

社会体育指导与管理专业培养方案

Undergraduate Program in Social Sports Guidance and Management

一、专业简介（Major Introduction）

社会体育指导与管理（户外教育方向）专业立足国家全民健身战略和户外运动产业快速发展需求，以“体育学+管理学+社会学”为学科基础，融合户外运动技能、教育教学、风险管理与产业经营等核心模块，构建“理论+实践+认证”三位一体的培养体系。本专业突出“山地、水上、冰雪、攀岩”等多元户外运动项目的教学与训练，强化野外综合实践、赛事组织、营地运营等应用能力，注重学生社会责任、安全环保意识、团队协作和应急处置素养的养成。毕业生可在户外运动协会、教育培训机构、体育旅游企业、户外营地、中小学及高校等领域，从事户外教育教学、运动训练指导、活动策划组织、产业经营管理等工作，并具备体育科学研究潜力，是适应新时代户外产业高质量发展的复合型应用人才。

This program, specializing in Outdoor Education, is oriented towards the national fitness strategy and the rapidly growing outdoor sports industry. It integrates sports science, management, and sociology as its disciplinary foundation, combining core modules such as outdoor sports skills, pedagogy, risk management, and business operations to form a “theory + practice + certification” training system. The program emphasizes teaching and training in diverse outdoor activities including mountaineering, water sports, winter sports, and rock climbing, while strengthening practical competencies in field comprehensive practice, event organization, and camp operations. Students develop strong social responsibility, safety and environmental awareness, teamwork, and emergency response capabilities. Graduates are qualified for positions in outdoor sports associations, educational training institutions, sports tourism enterprises, outdoor camps, schools, and universities, engaging in outdoor education and teaching, coaching, activity planning and management, and industry operations. They also possess preliminary research capabilities, making them versatile professionals tailored for high-quality development in the outdoor industry.

二、专业培养目标（Academic Objectives）

本专业面向国家全民健身与户外运动产业发展需求，培养德智体美劳全面发展，具有高度社会责任感、良好职业道德和安全环保理念，系统掌握体育学与户外运动基本理论、核心技术和风险管理知识，具备国际视野、创新精神和现代教育理念的高素质应用型人才。毕业生应掌握户外运动项目教学指导、活动策划与组织管理的核心能力，能够在户外运动协会、教育培训机构、体育企业及户外营地等领域，胜任户外教育教学、运动队训练、产业经营管理等工作，并初步具备体育科学研究能力。

This program addresses the national and societal need for sports professionals by cultivating individuals who are well-rounded in moral integrity, intellectual ability, physical fitness, aesthetic appreciation, and labor skills. Graduates will develop a strong sense of social responsibility and professional ethics, possess modern educational and health concepts, and have a comprehensive understanding of the basic theories, knowledge, and skills in sports science and outdoor activities. They will have an international perspective, innovative spirit, teamwork skills, and practical

abilities, be capable of fitness instruction, planning, organizing, and managing social sports activities, and be competent in teaching and training outdoor sports, industry management, business operations, and educational training. Additionally, graduates will exhibit research capabilities in sports science and be versatile professionals with specialized expertise in multiple areas.

三、毕业要求（Academic Requirement）

本专业要求学生扎实掌握体育学、教育学、管理学等学科基础知识，深入系统学习户外运动专业理论与技能。通过系统的课程学习和实践训练，学生将掌握户外运动教学训练、行业管理、产业经营的基本方法和前沿动态，形成较强的创新意识和实践能力，以适应快速发展的户外运动产业需求。

（1）系统掌握社会体育指导与管理、户外运动的基本理论知识，以及与之相关的自然科学与人文社会科学知识，形成扎实的学科基础。

（2）具备较强的组织管理能力，能够高效策划与执行社会体育和户外运动赛事及活动；掌握户外运动项目设计、安全管理和风险管理的基本方法，确保活动安全有序开展。

（3）熟练掌握本专业核心运动项目的技术与技能，具备扎实的实践操作能力；能够胜任户外运动教育教学与教育管理工作，初步掌握体育科学研究方法，具备课程开发的意识和基本能力。

