BRICS PARTNERSHIP ON NEW INDUSTRIAL REVOLUTION INNOVATION CENTER

COMPILATION OF TRAINING PROGRAMS

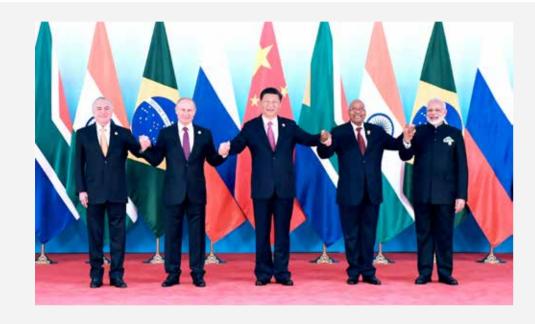


金砖国家新工业革命伙伴关系 创新基地培训课程汇编

BRICS PARTNERSHIP ON NEW INDUSTRIAL
REVOLUTION INNOVATION CENTER
COMPILATION OF TRAINING PROGRAMS

金砖国家新工业革命伙伴关系创新基地建设历程

BRICS PARTNERSHIP ON NEW INDUSTRIAL REVOLUTION INNOVATION CENTER (BRICS PARTNIR INNOVATION CENTER)



2017

2017 年 9 月,习近平主席在厦门出席金砖 国家领导人第九次会晤,向全世界发出了开启 金砖合作第二个"金色十年"的中国声音。 In September 2017, President Xi Jinping attended the 9th BRICS Summit in Xiamen, sending out China's message about ushering in the second "Golden Decade" of BRICS cooperation.



2020

2020年8月,金砖国家第四次工业部长会议上,中方提出了在华建设金砖创新基地的倡议。

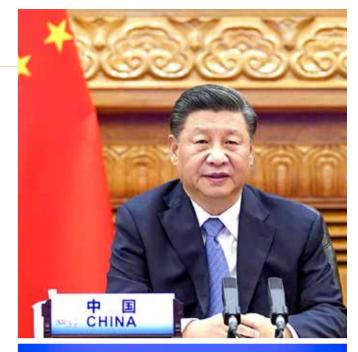
2020年11月17日,习近平主席在金砖国家领导人第十二次会晤上亲自宣布,将在福建省厦门市建立金砖国家新工业革命伙伴关系创新基地,开展政策协调、人才培养、项目开发等领域合作。

2020年12月8日,金砖国家新工业革命伙伴关系论坛在厦成功举办,金砖五国代表和相关国际组织齐聚厦门,共同见证金砖国家新工业革命伙伴关系创新基地正式启动。

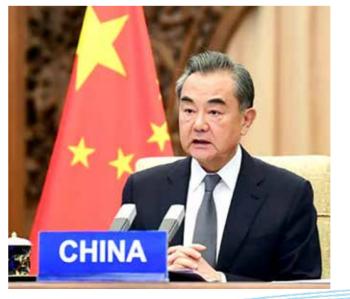
At the 4th BRICS Industry Ministers' Meeting held in August 2020, Chinese delegate proposed to establish in China the BRICS PartNIR Innovation Center.

On November 17, 2020, President Xi Jinping announced at the 12th BRICS Summit that the BRICS PartNIR Innovation Center would be established in Xiamen, Fujian Province to facilitate cooperation on fronts of policy coordination, talent fostering, and project development.

On December 8, 2020, the BRICS Forum on Partnership on New Industrial Revolution was successfully held in Xiamen. BRICS representatives and relevant international organizations gathered in Xiamen to witness the official inauguration of the BRICS PartNIR Innovation Center.







2021

2021年6月,王毅国务委员兼外长在金砖国家外长视频会晤上,提出中方已经在福建省厦门市建立了金砖创新基地,期待金砖国家积极参与。

2021 年 8 月 18 日第五届金砖国家工业部长会议以视频方式举行,对中方在中国建立金砖创新基地的倡议表示欢迎。

In June 2021, State Councilor and Foreign Minister Wang Yi noted at the Video Conference of BRICS Ministers of Foreign Affairs/ International Relations that China has established the BRICS PartNIR Innovation Center in Xiamen City, Fujian Province, which awaits the active participation of BRICS countries.

On August 18, 2021, the 5th BRICS Industry Ministers Meeting was held online, wherein participants expressed welcome towards China's initiative of establishing a BRICS innovation center.

厦门市金砖创新基地建设领导小组办公室

地址:福建省厦门市思明区领事馆路 1 号厦门领事馆区大楼

电话: 0592-5886003 0592-5886075

传真: 0592-5888976

电子邮箱: jzbrc2021@163.com

网址: http://jzb.xm.gov.cn/

OFFICE OF XIAMEN LEADERSHIP GROUP FOR THE BRICS PARTNERSHIP ON NEW INDUSTRIAL REVOLUTION INNOVATION CENTER

Add: 1 Consulate Rd, Xiamen, Fujian, P.R. China
Tel: 0592-5886003 0592-5886075

IIII 3 3

Fax: 0592-5888976

Email: jzbrc2021@163.com

Site: http://jzb.xm.gov.cn/



公众号 WeChat Public Account

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01 国

"进入中国市场的实用策略"培训项目

PROGRAM ON THE "PRACTICAL STRATEGIES FOR ENTERING THE CHINESE MARKET"



项目价值 | DESCRIPTION

通过本次培训使金砖及金砖+国家企业和个人在启动进入中国的计划之前,或者在他们检视并考虑调整在中国业务的步伐时,解决主要问题,从而更好地了解中国的商业环境。 学员可以了解进入中国市场主要成功因素的第一手分析,是来自一线的实用经验总结,将帮助学员在中国做出现实而正确的决定。

This program aims to help SMEs and individuals from BRICS and BRICS Plus countries gain a better understanding of China's business environment and get clued up on various issues before launching plans to enter the Chinese market or considering any potential adjustments to their operations in China. The trainees will benefit from the first-hand analysis and summary of the main contributors to the business success in the Chinese market, which will help them to make realistic and right decisions.

学员对象 | PARTICIPANTS

海外任何准备进入中国市场的企业和个人。

Any SMEs and individuals who are preparing to enter the Chinese market.

授课方式 | LECTURING

线上、线下均可 Online or offline.

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01 宏观经济政策解读 | INTERPRETATION OF MACROECONOMIC POLICY

授课时长 | DURATION

3 小时

3 hours

课程介绍 | COURSE LIST

模块	讨论主题	主题简介
模块1	在正确的地方和正确的人合作	· 了解你的国家在中国人心目中的认知 · 了解超大国家的多样性和复杂性 · 探讨如何寻找伙伴
模块 2	探讨如何在中国语境中建立名声	· 真实案例分析:来自欧美的行业品牌的成功和挑战 · 实际操作中的中外文化如何平衡 · 挑战和教训
模块 3	探讨区域层面的本土化	· 了解公共关系、政策、技术官僚,和公开信息 · 不断发展中的国家和地方政策 · 新"双城记"-理解重点产业支持背后的逻辑 · 案例:同一个问题,两个专业人士的不同解读

MODULE	ТОРІС	DESCRIPTION
Module 1	Work with right partner in the right place	 Understand Chinese people's perception of your country Understand the diversity and complexity of the Chinese market Discuss how to find partners
Module 2	Make your name in China context	 Case analysis: the successes and challenges of industry leaders from Europe and the United States How to achieve a balance between the Chinese and foreign cultures in practice Challenges and lessons
Module 3	Localization at regional level	 Public relations, policies, technocrats, and public information The ever-evolving national and local policies The New Tale of Two Cities: understanding the logic behind the support policies for key industries Case: Different perspectives of two professionals on the same issue

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授课师资 | LECTURER

霍健明

- ·国际商务师,厦门理工学院客座教授, 佛山市外语学会副会长;
- ·学术著作《一带一路视野下的东盟十国:文化教育与商业机遇》(厦门大学出版社2020年出版,ISBN:9787561576540)联合作者。
- ·曾任职德资西门子照明事业部 (OSRAM) 欧司朗中国公司 14 年,担任国际业务总监,及华南大区业务总监等职务。
- ·具有世界 500 强欧洲跨国企业、国企及 本土民企的国内外销售团队管理经历,工作领 域涉及企业战略制定和实施、海外营销体系建 立、渠道开发、团队管理和培训等。近年从事 国际业务培训及国际、国内业务传播咨询工作。 是两家公司的创办人。
- ·培训及咨询的国际客户包括,立陶宛国家科创局(MITA),ICC瓷砖(北美品牌),Globalbox Inc. (加拿大公司),以及国内出口型生产企业和外贸公司。
- ·在中山大学、厦门大学、厦门理工学院等高校以及本地商协会担任国际业务主题的授课讲师。在海外传播渠道"youtube",开设"KEN HUO"频道,助力国际业务及传播。

Huo Jianming

Mr. Huo is an international business engineer, a visiting professor at Xiamen University of Technology, and the Vice President of Foshan Foreign Languages Society.

He is the co-author of B&R and ASEAN: The Culture, Education and Business Opportunities (Xiamen University Press, 2020, ISBN: 9787561576540).

He worked for OSRAM China Light Ltd. (a lighting spinoff of Siemens) for 14 years, where he served as International Business Director, Southern China Business Director and other positions.

He used to lead the domestic and foreign sales teams of Fortune 500 multinational companies, state-owned enterprises and private companies, taking charge of the formulation and implementation of corporate strategies, the establishment of offshore marketing systems, the development of marketing channels, the management and training of sales teams, etc. He is recently committed to the training on international operations and the consulting on international and domestic operations. He founded two companies.

The international clients he trained and consulted for include: Lithuanian Agency for Science, Innovation and Technology (MITA), ICC Floors (USA), Globalbox Inc. (Canada), and a broad spectrum of Chinese export-oriented manufacturers and foreign trade companies.

He is a lecturer in international business at Sun Yat-sen University, Xiamen University, Xiamen University of Technology and other universities, as well as for local chambers of commerce and associations. He has also created the "KEN HUO" channel on YouTube to help companies manage their international operations.



"金砖+"新经济领军人才研修班项目

"BRICS PLUS" NEW ECONOMY PIONEER PROGRAM

项目价值 | DESCRIPTION

深入了解一带一路与金砖及"金砖+"国家政治、经济、法律、财税等营商环境、预测市场机会与风险,深度挖掘商业新机遇;系统学习金砖及"金砖+"国家在大经济格局下的战略规划、业务模式、资本运作等各方面理论及实践,提升企业管理者全球化视野及跨国企业经营管理能力;以学习交流为纽带,整合资源,为金砖及"金砖+"国家企业搭建国际化平台,助推金砖及"金砖+"国家企业"走进来"和中国企业"走出去",帮助企业实现项目落地。

This program aims to help trainees gain a thorough understanding of the "Belt and Road Initiative" and the business environment (political system, economic system, legal system, financial system, tax system, etc.) in BRICS and BRICS Plus countries, foresee market opportunities and risks, explore new business opportunities in depth, and systematically study the theories and practices associated with strategic planning, business model, capital operation and other aspects in the BRICS and "BRICS Plus" countries against the macroscopic economic landscape, thereby broadening the global horizon of corporate executives and beefing up their capabilities to carry out transnational operation and management. Taking learning and exchange as the stepping-stone and pooling together diverse resources, this program also aims to build an international platform facilitating both the outbound investment of Chinese companies and the inbound investment of their counterparts in BRICS and "BRICS Plus" countries.

学员对象 | PARTICIPANTS

面向金砖及"金砖+"国家具有海外投资需求的企业负责人和高管,以及政府主管部门官员。 Corporate executives of companies interested in pushing into the BRICS and "BRICS Plus" markets, as well as government officials.





课程设计 | COURSE DESIGN

本学习项目为面向金砖及"金砖+"国家的投资者设计,课程模块围绕金砖及"金砖+"国家企业"走进来"和中国企业"走出去"宏观政策与投资环境,前沿技术变革,海外投资模式,跨国企业管理的关键环节,设计四大主题模块:

Targeting investors from BRICS and "BRICS Plus" countries, this program has designed four modules geared to the outbound investment of Chinese companies and the inbound investment of their counterparts from BRICS and BRICS Plus countries, i.e., macro policy and business environment, cutting-edge technological advances, outbound investment models, and key aspects in the management of multinational companies.

学时安排 | DURATION

课时 16 天。 16 days

授课语言 | LANGUAGE

中文授课,可同声翻译英语、俄语、葡语。

All courses are taught in Chinese and can be translated into English, Russian, and Portuguese simultaneously.

授课方式 | LECTURING

线上、线下均可。 Online or offline.

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第一模块:海外投资环境

MODULE 1: BUSINESS ENVIRONMENT IN FOREIGN COUNTRIES

学习价值 | DESCRIPTION

深入解读金砖与一带一路战略,深入分析金砖与一带一路沿线国家商业机遇和政策环境,为 金砖及"金砖+"国家了解中国投资环境提供智力支持;

This module helps trainees comprehend the BRICS mechanism and the "Belt and Road Initiative" and analyze in depth the business opportunities and policy environment in BRICS countries and those along the "Belt and Road", thereby providing effective intellectual support for investors from BRICS and "BRICS Plus" countries to learn about the business environment in China.

课程设置 | COURSE LIST

本模块课程规划 3 天 This module will last 3 days

课 程 COURSE	拟邀师资 LECTURER	师资简介 PROFILE	计划学时 DURATION
【开班论坛】取势金砖+, 中国企业海外投资 [Opening Forum] Harnessing BRICS Plus to Facilitate the Outbound Investment of Chinese Companies	朱崇实、贺文萍、金砖办相关领导、企业代表(九牧集团董事长林孝发) Zhu Chongshi, He Wenping, officials from the Office of Xiamen Leadership Group for BRICS PartNIR Innovation Center, enterprise representative (Lin Xiaofa, Chairman of JOMOO Group)		0.5 天 0.5 day
"一带一路"倡议的深度解读 In-depth interpretation of the "Belt and Road Initiative"	朱崇实 Zhu Chongshi	厦门大学教授、博士生导师,原厦门大学校长。 Professor and doctoral supervisor at Xiamen University, former president of Xiamen University	0.5 天 0.5 day
读懂金砖峰会——金砖国家 企业发展机遇 Understand the BRICS Summit: Business Development Opportunities in BRICS Countries	贺文萍 He Wenping	中国社会科学院西亚非所研究员、博士生导师。央 广《环球资讯》和新华社国际问题特约评论员及时 事观察员。 Researcher and doctoral supervisor at the Institute of West-Asian and African Studies, Chinese Academy of Social Sciences; Special commentator and current affairs observer for the CRI News Radio and Xinhua News Agency on international issues	0.5 天 0.5 day
金砖+商业机会识别(非盟 国家) Identification of Business Opportunities in BRICS Plus Countries (African Union Countries)	金家飞 Jin Jiafei	哈尔滨工业大学教授、博士生导师,牛津大学赛德商学院访问学者。 Professor and doctoral supervisor at Harbin Institute of Technology; visiting scholar of Saïd Business School, University of Oxford	0.5 天 0.5 day
金砖五国政治合作基础及新 维度发展分析 Basis of Political Cooperation and Development of New Dimensions among the Five BRICS Countries	谢素蓉 Xie Surong	厦门大学军事教研室硕士生导师、副教授,全国首届国防教育学硕士,高等教育学博士,厦门鹭江讲坛特约学者,厦门卫视军情全球眼栏目特约嘉宾。 Associate Professor and Supervisor of Master's Candidates at the Military Teaching and Research Section of Xiamen University; one of China's first Masters in National Defense Education; Ph.D. in Higher Education; special scholar of Xiamen Lujiang Forum; special guest of the Military Intelligence Global Eye Program of Xiamen Satellite TV.	0.5 天 0.5 day

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第二模块: 前沿技术变革

MODULE 2:

CUTTING-EDGE TECHNOLOGICAL ADVANCES

学习价值 | DESCRIPTION

顺应新技术革命和产业变革机遇,系统了解新工业革命、人工智能热点,深入探寻传统企业 转型的问题与对策。通过互联网智能制造标杆企业学习,帮助金砖及"金砖+"国家企业家从理论 认知提升到实践路径升级。

This module helps trainees adapt to the new technological revolution and seize the opportunities amid the industrial revolution, gain a systematic understanding of the new industrial revolution and the highlights of artificial intelligence, and take a deep dive into the transformation problems encountered by and the corresponding countermeasures for traditional enterprises. By learning from trailblazing companies in the realms of Internet and intelligent manufacturing, it also aims to help entrepreneurs from BRICS and "BRICS Plus" countries to apply the theories learned in their practices.

课程设置 | COURSE LIST

本模块课程规划 3 天 This module will last 3 days

课 程	拟邀师资	师资简介	计划学时
产业结构升级与产业投资	靳涛	厦门大学经济研究所所长,教授,博士生导师;同时兼任国家核心期刊《中国经济问题》杂志联合主编。	1天
新工业革命:金砖国家制造业 转型升级的问题与对策	陈其林	经济学博士, 厦门大学教授, 知名产业经济学, 曾 任厦门大学经济学院经济研究所所长。	0.5 天
人工智能与 5G 时代的新工业革命	孙传旺	厦门大学教授,教育部"国家人才项目"青年学者。	0.5 天
企业参访: 宏泰智能工厂(智慧工业 4.0+ 工业互联网智能制造全球服务平台,福建省两化融合的样本和标杆)	蔡舜	新加坡国立大学信息系统博士,厦门大学管理学院 教授,现任厦门大学国际合作与交流处处长、台港 澳事务办公室主任。	0.5 天
企业参访:姚明织带(金砖+ 国家投资企业经验分享)	姚明	厦门市工商联副主席、姚明织带饰品有限公司董事 长,厦门大学厦门校友会会长。	0.5 天





COURSE	LECTURER	PROFILE	DURATION
Industrial Structure Upgrading and Industrial Investment	Jin Tao	Director, professor, and doctoral supervisor of the Economic Research Institute, Xiamen University. He concurrently serves as the Co-Editor-in-Chief of China Economic Studies, a national core journal.	1 day
New Industrial Revolution: Problems Arising from the Transformation and Upgrading of Manufacturing Industries in BRIC Countries and the Coping Strategies	Problems Arising from the Transformation and Upgrading of Manufacturing Industries in BRIC Countries prestigious industrial economist, and former director of the Economic Research Institute, School of Economics, Xiamen University.		0.5 day
Artificial Intelligence and the New Industrial Revolution in the Era of 5G	Sun Chuanwang	Professor at Xiamen University; young scholar under the "National Talents Project" of the Ministry of Education.	0.5 day
[Study Tour] Kingtronics Smart Factory: Smart Industry 4.0+ Industrial Internet Smart Manufacturing Global Service Platform, a stellar example of the integration of informatization and industrialization in Fujian Province.	Cai Shun	Ph.D. in Information Systems, National University of Singapore; professor at the School of Management, Xiamen University; Director of the Office of International Cooperation and Exchange and Director of the Office of Taiwan, Hong Kong and Macao Affairs, Xiamen University.	0.5 day
[Study Tour] Yama Ribbon & Bows Co., Ltd. (sharing the experience of investing in BRICS Plus countries)	Yao Ming	Vice President of Xiamen Federation of Commerce of Chamber; Chairman of Yama Ribbons & Bows Co., Ltd; Chairman of Xiamen University Xiamen Alumni Association.	0.5 day



第三模块:海外投资发展模块

MODULE 3: OUTBOUND INVESTMENT AND EXPANSION

学习价值 | DESCRIPTION

通过中国企业海外投资案例分析,帮助金砖及"金砖+"国家企业家深入理解全球化时代背景下的企业发展逻辑,转变思维模式;掌握一系列海外投资方法论与分析工具,提升投资决策能力;走进标杆企业学习投资经验成果,进一步增强企业对一带一路和金砖+国家市场的投资信心。

Through the comprehensive analysis of outbound investment cases of Chinese companies, this module helps entrepreneurs from BRICS and "BRICS Plus" countries to gain a thorough understanding of the corporate development logic against the backdrop of globalization in order to improve their ways of thinking, and also helps them master a string of outbound investment methodologies and analysis tools in order to improve their capabilities in making investment decisions. The study tours to exemplary enterprises will also help trainees draw on the successful investment experience and enhance their confidence in pushing into "BRICS Plus" countries and those along the "Belt and Road".



