Global vs. Urban Logistics**

Key Themes: Balancing global trade logistics with urban sustainability goals.

Integration: Group discussions on the challenges and solutions for sustainable urban logistics systems.

Outcome: Students gain awareness of sustainability strategies in logistics and their societal impact.

6. **Unit 6: Concepts in Freight Transport**

Key Themes: Theoretical foundations of freight transport and their real-world applications.

Integration: Interactive discussions linking theoretical models to current industry practices in China.

Outcome: Students bridge the gap between logistics theory and practical implementation.

7. **Unit 7: Decision-Making in Freight Transport**

Key Themes: Data-driven logistics decision-making and resource allocation.

Integration: Scenario-based activities requiring students to make informed decisions in logistics operations.

Outcome: Students develop analytical skills to solve complex logistics problems.

8. **Unit 8: Landed Cost Modeling and Pricing in Transport**

Key Themes: China's competitive edge in cost optimization and global pricing strategies.

Integration: Case analysis of Chinese companies' innovative approaches to landed cost modeling.

Outcome: Students understand the importance of pricing strategies in achieving global competitiveness.

9. **Unit 9: Decarbonization in Logistics**

Key Themes: Green supply chain practices and logistics' role in achieving carbon neutrality.

Integration: Group presentations on designing decarbonization strategies for logistics

operations.

Outcome: Students develop a sense of responsibility for environmental sustainability and learn practical solutions to reduce emissions.

Teaching Strategies

1. **Case Studies:** Use real-world examples of Chinese companies to demonstrate alignment of logistics innovation with national and global goals.
2. **Role-Play and Simulations:** Encourage interactive learning through cross-cultural negotiation and problem-solving activities.
3. **Group Discussions:** Facilitate debates on sustainability and efficiency in logistics to enhance critical thinking.
4. **Project-Based Learning:** Assign tasks that require students to design innovative solutions for green logistics and operational optimization.

Expected Outcomes

1. Students connect professional knowledge to China’s global logistics contributions, fostering patriotism and national pride.
2. They understand the importance of sustainable logistics practices in addressing environmental challenges.
3. Students develop global perspectives, cross-cultural communication skills, and ethical awareness for global trade and logistics leadership.

五、课程考核

总评构成	占比	考核方式	课程目标						合计
			1	2	3	4	5	6	
1	60%	Final Test	15%	20%	15%	20%	15%	15%	100%
X1	10%	Exercise 1	50%	0	50%	0	0	0	100%
X2	10%	Exercise 2	0	0	60%	0	40%	0	100%
X3	10%	Exercise 3	0	40%	0	30%	0	30%	100%
X4	10%	Class Participation	25%	25%	0	25%	0	25%	100%

评价标准细则

考核项	课程目	考核要	评价标准			
			优 100-90	良 89-75	中 74-60	不及格 59-0

目	标	求				
1	1,2,3,4,5,6	Comprehensive understanding of course content, ability to apply knowledge in problem-solving, and demonstration of analytical skills.	Comprehensive understanding, accurate application, insightful analysis.	Solid understanding, mostly accurate application, satisfactory analysis.	Basic understanding, some errors in application, limited analysis.	Lack of understanding, incorrect application, no analysis.
X 1	1,3	Attendance and Punctuality (50%) Active Participation(50%)	Clear and logical analysis, thorough data interpretation, innovative insights.	Reasonable analysis, correct interpretation, limited insights.	Basic analysis, partial interpretation, minimal insights.	Inadequate analysis, poor interpretation, no insights.
X 2	3,5	Demonstrate knowledge of commercial bidding, effectively evaluate bids, and integrate sustainability considerations.	Detailed and accurate workbook, strong sustainability focus, well-reasoned conclusions.	Accurate workbook, some sustainability considerations, reasonable conclusions.	Basic workbook, minimal sustainability focus, acceptable conclusions.	Incomplete workbook, no sustainability considerations, weak conclusions.
X 3	2,4,6	Apply logistics decision-making concepts to evaluate supplier capabilities and create a well-structured workbook.	Well-organized workbook, insightful evaluation, accurate decision-making.	Organized workbook, reasonable evaluation, adequate decision-making.	Basic workbook, limited evaluation, inconsistent decision-making.	Disorganized workbook, poor evaluation, no decision-making.
X 4	1,2,4,6	Actively engage in discussions, contribute	Highly active participation, meaningful	Active participation, relevant	Moderate participation, limited	Minimal or no participation

		meaningful insights, and collaborate effectively in group activities.	contributions, strong collaboration.	contributions, good collaboration.	contributions, some collaboration.	, irrelevant contributions, no collaboration.
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六、其他需要说明的问题

Prerequisite Knowledge and Pre-class Preparation

- Students should possess basic computer skills, including proficiency in using office software such as Word and Excel.
- Familiarity with fundamental principles of economics and management is required.
- Prior to class, students are expected to read designated chapters of the textbook and complete any assigned pre-reading questions.

Classroom Rules and Student Participation

- Attendance, while not directly graded, is important, and excessive absences (more than 3) may impact the final grade.
- Classroom discussions and group activities are essential, and active student participation is expected.
- Assignments must be submitted by the specified deadline using the method designated by the instructor; late submissions will not be accepted.

Academic Integrity and Plagiarism Policy

- All submitted assignments must be original, and plagiarism is strictly prohibited.
- Proper citation is required when using external resources.
- Plagiarism or dishonest behavior will result in a zero grade for the assignment and potential academic disciplinary action.

Accommodations for Special Circumstances

- Students with special needs should communicate with the instructor at the beginning of the course to receive necessary learning support.
- Exam times and assignment deadlines may be adjusted based on students' certification documentation.

Office Hours and Student Support

- The instructor's post-class consultation hours will be announced on the school's designated website, with appointments available via WeChat for individual requests.
- Additional academic guidance or course-related support can be sought during office hours.

Course Feedback and Improvement Mechanism

- Students can provide feedback through anonymous questionnaires at the end of the course.
- The instructor will review feedback each semester and adjust teaching methods and content based on student input.

Safety and Emergency Response Guidelines

- In case of emergencies, students should follow evacuation procedures outlined for the laboratory and teaching building.