（4）了解我国户外产业发展的方针、政策与法规，关注产业发展动态，具备市场分析与产业经营管理的基础能力。

（5）具备敏捷的判断力和果断处置问题的能力，具有良好的野外工作心理素质和工作态度，养成团队合作、环境保护和安全意识等专业品质。

（6）具备外语听说读写及文献检索与写作的基本能力，掌握人工智能、互联网等现代技术在户外运动行业中的基础应用能力，能够运用技术手段提升行业管理、产业经营与教育培训的服务水平。

（7）在校期间须获得不少于 2 项体育相关职业资格证书（如社会体育指导员、游泳救生员、户外指导员、拓展培训师、教练员或裁判员等级证书等），并参加学术讲座不少于 10 次，以拓宽学术视野，提升专业素养。

This program aims to cultivate well-rounded professionals who not only possess a solid foundation in sports science, education, psychology, management, industrial economics, but also acquire in-depth knowledge of outdoor sports. Through systematic learning and practice, students will master the basic methods and cutting-edge achievements in outdoor sports industry management, business operations, teaching and training, and education. The program is designed to develop students' innovative and practical abilities to meet the rapidly growing demands of the outdoor sports industry.

（1）Acquire a thorough understanding and mastery of the basic theoretical knowledge of social sports guidance and management, outdoor sports, and related natural and social sciences, forming a solid academic foundation.

（2）Develop excellent organizational and management skills to efficiently organize social sports and outdoor sports and competitions. Gain basic abilities in outdoor sports project design, safety management, and risk management to ensure the safe and smooth execution of activities.

（3）Proficiently master the techniques and skills related to sports projects in the field. Develop strong practical operation abilities and the capacity for education, teaching, educational management, scientific research, and curriculum development to contribute innovative ideas and

methods to industry development.

(4) Gain an in-depth understanding of the policies, regulations, and development trends of the outdoor industry in China. Develop basic abilities in market insight and business management to provide strong support for industry development.

(5) Cultivate quick judgment and decisive problem-solving skills, along with good psychological quality and work attitude necessary for fieldwork. Emphasize professional qualities such as teamwork, environmental protection, and safety awareness to maintain efficiency and safety in complex environments.

(6) Master computer operations and possess basic abilities in listening, speaking, reading, writing in a foreign language, and researching and writing materials. Students are particularly required to master the application of internet technology in the outdoor sports industry to enhance service levels in industry management, business operations, and education.

(7) During their studies, students should strive to obtain at least two sports-related social work qualifications, such as Social Sports Instructor, Swimming Lifeguard, Outdoor Training Instructor, Rock Climbing Coach, etc. They should also actively participate in academic lectures, attending at least ten lectures to broaden their academic horizons and enhance their professional qualities.

四、主干学科 (Main disciplines)

体育学、管理学、社会学。

Sports Science, Management, Sociology.

五、学制与学位 (Length of Schooling and Degree)

学制四年。学生修满规定的最低毕业学分，达到毕业要求后，授予教育学学士学位。

The program duration is four years. Students who complete the required minimum graduation credits and meet the graduation requirements will be awarded a Bachelor of Education degree.

六、核心课程 (Core Courses)

社会体育导论、山地户外运动、攀岩运动、定向运动、拓展、户外运动技能强化与教学实践。

主要实践性教学环节：军事训练、户外综合实践(山地、野外生存)、登山运动训练、冰雪运动训练、水上运动训练、毕业实习、毕业论文(设计)。

Introduction to Social Sports, Sports Management, Mountain Outdoor Activities, Wilderness Survival, Mountaineering, Rock Climbing, Orienteering, and Outdoor Training.

The main practical teaching components include: military training, outdoor comprehensive internships (mountain and wilderness survival), mountaineering training, rock climbing training, aquatic sports training, graduation internship, and graduation thesis (or project).