课程设置 | COURSE LIST

本模块课程规划 4 天 This module will last 4 days

课 程	拟邀师资	师资简介	计划学时
经济全球化与金砖国家企业跨 国发展的热点问题	林季红 厦门大学国际经济与贸易系教授、博士生导师、 系副主任,福建省新世纪优秀人才。		0.5 天
海外投资战略与海外发展业务模式	庄瑞豪	清华五道口金融学院客座教授,原科尔尼大中华 区总裁,贝恩、波士顿咨询高级合伙人。	2天
【圆桌研讨】金砖国家企业如何走出去	庄瑞豪	清华五道口金融学院客座教授,原科尔尼大中华 区总裁,贝恩、波士顿咨询高级合伙人。	0.5 天
【标杆参访】走进特变电工——一带一路投资标杆国企参访	企业简介: 装备制造业 备制造、新 承担者。随 进程进一步 吉克斯坦、	1天	
【标杆参访】走进红狮水泥 一带一路投资标杆民企参访	企业简介: 2013 年以来, 红狮集团在做强国内水泥主业基础上, 实施国际化战略, 积极响应国家"一带一路"倡议, 用"义利并举、以义为先"的理念, 在印尼、老挝、尼泊尔、缅甸等"一路"沿线国家建设 5 个大型水泥项目, 总投资约 20 亿美元, 将世界一流的水泥工艺、技术、装备、环保和管理带到所在国, 用"低碳、安全、环保"方式制造水泥, 为所在国基础设施建设提供优质水泥、降低建设成本。		1天

COURSE	LECTURER	PROFILE	DURATION
Economic Globalization and Hot Topics on the Transnational Development of Companies from BRICS Countries	and Hot Topics on the Transnational Development of Companies from BRICS Department of International Economics and Trade Xiamen University; "New Century Excellent Tale Fujian Province".		0.5 day
Strategies and Business Models for Outbound Investment	Zhuang Ruihao	Zhuang Ruihao Visiting professor of PBC School of Finance, Tsinghua University; former President of Kearney Greater China; senior partner of Bain & Company; senior partner of Boston Consulting Group.	
[Roundtable] How can companies from the BRICS countries go global?	Zhuang Ruihao	Zhuang Ruihao Visiting professor of PBC School of Finance, Tsinghua University; former President of Kearney Greater China; senior partner of Bain & Company; senior partner of Boston Consulting Group.	
[Study Tour] Visit to TBEA, an exemplary state- owned enterprise investing in countries along the "Belt and Road"	Company Profile: TBEA is a trailblazer in the "Belt and Road Initiative". As a backbone enterprise in China's major equipment manufacturing industry, TBEA is committed to promoting the thriving development of China's three major strategic and emerging industries — manufacturing of high-end power transmission and transformation equipment, new energy, and new materials. In parallel with the advancement of China's "Belt and Road Initiative", TBEA is also stepping up its internationalization drive by expanding operations into countries such as Kyrgyzstan, Tanzania, Tajikistan, India, Pakistan, Ethiopia, etc.		1 day
[Study Tour] Visit to HONGSHI, an exemplary private enterprise investing in countries along the "Belt and Road"	Company Profile: Since 2013, on the basis of strengthening the main business of cement manufacturing in China, HONGSHI has actively answered the call of the "Belt and Road Initiative" by building 5 large-sized cement plants in countries along the "Belt and Road", including Indonesia, Laos, Nepal, and Myanmar, with gross investment topping USD 2 billion. HONGSHI is committed to bringing world-class cement manufacturing processes, technologies, equipment and environmental protection and management practices to the destination countries, manufacturing cement in a "low-carbon, safe and eco-friendly" manner, and providing high-quality cement shoring up infrastructure construction and cutting construction costs in the destination countries.		1 days

第四模块: 跨国企业经营管理

MODULE 4: OPERATION AND MANAGEMENT OF MULTINATIONAL COMPANIES

学习价值 | DESCRIPTION

培育跨国经营人才,学习跨国企业管理能力,培养具有国际视野,具备国际化经营管理能力的高素质、复合型的金砖及"金砖+"国家企业领军人才,为金砖及"金砖+"国家顺利进入中国市场保驾护航。

This module aims to foster specialists in multinational operations and helps trainees master the skills necessary for running a multinational company and become capable and versatile corporate leaders with international horizons and the capabilities to steer international operations, thereby helping companies from BRICS and "BRICS Plus" countries successfully push into the Chinese market.





课程设置 | COURSE LIST

本模块课程规划 6 天 This module will last 6 days

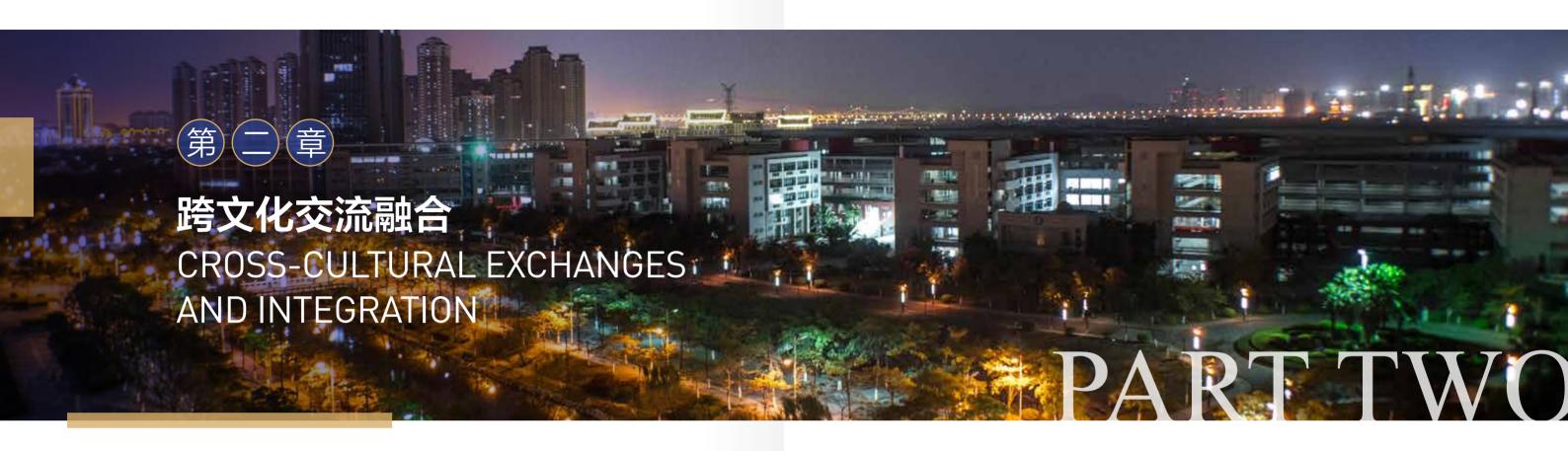
课 程	拟邀师资	师资简介	计划学时
企业投融资决策	吴超鹏	厦门大学管理学院常务副院长,财务学系教授,博士生导师。教育部新世纪优秀人才支持计划 入选者。	1天
战略管理 创造竞争优势	陈闯	厦门大学管理学院战略与创新教授,现任厦门 学管理学院 EDP 中心主任、厦门大学企业案例 研究中心主任。	1天
业界国际化最佳战略解码——以华为为例	兰涛	前华为海外片区战略副总裁,主持完成数十家 大型上市企业、民企和政府机构的战略与变革 (含国际化)项目。	1天
海外国家代表角色认知	王秀帅	传世智慧副总裁,曾任华为拉美地区代表处总	1天
跨文化沟通与管理		监, 巴西事业部总经理, 有丰富海外公司经营 管理经验。	0.5 天
国际贸易实务	何新明	英国杜伦大学商学院高级讲师(副教授),曾 任英国纽卡斯尔大学商学院讲师、厦门大学经 济学副教授。	0.5天
国际贸易中的常见法律问 题纠纷解析	肖伟	厦门大学法学院教授,法学博士,高级经济师。	0.5 天
【交流会】金砖+企业家 海外投资创业经验分享	奥佳华、大博医疗、英良石材、科华恒盛、欧芭化妆品等企 业代表。		0.5 天

COURSE	LECTURER	PROFILE	DURATION
Corporate Investment and Financing Decisions	Wu Chaopeng	Executive Deputy Dean of the School of Management, Xiamen University; professor and doctoral supervisor of the Finance Department, Xiamen University. He was selected into the Program for New Century Excellent Talents in University of the Ministry of Education.	1 day
Strategic Management: Sharpen the Competitive Edge	Chen Chuang	Professor of Strategy and Innovation at the School of Management, Xiamen University; Director of EDP Center, School of Management, Xiamen University; Director of Case Research Center, Xiamen University.	1 day
The Industry's Best Strategy for Internationalization: Taking Huawei as an Example	Lan Tao	Huawei's Former Vice President of International Strategies. He presided over the development strategy and transformation projects (including internationalization) for dozens of large-sized listed companies, private enterprises and government agencies.	1 day
Understanding the Role of Representatives in Overseas Countries	Wang Xiushuai	Vice President of Transformation Technology & Wisdom Co., Ltd. Boasting rich experience in the	1 day
Cross-Cultural Communication and Management		management of overseas companies, he was the Director of Huawei Latin America Regional Office and General Manager of Huawei Brasil.	0.5 day
International Trade Practices	He Xinming	Senior Lecturer (Associate Professor) at Durham University Business School (UK). He was a lecturer at the Newcastle University Business School (UK) and an associate professor of Economics at Xiamen University.	0.5 day
Analysis of Common Legal Disputes in International Trade	Xiao Wei	Professor at the School of Law, Xiamen University; Doctor of Laws; Senior Economist.	0.5 day
[Exchange Meeting] Entrepreneurs Sharing Experience of Overseas Investment and Entrepreneurship	Attrepreneurs Sharing Apperience of Overseas vestment and Yingliang Stone, Kehua Hengsheng, Oba, etc.		0.5 day

其他课程目录 | COURSE LIST

序号	课程名称	课程主题	授课形式	培训 时长
1	《金砖五国政治合作基础及新维度发展分析》	金砖+经济政策	线上、线下均可	3 小时
2	《金砖国家面临的机遇及挑战》	金砖 + 经济政策	线上、线下均可	3 小时
3	《全球经济贸易变局与"金砖+"未来发展趋势》	金砖 + 经济政策	线上、线下均可	3 小时
4	《未来五年中国产业投资机会》	经济形势与经济政策	线上、线下均可	3 小时
5	《当前宏观经济分析与热点解读》	经济形势与经济政策	线上、线下均可	3 小时
6	《国际贸易发展新趋势与中国对外开放新格局》	经济形势与经济政策	线上、线下均可	3 小时
7	《从"中国之制"看"中国之治"——解读党的十九届四中全会》	经济形势与经济政策	线上、线下均可	3 小时
8	《世界变局与中国抉择》	时事热点与政治视野	线上、线下均可	3 小时
9	《国际环境的新特点和十九大后的中国外交》	时事热点与政治视野	线上、线下均可	3 小时
10	《当前中国的周边关系和国际战略》	时事热点与政治视野	线上、线下均可	3 小时
11	《自贸区可推广经验与优化利用外资思路》	招商引资政策解读	线上、线下均可	3 小时
12	《营商环境、税收文化与纳税服务》	招商引资政策解读	线上、线下均可	3 小时
13	《地方政府招商引资策略与实务》	招商引资政策解读	线上、线下均可	3 小时
14	《福建自贸区厦门片区的特色创新与产业招商策略》	招商引资政策解读	线上、线下均可	3 小时
15	《世界经济大格局视角下的"一带一路"大国战略思维》	一带一路沿线经济	线上、线下均可	3 小时
16	《一带一路中国经济全球化》	一带一路沿线经济	线上、线下均可	3 小时
17	《一带一路与海上丝绸之路》	一带一路沿线经济	线上、线下均可	3 小时
18	《解读国家"一带一路"战略优势》	一带一路沿线经济	线上、线下均可	3 小时
19	《新冠疫情后一带一路与大国关系——以中俄、中美关系为例》	一带一路沿线经济	线上、线下均可	3 小时
20	《一带一路投资机会》	一带一路沿线经济	线上、线下均可	3 小时
21	《后疫情时代,"金砖+"金融科技发展新机遇》	后疫情经济政策	线上、线下均可	3 小时
22	《新冠疫情对中国经济走势的影响及应对策略》	后疫情经济政策	线上、线下均可	3 小时
23	《新冠疫情冲击下宏观经济金融发展趋势及应对思考》	后疫情经济政策	线上、线下均可	3 小时
24	《疫情大考与制度优势》	后疫情经济政策	线上、线下均可	3 小时
25	《中国金融发展态势与政策选择》	经济形势与经济政策	线上、线下均可	3 小时
26	《中国未来经济走势与经济增长模式转变》	经济形势与经济政策	线上、线下均可	3 小时
27	《新旧动能转换与经济热点》	经济形势与经济政策	线上、线下均可	3 小时
28	《新基建深度解析与产业机会分析》	经济形势与经济政策	线上、线下均可	3 小时
29	《产业升级与产业集群创新》	经济形势与经济政策	线上、线下均可	3 小时
30	《产业链建设与产业投资》	经济形势与经济政策	线上、线下均可	3 小时
31	《产业政策与地区经济发展》	经济形势与经济政策	线上、线下均可	3 小时
32	《中国产业发展逻辑与政策趋势》	经济形势与经济政策	线上、线下均可	3 小时
33	《中国区域经济发展战略与投资环境建设》	经济形势与经济政策	线上、线下均可	3 小时
34	《中国经济双循环发展模式和后疫情时期引领世界经济复苏》	经济形势与经济政策	线上、线下均可	3 小时
35	《中国对外招商引资政策及案例》	经济形势与经济政策	线上、线下均可	3 小时
36	《国际环境的新特点和十九大后的中国外交》	国际形势与国际合作	线上、线下均可	3 小时
37	《国际战略格局与周边安全》	国际形势与国际合作	线上、线下均可	3 小时
38	《当前中国的周边关系和国际战略》	国际形势与国际合作	线上、线下均可	3 小时

SN	COURSE	THEME	LECTURING	DURA TION
1	Basis of Political Cooperation and Development of New Dimensions among the Five BRICS Countries	BRICS Plus economic policies	Online or offline	3 hours
2	Opportunities and Challenges Facing BRICS Countries	BRICS Plus economic policies	Online or offline	3 hours
3	Analysis of Current and Future International and Domestic Economic Trends and Hot Economic Issues in the Next 5 Years	Economic situations & economic policies	Online or offline	3 hours
4	China's Industrial Investment Opportunities in the Next Five Years	Economic situations & economic policies	Online or offline	3 hours
5	China's Current Reform Highlights	Economic situations & economic policies	Online or offline	3 hours
6	New Trend of International Trade Development and New Pattern of China's Opening-up to the Outside World	Economic situations & economic policies	Online or offline	3 hours
7	International Strategic Landscape and the Security in Surrounding Areas	Hot topics & political perspectives	Online or offline	3 hours
8	Sweeping Changes across the Globe and China's Choices	Hot topics & political perspectives	Online or offline	3 hours
9	New Characteristics of the International Environment and China's Diplomacy after the 19th CPC National Congress	Hot topics & political perspectives	Online or offline	3 hours
10	Current Relations between China and Neighboring Countries and China's International Strategies	Hot topics & political perspectives	Online or offline	3 hours
11	Extensible Experience of Free Trade Zones and Optimized Use of Foreign Capital	Interpretation of investment promotion policies	Online or offline	3 hours
12	Business Environment, Tax Culture and Tax Services	Interpretation of investment promotion policies	Online or offline	3 hours
13	Investment Promotion Strategies and Practices of Local Governments	Interpretation of investment promotion policies	Online or offline	3 hours
14	Characteristic Innovations and Investment Promotion Strategies of the Xiamen Area of China (Fujian) Pilot Free Trade Zone	Interpretation of investment promotion policies	Online or offline	3 hours
15	"Belt and Road": Strategic Thinking of a Big Power against the Macroscopic Economic Landscape	Economy along the Belt and Road	Online or offline	3 hours
16	"Belt and Road": China's Economic Globalization	Economy along the Belt and Road	Online or offline	3 hours
17	"Belt and Road" and China's Economic Globalization	Economy along the Belt and Road	Online or offline	3 hours
18	Analysis of the Macroeconomic Situations under the Sino-US Trade War and the Prospects of the "Belt and Road Initiative"	Economy along the Belt and Road	Online or offline	3 hours
19	The "Belt and Road Initiative" and Sino-Russian Relations	Economy along the Belt and Road	Online or offline	3 hours
20	"Belt and Road": Strategic Thinking of a Big Power against the Macroscopic Economic Landscape	Economy along the Belt and Road	Online or offline	3 hours
21	Macroeconomic Development Trends in the Post-Pandemic Era	Post-pandemic economic policies	Online or offline	3 hours
22	Impact of COVID-19 on China's Economic Trends and the Coping Strategies	Post-pandemic economic policies	Online or offline	3 hours
23	Macroeconomic and Financial Trends under the Impact of COVID-19 and the Coping Strategies	Post-pandemic economic policies	Online or offline	3 hours
24	Macroeconomic and Financial Situations	Post-pandemic economic policies	Online or offline	3 hours
25	China's Financial Trends and Policy Options	Post-pandemic economic policies	Online or offline	3 hours



1 项目一

金砖国家跨国文化交流融合和后疫情时代创新与变革高级研修班项目

ADVANCED SEMINAR ON THE CROSS-CULTURAL EXCHANGES AND INTEGRATION WITH BRICS COUNTRIES AND POST-PANDEMIC INNOVATION AND TRANSFORMATION





项目价值 | DESCRIPTION

本培训项目将闽南文化、闽商文化等有机融入到课程的设计中,打造对金砖国家政府官员、企业家、专业人士具有吸引力的沉浸式、体验式课程体系,在企业走向国际化的同时,最大程度避免跨文化的摩擦与冲突,让各国学员都能找到与新工业革命伙伴携手并进的姿势。围绕企业后疫情时代的创新与发展进行更多元的交流,建构持续驱动企业成长的新动能。

By organically incorporating Southern Fujian culture, Fujianese merchant culture and other elements into curriculum design, this training program creates an immersive and experience-based curriculum system appealing to government officials, entrepreneurs and professionals from BRICS countries, thereby helping companies avoid cultural frictions and conflicts to the greatest extent in their push for globalization and find the best way to make progress together with partners in the new industrial revolution. Through the diversified exchanges on post-pandemic innovation and transformation, this program aims to forge new kinetic energy that will continuously shore up the sustained growth of enterprises.

学员对象 | PARTICIPANTS

面向金砖及"金砖+"国家具有海外投资需求的企业负责人和高管,以及政府主管部门官员。

Corporate executives of companies interested in pushing into the BRICS and "BRICS Plus" markets, as well as government officials.

课程设计 | COURSE DESIGN

面对世界又急又快的变化,金砖各国政府及企业必须从根本思维进行体质的改造,才能导入新的 DNA,因应时代发展。本培训项目着眼于凝聚新工业革命伙伴国家的政企经营领袖,规划了【金砖国家跨国文化交流融合】、【后疫情时代创新与变革】2 大课程模块。

课程以扎实且多元化的课程搭配案例研讨,使学术与实务相互激荡,实时更新经营管理新知, 帮助学员在面对全球经营环境变迁和新管理议题挑战时,能以不同的视野与高度持续创造出企业新 价值。

In the face of the stupendous and sweeping changes across the globe, governments and enterprises from the BRICS countries must heighten their capabilities in order to introduce new DNA and adapt to the development trends of the times. Targeting government and corporate leaders from partner countries of the new industrial revolution, this training program has been designed with two core modules: "Cross-cultural exchanges and integration with BRICS countries" and "Post-pandemic innovation and transformation".

Consisting of knowledge-rich and diversified courses and case studies, this program eliminates the gap between theory and practice, conveys new knowledge in the realm of business management, and helps trainees continuously create new value for their enterprises with novel horizons and insightful perspectives in the face of the changes in the global business environment and the emerging management challenges.





学时安排 | DURATION

课时 4.5 天 4.5 days

授课语言 | LANGUAGE

中文授课,可同声翻译英语、俄语、葡语。

Courses are taught in Chinese and can be translated into English, Russian, and Portuguese simultaneously.

授课方式 | LECTURING

线上、线下均可 Online or offline.





