

数字化转型和管理重构高级研修班项目简介表

项目名称	数字化转型和管理重构高级研修班		
承办单位	北京国家会计学院		
举办时间	2025-07-23至2025-07-30	项目语言	英语
邀请国别	发展中国家	计划人数	30 人
培训平台	腾讯会议/微吼直播		
学员要求	专业背景	工商管理、公共管理、经济学、会计、数字经济、财务共享等相关专业或行业背景。	
	年龄	不高于受援国法定退休年龄	
	身体健康	身体健康，能够按要求参加线上培训	
	语言能力	英语语听、说、读、写能力满足培训要求	
	其 它	学员需自备电脑、麦克风、摄像头等有关设备，在项目开始前请提前与承办单位取得联系，熟悉平台软件、做好网络测试等。学员需准备个人及所在单位简介，以及各自国家发展情况，用于线上交流研讨。	
培训内容介绍	<p>一、主要培训内容</p> <p>1. 中国数字经济发展战略与政策实践 系统解读中国“十四五”数字经济发展规划，分析“东数西算”工程、数字丝绸之路等国家级战略的落地经验。结合华为、阿里巴巴等企业案例，阐释中国如何通过政策引导（如税收优惠、创新基金）和技术研发投入实现产业升级。 授课方式：专题讲授+案例教学。</p> <p>2. 中国制造业数字化转型标杆实践 课程概述：深度剖析如三一重工“灯塔工厂”改造案例，解析其通过工业互联网平台实现生产流程优化、设备预测性维护等经验。同步对比海尔 COSMOPlat 平台赋能中小企业的模式，提炼适用于发展中国家的轻量化改造路径。 授课方式：专题讲授+案例教学。</p> <p>3. 数字技术在民生领域的中国实践 课程概述：解析中国各省市政务平台等技术赋能案例，重点传授：政务数据跨部门共享机制设计，区块链在精准扶贫中的应用，智慧城市大脑建设经验。 授课方式：专题讲授+案例教学。</p> <p>4. 中国企业数字化营销创新 课程概述：拆解拼多多社交电商裂变模型、抖音直播带货运营体系，结合发展中国家市场特点，提炼：低成本获客策略（如微信社群运营），跨境电商平台搭建（参考阿里巴巴国际站经验），基于大数据的消费者行为分析工具应用。 授课方式：专题讲授+案例教学</p> <p>5. 中国企业数字化营销创新 课程概述：深度解析华为“让听得见炮声的人决策”管理理念，包括：前线作战单元（LT）与后方资源平台（BP）的协同机制，项目型组织绩效考核体系设计，数字化工具在跨部门协作中的应用（如华为 WeLink）。</p>		

	<p>授课方式：专题讲授+案例教学。</p> <p>6. 中国国有企业数字化转型路径</p> <p>课程概述：以中国能建、国家电网等央企转型为例，总结：传统企业数字化转型“三步走”策略（试点-复制-规模化），数字化人才“双轨制”培养模式（内部孵化+外部引进），国有企业数据治理体系建设经验。</p> <p>授课方式：专题讲授+案例教学。</p> <p>7. 国经验本土化适配策略-发展中国家政策适配方法论</p> <p>课程概述：解析中国在东南亚推广 5G 技术标准、在非洲建设数字自贸区等经验，重点传授：技术输出与本地文化融合策略，数字基础设施共建模式（如“一带一路”数字走廊），中国《网络安全法》与本地法规衔接要点。</p> <p>授课方式：专题讲授+案例教学</p> <p>8. 中国-发展中国家合作项目孵化</p> <p>课程概述：指导学员设计符合中国国际发展合作署（CIDCA）申报要求的数字化项目，包括：中非数字能力建设合作项目申报要点，中国-东盟数字经济合作基金申请流程，项目成效评估的中国标准（如数字包容性指数）。</p> <p>授课方式：专题讲授+案例教学。</p> <p>二、参观考察安排</p> <p>该研修班采用线上教学，无现场参观考察安排。</p> <p>三、主讲人情况</p> <p>主讲人为北京国家会计学院教师和外聘专家，均为从事一线教学、科研和在一线财经、管理工作的专家，既有丰富的专业理论知识，又有丰富的实践经验，能较好地胜任该主题培训工作。参与专题讨论的是有丰富经验的业内专家，能与学员深入交流数字化转型与管理模式创新的工作经验。</p> <p>四、其他</p> <p>为方便交流，请准备好与培训主题相关的交流材料：</p> <ol style="list-style-type: none"> <li>1. 包括个人和所在单位的自我介绍；</li> <li>2. 本国数字化转型情况与管理模式创新的概况；</li> <li>3. 与中国的合作基础与展望等。</li> </ol>		
举办地点	北京市	参观考察城市	北京市
备注	<ol style="list-style-type: none"> <li>1. 本次培训使用腾讯会议/微吼直播平台进行线上培训，学员需具备网络、电脑、麦克风、摄像头等设备。</li> <li>2. 教学期间，请学员遵守上课时间和教学纪律，出勤记录将作为颁发培训结业证书的依据。</li> <li>3. 课前准备：需提前 15 分钟进入教室准备上课。将个人姓名改为英文（与护照一致）姓名-国别名称。上课期间，主持人会将学员设置为静音。进入会议室准备上课时，请学员开启视频。</li> <li>4. 纪律要求：在项目实施过程中，请严格遵守项目日程安排，不得无故退出培训，有特殊情况请提前向中方项目管理人员说明。</li> <li>5. 信息安全：为保护信息安全和个人隐私，上课过程中请不要录音、截屏或分享到任何社交媒体。</li> <li>6. 为方便与专家和其他国家学员的交流，学员需按照日程安排准备研讨交流相关材料，按照要求提交相关电子素材。</li> <li>7. 课程为全英文授课，必要时配备英语交传。</li> </ol>		