七、最低毕业总学分要求及学分分配 (Minimum Required Credits and Distribution)

课程模块 Course Module	课程类别 Course Classification	学时数 Hours	学分 Credits	学 期 Semester										
				1	2	1 夏	3	4	2 夏	5	6	3 夏	7	8
通识教育 Liberal Education	通识教育必修课程 Required Courses of General Education	554	34	12.25	9.25		3.25	3.25		3.25	1.25	1	0.25	0.25
	通识教育选修课程 Selective Courses of General Education	160	10											
专业教育 Professional Education	学科基础课程 Disciplinary Fundamental Courses	288	18	2	5		3	2		2	4			
	专业核心课程 Specialized Core Courses	464	21	4	4		3	4		4	2			
	专业拓展课程 Specialized Development Courses	640	40	3	5		7	7		7	5		3	3
实践教育 Practical Education	课程实践 Course Practice	23 周+40 学时	33	2	1	2	1	1		1	1		16	8
	课外实践 Extracurricular Practice	96	6											
必修课总学分 Required Course Credits				106										
选修课总学分 Elective Course Credits				56										
最低毕业总学分 Total Credits				162										

八、课程设置 (Curriculum)

1、通识教育必修课程 (Required Courses of General Education): 554 学时 (554 Hours), 34 学分 (34 Credits)

课程代码 Course Code	课程名称 Course Name	总学时 Hours	学分 Credits	讲课学时 Lecture	实验学时 Experiment	线上学时 Online	考核方式 Assessment	开课学期 Semester	备注 Notes
GR041011	人工智能概论 Introduction of Artificial Intelligence	32	2	16	16		考试 Exam	1	
GR081067	大学英语素质拓展课 Competence-oriented Education for College English	32	2				考试 Exam	2	
GR081071	大学英语(1) College English(1)	64	4	64			考试 Exam	1	
GR081072	大学英语(2) College English(2)	32	2				考试 Exam	2	
GR181008	中国近现代史纲要 Essentials of Modern Chinese History	48	3	48			考试 Exam	2	
GR181009	思想道德与法治 Ideological morality and rule of law	48	3				考试 Exam	1	
GR181013	形势与政策(1) Situation and Policy Education(1)	4	0.25	4			考查 Term Paper	1	
GR181014	形势与政策(2) Situation and Policy(2)	4	0.25				考查 Term Paper	2	
GR181015	形势与政策(3) Situation and Policy(3)	4	0.25				考查 Term Paper	3	
GR181016	形势与政策(4) Situation and Policy(4)	4	0.25				考查 Term Paper	4	
GR181017	形势与政策(5) Situation and Policy(5)	4	0.25				考查 Term Paper	5	
GR181018	形势与政策(6) Situation and Policy(6)	4	0.25				考查 Term Paper	6	
GR181019	形势与政策(7)	4	0.25				考查	7	

	Situation and Policy(7)						Term Paper		
GR181020	形势与政策(8) Situation and Policy(8)	4	0.25				考查 Term Paper	8	
GR182014	马克思主义基本原理 The Fundamental Principles of Marxism	48	3				考试 Exam	3	
GR182022	习近平新时代中国特色社会主义思想概论 An Introduction to Xi Jinping Thought on Socialism with Chinese	48	3				考试 Exam	5	
GR182024	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thoughts and Theoretical System of the Chinese Characteristic Socialism	32	2	32			考试 Exam	4	
GR301004	大学生职业生涯规划与就业指导(1) Career Planning and Employment Guidance for University Students(1)	20	1	16	4		考试 Exam	2	
GR301005	大学生心理素质教育(1) Mental Health(1)	16	1	16			考查 Term Paper	1	
GR301024	劳动教育与双创实践(1) Labor Education and Innovation and Entrepreneurship Practice(1)	16	1	16			考查 Term Paper	2	
GR303005	大学生职业生涯规划与就业指导(2) Career Planning and Employment Guidance for University Students(2)	18	1	12	6		考试 Exam	6	
GR303006	大学生心理素质教育(2) Mental Health(2)	16	1	16			考查 Term Paper	4	
GR303025	劳动教育与双创实践(2) Labor Education and Innovation and Entrepreneurship Practice(2)	16	1		16		考查 Term Paper	3 夏	
GR311601	军事理论 Military Theory	36	2	36			考试 Exam	1	
总计		554	34	276	42				

Total								
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2、通识教育选修 (Selective Courses of General Education): 160 学时 (160 Hours), 10 学分 (10 Credits)

