《城市发展策划实务》课程中英文简介

Urban Development Programming Practice

课程代码： **Course Code：**

课程名称：城市发展策划实务 **Course Name：Urban Development Programming Practice**

学时：32 **Periods：32**

学分：2 **Credits：2**

考核方式：考查 **Assessment：test**

先修课程：城市管理学 **Preparatory Courses：Urban Management**

《城市发展策划实务》是为城市学院城市经济管理专业的本科生而开设的课程，并向全校本科生开放。城市发展策划是一门新兴起的课题，它旨在城镇化步速加快与传统规划理论难以适应的背景下，通过综合借鉴城市规划、策划学、管理学、市场营销学及其他相关学科的内容，以城市重点建设和开发区域为对象，通过策划、规划设计、开发建设、投融资分析、运营管理等进行城市策划并促进城市发展。通过本门课程的教学，学生将学习运用策划和营销的方法，对城市进行理念包装及运营管理，提升城市的竞争力。这门课程将拓宽学生的学术视野，并形成一定的项目策划管理技能，为未来就业提供更多的可选方案。

This is a course for undergraduates majoring in urban economic management and is open to undergraduates of the whole school. Urban development prpgramming is a newly emerging topic. It aims to comprehensively learn from urban planning, planning, management, marketing and other related disciplines under the background that the pace of urbanization is accelerating and traditional planning theories are difficult to solve the new challenges. Taking key urban construction and development areas as the object, urban programming aims to promote urban development through planning, design, development and construction, investment and financing analysis, and operation management. Through this course, students will learn to use planning and marketing methods to carry out conceptual packaging and operation management of the city, and then to enhance the competitiveness of the city. This course will broaden students' academic horizons, form certain project planning and management skills, and provide more options for future employment.