

Даляньский университет информатики NEUSOFT



Программа стажировки по менеджменту 2024г.



Добро пожаловать в Даляньский университет информатики NEUSOFT



Даляньский университет информатики Neusoft расположен в красивом прибрежном городе Далянь, на северо-востоке Китая. Он занимает площадь в 833 000 квадратных метров, а площадь застройки - 417 000 квадратных метров. В университете обучается более 20000 учащихся и трудится более 1000 работников. Корпорация Neusoft – крупнейшая компания по производству программных технологий, продуктов и услуг для здравоохранения и умного города.

Три дисциплины бакалавриата (Компьютерные науки и технологии, программная инженерия и цифровые медиа технологии) были удостоены шести звезд и заняли первое место в Китае (2020).

- В Шанхайском рейтинге лучших университетов в 2023 году занял восьмое место среди всех частных университетов.
- Занял 67-е место в мире в рейтинге мировых университетов с реальным влиянием в 2023 году
- Был признан Xinhua Net, Sohu, Sina и Tencent как лучший частный университет в Китае и т.д.





Международный институт Даляньского университета информатики Neusoft отвечает за планирование и реализацию международного сотрудничества университета, набор иностранных студентов и предоставление услуг поддержки, а также предлагает различные программы обучения за рубежом. На сегодняшний день мы установили сотрудничество с более чем 108 зарубежными университетами-партнерами, включая ИТМО, Россия; РУТ(МИИТ), Россия; МИЭТ, Россия; Университет Квинсленда, Австралия; Университет Айзу, Япония; ИТБ СТИКОМ Бали, Индонезия и т.д. Мы предоставляем различные виды международных программ, включая академическое образование, межкультурные курсы и программы по обмену студентами.

Для иностранных студентов, желающих приехать в Китай для долгосрочной, краткосрочной стажировки, международный институт предоставляет индивидуальные учебные курсы для образовательных учреждений или предприятий. На данный момент в нем приняли участие более 520 иностранных студентов из России, Японии, Южной Кореи, Таиланда, Австралии, Индонезии и других стран.



Стажировка в университете NEUSOFT



Сфера стажировки	Срок обучения	рабочий язык	Сертификат	Количество Студентов (чел.)
Innovation Management	2 недели	английский	Neusoft	≥15



Необходимые расходы	Цена за 1 чел. (китайский юань)	Примечание
обучение	4000	Лекция, практика, проект, посещение компании
Проживания	60 за место в день	Двухместный номер в общежитии
Учебная регистрация	420	
Страховка	50	Требование департамента по управлению въезду и выезду иностранцев г. Далянь
Трансфер	700	Встреча, провода студентов, экскурсия по городам, трансфер в компании
Питание	За счёт студента	В столовая или кафе, Средняя цена - 35 юаней в день.
Учебные материалы	За счёт студента	примерно 100 китайских юаней за чел.





Конкретная программа

➤ Background:

The Short-term Internship Program of Novosibirsk State University of Economics and Management is a multinational study program conducted through collaboration between Dalian Neusoft University of Information and overseas partner institutions. Outstanding students are selected from the partner institutions to come to Dalian and participate in this program. By engaging in real innovative project development environments, they gain insights into the software industry's development in Liaoning and Dalian, broaden their international perspectives, and cultivate their abilities in cross-cultural teamwork, innovation, and entrepreneurship.

The students will attend lectures and master classes covering topics such as innovation management theories, innovation methods, entrepreneurial toolkits, and practical training in innovation and entrepreneurship projects. Additionally, they will engage in various activities to facilitate cultural exchanges with enterprises, including visits to high-quality companies and on-site research. Throughout the learning process, foreign students and faculty will collaborate, leveraging their diverse cultural backgrounds to generate ideas, create products, and ultimately develop comprehensive business models. This culminates in a "Product Launch Event" where project presentations and simulated investments will take place.

- The program will run for two weeks.
- Training Topic:
Innovation Management (taught entirely in English)
- Target Audience:
20 junior students majoring in Management Studies

➤ Course Content:

Chapter I : The Power of Innovation

Section 1: Innovation and Innovation Management
Section 2: Technological Revolutions Leading Era Development
Section 3: Global Innovation Trends
Section 4: United Nations' 17 Sustainable Development Goals
Section 5: The Tower of Seven Levels of Innovation

Chapter II : Methods Go First in Journey of Innovation

Section 1: What is Innovation Methodology
Section 2: Lateral Thinking: Thinking out of the Box
Section 3: Six Thinking Hats: Exercising your Mind
Section 4: TRIZ: Innovation also has Formulas