第一模块:金砖国家跨国文化交流融合 MODULE 1: CROSS-CULTURAL EXCHANGES AND INTEGRATION WITH BRICS COUNTRIES

学习价值 | DESCRIPTION

- (1)帮助金砖各国企业家、高管,以及相关政府部门官员等通过学习和交流,了解中国文化,了解闽南文化;
- (2) 帮助金砖各国企业、政府思考新的资源、价值整合,进而开创或确立本国的基础优势,在全球范围内进行市场的开拓;
- (3) 融入东方的柔性文化、心性哲学等,建立企业领导人的正向思维,让企业能以正念顺行、对社会保有高度的责任,进而促进更美好的世界。
- (1) This module helps entrepreneurs, executives and government officials from BRICS countries gain a comprehensive understanding of the Chinese culture and Southern Fujian culture through lectures and exchanges;
- (2) This module helps enterprises and governments from BRICS countries envisage the integration of resources and value, thereby forging or establishing their own fundamental strengths and in turn expanding into new markets across the globe;
- (3)By integrating flexible culture and oriental philosophy, this module helps corporate executives establish a positive mindset, thereby allowing companies to uphold righteous thoughts, to fulfill their social responsibilities and in turn to create a better world.

28 | 金砖国家新工业革命伙伴关系创新基地

金 砖 国 家 新 工 业 革 命 伙 伴 关 系 创 新 基 地 | 29

课程设置 | COURSE LIST

本模块课程规划 3 天 This module will last 3 days

课程	拟邀师资	师资简介	计划学时
企业国际化模式选择及跨文 化交流与融合	胡越云	厦门大学世界历史博士毕业,华侨大学国际关系学院\华侨华人研究院研究员,马来西亚研究中心副主任。	0.5 天
闽商文化与新工业革命伙 伴关系构建	苏文菁	福州大学教授 闽商文化研究院院长	0.5天
金砖国家华侨华人社团与 华商网络(备选课程)	胡越云	厦门大学世界历史博士毕业,华侨大学国际关系学院\华侨华人研究院研究员,马来西亚研究中心副主任。	0.5天
文创心路之旅: 闽南文化 创意 与产业融合的探索	张宏勋	厦门龙山文化创意产业有限公司董事长、文创 时尚奋斗者。	0.5 天
企业家心性修练:东方经 营管理哲学的智慧传承	简道	创维大学校长	0.5天
从 < 孙子兵法 > 中萃取现 代商业谋略	谢伟山	君智咨询董事长	0.5 天

COURSE	LECTURER	PROFILE	DURATION
Selection of Globalization Model and Cross-cultural Exchanges and Integration	Hu Yueyun	Hu Yueyun Ph.D. in World History, Xiamen University; Researcher at the College of International Relations\Institute Of Overseas Chinese, Huaqiao University; Deputy Director of the Center of Malaysia Studies, Huaqiao University	
Fujianese Merchant Culture and the Establishment of New Industrial Revolution Partnerships	Su Wenjing	Professor at Fuzhou University; President of Fujianese Merchant Culture Research Institute	0.5 day
Overseas Chinese Associations and Chinese Merchant Business Network in BRICS Countries (optional)	Hu Yueyun	Ph.D. in World History, Xiamen University; Researcher at the College of International Relations\Institute Of Overseas Chinese, Huaqiao University; Deputy Director of the Center of Malaysia Studies, Huaqiao University	0.5 day
A Heartening Journey of Culture and Creativity: Exploration of the Integration of Southern Fujian Culture and Industry	cre and Creativity: Creative Industry Co., Ltd., trailblazer of cultural and creative vogue uthern Fujian Culture Creative Industry Co., Ltd., trailblazer of cultural and creative vogue		0.5 day
Mind Cultivation of Entrepreneurs: Wisdom Inheritance of Oriental Management Philosophy	Jian Dao	President of Skyworth College	0.5 day
Extract Modern Business Strategies from Sun Tzu's Art of War	Xie Weishan	Chairman of Kmind Consulting	0.5 day



第二模块:后疫情时代创新与变革

MODULE 2: POST-PANDEMIC INNOVATION AND TRANSFORMATION

学习价值 | DESCRIPTION

世界范围内百年一遇的新冠疫情给我们社会各领域都带来了许多的变化,创新与变革,可以说已经成为企业战略不可缺少的一环。本模块从创新思维与创新心法、产业分析底层逻辑与方法等实战层面的内容展开,为后疫情时代的金砖各国企业的创新与变革带来更全面的理论和实践指导,从而促进金砖各国市场环境、企业生存环境的可持续发展。同时,课程紧扣国际形势,实时分析经济形势、社会问题、掌握企业发展命脉,融入金砖企业家联盟这一平台的技术、市场、产品、人脉、学习资源等,为企业发展提供燃料。

The COVID-19 pandemic ravaging the world has brought sweeping changes to all sectors of our society. Innovation and transformation have become the indispensable elements in corporate strategies. Starting with practical content such as innovative thinking, innovative mentality and the underlying logic and methodology of industrial analysis, this module aims to provide trainees with comprehensive theoretical and practical guidance to bolster the post-pandemic innovation and transformation of companies from BRICS countries and to promote the sustainable improvement of markets and business environments in BRICS countries. Meanwhile, this module also aligns its analysis of economic facts, social issues and the way forward for enterprises to the latest international situations, and aims to fuel the thriving development of companies through the technologies, markets, products, connections and learning resources offered by the platform of the Alliance of BRICS Entrepreneurs.

课程设置 | COURSE LIST

本模块课程规划 1.5 天 This module will last 1.5 days

课 程	拟邀师资	师资简介	计划学时
数字化浪潮下的创新思维与创新心法	贺俊	中国社会科学院工业经济研究所研究员、教授、博士生导师;工业经济研究所中小企业与创新创业研究室主任	0.5 天
创新产业分析方法论与中国重点产业案例分析	崔桂林	清华大学全球产业研究院研究员;清华大学创 新与产业发展研究中心总监	0.5 天
金砖各国新技术运用与创新经验交流	梁家广	安踏企业大学校长	0.5 天

COURSE	LECTURER	PROFILE	DURATION
Innovative Thinking and Innovative Mentality in the Context of Digitalization	He Jun	Researcher, professor, and doctoral supervisor of the Institute of Industrial Economics, Chinese Academy of Social Sciences; Director of the Research Office of SMEs, Innovation and Entrepreneurship, Institute of Industrial Economics, Chinese Academy of Social Science	0.5 day
Methodology for the Analysis of Innovative Industries and Case Analysis of China's Key Industries	Cui Guilin	Researcher at the Institute for Global Industry, Tsinghua University; Director of Innovation and Industrial Development Research Center, Tsinghua University	0.5 day
Application of New Technologies in BRICS Countries and Exchange on Innovation Experience	Liang Jiaguang	President of Anta Corporate University	0.5 day



02^{项目}

企业国际化运营能力提升研修班培训项目《向华为学习国际化》

SEMINAR ON IMPROVING THE CAPABILITIES TO CARRY OUT INTERNATIONAL OPERATIONS
—"FOLLOW THE EXAMPLE OF HUAWEI TO GLOBALIZE YOUR BUSINESS"







学习价值 | DESCRIPTION

本项目以华为为代表,讲述中国海外拓展标杆企业在实践中总结的大量宝贵经验和沉痛教训,帮助企业提升国际化运营能力。邀请了具有丰富海外市场经验的前华为各领域专家、金砖研究学者及投资评估专家授课,通过学习能对已经和正在走向海外市场的企业有所帮助,使大家多受一些启发,少走一些弯路,少受一些损失。

This training program teaches trainees the valuable experience and painful lessons summarized by Huawei, a trailblazer of international operations, thereby helping companies improve their capabilities to carry out international operations. The lecturers include former Huawei experts, BRICS research scholars and investment evaluators who boast rich experience in overseas markets. This program will help companies already operating in or intending to expand into overseas markets take less detours and avoid losses.

学员对象 | PARTICIPANTS

金砖及"金砖+"国家等准备进入国际市场的企业高管。

Corporate executives of companies that are from BRICS and "BRICS Plus" countries and intend to push into international markets.

授课方式 | LECTURING

线上、线下均可 Online or offline.

授课时长 | DURATION

3 天, 共 18 学时 18 hours in 3 days

课程设置 | COURSE LIST

本模块课程规划 1.5 天 This module will last 1.5 days

课 程	课程简介	学时安排
全球化战略与海外市场拓展实践	・企业全球化发展类型与战略布局・海外区域市场拓展的四个阶段・市场营销策划与业务管理・华为市场拓展实战案例	1天
跨文化沟通与管理	· 文化的概念及价值维度分析 · 有效的跨文化交流与管理	0.5 天
海外人力资源管理务实	·华为中方外派员工的全过程管理 ·海外本地化人才管理 ·如何塑造多元化团队	0.5 天
新工业革命视角下金砖+企业 家的新生涯、新机遇、新挑战	·新工业革命定义(3 化 1 后) ·新工业革命视角下的【金砖+】企业家 ·企业家跨国合作中的磨合与商机管理 ·用授人以筌来规划[金砖+]企业家合作模式 ·[金砖+]企业家准备好了吗?	0.5天
海外投资风险与项目融资	· 海外项目投资主要风险与防控 · 海外投资项目融资	0.5 天

COURSE	PROFILE	DURATION
Globalization Strategies and International Market Expansion Practices	Globalization paradigms and the associated strategic arrangements Four stages of regional market expansion Marketing planning and operational management Huawei's market expansion cases	1day
Cross-cultural Communication and Management	Analysis of culture and its value dimensions Effective cross-cultural communication and management	0.5 day
Overseas Human Resource Management Practices	Whole-process management of Huawei's Chinese expatriates Management of local human resources How to build a diversified team	0.5 day
New Career, New Opportunities, and New Challenges for BRICS Plus Entrepreneurs from the Perspective of the New Industrial Revolution	 Definition of the new industrial revolution BRICS Plus entrepreneurs from the perspective of the New Industrial Revolution How should entrepreneurs carry out international cooperation and manage business opportunities? Planning for the cooperation among BRICS Plus entrepreneurs by teaching them how to do business BRICS Plus entrepreneurs: are you ready? 	0.5 day

师资简介 | LECTURERS

孙凯:

历任华为公司国内区域代表、拉美片区公共关系总监、地 区部营销副总。10年华为公司营销管理和3年海外运营管 理经验。

黄天中:

美国爱荷华州德瑞克大学教育学博士,现任华侨大学校董、 教授、博士生导师;美国纽约州库克大学生涯体验教授、 中国总校区校长;温州医科大学特聘教授;中国生命关怀 协会顾问。

王福俭:

中国信保资信评估中心处长、中国知名海外投资风险管理 及项目融资专家。

宝洪江:

远景能源领导力发展顾问, 洲明科技文化建设顾问。先后 工作于华为大学, 华为中亚地区部, 华为哈萨克斯坦子公 司, 网易游戏事业部, 腾讯互动娱乐事业群。具有多年的 海外工作经历, 曾在土耳其、哈萨克斯坦、乌兹别克斯坦、 吉尔吉斯斯坦、蒙古常驻。

Sun Kai

He successively served as Huawei's Represaentative for China Region, Director of Public Relations for Latin America, and the Vice President of Regional Marketing, boasting 10 years of experience in marketing management and 3 years of experience in the management of international operations.

Huang Tianzhong

He holds a doctorate in education from Drake University in Iowa, USA, and is currently a trustee, professor and doctoral supervisor of Huaqiao University. He is also a career experience professor at Keuka College in New York, USA and the President of its China Campus, a distinguished professor at Wenzhou Medical University, and a consultant for the Chinese Association for Life Care.

Wang Fujian

He is the Director of Credit Evaluation Center of China Export & Credit Insurance Corporation, and he is also an accomplished outbound investment risk management expert and a project financing expert.

Bao Hongjiang

He is the leadership development consultant at Envision Group and the cultural construction consultant at Unilumin. He successively worked for Huawei University, Huawei Central Asia Region, Huawei Technologies Kazakhstan, NetEase Games, Tencent Interactive Entertainment Group, and has years of experience of working abroad, including Turkey, Kazakhstan, Uzbekistan, Kyrgyzstan, and Mongolia.







其他课程目录 | COURSE LIST

序号	课程名称	课程主题	授课形式	培训 时长
1	《中国制造行业出海的国际挑战和机遇》	进出口贸易	线下	3 小时
2	《国际贸易中的常见法律问题纠纷解析》	进出口贸易	线下	3小时
3	《全球交易体系下的企业现金流管理》	进出口贸易	线下	3 小时
4	《人民币跨境贸易结算与未来汇率风险解析》	进出口贸易	线下	3小时
5	《经济全球化与中国公司跨国发展的热点问题》	进出口贸易	线下	3小时
6	《中国财税体制改革》	财税与金融	线上、线下均可	3 学时
7	《中国财政税收政策走向及对地方财政的影响》	财税与金融	线上、线下均可	3 学时
8	《中国国际税收政策》	财税与金融	线上、线下均可	3 学时
9	《中国税收征管》	财税与金融	线上、线下均可	3 学时
10	《中国税务机关纳税服务》	财税与金融	线上、线下均可	3学时
11	《供给侧改革中如何降低金融融资成本、税费成本和制度性交易成本》	财税与金融	线上、线下均可	3 学时
12	《中国减税政策设计与效应分析》	财税与金融	线上、线下均可	3 学时
13	《中国税务征管的现状分析及未来发展趋势探讨》	财税与金融	线上、线下均可	3 学时
14	《云计算与人工智能在税务工作中的作用》	财税与金融	线上、线下均可	3学时
15	《中国财政体制改革方向》	财税与金融	线上、线下均可	3 学时
16	《中国公共财政与现代财政制度》	财税与金融	线上、线下均可	3 学时
17	《金融体制改革与金融开放》	财税与金融	线上、线下均可	3 学时
18	《中国公共财政与现代财政制度》	财税与金融	线上、线下均可	3 学时
19	《中国地方财政风险管理与财源建设》	财税与金融	线上、线下均可	3学时
20	《中国政府投融资、产业基金与 ppp 融资》	财税与金融	线上、线下均可	3 学时
21	《中国社会保障中的财政问题》	财税与金融	线上、线下均可	3学时
22	《中国政府收支分类制定改革》	财税与金融	线上、线下均可	3 学时
23	《政府非税收入》	财税与金融	线上、线下均可	3 学时
24	《银行业金融机构高级管理人员系列培训》	金融投资	线下	10 学时
25	《金融从业人员研修班》	金融投资	线下	10 学时
26	《产业转型升级研修班》	金融投资	线下	10 学时
27	《卓越领导力研修班》	金融投资	线下	10 学时
28	《区域与金融科技高级研修班》	金融投资	线下	10 学时
29	《私募股权投资与财富管理高级研修班》	金融投资	线下	10 学时

SN	COURSE	ТНЕМЕ	LECTURING	DURA TION
1	Challenges and Opportunities Facing the Outbound Investment of China's Manufacturing Industry	Import and export trade	Offline	3 hours
2	Analysis of Common Legal Disputes in International Trade	Import and export trade	Offline	3 hours
3	Corporate Cash Flow Management in the Global Trading System	Import and export trade	Offline	3 hours
4	Cross-border Trade Settlement in RMB and Risks Related to the Future Exchange Rate	Import and export trade	Offline	3 hours
5	Economic Globalization and Hot Topics on the Transnational Development of Chinese Companies	Import and export trade	Offline	3 hours
6	China's Fiscal and Taxation System Reforms	Taxation and Finance	Online or offline	3 hours
7	Development of China's Fiscal and Taxation Policies and Its Impact on Local Fiscal System	Taxation and Finance	Online or offline	3 hours
8	China's International Taxation Policies	Taxation and Finance	Online or offline	3 hours
9	Tax Collection and Administration in China	Taxation and Finance	Online or offline	3 hours
10	Taxation Services by the Chinese Tax Authority	Taxation and Finance	Online or offline	3 hours
11	How to Cut Financing Costs, Taxation Costs and Institutional Transaction Costs in Supply-Side Reforms	Taxation and Finance	Online or offline	3 hours
12	Design and Effects of China's Tax Reduction Policy	Taxation and Finance	Online or offline	3 hours
13	Status Quo and Future Developments of Tax Administration in China	Taxation and Finance	Online or offline	3 hours
14	Roles of Cloud Computing and Artificial Intelligence in Taxation	Taxation and Finance	Online or offline	3 hours
15	Reform Direction of China's Fiscal System	Taxation and Finance	Online or offline	3 hours
16	China's Public Finance and Modern Fiscal System	Taxation and Finance	Online or offline	3 hours
17	Reform and Opening-up of Financial System	Taxation and Finance	Online or offline	3 hours
18	China's Public Finance and Modern Fiscal System	Taxation and Finance	Online or offline	3 hours
19	Local Fiscal Risk Management and Financial Resources Expansion in China	Taxation and Finance	Online or offline	3 hours
20	Investment & Financing, Industrial Funds and PPP Financing of the Chinese Government	Taxation and Finance	Online or offline	3 hours
21	Fiscal Issues in China's Social Security System	Taxation and Finance	Online or offline	3 hours
22	Chinese Government's Reform of Revenue and Expenditure Classification	Taxation and Finance	Online or offline	3 hours
23	Government's Non-tax Revenues	Taxation and Finance	Online or offline	3 hours
24	Training Seminars for Senior Managers from Banking and Financial Institutions	Financial investment	Offline	10 hours
25	Seminar for Financial Practitioners	Financial investment	Offline	10 hours
26	Seminar on Industrial Transformation and Upgrading	Financial investment	Offline	10 hours
27	Seminar on Outstanding Leadership	Financial investment	Offline	10 hours
28	Advanced Seminar on Fintech	Financial investment	Offline	10 hours
29	Advanced Seminar on Private Equity Investment and Wealth Management	Financial investment	Offlinet	10 hours



城市轨道交通运营管理研修班项目

SEMINAR ON OPERATION AND MANAGEMENT OF URBAN RAIL TRANSIT





项目价值 | DESCRIPTION

随着交通强国战略在中国大陆全面推行,近年来城市轨道交通行业得到了前所未有的快速发展。中国在城市轨道交通车辆、自动售检票、智能运维、安全与应急处置等领域取得了大量创新型成果,这些领域先进技术的中国标准正在逐步建立与完善。本培训项目将中国快速的城市轨道交通发展规划、专业技术等有机融入到课程的设计中,打造对金砖及"金砖+"国家城市轨道交通行业企业从业人员具有吸引力的沉浸式、体验式课程体系,拓展学员视野、提升学员专业理论知识与技能。

In parallel with the all-round implementation of the strategy to build China into a country with strong transportation network, the urban rail transit industry has seen unprecedentedly burgeoning growth over the past years. China has made remarkable and innovative achievements in the realms of urban rail transit vehicles, automatic ticketing system, intelligent operation and maintenance, safety assurance, and emergency response, and the Chinese standards for the advanced technologies in these fields are also being established and improved. By incorporating China's development planning for rapid urban rail transit and the associated cutting-edge technologies into the curriculum design, this training program creates an immersive and experience-based curriculum system appealing to the urban rail transit practitioners from BRICS and BRICS Plus countries, thereby expanding trainees' horizons and enhancing their theoretical knowledge and practical skills.





学员对象 | PARTICIPANTS

面向金砖及"金砖+"国家城市轨道交通运营企业管理部门技术人员、运营一线站务管理、 车辆检修等岗位人员。

Managerial specialists, front-line station managers and vehicle maintenance technicians from the urban rail transit companies in BRICS and BRICS Plus countries.

课程设计 | COURSE DESIGN

本培训结合厦门区域内职业院校城市轨道交通专业的办学优势与城市轨道交通企业的运营特点,规划了【城市轨道交通经营管理与创新思维】、【城市轨道交通运营管理】、【城市轨道交通 车辆技术】3 大课程模块。

课程以专家专题报告会、线上线下理论授课、现场观摩实操体验等形式开展,帮助学员开阔 眼见,了解中国的轨道交通发展情况,帮助学员提升专业技能,广泛分享中国在轨道交通领域的先 进技术、经验,让金砖及"金砖+"国家共享中国交通高速发展的成果。

Building upon the advantaged urban rail transit major offered by Xiamen-based vocational colleges and the operational characteristics of Xiamen's urban rail transit operators, this training program consists of three modules: "Operation and Management of Urban Rail Transit and Innovative Thinking", "Operation and Management of Urban Rail Transit" and "Technologies Related to Urban Rail Transit Vehicles".

Through expert reports, online and offline theoretical lectures, in-situ observations and hands-on practices, this program helps trainees broaden their horizons, keep abreast of the latest developments of China in rail transit, improve professional skills, and learn about China's cutting-edge technologies and experience in the sphere of rail transit, thereby allowing BRICS and the BRICS Plus countries to share the fruits of China's transportation boom.

