

编委会主任	陈余国	魏贤超
常务副主任	王其军	
副 主 任	杜宝山	洪永铨
	许迈进	贺旭辉
委 员	(按姓氏笔画排序)	
	王 华	王 珍 方正华
	叶雪梅	朱月双 李庆海
	杨成青	汪亚明 张 琼
	张乐弟	张崇利 陈 澍
	罗 加	袁 芬 徐治彬
	高荆民	高晓红 薛 茹
	鞠 岗	康 杰 张晓燕
主管单位	浙江省教育厅	
主办单位	浙江长征职业技术学院	
主 编	王其军	
副 主 编	贺旭辉	
责任编辑	徐治彬	
英文编辑	姜继红	
中英文校对	徐治彬 姜继红	

目 次

财务与会计专题研究

基于医药企业财务分析的研究 ——以杭州青春宝药业股份有限公司为例	赵莉娜(1)
会计平衡理论的数学分析	韩锦生(9)

民营中小企业研究

中小企业一体化管理体系与数据分析方法研究	苏若葵(13)
-------------------------------	---------

高职教育与教学改革

混合式教学模式下高职院校教师专业发展探析	柴 畅(18)
信息化教学环境下《酒店礼仪》课程教学设计	潘雅辉(23)
职业教育集团化办学的瓶颈、原因及破解路径	王 斐,李炳昌(25)
国内高职院校分层教学研究现状	吴 进,卢 芬,林雅茜(31)
“互联网”环境下成本会计教学改革浅谈	张秋莉(35)
关于加速实现高职教育现代化的若干思考	赵克辉,李炳昌,宋玉晓(39)

校企合作与现代学徒制研究

基于“统计工厂”高职统计与会计核算专业现代学徒制教学模 式的实践与探索	张俊霞,赵克辉(46)
“引企业入校,引项目入学”实践教学改革与实践 ——以计算机与信息技术系为例	袁 芬(51)
协同创新视域下现代学徒制人才培养长效机制研究	平 萍(54)
高职物流专业现代学徒制人才培养模式研究	钟 燕(58)

经济、科技与社会

绿色贸易壁垒与我国贸易的对策动力机制建设研究	李春辉(62)
---------------------------------	---------

创新、创意和创业教育研究

创新创业环境下高职会计专业课程体系构建研究	宋 森(65)
基于 SaaS 的创新创业决策竞赛平台研究	吴少俊(70)

思政与党建

新媒体时代大学生思想政治“微教育”模式初探	黎 琴,吕晓丹,吴蕴君(74)
--------------------------------	-----------------

Journal of Zhejiang Changzheng Vocational & Technical College

Volume 11: Number 1, Mar. 2019

Contents

- Research on Financial Analysis of Pharmaceutical Enterprises-A case study of Hangzhou Qingchunbao Pharmaceutical Co. , Ltd. Zhao Lina(1)
- Mathematical Analysis of Accounting Balance Theory Han Jinsheng(9)
- Research on Integrated Management System and Data Analysis Method for Small-medium-sized Enterprises Su Ruokui(13)
- Study on the Professional Development of Teachers in Vocational Colleges under Blended Instruction Chai Chang(18)
- Under Information-based Teaching Environment of “Hotel Etiquette” Course Teaching Design Pan Yahui(23)
- Bottlenecks-causes-paths of Group-running of Group of Vocational Education Wang Fei, Li Bingchang(25)
- Research on Present Situation of Hierarchical Teaching in higher Vocational Colleges in China Wu Jin, Lu Fen, Lin Yaxi(31)
- Study on Teaching Reform of Cost Accounting in Higher Vocational Education under the Background of “Internet+” Education Zhang Qiuli(35)
- Thoughts On Accelerating Education Modernization In Higher Vocational Colleges Zhao Kehui, Li Bingchang, Song Yuxiao(39)
- Practice and Exploration of Modern Apprenticeship Teaching Model of Statistics and Accounting Major in Higher Vocational Education Based on “Statistical Factory” Zhang Junxia, Zhao Kehui(46)
- Reform and Practice of Practice Teaching of “Introducing Enterprises to School, Introducing Projects to Teaching” —Take the Department of Computer and Information Technology as an Example Yuan Fen(51)
- Research on the training and Operation Mechanism of Modern apprenticeship Talents from the Perspective of Collaborative Innovation Ping Ping(54)
- Research on the Talents Training Model of Modern Apprenticeship for Logistics Major in Higher Vocational Colleges Zhong Yan(58)
- Research on Dynamic Mechanism Construction of Green Barriers to China’s Trade Li Chunhui(62)
- Research on the Construction of Accounting Curriculum System in Higher Vocational Colleges under the System of Innovation and Entrepreneurship Education Song Sen(65)
- Application of SaaS Based Innovation and Entrepreneurship Decision Making Competition Platform Wu Shaojun(70)
- Preliminary Study on the “Micro-education” Model of College Students’ Ideological and Political Education in the New Media Era Li Qin, Lv Xiaodan, Wu Yunjun(74)
-