Chapter III: Innovative Product and Service Design

Section 1: Design Thinking: User-Centered Innovation Design Method
Section 2: Empathy: Thinking from the User's Perspective
Section 3: Definition: Deep-level Real Needs
Section 4: Ideation: Solve Problems Creatively
Section 5: Prototype Design: A Prototype is better than Thousands of Words
Section 6: Testing: Good Ideas are Polished
Section 7: Practical Application of Product and Service Innovation Design

Chapter IV: Business Model Innovation Design

Section 1: What is a Business Model
Section 2: Customer Segments
Section 3: Value Propositions
Section 4: Channel Distribution
Section 5: Key Activities
Section 6: Revenue Streams
Section 7: Key Resources
Section 8: Key Partnerships
Section 9: Cost Structure
Section 10: Customer Relationships
Section 11: Practical Application of Business Model Canvas Innovation Design

Chapter V : Refining Works and Project Roadshows

Section 1: Project Roadshows
Section 2: Virtual Investments

➤ Schedule:

Date	Week	Morning	Afternoon
Day 1	Mon	Opening Ceremony: Speeches by Dean Tian and Dean Rong Campus Tour: Library, School of Digital Arts and Design, SOVO	Visit to Neusoft Group
Day 2	Tue	Training Session: Chapter Chapter I : The Power of InnovationSection 1: Innovation and Innovation ManagementSection 2: Technological Revolutions Leading Era DevelopmentSection 3: Global Innovation TrendsSection 4: United Nations' 17 Sustainable Development GoalsSection 5: The Tower of Seven Levels of Innovation	Dalian Planning Exihinition Center
Day 3	Wed	Training Session: Chapter II : Methods Go First in Journey of InnovationSection 1: What is Innovation MethodologySection 2: Lateral Thinking: Thinking out of the BoxSection 3: Six Thinking Hats: Exercising your MindSection 4: TRIZ: Innovation also has Formulas	Visit to Neusoft Education Technology Group
Day 4	Thu	Training Session: Chapter III: Innovative Product and Service DesignSection 1: Design Thinking: User-Centered Innovation Design MethodSection 2: Empathy: Thinking from the User's PerspectiveSection 3: Definition: Deep-level Real NeedsSection 4: Ideation: Solve Problems Creatively	
Day 5	Fri	Training Session and Workshop: Section 5: Prototype Design: A Prototype is better than Thousands of Words Section 6: Testing: Good Ideas are Polished Section 7: Practical Application of Product and Service Innovation Design	
Day 6	Sat	Free	Free
Day 7	Sun	Free	Free

Day 8	Mon	Training Session: Chapter IV: Business Model Innovation Design Section 1: What is a Business Model Section 2: Customer Segments	Visit to Entrepreneurship Building
Day 9	Tue	Training Session: Section 3: Value Propositions Section 4: Channel Distribution Section 5: Key Activities Section 6: Revenue Streams	Visit to Enterprises
Day 10	Wed	Training Session: Section 7: Key Resources Section 8: Key Partnerships Section 9: Cost Structure Section 10: Customer Relationships	Visit to Enterprises
Day 11	Thu	Workshop: Section 11: Practical Application of Business Model Canvas Innovation Design	
Day 12	Fri	Presentation: Chapter V: Refining Works and Project Roadshows Section 1: Project Roadshows Section 2: Virtual Investments Closing Ceremony: Speeches by Dean Tian and Dean Rong	
Day 13	Sat	Free	Free
Day 14	Sun	Free	Free



➤ Faculty Introduction



Tian Huiyi: Dean of the School of Innovation and Entrepreneurship at Dalian Neusoft University of Information. She is a highly regarded expert in the field of e-commerce, holding national-level certifications in e-commerce, advanced user experience design, and SAP MM consulting. She is also a respected ISDT Innovation and Design Thinking Innovation Alliance for Higher Education member and a trainer specializing in e-commerce data analysis. With her extensive expertise, Tian has been appointed as a leading professional in vocational education in Liaoning Province and serves as an expert in various influential projects, including the Science and Technology Innovation Think Tank Project of Dalian City Science Association, entrepreneurship mentoring in Dalian City, and membership on the board of the Dalian Innovation Method Association. She also contributes as a judge for renowned competitions like Internet+. In addition, she mentors aspiring entrepreneurs at esteemed institutions such as Dalian University of Technology and Dalian Foreign Language Institute. Her guidance has led to the success of numerous national innovation projects, earning her recognition as a gold award-winning instructor in prestigious competitions like the Three-Challenge Competition and the Challenge Cup.