学时安排 | DURATION

18 天, 共 108 学时。 108 hours in 18 days

授课语言 | LANGUAGE

中文授课, 可同声翻译英语、俄语、葡语。

Classes are taught in Chinese and can be translated into English, Russian, and Portuguese simultaneously.

授课方式 | LECTURING

线上、线下均可 Online or offline.

第一模块:**轨道交通经营管理与创新思维**MODULE 1: OPERATION AND MANAGEMENT OF

MODULE 1: OPERATION AND MANAGEMENT OF URBAN RAIL TRANSIT AND INNOVATIVE THINKING

学习价值 | DESCRIPTION

本课程模块以专题讲座形式开展,向学员们介绍城市轨道交通发展前景、地铁企业现场管理、 大型客运站换乘、选线规划、安全与应急管理等专题的综述性信息,通过培训、交流,拓宽城市轨 道交通行业人员的眼界。

To be presented in the form of special lectures, this module introduces to trainees the comprehensive facts about the development prospects of urban rail transit, the field management practices of subway operators, the transfer mechanism for large passenger stations, the route selection and planning mechanism, the emergency management practices, etc., thereby broadening the horizons of urban rail transit practitioners through training and exchanges.

课程设置 | COURSE LIST

本模块课程规划 6 天 This module will last 6 days

课程	课程简介	授课形式	计划学时
数字化浪潮下的创新思维与创新心法	课程主要讲述我国城市轨道交通发展历史、现状、趋势, 对比世界发达国家城市轨道交通发展。涉及城市轨道交 通制式、车辆技术、信号技术等发展情况。		
《地铁现场管理》	随着城市轨道交通的快速发展,地铁建设施工项目越来越多,地铁建设工程因其工期长、环境差、危险因素多等诸多特点,使得施工现场安全事故频发。课程介绍了复杂地质条件下的地铁施工安全问题,运用科学合理的管理制度与模式,为我国轨道工程建设提供安全保障。		
《大型客运枢纽与 综合换乘》	课程介绍在大型客运枢纽的规划设计和乘客换乘需求预测方法,大型客运枢纽交通组织设计的思路、原则,以及判别枢纽交通组织合理性的评价体系。		
《地铁选线与规划设计》	课程举例介绍了地铁工程对城市建设的促进和发展作用,进而分析了地铁选线与城市建设规划的关系,在 此基础上重点探讨城市地铁线路设计与城市建设的结合 关系。	线上、线下 均可	6天
《地铁安全与应急 管理》	随着我国城市化进程的不断加快,城市轨道交通系统日益完善,尤其是地铁,在现代城市交通占有重要位置。城市轨道交通在带给人们诸多便利的同时也存在许多安全隐患,造成了巨大的经济损失和社会负面影响。课程介绍了具体地铁运营企业的安全隐患和应急体系,以及运用信息化管理的现状。		
《企业级的项目管理——地铁建设的项目管理》	课程介绍了地铁企业地铁建设的项目管理,包括前期规划、执业准入及资格预审制度、专业管理团队组建、合同管理、质量管理、过程管理、竣工验收制度等。		

COURSE	DESCRIPTION	LECTURING	DURATION
Analysis of Macro Situations and Prospects of Urban Rail Transit Development	This course mainly introduces the history, status quo and trends of China's urban rail transit industry, and compares the urban rail transit industry between China and developed countries on aspects such as urban rail transit system, vehicle technology, signal technology, etc.		
Field Management Practices of Subway	The thriving development of the urban rail transit industry has witnessed the gradual increase in the number of subway construction projects. Due to the long construction period, poor construction environment and the associated safety hazards, safety accidents take place frequently at the construction site. This course introduces the safety issues of subway construction under complex geological conditions, and explains how to leverage scientific and reasonable management systems and models to ensure safe rail construction.		
Large Passenger Transport Hubs and Integrated Transfer	This course introduces the methods underlying the planning and design of large passenger transportation hubs and the forecasting of passenger transfer needs, the ideas and applicable principles in the design of large passenger transportation hubs, and the system for evaluating the rationality of the transportation hubs.		
Subway Route Selection, Planning and Design	This course introduces the pivotal role of subway projects in promoting urban construction through specific examples, and then analyzes the relationship between subway route selection and urban construction planning, on which basis it further discusses the complementarity between subway route design and urban construction.	Online or offline.	6 days
Metro Safety and Emergency Management	In the wake of China's ever-accelerating urbanization, China has seen the increasing perfection of its urban rail transit systems, particularly the subway system, which is playing an increasingly pivotal role in modern urban transportation. While bringing tremendous convenience to the general public, the urban rail transit system is also plagued by a variety of hidden safety hazards, which have caused huge economic losses and negative social impacts. This course introduces the hidden hazards faced by subway operators and the corresponding emergency management system, as well as the status quo of IT system management.		
Enterprise-Level Project Management: Management of Subway Construction Projects	This course introduces the management of subway construction projects, including pre-planning, practitioner access and pre-qualification system, professional management team building, contract management, quality management, process management, completion acceptance system, etc.		

第二模块:城市轨道交通运营管理

MODULE 2: OPERATION AND MANAGEMENT OF URBAN RAIL TRANSIT

学习价值 | DESCRIPTION

本课程模块从专业基础课程到专业核心课程渐进式顺序,精要地讲授城市轨道运营管理主要 场所车站进行的票务作业、机电设备运维、客运组织、行车组织等岗位相关的核心理论知识、技术 技能,通过培训、交流,使城市轨道交通车站站务管理人员的能力得到提升。

This module gradually advances from basic courses to core courses, and intensively introduces the core theoretical knowledge and technical skills necessary for posts such as ticketing management, electromechanical equipment operation and maintenance, passenger transportation organization, train dispatching, etc. at the key sites of urban rail operation and management. Through training and visits, this module will significantly fortify the capabilities of urban rail transit station managers.





课程设置 | COURSE LIST

本模块课程规划 7 天 This module will last 7 days

课 程	课程简介	授课形式	计划学时
《城市轨道交通客运组织》	本课程主要介绍城市轨道交通车站各岗位职责及作业流程、城市轨道交通车站客流组织工作(大客流组织)、换乘车站客流组织等知识技能。	线上、线下均可	
《城市轨道交通行车组织》	本课程主要介绍行车组织基础设备、行车组织基本 原理、车站行车作业、车辆段行车作业、施工作业 组织和行车调度等内容。	线上、线下均可	
《城市轨道交通概论》	本课程主要介绍轨道交通的特点、发展历程,路网规划方法和线路设计,城市轨道交通土建工程,车辆及其牵引系统,供配电系统,通信与信号系统等知识。	线上、线下均可	
《城市轨道交通行车调度》	本课程"以做中教、做中学"的教学模式教授某地 铁卡斯柯信号系统 ATS 子系统 MMI、HMI 软件 的操作。	线下	7天
《城轨票务管理及 AFC实务》	本课程主要介绍城市轨道交通 AFC 系统、车票、票制、AFC 终端设备功能、操作与维护、票务作业、票务事故处理与安全等知识技能。	线上、线下均可	
《城市轨道交通车站 设备运用》	本课程主要介绍城市轨道交通车站设备,包括电动 扶梯、AFC系统、屏蔽门、空调通风系统、给排 水设备、FAS系统、供配电系统等使用功能与维护。	线上、线下均可	
《城市轨道交通车站应急处置》	本课程采用理实一体化教学模式,主要介绍城市轨道交通车站应急处置方案的种类及典型预案的实施,通过城轨运营车站应急虚拟仿真实训系统体验站务人员在具体预案实施过程中的工作内容与团队协作。	线下	

COURSE	DESCRIPTION	LECTURING	DURATION
Urban Rail Transit: Passenger Transport Organization	This course mainly introduces the responsibilities and work procedures of each position at the urban rail transit stations, and the organization of passenger flow at the urban rail transit stations and the transfer stations.	Online or offline.	
Urban Rail Transit: Train Operation Organization	This course mainly introduces the basic equipment for and principles of train operation organization, train operation at the station and depot, construction organization, and train dispatching.	Online or offline.	
Introduction to Urban Rail Transit	This course mainly introduces the characteristics and development history of rail transit, road network planning methods and route design, civil engineering of urban rail transit, vehicles and their traction systems, power supply and distribution systems, communication and signal systems, etc.	Online or offline.	
Urban Rail Transit: Train Dispatching	This course teaches trainees how to use the MMI and HMI software of the ATS subsystem of CASCO's subway signaling system through the model of "learning-by-doing".	Offline	7 days
Urban Rail Transit: Ticketing Management and AFC	This course mainly introduces the AFC system, tickets and ticketing system, functions, operation and maintenance of AFC terminal equipment, ticketing operations, ticketing accident handling, and other safety-related knowledge and skills.	Online or offline.	
Urban Rail Transit: Application of Station Equipment	This course mainly introduces how to use and maintain various station equipment of urban rail transit, including escalator, AFC system, automatic platform gate, air conditioning and ventilation system, water supply and drainage equipment, FAS system, and power supply and distribution system.	Online or offline.	
Urban Rail Transit: Emergency Handling at Stations	Incorporating theories with practices, this course mainly introduces the types of contingency plans for urban rail transit stations and the implementation of typical contingency plans. Through the virtual simulation training system, trainees will become station staff to experience the specific duties and teamwork during the implementation of a specific contingency plan.	Offline	

第三模块: **城市轨道交通车辆技术** MODULE 3: TECHNOLOGIES RELATED TO URBAN RAIL TRANSIT VEHICLES

学习价值 | DESCRIPTION

本课程模块主要以线上理论授课形式开展。向学员介绍城市轨道交通车辆构造、运用、机械 维修、电气维修等核心理论知识、技术技能,通过培训、交流,使城市轨道交通车辆技术相关岗位 人员的能力得到提升。

Presented mainly in the form of online theoretical courses, this module introduces to trainees the core theoretical knowledge and technical skills related to urban rail transit vehicles, such as the structure, application, mechanical maintenance, electrical maintenance, etc. Through training and visits, this module will significantly fortify the capabilities of technicians responsible for the maintenance of urban rail transit vehicles.

主要师资 | LECTURERS

厦门城市职业学院交通工程学院(二级学院)轨道交通师资团队及与厦门城市职业学院有校 企合作关系的轨道交通行业的地铁运营企业、技术研发企业高管、高级工程师。

厦门城市职业学院交通工程学院轨道交通师资团队已经参与城市轨道交通育训工作 5 年,每年主办或承办城市轨道交通类师资、员工培训及科普教育等活动约 10 场次,建设成果包括: 获评省级产教融合示范专业 1 个、省级产业学院试点培育项目 1 个、省级虚拟仿真实训基地建设项目 1 个、交通部所辖的省级列车司机技能鉴定站点 1 个、教育部 1+X 证书制度试点厦门考核站点。现有企业及学院教师 15 人,其中教授 2 人,副教授(高级工程师)4 人,博士 2 人。

Lecturers from the Transportation Engineering College (secondary college) of Xiamen City University, as well as executives and senior engineers from subway operators and technology companies that have established university-enterprise partnerships with Xiamen City University.

The rail transit lecturing team from the Transportation Engineering College of Xiamen City University has been engaged in urban rail transit education for 5 years, and has organized or undertaken approximately 10 urban rail transit training seminars for trainers/employees and science popularization events. The team is reputed for 1 provincial-level industry-school integration demonstration major, 1 provincial-level industry-college pilot program for talent fostering, 1 provincial-level virtual simulation training base construction project, 1 provincial-level train driver skill assessment base directly under the Ministry of Communications, and the Xiamen assessment base for the 1+X certification system of the Ministry of Education. The team currently has 15 lecturers from the College and rail transit enterprises, including 2 professors, 4 associate professors (senior engineers) and 2 doctors.

课程设置 | COURSE LIST

本模块课程规划 5 天 This module will last 5 days

课 程	课程简介	授课形式	计划学时
《城市轨道交通列车操作及故障处理》	本课程采用理实一体化教学模式,主要介绍市轨 道交通列车的正线驾驶、出入场段驾驶、列车折 返、救援,并在列车模拟驾驶器上体验这些作业 过程;学习列车故障分类及常见故障处理流程。	线上、线下均可	
《城市轨道交通车辆构造》	本课程主要介绍城市轨道交通车辆各部分的构造和原理, 简要叙述城市轨道交通车辆的动力学基本理论, 其内容主要包括城市轨道交通车辆基础知识及发展概况、车体、转向架、车辆连接装置、制动系统、空调系统及城市轨道交通车辆动力学基础。	线上、线下均可	
《城市轨道交通应 急处理》	本课程采用理实一体化教学模式,主要介绍城市 轨道交通应急处置方案的种类及典型预案的实 施,通过城轨运营车站应急虚拟仿真实训系统体 验地铁人员在具体预案实施过程中的工作内容与 团队协作。	线上、线下均可	5天
《城市轨道交通车辆机械检修》	本课程主要介绍车辆检修基础理论及车辆机械零部件检修两大部分,基础理论部分是课程的基础知识,包括检修基础知识及检修工艺基础。车辆机械零部件的检修部分,分别对车辆6大机械部件的故障进行介绍。	线下	
《城市轨道交通车辆电气检修》	本课程主要介绍城市轨道交通车辆电气基础知识、常用低压电器、列车牵引系统设备(受流器、高速断路器、接触器、制动电阻器、蓄电池)的检修、列车主牵引电路、列车控制电路、辅助逆变器的检修、列车照明系统及控制回路和110V电源电路等方面的内容。	线上、线下均可	

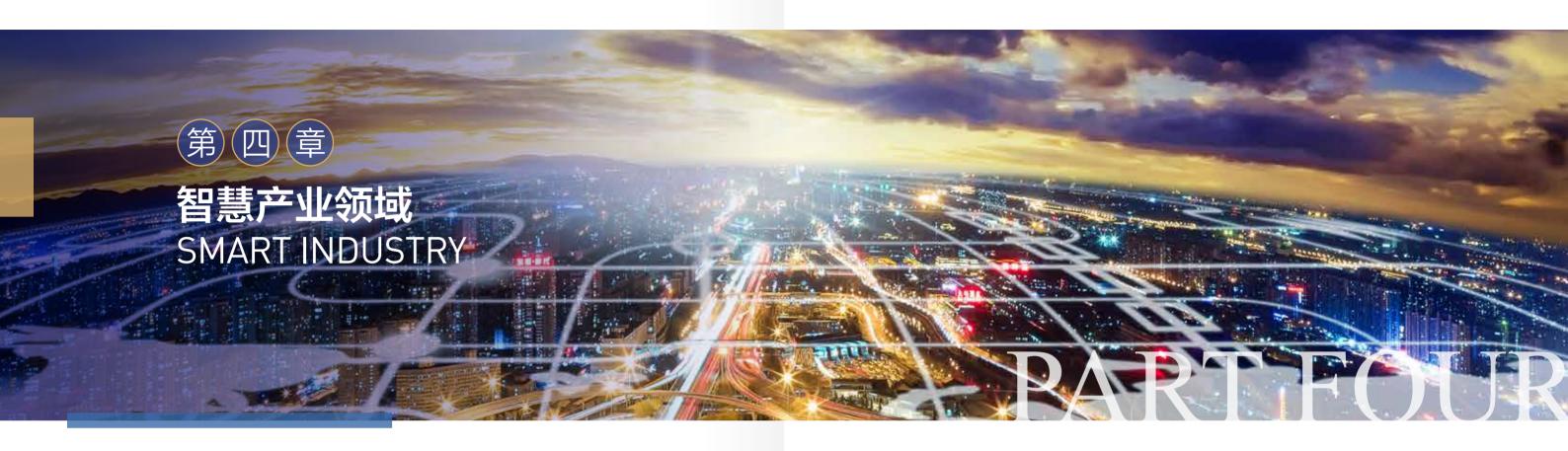
COURSE	DESCRIPTION	LECTURING	DURATION	
Urban Rail Transit: Train Operation and Failure Handling	Incorporating theories with practices, this course mainly introduces the various scenarios of urban rail transit, such as main line running, entry to and exit from the stabling yard/depot, train turn-back, and emergency rescue. The trainees will experience these manipulations on the train simulator, and learn about the classification of train faults and the procedures for handling common faults.	Online or offline.		
Urban Rail Transit: Vehicle Structure	This course mainly introduces the structure and working principle of each component of urban rail transit vehicles, and helps trainees gain a general understanding of the basic dynamics of urban rail transit vehicles, including the basic knowledge and history of urban rail transit vehicles, vehicle body, steering bogie, coupler, brake system, airconditioning system, and the basic dynamics of urban rail transit vehicles.	offline.		
Urban Rail Transit: Emergency Response	Incorporating theories with practices, this course mainly introduces the types of contingency plans for urban rail transit stations and the implementation of typical contingency plans. Through the virtual simulation training system, trainees will become station staff to experience the specific duties and teamwork during the implementation of a specific contingency plan.	Online or offline.	5 days	
Urban Rail Transit: Mechanical Overhaul of Vehicles	This course consists of two parts: basic theory of vehicle maintenance and the hands-on maintenance of mechanical parts. The basic theory part will introduce the basic knowledge and processes of vehicle maintenance, while the hands-on maintenance part will introduce the faults of six major mechanical components of the vehicle.	Offline		
Urban Rail Transit: Electrical Overhaul of Vehicles	This course mainly introduces the basic knowledge of the electrical systems of urban rail transit vehicles, commonly used low-voltage electrical appliances, overhaul of the respective components (collector shoe, high-speed circuit breaker, contactor, brake resistor, battery, etc.) of the train traction system, overhaul of train traction main circuit, train control circuit and auxiliary inverter, train lighting system and control circuit, and the 110V power supply circuit.	Online or offline.		