<p>承办单位简介</p>	<p>北京国家会计学院成立于 1998 年 7 月 20 日，是财政部所属事业单位。作为国家级财经人才培养基地，学院自建立以来始终秉持朱镕基同志倡导的“诚信为本，操守为重，坚持准则，不做假账”校训，服务国家人才强国战略和经济社会发展大局，形成了“政产学研”深度融合的人才培养模式。为我国宏观经济管理部门、大中型企业以及社会中介机构培养了大批会计和审计高级管理人才。</p> <p>近年来，学院在财政部党组的坚强领导和董事单位的大力支持下，坚持以习近平新时代中国特色社会主义思想为指导，结合学院“十四五”发展规划，高质量推动“中国特色、世界一流”建设发展。坚持发挥新型财经高端智库作用，主动服务财政中心工作和财税改革发展的重要任务，为财政部党组科学决策提供重要参考。坚守高端财经人才培养教育办学使命，顺应新时代发展需要，全面提高培养专业精深，具有战略思维、国际视野的复合型高端财经人才质量，为中国式现代化建设提供人才支撑。高端会计人才培养、总会计师素质提升工程、国际化财经人才培养等品牌项目的社会知名度和影响力不断提升；完善了涵盖会计、审计、税务、金融的学科布局，培育形成了特色交叉学科；研究生培养水平和毕业生就业质量始终保持较高水准，国际合作办学项目取得了新突破；持续围绕经济发展和财税体制改革热点难点开展研究，多项智库成果获中央领导和财政部领导批示及肯定；多项案例入选国际知名案例库或获奖，在国际期刊发表论文多篇，科研国际化水平进一步提升。</p> <p>学院下设党委办公室（学院办公室）、纪委办公室、教务部、培训部、研究生部、教研中心、财经人才与智库管理中心等 11 个部门。学院现有一支由 40 余人组成、精通理论前沿兼具实务经验的专职师资队伍，同时还汇集了 500 余人的外聘教授和专家团队。专兼职师资研究领域包括会计、审计、财税、金融、公共管理等多个学科方向，讲授课程紧贴政策前沿和改革实践，突出专业性、准确性和权威性。</p> <p>未来，学院将继续恪守“为社会主义市场经济奠基”的办学使命与宗旨，突出“高质量”发展定位、“差异化”培养特色、“国家级”智库标准、“国际化”办学模式，朝着“中国特色、世界一流”发展目标努力奋进！</p>	
<p>承办单位 联系方式</p>	<p>项目联系人</p>	<p>韩乐（女士），孙天齐（男士）</p>
	<p>办公电话</p>	<p>0086-18813097790(韩乐)，0086-18500095568(孙天齐)</p>
	<p>手机</p>	<p>0086-18813097790(韩乐)，0086-18500095568(孙天齐)</p>
	<p>传真</p>	<p>0086-10-64566004(韩乐)，0086-10-64566004(孙天齐)</p>
	<p>E-mail</p>	<p>hanl@mail.nai.edu.cn(韩乐)，suntq@mail.nai.edu.cn(孙天齐)</p>