Wang Xinlei: An accomplished associate professor and a dedicated faculty member of the School of Innovation and Entrepreneurship at Dalian Neusoft University of Information. He has earned significant recognition for his contributions, such as obtaining the prestigious vocational skills certification in entrepreneurship coaching from the Ministry of Human Resources and Social Security. With his extensive experience and knowledge, Wang serves as a senior entrepreneurship instructor at the esteemed China Academy of Management Sciences. His exceptional teaching abilities have been acknowledged through the first prize awarded in the teaching innovation competition for university teachers in the Liaoning region. Wang is also a distinguished expert in the Liaoning Innovation Method Lecturer Group and has been honored with the title of the best guiding teacher in the highly competitive Liaoning Innovation Method Competition.



Dong Wenliang: Vice Dean of the School of Innovation and Entrepreneurship at Dalian Neusoft University of Information. Professor Dong has achieved remarkable accomplishments, including receiving the first prize of the national-level teaching achievement award and obtaining international certification as a level-one expert by the TRIZ Society. As an esteemed expert, he serves as a member of the National Production-Education Integration Innovation and Entrepreneurship Creation Committee and contributes his expertise as a key member of the Liaoning Innovation Method Lecturer Group. Dong Wenliang's exceptional course development skills have resulted in the recognition and distinction of his courses as first-class undergraduate courses in Liaoning Province, exemplary online open courses in vocational education, and recipients of the first prize in teaching achievement at the provincial level. Moreover, he has authored four authoritative textbooks on the subject of innovation and entrepreneurship.



Ao Ning: Seasoned entrepreneurship coach and a dedicated faculty member of the School of Innovation and Entrepreneurship at Dalian Neusoft University of Information. Ao possesses a master's degree in marketing. He is highly regarded for his expertise in teaching entrepreneurship courses and draws upon his 8-year entrepreneurial journey in the United States to provide valuable insights. During his tenure in the US, he established four successful enterprises and served as a director of the local Chinese Association. Ao Ning's entrepreneurial endeavors have equipped him with extensive practical experience in international marketing, organizational operations and management in multicultural environments, and enterprise incubation. His exceptional background and insights make him an invaluable resource for aspiring entrepreneurs seeking guidance in these areas.



Как подать заявление

- 1: Заполнение анкета о поступлении в программу и отправьте по адресу fengshixuan@neusoft.edu.cn.
- 2: Производство оплаты за обучение на следующий банковский счет:

Расчётный счёт в китайских юанях:

Beneficiary name	DALIAN NEUSOFT UNIVERSITY OF INFORMATION
Beneficiary address	NO 8 SOFTWARE PARK ROAD,DALIAN,PRC
Beneficiary A/C No	21201501900050008892
In favor of	CHINA CONSTRUCTION BANK DALIAN BRANCH
Bank address	NO 537 HUANGPU ROAD HI-TECH ZONE DALIAN CHINA
SWIFT	PCBCCNBJDLX
CN	105222085501



Расчётный счёт в долларах США:

Beneficiary name	DALIAN NEUSOFT UNIVERSITY OF INFORMATION
Beneficiary address	NO 8 SOFTWARE PARK ROAD,DALIAN,PRC
Beneficiary A/C No	21250185005000000080
In favor of	China Construction Bank Corporation, Dalian branch, International division
Bank address	NO 537 HUANGPU ROAD HI-TECH ZONE DALIAN CHINA
SWIFT	PCBCCNBJDLX
CN	105222085501

Внимание:

После регистрации и оплаты, если вы завершите учебу по личным причинам, и вы не прошли половину курса, с вас будет снята плата в соответствии с правилом международного института. Если вы завершите учебу по личным причинам и пройдете более половины курса, плата не будет возвращена.

Моментальные снимки



D a l i a n N e u s o f t U n i v e r s i t y o f I n f o r m a t i o n





Достопримечательности г. Далянь



• Hi Coast of Golden Stone Beach



• Xinghai Square



• Hengshan Temple



• Laohutan Ocean Park



• Forest Zoo



• Discoveryland

Достопримечательности г. Далянь



• Baiyu Mountain Pagoda



• Lushun Museum



• Port Arthur



• Bangchui Island



• Oriental Venice Water City



• 5th Gangdong Street

Кампус и Аудитория



D a l i a n N e u s o f t U n i v e r s i t y o f I n f o r m a t i o n



Общежитие



D a l i a n N e u s o f t U n i v e r s i t y o f I n f o r m a t i o n



Если у вас есть вопросы, пожалуйста, свяжитесь с нами!



大连东软信息学院
Dalian Neusoft University of Information

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士轩
辽宁·大连



扫一扫上面的二维码图案，加我为朋友。



Линда
意大利·佛罗伦萨



扫一扫上面的二维码图案，加我为朋友。