其他课程目录 | COURSE LIST

序号	课程名称	课程主题	授课形式	培训 时长
1	《智慧城市与智慧产业》	智慧城市建设与发展	线上、线下均可	3 小时
2	《智慧城市与精细化运营》	智慧城市建设与发展	线上、线下均可	3 小时
3	《智慧城市建设:以物联网、云计算、大数据支撑智慧城市发展》	智慧城市建设与发展	线上、线下均可	3 小时
4	《金砖五国峰会为何落地厦门——厦门城市建设经验谈》	智慧城市建设与发展	线上、线下均可	3 小时
5	《政府全数字化转型》	智慧城市建设与发展	线上、线下均可	3 小时
6	《厦门市打造国际一流营商环境实践》	智慧城市建设与发展	线上、线下均可	3 小时
7	《"双招双引"——招商引资、招才引智的策略与建议》	城市建设与发展	线上、线下均可	3 小时
8	《招商促进经济发展,选资加快产业升级》	城市建设与发展	线上、线下均可	3 小时
9	《新型城镇化建设》	城市建设与发展	线上、线下均可	3 小时
10	《生态文明与城市建设》	城市建设与发展	线上、线下均可	3 小时
11	《区域经济发展与投资环境》	城市建设与发展	线上、线下均可	3 小时
12	《工业园区规划建设与管理》	城市建设与发展	线上、线下均可	3 小时
13	《产业园区发展与项目落地举措探讨》	城市建设与发展	线上、线下均可	3 小时
14	《积极财政政策背景下地方财政管理创新与风险防范》	城市建设与发展	线上、线下均可	3 小时
15	《福建自贸区厦门片区的特色创新与产业招商策略》	城市建设与发展	线上、线下均可	3 小时
16	《工业与中国制造》	数字经济	线上、线下均可	3 小时
17	《工业 4.0 与转型升级》	数字经济	线上、线下均可	3 小时
18	《工业 4.0 与中国制造 2025》	数字经济	线上、线下均可	3 小时
19	《工业 4.0 与互联网经济》	数字经济	线上、线下均可	3 小时
20	《工业转型升级与智能制造》	数字经济	线上、线下均可	3 小时
21	《智能制造与传统企业升级》	数字经济	线上、线下均可	3 小时
22	《智能制造、品质品牌与"中国制造"业的优化升级》	数字经济	线上、线下均可	3 小时
23	《人工智能的发展现状与趋势》	数字经济	线上、线下均可	3 小时
24	《人工智能与 5G 时代的新工业革命》	数字经济	线上、线下均可	3 小时
25	《人工智能与社会治理》	数字经济	线上、线下均可	3 小时
26	《区块链技术创新与应用实践》	数字经济	线上、线下均可	3 小时
27	《人工智能、区块链与财务金融的未来》	数字经济	线上、线下均可	3 小时
28	《区块链与未来商业创新》	数字经济	线上、线下均可	3 小时
29	《国内大数据发展的新格局》	数字经济	线上、线下均可	3 小时
30	《大数据时代思维变革与创新》	数字经济	线上、线下均可	3 小时
31	《大数据与政府治理创新》	数字经济	线上、线下均可	3小时
32	《大数据商务智能》	数字经济	线上、线下均可	3 小时
33	《大数据时代下的思维创新》	数字经济	线上、线下均可	3小时
34	《大数据与互联网金融》	数字经济	线上、线下均可	3小时
35	《大数据物联网背景下供应链金融发展的新趋势》	数字经济	线上、线下均可	3小时

SN	COURSE	ТНЕМЕ	LECTURING	DURA TION
1	Smart City and Smart Industry	Smart city construction and development	Online or offline	3 hours
2	Smart City and Refined Operation	Smart city construction and development	Online or offline	3 hours
3	Smart City Construction: Shoring up the Development of Smart Cities with IoT, Cloud Computing, and Big Data	Smart city construction and development	Online or offline	3 hours
4	Why Is the BRICS Summit Held in Xiamen: Xiamen's Much-Hailed Experience in Urban Construction	Smart city construction and development	Online or offline	3 hours
5	Digital Transformation of Government	Smart city construction and development	Online or offline	3 hours
6	Xiamen's Practices in Building World-Class Business Environment	Smart city construction and development	Online or offline	3 hours
7	Strategies and Suggestions for Attracting Investment and Talents	Urban construction and development	Online or offline	3 hours
8	Investment Promotion for Thriving Economic Development and Capital Selection for Accelerated Industrial Upgrading	Urban construction and development	Online or offline	3 hours
9	New Urbanization Construction	Urban construction and development	Online or offline	3 hours
10	Ecological Civilization and Urban Construction	Urban construction and development	Online or offline	3 hours
11	Regional Economic Development Strategy and Business Environment	Urban construction and development	Online or offline	3 hours
12	Industrial Park Planning, Construction and Management	Urban construction and development	Online or offline	3 hours
13	Development of Industrial Parks and Project Introduction Incentives	Urban construction and development	Online or offline	3 hours
14	Local Fiscal Management Innovation and Risk Prevention against the Backdrop of Active Fiscal Policies	Urban construction and development	Online or offline	3 hours
15	Characteristic Innovations and Investment Promotion Strategies of the Xiamen Area of China (Fujian) Pilot Free Trade Zone	Urban construction and development	Online or offline	3 hours
16	Industry and Made in China	Digital economy	Online or offline	3 hours
17	Industry 4.0 and Transformation & Upgrading	Digital economy	Online or offline	3 hours
18	Industry 4.0 and Made in China 2025	Digital economy	Online or offline	3 hours
19	Industry 4.0 and the Internet Economy	Digital economy	Online or offline	3 hours
20	Industrial Transformation & Upgrading and Intelligent Manufacturing	Digital economy	Online or offline	3 hours
21	Intelligent Manufacturing and Upgrading of Traditional Enterprises	Digital economy	Online or offline	3 hours
22	Intelligent Manufacturing, Outstanding Brands and Optimization & Upgrading of "Made in China"	Digital economy	Online or offline	3 hours
23	Status Quo and Prospects of Artificial Intelligence	Digital economy	Online or offline	3 hours
24	Artificial Intelligence and the New Industrial Revolution in the Era of 5G	Digital economy	Online or offline	3 hours
25	Artificial Intelligence and Social Governance	Digital economy	Online or offline	3 hours
26	Innovation and Application of Blockchain Technology	Digital economy	Online or offline	3 hours
27	Artificial Intelligence, Blockchain and the Prospects of Finance	Digital economy	Online or offline	3 hours
28	Blockchain and Future Business Innovations	Digital economy	Online or offline	3 hours
29	New Landscape of Big Data Development in China	Digital economy	Online or offline	3 hours

04 智慧产业领域 | SMART INDUSTRY | 智慧产业领域 | O4



产业数字化转型升级人才培训项目

FOSTERING TALENTS FOR THE DIGITAL TRANSFORMATION AND UPGRADING ACROSS INDUSTRIES





项目价值 | DESCRIPTION

本培训项目介绍了中国数字经济发展的基本情况,为传统企业数字化升级提供了可行的解决方案,重点介绍运用大数据、人工智能技术全面提升电力行业、工业互联网行业和金融投资领域的管理水平,阐述了产业数字化转型途径。为金砖及金砖+国家传统产业升级和产业数字化转型提供了可操作的解决方案。

This training program introduces the basic facts about China's digital economy and proposes feasible solutions for the digital upgrading of traditional enterprises. By focusing on how to harness big data and AI technologies to comprehensively enhance the management capabilities in the electric power industry, the industrial Internet industry and the financial investment industry, the program elucidates the way forward for digital transformation across industries and offers feasible solutions for the upgrading and digital transformation of the traditional industries in the BRICS and BRICS Plus countries.

学员对象 | PARTICIPANTS

政府及企业高级管理人员。

Government officials and corporate executives.

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授课方式 | LECTURING

线上、线下均可 Online or offline.

学时安排 | DURATION

共 40 学时, 5 天 40 hours in 5 days

课程内容 | COURSE LIST

课 程	课程简介	学时安排
借力大数据实现传统 企业数字化升级与商 业模式创新	通过本课程学习,使学员初步建立对大数据技术的认识;掌握大数据的基本概念和相关技术,通过实例分析,使学员了解应用大数据在实践中解决问题的方法。引领学员认识大数据技术概况、应用发展概貌、激发大数据兴趣及协助制定基于大数据的创新发展。	
企业转型路径及百度 云计算解决方案案例	本课程围绕云计算在企业转型路径上的应用案例展开说明,帮助学员深刻理解 ABC3.0 时代百度云计算的战略价值,探索企业转型路径,拥抱云计算时代的人工智能企业新旧动能转换机遇。	
人工智能在电力行业 的应用与落地	本课程是 AI 在电力方向的科普认知类课程,介绍了电力行业现状及 AI 应用的发展方向,并分别介绍电力行业常用到的 AI 技术,结合目前已 经落地的相关案例进一步讲解,并根据案例及发展趋势浅析电力方向未 来人才需求,并对未来发展展望。	
智能化技术赋能工业互联网	本课程是工业互联网科普认知类课程,介绍了工业互联网发展现状方向及人才需求,旨在让学员对工业互联网有一个初步的认识与了解。在此基础上结合国内外工业互联网经典案例讲解组成工业互联网的网络、平台与安全,并对工业互联网关键技术进行详细的阐述。	8 课时
数字金融科技与服务创新	本课程是有关金融科技的技术入门课,通过本课程的学习使学员形成对数字产业、数字经济、数字金融与金融科技总体框架的认识。具体内容包括以下方面: 1、准确理解"金融+科技"的本质与发展趋势,充分发挥科技创新的优势,理解金融科技的基本概念及发展历程,以及移动支付、区块链、大数据等新技术对传统应用场景的模式创新。 2、深入了解由人工智能、大数据、云计算、区块链等技术构建的金融科技新时代特征,构建数字金融生态下的核心竞争力。 3、深刻把握移动支付行业发展趋势与创新,了解供应链金融常见模式以及与区块链相结合的模式创新。	

COURSE	DESCRIPTION	DURATION
Harnessing Big Data to Spur the Digital Upgrading of Traditional Enterprises and the Innovation of Business Models	This course will help trainees gain a preliminary understanding of the big data technology, its basic concepts and the associated technologies, and guide students through the application of big data to solve real-world problems by dint of case analysis. By getting trainees clued up on facts about the big data technology and its extensive applications, this course aims to stimulate students' interest in big data and to assist them in formulating innovative development strategies undergirded by big data.	
Transformation Path for Enterprises and Baidu Cloud Computing Solution	By introducing the application cases of cloud computing in the transformation of enterprises, this course helps trainees gain an in-depth understanding of the strategic value of Baidu cloud computing in the ABC3.0 era, explore the transformation paths for enterprises, and embrace opportunities of new and old kinetic energy conversion driven by artificial intelligence in the era of cloud computing.	
Application of Artificial Intelligence in the Electric Power Industry	As a science popularization class on AI applications in the electric power industry, this course introduces the status quo of the electric power industry and the trends of AI application, as well as the AI technologies commonly used in the electric power industry. It further analyzes the future intellectual demand of the electric power industry based on the real application cases and the development trend, and envisages its development prospects.	
Industrial Internet Empowered by Intelligent Technologies	As a science popularization course on the industrial Internet, this course introduces the status quo, development trend and intellectual demand of the industrial Internet industry, thereby helping trainees gain a preliminary understanding of the industrial Internet. On top of that, it uses the classic cases related to industrial Internet at home and abroad to elucidate the network, platform and security system that make up the industrial Internet, and further elaborates on the key technologies associated with the industrial Internet.	8 hours
Digital Fintech and Service Innovation	As an introductory course on financial technology (fintech), this course helps trainees gain a preliminary understanding of the overall framework of digital industry, digital economy, digital finance and fintech. Specifically, it will help trainees:	
	 comprehend the essence and trend of "finance + technology", give full play to the advantages of technological innovation, and understand the basic concepts and development history of fintech, as well as the impact of new technologies such as mobile payment, block chain, and big data on traditional application scenarios. gain an in-depth understanding of the characteristics of the whole-new fintech era undergirded by artificial intelligence, big data, cloud computing, block chain and other emerging technologies, and build core competitiveness in the digital financial ecosystem. gain an in-depth understanding of the development trends and innovations of the mobile payment industry, as well as the common models of supply chain finance and the model innovations made possible with block chain. 	

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师资介绍 | LECTURERS

郑老师

百度云智教育高级讲师,毕业于北京航空航天大学。历任微软、许继电力实验室开发工程师、项目经理,技术总监、新东方职业教育中心教学总监,从软件开发到技术人才管理,从技术人才招聘到技术人才培养都有所涉及,基于大数据的人工智能分析,自主研发 Android 和 iOS 云端编译引擎。著有《Android 系统移植和驱动开发》《Android 游戏开发案例与关键技术》等相关书籍。

武老师

百度云智教育金牌讲师,大连理工大学硕士,曾任"郑州电力职业技术学院"、"大连理工大学远程教育学院"专业课讲师,曾任"百度技术学院"特约讲师。有丰富的教育教学经验。曾就职于国家电网、三一集团、百度等工业或互联网企业,从事智能电网、智能制造等人工智能领域的研究工作,有多年数据分析、机器学习及深度学习的研究和应用经验;长期从事"深度学习"、"计算机视觉"、"无人零售"、"工业质检"等众多人工智能项目的开发及教学转换。曾为国家电网、中核电等央国企进行过培训授课。

周老师

百度云智教育高级讲师, 计算机专业博士, 高校教授。具有多年从事 IT 项目开发、设计、规划经验, 在大型国企担任研发及培训教师的经验。专注于云计算和大数据在能源领域的应用开发, 在电力大数据、高性能数据分析等领域有深入的理解, 主持或参与多项国家、省部级的大数据、区块链等方面的研究实践项目,发表 SCI、EI 期刊论文 10 余篇,出版《智能电网大数据云计算技术研究》专著一部,获发明专利两项。

向老师

百度云智教育高级讲师,大数据高级工程师;一社科院产业经济学博士,对高端装备制造,数字化转型有深入研究和独到见解-7年航天器制造及数字化相关经验,3年互联网从业经历,2年互联网高管经历,对互联网赋能传统行业有深刻理解-航天工业优秀讲师,曾给委内瑞拉、巴基斯坦卫星学员培训-拥有数字化相关专利10余项,发表数字化相关论文10余篇截止目前,培训授课超过100场次

孙老师

百度云智教育高级讲师, 百度资深售前与解决方案工程师。

- 1、曾在宇信科技集团、钱包金服集团任职解决方案总监。
- 2、拥有17年从业经验,在银行数字化转型领域深耕10多年。
- 3、为几十家银行提供过数字化转型的解决方案售前。
- 4、参与过100多家银行的数字化转型的项目落地实施支持。

Mr. Zheng

As a senior lecturer at Baidu ABC Institute, he graduated from Beihang University and has successively served as the development engineer, project manager and technical director of Microsoft and XJ Group's Electric Power Laboratory, as well as the teaching director of New Oriental Vocational Education Center, with responsibilities covering software development, technician management, technician recruitment, and technician training. On the strength of AI analysis of big data, he independently developed the cloud compilation engines for Android and iOS, and is the author of Android OS Porting and Driver Development, Android Game Development Cases and Key Technologies and other books.

Mr. Zhou

As a senior lecturer at Baidu ABC Institute, he is a PhD and a professor in computer science, and has served as a developer and a trainer in well-known state-owned enterprises, through which he has garnered years of experience in IT project development, design and planning. With a special focus on the application of cloud computing and big data in the energy sector, he has developed deep insights into the big data and high-performance data analysis in the energy sector. He has led or participated in a number of national, provincial and ministerial research or application projects associated with big data, block chain, etc., published more than 10 papers in SCI and EI indexed journals and a monograph titled Big Data and Cloud Computing for Smart Grid, and been granted two invention patents.

Mr. Sun

Senior lecturer of Baidu ABC Institute; senior pre-sales and solution engineer of Baidu.

- 1. worked as solution director at Yusys Technologies and Oianbao.com;
- 2. 17 years of industry experience, and more than 10 years of experience in the digital transformation of banks;
- 3. provided pre-sales solutions for the digital transformation of dozens of banks:

4. participated in the implementation of digital transformation projects of more than 100 banks.

Mr. Xiang

As a senior lecturer at Baidu ABC Institute, he is a senior engineer in big data and holds a doctorate in industrial economics from the Graduate School of Chinese Academy of Social Sciences. With deep and unique insights into highend equipment manufacturing and digital transformation, he has 7 years of rich experience in spacecraft manufacturing and digitalization, 3 years of experience working in the Internet industry, and 2 years of experience working as a senior executive in the Internet industry, through which he has gained an in-depth understanding of how to empower traditional industries with Internet. As an outstanding lecturer in aerospace engineering, he has trained a host of satellite trainees from Venezuela and Pakistan. He has been granted more than 10 digitalization-related patents, published more than 10 digitalization-related papers, and has so far given more than 100 training lectures.

Mr. Wu

As a gold lecturer at Baidu ABC Institute, he holds a master's degree from Dalian University of Technology and has accumulated rich experience in education and teaching by successively serving as a major subject lecturer at the Zhengzhou Electric Power Technology College and the School of Distance and Continuing Education of Dalian University of Technology, and a special lecturer at Baidu Institute of Technology. He has also garnered extensive experience in data analysis, machine learning and deep learning by carrying out productive research into the artificial intelligence for smart grid and smart manufacturing at industrial or Internet companies such as State Grid, Sany Group, Baidu, etc. He has long been engaged in the development of artificial intelligence projects related to deep learning, computer vision, unmanned retail, and industrial quality inspection, as well as the lecturing thereof, and has provided training for state-owned enterprises such as State Grid and China Nuclear Power.

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智慧渔业人才培训项目

FOSTERING SMART FISHERY TALENTS

项目简介 | DESCRIPTION

智慧渔业是把物联网、大数据、人工智能、机器人等领域技术应用于水产养殖业,利用水产养殖智能化设备、工厂化循环水养殖成套设备、水产养殖尾水治理装备、深远海养殖平台智能管理系统,为养殖企业建立水产养殖数字化管理平台和安全保护屏障,使水产养殖摆脱传统的"靠天吃饭",向工业化、标准化、自动化、数字化、信息化、智能化方向发展。

通过本项目培训,学员们可以了解智慧渔业管理系统整套运作方法,为本国渔业信息化建设储备人才。

By applying technologies such as IoT, big data, artificial intelligence and robotics in the aquaculture industry, smart fishery uses intelligent aquaculture equipment, complete sets of equipment for recirculating aquaculture in the factory, aquaculture tail water treatment equipment, and the intelligent management system for the deep-sea and far-sea aquaculture to establish a digital aquaculture management platform and a safety barrier for aquaculture enterprises, thereby helping aquaculture enterprises get rid of their traditional dependence on weather conditions and readily march towards industrialization, standardization, automation, digitization, informatization, and intellectualization.

This training program will guide trainees through the use the smart fishery management system, thereby fostering reserve talents shoring up China's fishery informatization.



培训对象 | PARTICIPANTS

金砖及金砖+国家从事渔业生产、养殖领域的企业家或技术人员

Entrepreneurs or technicians engaged in fishery production and aquaculture in BRICS and BRICS Plus countries

培训学时 | DURATION

40 天, 共 240 课时 240 hours in 40 days

培训语言 | LANGUAGE

中文授课,可同声翻译英语、俄语、葡语。

Classes are taught in Chinese and can be translated into English, Russian, and Portuguese simultaneously.

培训方式 | LECTURING

线下集中培训。 Offline centralized lecturing

培训内容 | COURSE LIST

课 程	课程简介	授课形式	计划学时
水产养殖常用设 备简介	课程通过介绍智慧渔业系统中常见的设备,如增氧机,投料机,饲料集中供应系统,停电停气报警器,水产施药艇,水产施药车,水产无人艇,吸鱼泵,捕鱼装置,鱼用疫苗连续注射器,水质在线监测设备等初步了解智慧渔业系统的整套软硬件设备。	线下	40 学时
水质监测与调控技术	课程内容主要包括养殖水环境的监测与综合调控。具体包括水质监测项目及分析方法的选择,水样、底样的采集、预处理及保存,水样物理指标如水温、色度、嗅、盐度、浊度、悬浮物质等的测定,水样及底样化学指标如 pH 值、溶解氧、COD、氨氮、亚硝酸盐氮、活性磷酸盐、硬度、总磷和总氮等的原位及异位的测定,及其池塘水质、底质的调控等技术。同时设置代表性的实验实训技能项目。	线下	30 学时
水产养殖学	课程内容主要包括经济鱼、虾、贝、藻的人工繁殖、育苗 及成体养殖技术、及常见疾病的诊断与防治技术。养殖品 种选取兼顾南北方不同区域的生产需求,包含常见海水、 淡水养殖品种;同时设置代表性的实验实训技能项目。	线下	50 学时
物联网技术	课程通过介绍了物联网的基本概念及应用领域,智慧渔业系统中如何运用感知识别技术,包括射频识别工作原理、RFID系统的基本组成及其典型应用、传感器及检测技术,结合物联网中的数据融合、云计算技术等实现渔业智慧管理。	线下	20 学时
水产养殖企业 ERP 管理系统	课程通过详细介绍养殖过程中的用料管理,用药管理,放苗管理,打样管理,损失管理,进料管理,进药管理,进苗管理,购销管理的全套系统,让学员了解渔业精细化管理的整个流程,同时学习分析系统提示的各种报表,从报表中找到问题。	线下	20 学时
工厂化循环水养殖成套设备	课程通过学习工厂化养殖车间设计,循环水工艺流程设计, 工厂化养殖池设计以及工厂化循环水养殖常用设备,了解 工厂化循环水养殖的整套流程。	线下	50 学时
智慧渔业管理系统	课程具体实操智慧渔业管理系统,通过水产养殖大数据平台,学习使用水产养殖生产管理系统软件,水产品质量安全管理系统和水产品运输管理系统等系统分析渔业养殖过程的问题,并利用平台找到及时解决问题的方法。	线下	30 学时

COURSE	DESCRIPTION		DURATION
Introduction to Commonly Used Aquaculture Equipment	This course introduces the commonly used aquaculture equipment in the smart fishery system, including aerator, feeder, centralized feed supply system, power/oxygen failure alarm, aquatic pesticide application boat, aquatic pesticide application vehicle, aquatic unmanned boat, fish suction pump, fishing equipment, continuous syringe for fish vaccination, online water quality monitoring equipment, etc.	Offline	40 hours
Water Quality Monitoring and Control Technologies	This course mainly introduces the monitoring and comprehensive control of aquatic environment in aquaculture, including: the selection of water quality monitoring items and analysis methods; the collection, pretreatment and storage of water and sediment samples; measurement of the physical indicators of water samples (such as water temperature, color, odor, salinity, turbidity, suspended matters, etc.); in-situ and ex-situ measurement of the chemical indicators of water and sediment samples (such as pH value, dissolved oxygen, COD, ammonia nitrogen, nitrite nitrogen, active phosphate, hardness, total phosphorus, total nitrogen, etc.); and the control of pond water quality and sediment. This course also includes experiment-based skill training.	Offline	30 hours
Aquaculture	This course mainly introduces the artificial propagation, seedling and adult cultivation of fish, shrimp, shellfish and algae, as well as the diagnosis and prevention of common diseases. The selection of breeding species will take into account the production needs of both northern and southern regions, including common seawater and freshwater breeding species. Meanwhile, this course also includes experiment-based skill training.	Offline	50 hours
IoT Technology	This course mainly introduces the basic concepts and applications of the Internet of Things (IoT), and how to use perceptual recognition technologies in the smart fishery system, including the working principle of radio frequency identification, the basic composition of RFID system and its typical applications, sensors and detection technologies, and how to use technologies such as data fusion and cloud computing in IoT to achieve smart fishery management.	Offline	20 hours