序号 No.	课程类别 Courses Classification	课程名称 Courses Name	学分 Credits	考核方式 Assessment	开课学期 Semester	备注 Notes
1	人文社科类 (含在线课程) Humanities and Social Sciences Courses (Inc. Online Courses)	见附件 1	6	考查 Term paper	2-8	5 个类别中选修 6 个学分， 其中国家安全教育 1 学分、新生研讨 课 1 学分均为必选， 其他合计 4 学分。
2	自然科学类 (含在线课程) Natural Science Courses (Inc. Online Courses)	见附件 2		考查 Term paper	2-8	
3	生态文明类 (自然文化、碳中和) Ecological Civilization Courses (Natural Culture、 Carbon-Neutral)	见附件 3		考查 Term paper	2-8	
4	体育与健康类 Sports and Health Courses	见附件 4		考查 Term paper	2-8	
5	新生研讨课程 Freshman Seminar	见附件 5		考查 Term paper	1-2	
6	创新创业教育类 (含在线课程) Innovation and Entrepreneurship Courses (Inc. Online Courses)	见附件 6	2	考查 Term paper	2-8	

7	审美与艺术类 Aesthetics and Art Courses	见附件 7	2	考查 Term paper	2-8	
总计 Total			10			

3、学科基础课程(Disciplinary Fundamental Courses)：288 学时(288 Hours)，18 学分(18 Credits)

课程代码 Course Code	课程名称 Course Name	总学时 Hours	学分 Credits	讲课学时 Lecture	实验学时 Experiment	线上学时 Online	考核方式 Assessment	开课学期 Semester	备注 Notes
DR141066	运动解剖学 Sports Anatomy	48	3	36	12		考试 Exam	2	
DR141601	体育概论 Introduction of Sports	32	2	32			考试 Exam	1	
DR141603	户外教育 Outdoor Education	32	2	16	16		考试 Exam	2	
DR142067	运动生理学 Exercise Physiology	48	3	36	12		考试 Exam	3	
DR142068	体育社会学 Sports Sociology	32	2				考试 Exam	4	
DR142069	健康教育学 Health Education	32	2	16	16		考试 Exam	5	
DR143070	体育科研方法 Sports Research Methods	32	2	32			考试 Exam	6	
DR143071	户外运动心理学 Outdoor Sports Psychology	32	2	32			考试 Exam	6	
总计 Total		288	18	200	56				

4、专业核心课程(Specialized Core Courses)：464 学时(464 Hours)，21 学分(21 Credits)

课程代码 Course Code	课程名称 Course Name	总学时 Hours	学分 Credits	讲课学时 Lecture	实验学时 Experiment	线上学时 Online	考核方式 Assessment	开课学期 Semester	备注 Notes
SR073072	体育市场营销 Outdoor Sports Marketing	32	2	32			考试 Exam	5	
SR141062	社会体育导论 Introduction to Outdoor Sports	16	1				考试 Exam	3	
SR141145	攀岩运动 Rock Climbing	32	2	6	26		考试 Exam	2	
SR141147	定向运动 Orienteering sports	32	2	6	26		考试 Exam	2	
SR141602	素质拓展 Quality Development Training	32	2	10	22		考试 Exam	1	
SR142074	山地户外运动 Mountain Campaign	32	2	6	26		考试 Exam	1	
SR142141	户外运动技能强化与教学实践(一) Outdoor Sports Skill Enhancement and Teaching Practice(一)	64	2				考查 Term Paper	3	
SR142142	户外运动技能强化与教学实践(二) Outdoor Sports Skill Enhancement and Teaching Practice(二)	64	2				考查 Term Paper	4	
SR143073	健身理论与指导 Physical Fitness Principles and Methods	32	2	16	16		考试 Exam	4	
SR143143	户外运动技能强化与教学实践(三) Outdoor Sports Skill Enhancement and Teaching Practice(三)	64	2				考查 Term Paper	5	
SR143144	户外运动技能强化与教学实践(四) Outdoor Sports Skill Enhancement and Teaching Practice(四)	64	2				考查 Term Paper	6	
总计 Total		464	21	76	116				