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ERP Management System for Aquaculture Enterprises	This course introduces in detail the complete system of material management, medication management, seedling management, sampling management, loss management, feed management, drug purchase management, seedling purchase management, purchase and sales management in aquaculture, guides trainees through the whole processes of refined fishery management, and teaches them how to analyze various reports of the system and to pinpoint problems from the reports.	Offline	20 hours
Complete Sets of Equipment for Recirculating Aquaculture in the Factory	This course guides trainees through the whole processes of recirculating aquaculture in the factory by introducing the design of the factory breeding workshop, the design of recirculating water process, the design of factory breeding pond and the commonly used equipment for recirculating aquaculture in the factory.	Offline	50 hours
Smart Fishery Management System	This course teaches trainees how to manipulate the smart fishery management system. Through the aquaculture big data platform, the trainees will learn how to use the aquaculture production management system and how to utilize the aquatic product quality and safety management system and the aquatic product transportation management system to analyze the problems arising from fish breeding and how to utilize the platform to work out a solution in a timely manner.	Offline	30 hours





主要师资 | LECTURERS

李碧全

生物学院院长,国家职业技能鉴定高级考评员、福建省渔业协会特聘专家、福建省渔业学会海水养殖专业委员会委员、福建省饲料研究会生物饵料专委会委员。主要从事海水经济动物苗种繁育技术,主持《中国仙女蛤人工育苗技术》等省级科研项目 2 项、厅级 3 项。主要负责《水产养殖学》课程授课。

张继飞

讲师,物联网技术研究生,主要从事物联网系统开发、应用,申请多项专利,完成智慧渔业管理系统、工业互联网系统等多个项目的开发,主要负责《物联网技术》课程授课。

魏茂春

男,厦门海洋职业技术学院,副教授。中国智慧渔业协会常务理事、大北农渔联网工程首席科学家。主要研究方向:智慧渔业大数据公共服务平台,渔业自动化设备,智慧渔业管理系统。主要负责《水产养殖常用设备简介》、《工厂化循环水养殖成套设备》、《水产养殖企业 ERP 管理系统》、《智慧渔业管理系统》等课程授课。

谢丹丹

副教授,福建省高职院校"水环境监测与保护"专业带头人,主要从事水质监测与调控技术、水环境监测技术等有关教学与科研。主编福建省高职十二五规划教材《水质监测与调控技术》、《水质监测与调控技术实训》。主要负责《水质监测与调控技术》课程授课。

Li Biquan

He is the Dean of the Department of Marine Biology, Xiamen Ocean Vocational College, a senior examiner for National Vocational Skills Appraisal, a distinguished expert of Fujian Fisheries Association, a member of the Marine Aquaculture Committee of Fujian Fisheries Society, and a member of the Biological Feed Committee of the Fujian Feed Research Association. He is mainly engaged in the research on the breeding of commercial marine species, and has presided over 2 provincial and 3 departmental research projects such as the "Artificial Breeding of Callista Chinensis". He is mainly responsible for teaching the course of "Aquaculture".

Wei Maochun

He is an associate professor at Xiamen Ocean Vocational College, an executive director of the Intelligent Fishery Branch of CFA, and the chief scientist of Da Bei Nong Group. His main research interests focus on smart fishery big data public service platform, fishery automation equipment, and smart fishery management system. He is mainly responsible for teaching courses such as "Introduction to Commonly Used Aquaculture Equipment", "Complete Sets of Equipment for Recirculating Aquaculture in the Factory", "ERP Management System for Aquaculture Enterprises", and "Smart Fishery Management System".

Xie Dandan

She is an associate professor spearheading the establishment of the "Water Environment Monitoring and Protection" major in higher vocational colleges across Fujian Province. She is mainly engaged in the teaching of and research into water quality monitoring and control technologies, aquatic environment monitoring technologies, etc., and has edited a number of "12th Five-Year Plan" textbooks for higher vocational colleges across the province, such as "Water Quality Monitoring and Control Technologies" and "Training on Water Quality Monitoring and Control Technologies". She is mainly responsible for teaching the course of "Water Quality Monitoring and Control Technologies".

Zhang Jifei

He is a lecturer with a master's degree in IoT Technology, and is mainly engaged in the development and application of IoT systems. He has applied for a number of patents and completed the development of multiple projects such as smart fishery management system and industrial Internet system. He is mainly responsible for teaching the course of "IoT Technology".

04 智慧产业领域 | SMART INDUSTRY | 智慧产业领域 | 04

其他课程目录 | COURSE LIST

序号	课程名称	课程主题	授课形式	培训 时长
1	《计算机视觉之验证码识别》	人工智能	线下	10 学时
2	《计算机视觉之水果检测》	人工智能	线下	10 学时
3	《汽车 V 杆故障检测 fluid》	人工智能	线下	10 学时
4	《车牌识别 fluid》	人工智能	线下	10 学时
5	《图像分类》	人工智能	线下	10 学时
6	《物体检测》	人工智能	线下	10 学时
7	《知识图谱开发实战》	人工智能	线下	10 学时
8	《智慧零售果蔬识别》	人工智能	线下	10 学时
9	《智能家居语音识别》	人工智能	线下	10 学时
10	《智能门锁人脸识别》	人工智能	线下	10 学时
11	《智能灯控手势识别》	人工智能	线下	10 学时
12	《智慧停车场车牌识别》	人工智能	线下	10 学时
13	《深度学习推荐系统案例培训》	人工智能	线下	10 学时
14	《深度学习 NLP 案例培训》	人工智能	线下	10 学时
15	《计算机视觉及应用(CV)》	人工智能	线下	10 学时
16	《人工智能计算芯片开发与实战》	人工智能	线下	10 学时
17	《AIoT 实训营(含硬件)》	人工智能	线下	10 学时
18	《自动驾驶实训营(含硬件)》	人工智能	线下	10 学时
19	《自动驾驶入门课程》	人工智能	线下	10 学时
20	《自动驾驶进阶课程》	人工智能	线下	10 学时
21	《自动驾驶实践课程》	人工智能	线下	10 学时
22	《亚马逊出口运营指导、市场拓展分享、选品课程》	亚马逊出口运营	线下	10 学时
23	《新卖家如何高效开始亚马逊生意》	亚马逊出口运营	线下	10 学时
24	《亚马逊选品高阶网课》	亚马逊出口运营	线下	10 学时
25	《亚马逊线下课成长型会员系列课程》	亚马逊出口运营	线下	10 学时
26	《亚马逊新卖家入门实战课程》	亚马逊出口运营	线下	10 学时
27	《亚马逊选品高阶课程》	亚马逊出口运营	线下	10 学时
28	《亚马逊 CPC 广告高阶课程》	亚马逊出口运营	线下	10 学时
29	《亚马逊爆款打造高阶课程》	亚马逊出口运营	线下	10 学时
30	《短视频制作与营销》	互联网营销师	线下	20 学时
31	《直播营销》	互联网营销师	线下	20 学时
32	《社群营销》	互联网营销师	线下	20 学时
33	《国际运输、关务、供应链安全及费用控制》	进出口贸易实务	线上、线下均可	3 学时
34	《国际结算,出口退税及单证处理》	进出口贸易实务	线上、线下均可	3学时
35	《国际结算,信用证,汇率在进出口中合理运用》	进出口贸易实务	线上、线下均可	3 学时

SN	COURSE	ТНЕМЕ	LECTURING	DURA TION
1	Computer Vision: Recognition of Verification Code	Artificial intelligence	Offline	10 hours
2	Computer Vision: Fruit Recognition	Artificial intelligence	Offline	10 hours
3	Automobile V-rod Fault Detection Fluid	Artificial intelligence	Offline	10 hours
4	License Plate Recognition Fluid	Artificial intelligence	Offline	10 hours
5	Image Classification	Artificial intelligence	Offline	10 hours
6	Object Detection	Artificial intelligence	Offline	10 hours
7	Knowledge Graph Development	Artificial intelligence	Offline	10 hours
8	Fruit and Vegetable Recognition for Smart Retail	Artificial intelligence	Offline	10 hours
9	Voice Recognition for Smart Home	Artificial intelligence	Offline	10 hours
10	Facial Recognition for Smart Locks	Artificial intelligence	Offline	10 hours
11	Gesture Recognition for Smart Light Control	Artificial intelligence	Offline	10 hours
12	License Plate Recognition for Smart Parking Lots	Artificial intelligence	Offline	10 hours
13	Case Training on Deep Learning Based Recommender Systems	Artificial intelligence	Offline	10 hours
14	Case Training on NLP with Deep Learning	Artificial intelligence	Offline	10 hours
15	Computer Vision and Its Applications	Artificial intelligence	Offline	10 hours
16	Development and Applications of AI Computing Chips	Artificial intelligence	Offline	10 hours
17	AIoT Training Camp (including hardware)	Artificial intelligence	Offline	10 hours
18	Autonomous Driving Training Camp (including hardware)	Artificial intelligence	Offline	10 hours
19	Introductory Class on Autonomous Driving	Artificial intelligence	Offline	10 hours
20	Advanced Class on Autonomous Driving	Artificial intelligence	Offline	10 hours
21	Hands-on Class on Autonomous Driving	Artificial intelligence	Offline	10 hours
22	Guidance on Export Trade via Amazon, Market Expansion and Product Selection	Export operations on Amazon	Offline	10 hours
23	How Can New Sellers Start Business via Amazon	Export operations on Amazon	Offline	10 hours
24	Advanced Lesson on Amazon Product Selection	Export operations on Amazon	Offline	10 hours
25	Amazon Offline Lessons for Growth Members	Export operations on Amazon	Offline	10 hours
26	Getting Started for New Amazon Sellers	Export operations on Amazon	Offline	10 hours
27	Advanced Lesson on Amazon Product Selection	Export operations on Amazon	Offline	10 hours
28	Advanced Lesson on Amazon CPC Advertising	Export operations on Amazon	Offline	10 hours
29	Advanced Lesson on How to Create Best-Selling Products on Amazon	Export operations on Amazon	Offline	10 hours



1 项目一

增材制造培训项目

TRAINING PROGRAM ON ADDITIVE MANUFACTURING





项目简介 | DESCRIPTION

增材制造 (Additive Manufacturing, AM) 俗称 3D 打印,融合了计算机辅助设计、材料加工与成形技术、以数字模型文件为基础,通过软件与数控系统将专用的金属材料、非金属材料以及医用生物材料,按照挤压、烧结、熔融、光固化、喷射等方式逐层堆积,制造出实体物品的制造技术。目前,增材制造技术已经在航空航天、军工、船舶工业、核工业、汽车工业、轨道交通及医疗等多个行业领域应用,并且发挥着越来越重要的作用。

Additive Manufacturing (AM), also known as 3D printing, involves computer-aided design and material processing and forming techniques. Based on the 3D models, additive manufacturing leverages software and numerical control systems to stack dedicated metal materials, non-metal materials or medical biological materials layer by layer through extrusion, sintering, melting, light curing and spraying to produce physical objects. Presently, additive manufacturing has been applied in a wide range of industries and sectors such as aerospace, military, shipbuilding, nuclear, automobile, rail transit and healthcare, playing an increasingly pivotal role.

05 智能制造领域 | INTELLIGENT MANUFACTURING

培训对象 | PARTICIPANTS

金砖+国家在华企业员工,有机械加工基础者。

Employees of China-based companies from BRICS Plus countries, who have certain experience in mechanical processing.

培训学时 | DURATION

40 天, 共 240 课时 240 hours in 40 days

培训语言 | LANGUAGE

中文授课,中文授课,可同声翻译英语、俄语、葡语。

Classes are taught in Chinese and can be translated into English, Russian, and Portuguese simultaneously

培训方式 | LECTURING

线下集中培训

Offline centralized lecturing.

培训内容 | COURSE LIST

三维数字建模(45 学时):课程以UG软件为载体,运用实例教学法,由浅入深、循序渐进,让学员快速掌握三维建模的思维、方法及关键技术。主要内容包括:三维建模思维与技术流程、实体和曲面建模技术、工程图绘制等技术。

三维扫描与产品检测(30学时): 以工业件为实训案例, 操作三维扫描设备,获取完整、有效的点云数据,并输出。 将扫描数据与设计数据进行对比,进行品质检测并生成质 检报告。

产品逆向设计(30学时):利用对已有产品模型(实物)进行三维扫描而获取的数据进行产品三维CAD模型重构,并在此基础上进行产品创新设计。

3D 打印原理与设备维护(15 学时): 了解 3D 打印的用途,掌握 FDM 工艺打印技术的原理与工艺规划,懂得 FDM 设备的操作与维护保养

3D 打印数据处理(45 学时): 运用 Magics 软件, 对模型数据的面片修复处理, 使之符合各打印工艺需求。

光固化 SLA 工艺规划与加工(30 学时): 了解 SLA 设备结构原理与快速成型制造工艺流程,能对打印数据进行装配位设计、支撑设置、切片数据处理,设备型号添加等操作,熟练操作工艺控制软件进行打印加工。掌握打印设备与辅助设备的日常维护保养。

金属 SLM 工艺规划与加工(30 学时): 了解 SLM 设备结构原理与制造工艺流程,能对打印数据进行工艺设置,熟练操作工艺控制软件进行打印加工。掌握打印设备与辅助设备的安全措施,能进行日常维护保养。

后处理技术(15 学时): 能对打印产品进行清洗、 去除支撑、拼装和喷涂上色等工作。对产品进行一定的外 观美化工作。 3D Digital Modeling (45 hours): Demonstrating the use of UG software, this course employs the case-based teaching method to help trainees quickly grasp the notions, methods and key techniques of 3D modeling step by step. It mainly involves 3D modeling notions and steps, solid and curve modeling techniques, creation of engineering drawings, etc.

3D Scanning and Product Inspection (30 hours): Taking industrial parts as examples, this course will teach trainees how to use the 3D scanner to obtain and output the complete and valid point cloud data, compare the scanned data with the design data, conduct quality inspection, and eventually generate the quality inspection report.

Product Reverse Engineering (30 hours): perform 3D scanning of an existing product (physical object), use the acquired data to reconstruct the 3D model in CAD, and then carry out innovative design on this basis

Principle of 3D Printing and Equipment Maintenance (15 hours): learn about the uses of 3D printing, master the working principles and process planning of FDM printing, and master the use and maintenance of FDM equipment.

3D Print Data Processing (45 hours): use Magics software to repair and process the mesh data of models in order to meet the requirements of various printing processes.

Light Curing SLA Process Planning and Processing (30 hours): learn about the structure and working principle of SLA equipment and the workflow of rapid prototyping manufacturing, carry out assembly position design, support setting and slice data processing, add equipment model, master the use of process control software for printing and processing, and know how to carry out the daily maintenance of printing equipment and auxiliary equipment.

Metal SLM Process Planning and Processing (30 hours): learn about the structure and working principle of SLM equipment and the workflow of rapid prototyping manufacturing, learn the process setup of print data, master the use of process control software for printing and processing, have a grasp of the safety measures and daily maintenance of printing equipment and auxiliary equipment.

Post-Processing Techniques (15 hours): learn how to clean the printed product, remove the supports, assemble the parts and paint the finished whole products, and how to beautify the appearance of the finished product.

主要师资 | LECTURERS

苏扬帆

女,高级讲师、高级技师,3D打印专业 带头人。主要承担《3D打印数据处理与工艺 规划》、《机构设计》和《原型制作》等课程。

游暖媛

女,讲师、高级工,3D打印技术应用专业骨干教师。主要承担《三维实体建模》《逆向工程》《造型设计》《3D打印实训》等课程教学。

刘晓莉

女,一级实习指导教师、高级工、国家级裁判员、考评员,3D打印专业骨干教师。主要承担《三维实体建模》《逆向工程》《造型设计》《3D打印实训》等课程教学。

Su Yangfan

Senior lecturer, senior technician, and pacesetter in the "3D Printing" discipline. She is mainly responsible for teaching courses such as "3D Print Data Processing and Process Planning", "Mechanical Design" and "Prototyping".

You Nuanyuan

Lecturer, advanced skilled worker, and backbone teacher for the major of "3D Printing Application". She is mainly responsible for teaching courses such as "3D Solid Modeling", "Reverse Engineering", "Modeling Design" and "3D Printing Training".

Liu Xiaoli

First-grade intern instructor, advanced skilled worker, national competition judge, assessor, and backbone teacher for the "3D Printing" major. She is mainly responsible for teaching courses such as "3D Solid Modeling", "Reverse Engineering", "Modeling Design" and "3D Printing Training".

05 智能制造领域 | INTELLIGENT MANUFACTURING | 智能制造领域 | 05

其他课程目录 | COURSE LIST

序号	课程名称	课程主题	授课形式	培训 时长
1	《UGNX 建模》	切削加工智能制造	线下	40 学时
2	《UGNX CAM》	切削加工智能制造	线下	40 学时
3	《UGNX CAD CAE 高级加工》	切削加工智能制造	线下	40 学时
4	《UGNX CAD CAE 高级加工》	切削加工智能制造	线下	40 学时
5	《三坐标测量仪操作》	切削加工智能制造	线下	40 学时
6	《典型零件数控加工》	切削加工智能制造	线下	40 学时
7	《制造中的数字化概述》	智能制造工程	线下	40 学时
8	《NX MCD 数字化样机虚拟调试》	智能制造工程	线下	40 学时
9	《从规划到实施:一个鼠标的数字化之旅》	智能制造工程	线下	40 学时
10	《TIA 博途的数字化工程应用》	智能制造工程	线下	40 学时
11	《数字化企业中的全集成自动化 - 概要篇》	智能制造工程	线下	40 学时
12	《数字化企业中的全集成自动化 - 标准化介绍》	智能制造工程	线下	40 学时
13	《数字化企业中的全集成自动化 - 自动工程》	智能制造工程	线下	40 学时
14	《西门子 SIMATIC S7-1500 PLC 综合训练课程》	数字化企业中的全集 成自动化应用	线下	40 学时
15	《西门子 SIMATIC S7-1500 PLC 高级维护课程》	数字化企业中的全集 成自动化应用	线下	40 学时
16	《西门子 SIMATIC S7-1500 PLC 高级编程课程》	数字化企业中的全集 成自动化应用	线下	40 学时
17	《TIA Portal 基础》	数字化企业中的全集 成自动化应用	线下	40 学时
18	《S7-1500 PLC 分布式安全系统的调试与编程》	数字化企业中的全集 成自动化应用	线下	40 学时
19	《S7-1500PLC 与 TIA 博途软件编程》	数字化企业中的全集 成自动化应用	线下	40 学时
20	《西门子 SINUMERIK 840D SL 数控系统综合训练课》	数字化企业中的数控 机床应用	线下	40 学时
21	《西门子 SINUMERIK 840D SL 安全集成应用课》	数字化企业中的数控 机床应用	线下	40 学时
22	《西门子 SINUMERIK 840D SL/828D 数控系统操作与编程综合课》	数字化企业中的数控 机床应用	线下	40 学时
23	《西门子 SINUMERIK 840D SL 数控系统高级编程》	数字化企业中的数控 机床应用	线下	40 学时
24	《西门子运动控制系统综合应用课》	数字化企业中的数控 机床应用	线下	40 学时
25	《西门子运动控制系统高级编程课》	数字化企业中的数控 机床应用	线下	40 学时
26	《西门子运动控制系统维护课》	数字化企业中的数控 机床应用	线下	40 学时

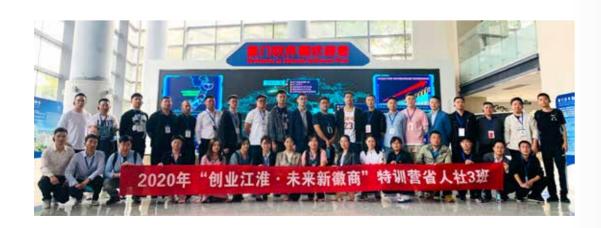
SN	COURSE	THEME	LECTURING	DURA TION
1	UGNX Modeling	Intelligent manufacturing of cutting process	Offline	40 hours
2	UGNX CAM	Intelligent manufacturing of cutting process	Offline	40 hours
3	UGNX CAD CAE Advanced Processing	Intelligent manufacturing of cutting process	Offline	40 hours
4	UGNX CAD CAE Advanced Processing	Intelligent manufacturing of cutting process	Offline	40 hours
5	Using the Coordinate Measuring Machine	Intelligent manufacturing of cutting process	Offline	40 hours
6	CNC Machining of Typical Parts	Intelligent manufacturing of cutting process	Offline	40 hours
7	Overview of Digitalization in Manufacturing	Intelligent manufacturing engineering	Offline	40 hours
8	Virtual Debugging of NX MCD Digital Prototype	Intelligent manufacturing engineering	Offline	40 hours
9	From Planning to Implementation: The Digital Journey of a Mouse	Intelligent manufacturing engineering	Offline	40 hours
10	Digital Engineering Applications of TIA Portal	Intelligent manufacturing engineering	Offline	40 hours
11	Totally Integrated Automation in Digital Enterprises: Overview	Intelligent manufacturing engineering	Offline	40 hours
12	Totally Integrated Automation in Digital Enterprises: Standardization	Intelligent manufacturing engineering	Offline	40 hours
13	Totally Integrated Automation in Digital Enterprises: Automation Engineering	Intelligent manufacturing engineering	Offline	40 hours
14	Comprehensive Training Course on Siemens SIMATIC S7-1500 PLC	Totally integrated automation in the digital enterprises	Offline	40 hours
15	Advanced Maintenance Course on Siemens SIMATIC S7-1500 PLC	Totally integrated automation in the digital enterprises	Offline	40 hours
16	Advanced Programming Course on Siemens SIMATIC S7-1500 PLC	Totally integrated automation in the digital enterprises	Offline	40 hours
17	Basics of TIA Portal	Totally integrated automation in the digital enterprises	Offline	40 hours
18	Debugging and Programming of S7-1500 PLC Distributed Safety System	Totally integrated automation in the digital enterprises	Offline	40 hours
19	Programming of S7-1500PLC and TIA Portal	Totally integrated automation in the digital enterprises	Offline	40 hours
20	Comprehensive Training Course on Siemens SINUMERIK 840D SL CNC System	Application of CNC machine tools in digital enterprises	Offline	40 hours
21	Security Integrated Application Course on Siemens SINUMERIK 840D SL	Application of CNC machine tools in digital enterprises	Offline	40 hours
22	Operational and Programming Course on Siemens SINUMERIK 840D SL/828D CNC System	Application of CNC machine tools in digital enterprises	Offline	40 hours
23	Advanced Programming Course on Siemens SINUMERIK 840D SL CNC System	Application of CNC machine tools in digital enterprises	Offline	40 hours
24	Comprehensive Application Course on Siemens Motion Control System	Application of CNC machine tools in digital enterprises	Offline	40 hours
25	Advanced Programming Course on Siemens Motion Control System	Application of CNC machine tools in digital enterprises	Offline	40 hours
26	Maintenance Course on Siemens Motion Control System	Application of CNC machine tools in digital enterprises	Offline	40 hours



1 项目

"互联网+"企业核心竞争力打造培训项目

TRAINING PROGRAM ON BUILDING THE CORE COMPETITIVENESS OF "INTERNET+" ENTERPRISES



项目价值 | DESCRIPTION

"互联网+"简单的说就是"互联网+传统行业",随着科学技术的发展,利用信息和互联网平台,使得互联网与传统行业进行融合,利用互联网具备的优势特点,创造新的发展机会。"互联网+"通过其自身的优势,对传统行业进行优化升级转型,使得传统行业能够适应当下的新发展,从而最终推动社会不断地向前发展。

2015年7月4日,国务院印发《关于积极推进"互联网+"行动的指导意见》。2020年5月22日,国务院总理李克强在发布的2020年国务院政府工作报告中提出,全面推进"互联网+",打造数字经济新优势。新常态下的"互联网+",已经上升到国家战略,它是一个不可逆转的趋势,当下所有的经营管理活动都应该纳入到这个背景下,方能立于不败之地。

为加快培养造就一批具有国际视野、战略眼光、开拓创新精神的优秀企业家和高水平管理人才队伍,充分发挥厦门市作为金砖国家新工业革命伙伴关系创新基地的人才培养作用,借助厦门面向金砖国家重要窗口,整合厦门大学多学科优势和特色资源,帮助学员掌握"互联网+"的背景、趋势、政策等,了解"互联网+"前沿理论与技术,为学员提供最新最有效的互联网+思维与战略创新实战方案!

Simply put, "Internet+" refers to "Internet + traditional industries". In the wake of the thriving development of science and technology, the information and Internet platforms can now be harnessed to enable the integration of the Internet with traditional industries, thereby creating new development opportunities on the strength of the Internet. Playing to its own advantages, "Internet+" well spurs the optimization, upgrading and transformation of traditional industries, which can therefore adapt to the new trends and in turn propel the sustained development of the society.

On July 4, 2015, the State Council issued the "Guiding Opinions on Actively Pushing Ahead with the Internet+ Action". On May 22, 2020, Premier Li Keqiang proposed in the Government Work Report 2020 of the State Council to comprehensively promote Internet+ applications and to forge new advantages in the era of digital economy. Under the New Normal, Internet+ has risen

to a national strategy and become an irreversible trend. All business and management activities should join this sweeping movement in order to remain invincible.

In order to foster a group of outstanding entrepreneurs and high-level management talents with international horizons, strategic visions and pioneering and innovative spirit, and to give full play to the pivotal role of Xiamen City as BRICS PartNIR Innovation Center in talent fostering, this training program makes full use of the multi-disciplinary advantages and the characteristic resources of Xiamen University to help trainees get clued up on the background, trends, policies, etc. of Internet+ and learn about the cutting-edge theories and technologies related to Internet+, and guides them through the latest and the most effective Internet+ thinking and strategic innovation cases.

培训对象 | PARTICIPANTS

- 1. 企业成长性好、创新能力强、市场份额持续增长,在区域或行业中处于龙头骨干地位的中小企业家及团队高层管理者;
 - 2. 具有较强的学习意识、开放的管理理念和突出的创新创业精神的管理干部。
- 1. Entrepreneurs and senior managers from SMEs boasting good growth potential, strong innovation ability, sustained market share growth, and leading roles in the region or industry;
- 2. Managers with strong learning awareness, open management notions and outstanding innovation and entrepreneurial spirit.

授课形式 | LECTURING

线上、线下均可

Online or offline.

学时安排 | DURATION

共64学时,8天

64 hours in 8 days

课程介绍 | COURSE LIST

课程	课程简介	学时安排
产业互联网发展趋势	中国产业互联网发展趋势	4 学时
产业互联网与传统企业转型升级	1. 产业互联网时代背景 2. 产业互联网时代的想象空间及其商业逻辑 3. 产业互联网网在各行业中的运用 4. 产业互联网与传统企业转型升级 5. 原生态案例研讨分享及课堂训练总结	4 学时
基于互联网的商业模式创新	1. 移动互联网时代的特征及其商业策略 2. 创新思维的必然性 3. 创新思维的实战性 4. 商业模式的顶层意义 5. 移动互联网时代的制胜策略 6. 移动互联网商业模式设计关键环节 7. 移动互联网的未来	4 学时
互联网经济与"两化"融合趋势	模块一 互联网经济带来的新模式 1. 互联网及其"互联网 +" 2. 互联网思维与传统行业之间的融合 3. 互联网带给我们的新驱动力分析 4. 互联网思维运用案例分析 模块二 "两化"融合带来的新趋势	4 学时
互联网 + 的思维与 创新	1. 新视角: 互联网的三个视角 2. 新技术: 互联网 +、大数据、人工智能、5G、区块链 3. 新革命: 四次工业革命 4. 新管理 5. 新动能 6. 新基础 7. 新农业 5. 新工业 9. 新商业 10. 新治理 11. 新威胁	4 学时
互联网+背景下的 企业核心竞争力打造	1. 数字经济时代的到来 2. 数字化运营的企业分析项目与路径 3. 数字化与企业核心竞争力 4. 核心竞争力的培育路径 5. 核心竞争力的数字化实践	4 学时

课 程	课程简介	学时安排
互联网 + 与企业战略创新	模块一 新常态发展模式如何改变中国经济 1. "新常态" 提出的背景 2. "新常态" 三大核心内涵解读 3. "新常态" 下中国宏观经济与行业趋势分析 4. "新常态" 下企业内部管理的变革 5. "新常态" 是一个弯道一次机遇 模块二 互联网 + 思维带来转型新动力 1. "互联网 +" 带来的热潮 2. 互联网 + 带给我们的新驱动力分析 4. 互联网思维与传统行业之间的融合 3. 互联网 + 带给我们的新驱动力分析 4. 互联网思维运用案例分析 模块三 结合互联网 + 思维进行企业战略创新 1. 互联网 + 时代的战略创新趋势 2. 企业战略创新概述 3. 提高组织的自我意识(实训环节) 4. 企业在互联网 + 中的转型空间分析 5. 企业的核心竞争能力 6. 战略分析方法 7. 销售战略 8. 技术战略 9. 组织战略	8 学时
互联网 + 制造业融 合发展	互联网 + 制造业融合发展	4学时
互联网 + 与政府公 共服务创新	互联网 + 与政府公共服务创新	4 学时
互联网+智慧医疗	互联网 + 智慧医疗	8 学时
互联网思维与新零售	 互联网渗透世界背后的逻辑 互联网思维的常见关键词 新零售优势 新零售的核心运营流程 	4 学时
互联网时代的管理战 略转型	互联网时代的管理战略转型	8 学时

COURSE	DESCRIPTION	DURATION
Development Trends of Industrial Internet	Development trends of industrial Internet in China	4 hours
Industrial Internet and the Transformation and Upgrading of Traditional Enterprises	1.Temporal context of the industrial Internet 2.The room for imagination and business logic in the age of industrial Internet 3.Application of industrial Internet across diverse industries 4.Industrial Internet and the transformation and upgrading of traditional enterprises 5.Discussion of original cases, sharing of thoughts and summary of classroom training	4 hours
Internet-Based Business Model Innovation		
Integration of Internet Economy with Informatization and Industrialization	action and 1. The Internet and its "Internet+" 2. Integration of Internet thinking with traditional industries	
Internet+ Thinking and Innovations	1.New perspectives: three perspectives of the Internet 2.New technologies: Internet+, big data, artificial intelligence, 5G, block chain 3.New Revolution: the Fourth Industrial Revolution 4.New management 5.New kinetic energy 6.New foundation 7.New agriculture 8.New industry 9.New commerce 10.New governance 11.New threats	4 hours

06 通信与互联网 | COMMUNICATION OVER INTERNET

COURSE	DESCRIPTION	DURATION
Build Core Competitiveness against the Backdrop of Internet+	1.Arrival of the digital economy era 2.Business analysis and path of digital operation 3.Digitization and the core competitiveness of enterprises 4.Cultivation path of core competitiveness 5.Digitalization practices to build core competitiveness	4 hours
Internet+ and Corporate Strategy Innovation	Module 1: How will the "New Normal" development model reshape the economy of China 1. Background of the "New Normal" 2. Three core connotations of the "New Normal" 3. China's macroeconomic and industrial trends under the "New Normal" 4. Shift in the internal management of enterprises under the "New Normal" 5. "New Normal" is an opportunity for overtaking on the curve Module 2: The new impetus for transformation brought by the Internet+ thinking 1. The upsurge brought by Internet+ 2. Integration of Internet thinking with traditional industries 3. Analysis of the new driving forces brought to us by the Internet 4. Case analysis of the applications of Internet thinking Module 3: Harness Internet+ thinking to innovate the corporate strategies 1. Trends of strategic innovation in the Internet+ era 2. Overview of the innovation in corporate strategy 3. Improve self-awareness in the organization (training session) 4. Room for transformation in Internet+ 5. Core competitiveness of an enterprise 6. Methods for strategic analysis 7. Marketing strategies 8. Technical strategies 9. Organizational strategies	8 hours
Integrated Development of Internet and Manufacturing Industry	Integrated Development of Internet and Manufacturing Industry	4 hours
Internet+ and Innovation in Government's Public Services	Internet+ and Innovation in Government's Public Services	4 hours
Internet+ Smart Healthcare	Internet+ Smart Healthcare	8 hours
Internet Thinking and New Retail	1.The logic behind the penetration of the Internet across the globe 2.Common keywords of Internet thinking 3.Advantages of new retail 4.Core operational processes of new retai	4 hours
Transformation of Management Strategy in the Internet Age		8 hours

师资简介 | LECTURERS

曹嘉飞

高级管理咨询师、培训师,高盛集团项目合作管理咨询师,清华大学浙江大学厦门大学总裁班授课导师。2012年度杭州市十佳大学生创业导师,中国新经济研究与实践网络商学院创始人,杭州图慧生物科技有限公司董事长,湖州大雅圭璋文化发展有限公司董事长,东方卫视《中国长三角》特邀嘉宾,搜狐《商界非常道》顾问。历任中学教师、电台节目主持人、某外资制造企业营销经理、广告公司总经理、某大型保险公司培训部总经理、营销部总经理、分公司总经理,咨询公司培训总监、副总经理、合伙人等职,曾创办三家公司,现任两家公司的董事长和中国新经济研究与实践网络商学院创始人,有超过20年的教育培训和企业管理经验。

陈晓阳

厦门城市党建学院特聘客座教授,十佳优秀师资,全 国多地政府特约讲师、厦门智联信通智慧物联等多家公司 咨询师、顾问。主要从事哲学思维与新产业革命、新管理、 新模式等领域的跨界实践与研究,长期在厦门大学等高校 为党政干部、企业家授课,多次获得学员最受欢迎老师称号。

吕志奎

厦门大学公共事务学院副院长、公共管理系教授、博士生导师兼公共管理系主任。清华大学公共管理学院博士后,中山大学政治与公共事务管理学院博士,美国内布拉斯加(奥马哈)大学访问学者。主持国家社科基金项目两项,出版专著两本。入选厦门大学"我最喜爱的十位老师"(2016年)和福建省高校新世纪优秀人才支持计划(2018年)。厦门大学学生科创竞赛优秀指导教师暨"德贞社会课堂基金"优秀指导教师奖(2017年),福建省大学生"挑战杯"

大赛优秀指导教师奖(2017 年),福建省社会科学优秀成 果奖(2018 年)。

单运涛

医疗服务营销专家、国家职业规划师、国际 ACI 注册培训师、工商管理学士法学学士。5 年医疗服务营销实战经验、10 年医疗/整形美容行业工作经历。曾任浙江连天美集团总裁秘书、浙江连天美集团商学院执行院长。现任中国整形美容协会医学教育与管理分会委员。

庄建忠

新加坡国立大学 MBA。联合创办新加坡开锐管理咨询有限公司,服务项目涵盖企业发展战略、组织与绩效管理、营销与品牌建设、企业文化等领域;创办云宝商盟商盟网络有限公司,是中国第一批快消品 B2B 交易服务平台;创办美年畅道网络有限公司,致力于为大消费、大健康产业的品牌商和平台企业提供战略升级、组织变革、营销创新咨询服务,以及社交电商、内容电商等新兴渠道解决方案的专业咨询服务。出任雀巢及银鹭食品社交新零售首席战略与运营顾问、海尔顺逛社交电商平台特约导师及资深培训师等。

孙传旺

经济学博士。国家公派美国康奈尔大学经济系访问学者。现任厦门大学经济学院教授,博士生导师。厦门信息产业与信息化研究院副院长。新华社特邀评论员。福建省青年拔尖创新人才,福建省高校杰出青年科研人才。全国微课程大赛一等奖。研究方向为经济改革、宏观政策、能源金融、组织管理等等。

Cao Jiafei

Senior management consultant, trainer, Project Cooperative Management Consultant of Goldman Sachs, and lecturer for the EMBA programs of Tsinghua University. Zhejiang University and Xiamen University. He was one of the "Top 10 College Student Entrepreneurship Mentor of Hangzhou City" for 2012, and is the founder of China Business School for New Economy Research and Practice Network, the Board Chairman of Hangzhou Tuhui Biological Technology Co., Ltd., the Board Chairman of Huzhou Daya Guizhang Cultural Development Co., Ltd., the special guest of Dragon TV's "China Yangtze River Delta" program, and a consultant to Sohu's "Extraordinary Ways of Business" column. He has worked as a middle school teacher, a radio presenter, marketing manager of a foreign-funded manufacturing company, general manager of an advertising company, general manager of the training department, marketing department and subsidiary respectively of a large-sized insurance company, and training director, deputy general manager and partner respectively of a consulting firm. He has founded three companies and is now the chairman of the two companies and the founder of China Business School for New Economy Research and Practice Network. He has more than 20 years of experience in education, training and corporate management.

Chen Xiaoyang

Special visiting professor at Xiamen Municipal Party Building Academy, one of Xiamen's "Top 10 Outstanding Teachers", special lecturer engaged by local governments across China, and consultant/adviser to companies such as IOTCOMM. He is mainly engaged in the cross-border practice of and research on integrating philosophical thinking with new industrial revolution, new management and new models, and has long been giving insightful lectures to entrepreneurs and party and government cadres at Xiamen University and other prestigious universities.

Lv Zhikui

Deputy Dean of the School of Public Affairs, Xiamen
University, and professor, Ph.D. supervisor and director of the
Department of Public Administration, Xiamen University. He
was a postdoctoral fellow at the School of Public Policy &
Management, Tsinghua University, and holds a doctoral degree
from the School of Government, Sun Yat-Sen University,
in addition to being a visiting scholar at the University of
Nebraska Omaha (USA). He has presided over two projects
funded by the National Social Science Fund of China and
published two monographs. He was selected into the "My
Ten Favorite Teachers" of Xiamen University (2016) and

the "Fujian Program for New Century Excellent Talents in University" (2018). He has been awarded honors such as the "Excellent Instructor of Xiamen University for Students' STI Competition" and "Excellent Instructor Award of Dezhen Social Class Fund" (2017), "Outstanding Instructor Award of Fujian College Student 'Challenge Cup' Contest' (2017), and "Social Science Outstanding Achievement Award of Fujian Province" (2018).

Shan Yuntao

Medical service marketing expert, National Career Planner, ACI Instructor, Bachelor of Business Administration, and Bachelor of Law. He has 5 years of medical service marketing experience and 10 years of experience working in the healthcare/beauty industry. He was the secretary to the president of Zhejiang Luxeme Group and the Executive President of the Group's Business School. He is currently a member of the Medical Education and Management Branch of the Chinese Association of Plastics and Aesthetics.

Zhuang Jianzhong

He holds a MBA degree from the National University of Singapore. He co-founded Kent Ridge Consulting Pte. Ltd. to provide services such as corporate development strategy, organization and performance management, marketing and brand building, corporate culture, etc. He also founded Yunpos Network Co., Ltd., which became one of the first FMCG B2B service platforms in China. He founded Wonderful Eras Network Co., Ltd. to provide consulting services such as strategic upgrading, organizational transformation and marketing innovation for brands and platform operators focusing on big consumption and big health industries, as well as professional consulting services for social e-commerce, content e-commerce and other emerging channel solutions. He has served as the Chief Strategy and Operation Consultant for Social New Retail in Nestle and Yinlu Foods, and the special instructor and senior trainer of Haier's social e-commerce platform ShunGuang.

Sun Chuanwang

Ph.D. in Economics, visiting scholar at the Department of Economics, Cornell University. He is currently a professor and doctoral supervisor at the School of Economics, Xiamen University, Deputy Dean of the Institute of Information Industry and Informatization, Amoy, and a guest commentator of Xinhua News Agency. He has been awarded honors such as "Top-notch Youth Innovator of Fujian Province", "Outstanding Young Researcher in Universities of Fujian Province", and the First Prize of the National Micro-teaching Competition. His research interests focus on economic reform, macro policy, energy finance, organization and management, etc.