5、专业拓展课程(Specialized Development Courses)：640 学时(640 Hours)，40 学分(40 Credits)

课程代码 Course Code	课程名称 Course Name	总学时 Hours	学分 Credits	讲课学时 Lecture	实验学时 Experiment	线上学时 Online	考核方式 Assessment	开课学期 Semester	备注 Notes
SR013026	旅游地学导论 Introduction to Tourism Earth Science	32	2	16	16		考试 Exam	3	
SR013109	自然地理学 Physical Geography	32	2	16	16		考试 Exam	4	
SS141082	足球 Football	32	2	2	30		考试 Exam	2	
SS141092	运动训练学 Theory of Sports Training	32	2				考试 Exam	4	
SS141151	高水平运动队训练与实践(一) High-Level Sports Team Training & Practical Applications(一)	192	3				考查 Term Paper	1	
SS141152	高水平运动队训练与实践(二) High-Level Sports Team Training & Practical Applications(二)	192	3				考查 Term Paper	2	
SS142083	篮球 Basketball	32	2	2	30		考试 Exam	3	
SS142153	高水平运动队训练与实践(三) High-Level Sports Team Training & Practical Applications(三)	192	3				考查 Term Paper	3	
SS142154	高水平运动队训练与实践(四) High-Level Sports Team Training & Practical Applications(四)	192	3				考查 Term Paper	4	
SS143155	高水平运动队训练与实践(五) High-Level Sports Team Training & Practical Applications(五)	192	3				考查 Term Paper	5	
SS143156	高水平运动队训练与实践(六) High-Level Sports Team Training & Practical Applications(六)	192	3				考查 Term Paper	6	
SS143604	户外运动组织与管理 Organization and Management of Outdoor Sports	32	2	16	16		考试 Exam	6	

SS143605	游泳 Swimming	32	2	2	30		考试 Exam	5	
SS143606	生成式人工智能在体育中的应用 Application of AIGC in Sports	32	2	16	16		考试 Exam	5	
SS144157	高水平运动队训练与实践(七) High-Level Sports Team Training & Practical Applications(七)	192	3				考查 Term Paper	7	
SS144158	高水平运动队训练与实践(八) High-Level Sports Team Training & Practical Applications(八)	192	3				考查 Term Paper	8	
总计 Total		640	40	70	154				

6、课程实践(Course Practice)：23 周+40 学时(23 weeks and 40 Hours)，33 学分(33 Credits)

课程代码 Course Code	课程名称 Course Name	总学时 Hours	学分 Credits	讲课学时 Lecture	实验学时 Experiment	线上学时 Online	考核方式 Assessment	开课学期 Semester	备注 Notes
PR141146	户外综合实习(一) Outdoor Comprehensive Practice(一)	1 周	1				考查 Term Paper	2	
PR142096	登山运动训练 Mountain sports Training	1 周	1				考查 Term Paper	4	
PR142607	冰雪运动训练 Winter sports Training	1 周	1				考查 Term Paper	3	
PR143098	水上运动训练 Water Sports Training	1 周	1				考查 Term Paper	5	
PR143148	户外综合实习(二) Outdoor Comprehensive Practice II	1 周	1				考查 Term Paper	6	
PR144099	毕业实习 Practice for Graduate	16 周	16				未知	7	
PR144100	毕业论文(设计) Graduation Thesis (Design)	8	8				考查 Term Paper	8	
PR181010	思想政治社会实践 Political Social Practice	32	2		32		考查 Term Paper	1 夏	

PR311602	军事技能训练 Military Training	2 周	2				考查 Term Paper	1	
总计 Total		23 周 +40 学 时	33		32				

7、课外实践 (Extracurricular Practice): 6 学分 (6 Credits)

包括主题教育活动、社会实践、志愿服务、勤工助学、学科竞赛、文体活动、创新创业活动、劳动实践等，其学分的认定按照教务处相关规定执行。

Extracurricular practice include Theme Education, Social Practice, Volunteer Service, Work-study Program, Discipline Competition, Cultural and Sports Activities, Innovative and Entrepreneurial Activities, Labor Practice and so on. The recognition of the credits for extracurricular practice shall be implemented according to the regulations of Academic Affairs Office.