02

ICT 工程师培训项目

COMMUNICATION OVER INTERNET: ICT ENGINEER TRAINING PROGRAM

培训简介 | DESCRIPTION

该培训聚焦于行业业务、ICT 在行业的典型应用和最佳实践,培养既懂行业,又懂技术和创新的跨界融合型"行家";通过凝聚高校和行业专家的专业教育培训,向社会和行业输送高素质、专业化、规范化的 ICT 工程师,从人才这个行业源头上发力,助力行业和产业的专业、规范、健康发展。

Focusing on the typical applications and best practices of ICT across different industries, this training program aims to foster cross-sector integration "experts" who have deep expertise in both the industry and the associated technologies and innovations. Lectured by college teachers and industry experts, this program is set to supply high-quality and professional ICT engineers to bolster the specialized, normative and healthy development of diverse industries.

培训对象 | PARTICIPANTS

金砖 + 国家在华企业员工,有一定的计算机网络基础,从事计算机网络技术、网络工程、电子工程等相关领域工作。

Employees of China-based companies from BRICS Plus countries, who have certain experience in computer network and are engaged in computer network technology, network engineering, electronic engineering and other related sectors.

培训学时 | DURATION

30 天, 共 150 课时 150 hours in 30 days

培训语言 | LANGUAGE

中文授课, 中文授课, 可同声翻译英语、俄语、葡语。

Classes are taught in Chinese and can be translated into English, Russian, and Portuguese simultaneously.

培训方式 | LECTURING

线下集中培训

Offline centralized lecturing

培训内容 | COURSE LIST

通过培训后可以考取华为HCIA-Routing&Switching认证。

Through training, trainees can obtain Huawei's HCIA-Routing & Switching Certification.



第一部分:数据通信技术			
培训主题课时	培训内容	培训目标	
ICT 行业基础 (2 课时)	ICT 行业现状 新形势下 ICT 行业趋势与热潮	1、能够清楚认识现在互联网 ICT 行业的现状 2、了解新形势下 ICT 发展趋势、主流行业方向	
数据通信基础(20 课时)	企业网络基本架构 ISO、TCP/IP 通信模型介绍 了解一些常见的传输介质 掌握以太网中数据帧的结构 数据转发原理 IP 报文结构介绍 网络层协议 ARP 网络层协议 ICMP 华为 VRP 系统	1、企业网络的基础架构 2、掌握协议的必要性 3、熟练掌握数据通信模型 4、掌握通信双方的数据转发原理 5、VRP 特点、VRP 基本操作与维护 6、熟练操作华为设备 VRP 系统 7、掌握 ARP、ICMP 协议原理并能够实操验证	
以太网交换原理(10 课时)	以太网交换原理 VLAN 原理与实现 虚拟局域网络交换机的端口类型 生成树协议原理 以太网链路聚合	1、了解常见的以太网设备包括 Hub、交换机等 2. 掌握交换机的基本工作原理与配置实现3、学会如何解决传统交换网络面临的问题4、学会如何提升传统以太网络的冗余性和可靠性	
IP 路由基础 (10 课时)	IP 编址基础 可变长子网划分 VLSM 无类域间路由 CIDR 路由器基本原理 静态路由原理	1、理解 IP 编址及使用 IP 地址来设计网络 2、了解常见的网络层设备路由器的基本工作原理 3、掌握路由选路基本原则 4、学会使用静态路由实现小型网络的互联	

路由协议原理(16 课时)	常见路由协议的分类 距离矢量路由协议介绍 链路状态路由协议 OSPF 介绍	1、掌握 RIP 协议原理及如何在 VRP 中实现 2、OSPF 技术原理应用 3、学会如何使用华为路由器通过路由协议构 建小型路由网络
网络安全基础与网络 接入技术 (10 课时)	访问控制列表技术原理 网络地址转换技术 AAA 原理与实现 IPSec VPN 技术基础	1、掌握 ACL 在企业网络中的应用 2、使用 NAT 技术实现企业内外网通信 3、学会如何利用网络安全技术保证网络安全性
广域网技术(8课时)	典型串口封装协议 PPP 掌握 PPP 协商过程 了解 PPP 验证的两种方式 掌握 PPPoE 协商过程	1、学会使用广域网技术实现远距离数据传输2、实战部署广域网技术在以太网上的应用
IPv6 基础 (12 课时)	IPv6 基础原理 构建简单 IPv6 网络 OSPFv3 协议原理	1、掌握 IPv6 基础技术 2、学会通过 OSPFv3 部署小型 IPv6 网络

	第二部分: 网络管理技术			
培训主题课时	培训内容	培训目标		
网络管理基础	网络管理概述与目标	1、了解网络管理的目标与基本功能		
(4 课时)	网络管理的基本功能			
路由控制技术	网络数据流程控制方法	1、掌握控制网络流量可达性的实现方式		
(8 课时)	策略工具的使用	2、熟悉路由引入及导致的问题、解决方法		
	条件工具的使用			
	路由引入实现			
	调整流量路径			

简单网络管理 (10 课时)	DHCP 动态 IP 地址管理 FTP 文件管理协议 远程管理技术 SNMP 技术原理	1、掌握动态主机配置协议并实操验证 2、掌握 FTP、Telnet、SNMP 等简单管理技术并实操验证
防火墙安全管理 (8 课时)	防火墙基础知识 防火墙安全策略配置 防火墙上攻击防范原理 防火墙上应用行为控制原理	1、了解防火墙安全原理 2、通过实战部署实现防火墙安全管理
云计算管理 (8 课时)	云计算基础概述 云计算发展趋势 云计算运维管理技术	1、熟悉云计算行业发展动态、了解云计算行业飞速发展的原因 2、了解云数据与云资源管理技术

第三部分:企业网络架构

培训主题课时	培训内容	培训目标
典型园区网络组网 方式 (8 课时)	了解园区网的典型组网架构 掌握小型园区网规划设计 掌握小型园区网部署实施方案	1、掌握园区网典型组网架构及实践案例 2、独立完成一个网络工程项目
典型无线网络组网 方式 (10 课时)	WLAN 概述 华为 WLAN 产品介绍 WLAN 组网介绍 快速配置 WLAN 业务	1、了解 WLAN 技术的典型应用场景 2、了解 WLAN 最新产品信息 3、实战部署小型企业 WLAN 网络
典型数据中心组网 方式 (6 课时)	了解数据中心典型组网架构 掌握中小型数据中心网络规划设计 掌握中小型数据中心部署实施方案	1、了解数据中心基础概述 2、掌握数据中心网络部署方式

Part I: Data Communication Technology

COURSE	DESCRIPTION	OBJECTIVES
Basics of ICT Industry	Status quo of the ICT industry	1. Gain a clear understanding of the status quo of the IC
(2 hours)	Trends and highlights of the ICT industry under the new situations	industry; 2. Understand the development trends and mainstream directions of the ICT industry under the new situations.
Basics of Data	Basic architecture of the enterprise network	1. Basic architecture of the enterprise network;
Communication (20 hours)	Introduction to ISO and TCP/IP	Learn different communication protocols; Learn data communication models;
	Common transmission media	Learn data communication models; Understand the principles of data forwarding between
	Structure of data frames in Ethernet	the two sides;
	Principles of data forwarding	5. Features, basic configuration and maintenance of VRP
	Structure of IP messages	 Master the use of VRP system on Huawei equipment; Understand the principles of ARP and ICMP protocols
	ARP as a network layer protocol	and learn how to apply them in practice.
	ICMP as a network layer protocol	
	Huawei VRP system	
Basics of Ethernet	Basics of Ethernet Switching	1. Learn about common Ethernet equipment, including
Switching (10 hours)	VLAN basics and its implementation	hub, switch, etc. 2. Grasp the basic principles and configuration of the
	Port types of virtual LAN switch	switch 3. Learn how to solve the problems in traditional
	Principles of the Spanning Tree Protocol (STP)	switching networks
	Ethernet link aggregation	4. Learn how to improve the redundancy and reliability of traditional Ethernet networks
Basics of IP Routing	Basics of IP addressing	1. Understand IP addressing and use IP addresses to
(10 hours)	Variable Length Subnet Mask (VLSM)	design networks 2. Understand the basic principles of the common
	Classless Inter-Domain Routing (CIDR)	network layer equipment of router 3. Understand the basic principles of routing
	Basic principles of routers	4. Learn how to use static routing to realize the
	Basic principles of static routing	interconnection of small networks
Basics of Routing	Classification of common routing protocols	Understand the principles of RIP protocol and how to
Protocol (16 hours)	Introduction to the distance vector routing protocol	implement it in VRP2. Understand the principles and applications of OSPF
	Introduction to the link-state routing protocol of OSPF	3. Learn how to use Huawei router to build a small routin network through routing protocols
Basics of Cyber	Technical principles of Access Control List (ACL)	1. Understand the applications of ACL in enterprise
Security and Network Access Technologies	Network Address Translation (NAT)	networks 2. Use NAT to enable the communication between the
(10 hours)	AAA basics and its implementation	internal and external networks of the enterprise 3. Learn how to use network security technologies to
	Basis of IPSec VPN	ensure cyber security

Wide Area Network (8 hours)	The typical serial port encapsulation protocol of PPP Processes of PPP negotiation Understand the two ways of PPP verification Understand the processes of PPPoE negotiation	Learn how to use the WAN technology to achieve long-distance data transmission Hands-on exercise on how to apply the WAN technology on Ethernet
IPv6 Basics (12 hours)	Basic Principles of IPv6 Build a simple IPv6 network Principles of OSPFv3 protocol	Understand the basic principles of IPv6 Learn how to deploy small IPv6 networks through OSPFv3

Part II: Network Management Technologies

COURSE	DESCRIPTION	OBJECTIVES	
Basics of Network Management (4 hours)	Overview and objectives of network management	Understand the objectives and basic functions of network management	
	Basic functions of network management	network management	
Routing Control	Network flow control methods	1. Learn how to control the accessibility of	
Technologies (8 hours)	Use of policies	network traffic 2. Learn about route import, the associated problems and the corresponding solutions	
	Use of rules		
	Import routes		
	Adjust the flow path		
Simple Network Management (10 hours)	DHCP dynamic IP address management	Understand the principles of DHCP protocol and	
	FTP file management protocol	apply it in practice; 2. Understand the principles of simple management technologies such as FTP, Telnet and SNMP and apply them in practice.	
	Remote management technologies		
	Technical principles of SNMP	11.3	
Firewall Security	Basics of firewall	1. Understand the principles of firewall	
Management (8 hours)	Firewall security policy configuration	2. Hands-on exercise on security management through the firewall	
	Principles of attack prevention on firewall		
	Principles of application behavior control on firewall		
Cloud Computing	Basics of cloud computing	1. Learn about the latest developments of the cloud	
Management (8 hours)	Trends of cloud computing development	computing industry and why it enjoys burgeoning development 2. Learn about cloud data and cloud resource management	
	Operation and maintenance of cloud computing		

Part III: Enterprise N	Network Architecture
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COURSE	DESCRIPTION	OBJECTIVES
Networking of Typical Campus	Understand the typical network architecture of campus networks	Understand the typical network architecture and practical cases of campus network Independently complete a network engineering
Network (8 hours)	Master the planning and design of a small campus network	project
	Master the deployment and implementation of a small campus network	
Networking of	WLAN overview	Understand the typical application scenarios of WLAN
Typical Wireless Networks (10 hours)	Introduction to Huawei WLAN products	2. Learn about the latest WLAN products 3. Hands-on exercise on WLAN deployment for
	Introduction to WLAN networking	small enterprises
	Quick WLAN configuration	
Networking of Typical Data Centers	Understand the typical networking architecture of data centers	Learn about the basics of data centers Master the deployment of data centers
(6 hours)	Master the network planning and design of small and medium data centers	
	Master the deployment and implementation of small and medium data centers	

主要师资 | LECTURERS

陈鉴章

陈鉴章, 男,厦门ICT工程师基地总监,企业网络项目经理,熟悉大型网络环境运维管理。企业安全厂商安全工程师,熟悉安全应用设备实施部署等。主要负责Cisco、华为NA、NP课程授课,熟悉华为安全、云计算相关课程。

吴永钦

吴永钦, 男, 网络教学经理, 思科认证专家, 第五届 "C4 网络技术挑战赛"全国一等奖队伍指导老师, 担任多 个学校外聘专业讲师, 对华为、思科、锐捷、深信服、绿盟、 360 企业安全等各大厂商产品及解决方案有深入研究。

林丽如

林丽如,女,厦门网络教学主管,华为 HCIE R&S 认证讲师,熟练掌握 ICT 课程。

黄宗旺

黄宗旺, 男, 高级讲师, 从事网络行业相关工作三年, 对于国内思科、华为体系 RS HCIP 方向有较为丰富的教 学经验, 同时在系统、安全方向都具备一定的能力。

程根亮

程根亮,男,高级讲师,十年以上互联网、制造、游戏、 电商行业网络管理与运维经验,熟悉系统架构设计与优化, 熟悉 Linux 运维、DevOps 技术。具备三年高校授课经验,主要讲授课程包括:思科 router,switch 配置与管理课程、微软 windows server、ISA server、Exchange 系列等课程。

王桥秀

王桥秀,女,专家讲师,华为云计算 HCIE 认证讲师,具备多年 ICT 项目交付实施经验和多年员工 ICT 产品培训经验,产品领域涉及华为服务器,存储和云计算,授课思路清晰明了,擅长将项目经验和学员培训课程灵活结合,让学员快速掌握 ICT 产品内容,使其具备基本 ICT 产品项目交付能力。

Chen Jianzhang

Mr. Chen is the Director of Xiamen ICT Engineer Base and the project manager for enterprise network, and is well-informed about the operation and maintenance of large-scale networks. As a security engineer, he is also familiar with the implementation and deployment of various security application equipment. He is mainly responsible for teaching Cisco and Huawei network assistant and network professional certification training courses, as well as courses on Huawei security and cloud computing systems.

Wu Yongqin

Mr. Wu is the manager for networking education and a Cisco Certified Internetwork Expert (CCIE). He was the instructor of the champion team at the 5th C4-Network Technology Challenge and the invited lecturer of many schools. He has deep expertise in the products and solutions of Huawei, Cisco, Ruijie, Sangfor, NSFOCUS, 360, etc.

Lin Liru

Ms. Lin is the teaching director for networking education and the instructor for Huawei HCIE-R&S certification training courses. She is also proficient in lecturing ICT courses.

Huang Zongwang

Mr. Huang is a senior lecturer. He has 3 years of experience working in the networking industry and has rich experience teaching Cisco and Huawei RS HCIP training courses. Meanwhile, he is also proficient in spheres such as system and security.

Cheng Genliang

Mr. Cheng is a senior lecturer. His 10 years of network management and maintenance experience in the Internet, manufacturing, gaming, and e-commerce industries has gained him an extensive understanding of the design and optimization of various system architectures, as well as the maintenance of Linux system and DevOps technologies. He has three years of experience teaching in colleges and universities, with courses including "Cisco routers", "Switch configuration and management", "Microsoft Windows Server", "ISA Server", "Microsoft Exchange", etc.

Wang Qiaoxiu

Ms. Wang is an expert lecturer and the instructor for Huawei HCIE Cloud Computing certification training courses. She has years of experience delivering and implementing ICT projects and training company employees on ICT products such as Huawei servers and storage and cloud computing solutions. Best known for her proven teaching methodology, she is good at flexibly combining project experiences with training courses to help trainees quickly grasp the particulars of ICT products and to equip them with the basic skills for delivering ICT projects.

其他课程目录 | COURSE LIST

序号	课程名称	课程主题	授课形式	培训 时长
1	《产业互联网发展趋势》	互联网经济	线上、线下均可	3小时
2	《产业互联网与传统企业转型升级》	互联网经济	线上、线下均可	3小时
3	《基于互联网的商业模式创新》	互联网经济	线上、线下均可	3小时
4	《互联网经济与"两化"融合趋势》	互联网经济	线上、线下均可	3小时
5	《互联网 + 的思维与创新》	互联网经济	线上、线下均可	3小时
6	《互联网+背景下的企业核心竞争力打造》	互联网经济	线上、线下均可	3小时
7	《互联网 + 与企业战略创新》	互联网经济	线上、线下均可	3小时
8	《互联网 + 制造业融合发展》	互联网经济	线上、线下均可	3小时
9	《互联网 + 与政府公共服务创新》	互联网经济	线上、线下均可	3小时
10	《互联网+智慧医疗》	互联网经济	线上、线下均可	3小时
11	《互联网思维与新零售》	互联网经济	线上、线下均可	3小时
12	《互联网时代的管理战略转型》	互联网经济	线上、线下均可	3小时
13	《工业互联网技术应用简介》	工业互联网应用课程	线下	10 学时
14	《工业互联网数据中台技术介绍》	工业互联网应用课程	线下	10 学时
15	《工业互联网平台场景设计及应用入门》	工业互联网应用课程	线下	10 学时
16	《工业互联网 APP 开发入门》	工业互联网应用课程	线下	10 学时
17	《工业互联网技术应用实践案例》	工业互联网应用课程	线下	10 学时
18	《西门子工业以太网网络基础培训》	工业网络与工业识别国际认证培训	线下	10 学时
19	《基于西门子 scalance 的工业网络交换和路由技术》	工业网络与工业识别国际认证培训	线下	10 学时
20	《工业网络中的无线局域网技术》	工业网络与工业识别国际认证培训	线下	10 学时
21	《工业射频识别超高频技术》	工业网络与工业识别国际认证培训	线下	10 学时
22	《基于西门子 scalance 的工业安全技术》	工业网络与工业识别国际认证培训	线下	10 学时

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SN	COURSE	THEME	LECTURING	DURA TION
1	Development Trends of Industrial Internet	Internet economy	Online or offline	3 hours
2	Industrial Internet and the Transformation and Upgrading of Traditional Enterprises	Internet economy	Online or offline	3 hours
3	Internet-Based Business Model Innovation	Internet economy	Online or offline	3 hours
4	Integration of Internet Economy with Informatization and Industrialization	Internet economy	Online or offline	3 hours
5	Internet+ Thinking and Innovations	Internet economy	Online or offline	3 hours
6	Build Core Competitiveness against the Backdrop of Internet+	Internet economy	Online or offline	3 hours
7	Internet+ and Corporate Strategy Innovation	Internet economy	Online or offline	3 hours
8	Integrated Development of Internet and Manufacturing Industry	Internet economy	Online or offline	3 hours
9	Internet+ and Innovation in Government's Public Services	Internet economy	Online or offline	3 hours
10	Internet+ Smart Healthcare	Internet economy	Online or offline	3 hours
11	Internet Thinking and New Retail	Internet economy	Online or offline	3 hours
12	Transformation of Management Strategy in the Internet Age	Internet economy	Online or offline	3 hours
13	Application of Industrial Internet Technologies	Industrial Internet Application	Offline	10 hours
14	Introduction to Industrial Internet Data Center	Industrial Internet Application	Offline	10 hours
15	Design and Application of Industrial Internet Platform Scenarios	Industrial Internet Application	Offline	10 hours
16	APP Development for Industrial Internet	Industrial Internet Application	Offline	10 hours
17	Technical Application Cases of Industrial Internet	Industrial Internet Application	Offline	10 hours
18	Basis of Siemens Industrial Ethernet	Industrial networks and industrial identification certifications	Offline	10 hours
19	Industrial Network Switching and Routing Based on Siemens Scalance	Industrial networks and industrial identification certifications	Offline	10 hours
20	Wireless LAN Technology in Industrial Network	Industrial networks and industrial identification certifications	Offline	10 hours
21	UHF Technology for Industrial RFID	Industrial networks and industrial identification certifications	Offline	10 hours
22	Industrial Security Technology Based on Siemens Scalance	Industrial networks and industrial identification certifications	Offline	10 hours

BRICS PARTNERSHIP ON NEW INDUSTRIAL REVOLUTION INNOVATION CENTER

COMPILATION OF TRAINING PROGRAMS

厦门市金砖创新基地建设领导小组办公室

OFFICE OF XIAMEN LEADERSHIP GROUP FOR THE BRICS PARTNERSHIP ON NEW INDUSTRIAL REVOLUTION INNOVATION CENTER

地址(Add):福建省厦门市思明区领事馆路1号厦门领事馆区大楼

1 Consulate Rd, Xiamen, Fujian, P.R. China

电话(Tel):: 0592-5886003 0592-5886075 传真(Fax): 0592-5888976 电子邮箱(Email): jzbrc2021@163.com 网址(Site): http://jzb.xm.gov.cn/

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