## Advanced Seminar on Digital Transformation and Management Restructuring

Program nameName	Advanced Seminar on Digital Transformation and Management Restructuring		
Organized by	Beijing National Accounting Institute (BNAI)		
Time	2025-07-23 to2025-07-30	Language used	English
Countries invited	developing countries	Planned number of participants	30
Training platform	Tencent Meeting/Vhall		
Requirements for the Participants	Professional Background	Academic disciplines or industry backgrounds in Business Administration, Public Administration, Economics, Accounting, Digital Economy, Financial Sharing, and other related fields.	
	Age	Participants should be under the mandatory retirement age of the recipient country	
	Health condition	Participants should be in good health and able to attend online training as required	
	Language competence	Capable of listening, speaking, reading and writing in English during the training	
	others	Participants need to prepare computers, microphones, cameras, etc. Please contact the organizer in advance to familiarize with the platform software and conduct network tests before the seminar starts. Participants need to prepare personal and organizational profiles, as well as an overview of their country’s development status for online discussions.	
Training content	<p>I. Main Training Content</p> <p>Course 1: China's Digital Economy Development Strategy and Policy Practices</p> <p>Course Overview: This course systematically interprets China's "14th Five-Year Plan for Digital Economy Development", analyzes the implementation experience of national strategies such as the "East Data, West Computing" project and the Digital Silk Road. Through case studies of enterprises like Huawei and Alibaba, it illustrates how China achieves industrial upgrading through policy guidance (e.g., tax incentives, innovation funds) and technological R&amp;D investments.</p> <p>Teaching Methods: Thematic lectures + case studies.</p> <p>Course 2: Benchmark Practices of Digital Transformation in China's Manufacturing Industry</p> <p>Course Overview: This course deeply analyzes cases such as the "Lighthouse Factory" transformation of Sany Heavy Industry, dissecting its experience in optimizing production processes and implementing predictive equipment maintenance through industrial internet</p>		

platforms. It also compares the model of Haier's COSMOPlat platform empowering small and medium-sized enterprises (SMEs), extracts lightweight transformation pathways applicable to developing countries.

Teaching Methods: Thematic lectures + case studies.

#### Course 3: China's Practices of Digital Technology in People's Livelihood Fields

Course Overview: This course analyzes cases of technology empowerment in government affairs platforms across Chinese provinces and cities, focusing on: the design of cross-departmental government data sharing mechanisms, the application of blockchain in targeted poverty alleviation, and the construction experience of smart city brains.

Teaching Methods: Thematic lectures + case studies.

#### Course 4: Digital Marketing Innovation for Chinese Enterprises

Course Overview: This course breaks down the social e-commerce fission model of Pinduoduo and the live-streaming e-commerce operation system of Douyin. Combining the market characteristics of developing countries. It analyses strategies for low-cost customer acquisition (e.g., WeChat community operations), the establishment of cross-border e-commerce platforms (referencing Alibaba International Station's experience), and the application of big data-based consumer behavior analysis tools.

Teaching Methods: Thematic lectures + case studies.

#### Course 5: Practical Combat of Huawei's "Iron Triangle" Organizational Change

Course Overview: This course deeply analyzes Huawei's management philosophy of "letting those who hear the gunfire make decisions", including: the collaboration mechanism between frontline combat units (LT) and rear resource platforms (BP), the design of performance evaluation systems for project-based organizations, and the application of digital tools in cross-departmental collaboration (e.g., Huawei WeLink).

Teaching Methods: Thematic lectures + case studies.

#### Course 6: Digital Transformation Pathways for Chinese State-Owned Enterprises

Course Overview: Using cases of digital transformation in central SOEs like China Energy Engineering Group and State Grid, this course summarizes: the "three-step" strategy for traditional enterprises' digital transformation (pilot - replication - scaling), the "dual-track" talent development model (internal incubation + external recruitment), and the construction experience of data governance systems in SOEs.

Teaching Methods: Thematic lectures + case studies.

#### Course 7: Localization Adaptation Strategies for Chinese Experiences – Policy Adaptation Methodology for Developing Countries

Course Overview: This course analyzes China's experiences in promoting 5G technical standards in Southeast Asia and building digital free trade zones in Africa, focusing on: strategies for integrating technology export with local culture, models for jointly building digital infrastructure (e.g., the "Belt and Road" Digital Corridor), and key points for aligning China's "Cybersecurity Law" with local regulations.

	<p>Teaching Methods: Thematic lectures + case studies.</p> <p>Course 8: Incubation of China-Developing Countries Cooperation Projects</p> <p>Course Overview: This course guides students to design digital projects compliant with the application requirements of China's International Development Cooperation Agency (CIDCA), including: key points for applying for China-Africa digital capacity-building cooperation projects, the application process for the China-ASEAN Digital Economy Cooperation Fund, and China's standards for project effectiveness evaluation (e.g., digital inclusion index).</p> <p>Teaching Methods: Thematic lectures + case studies.</p> <p>II. Study tour arrangements</p> <p>Since this seminar is conducted online, there is no on-site study tour arrangements.</p> <p>III. About the lecturers</p> <p>The lecturers are faculty members and external experts from the Beijing National Accounting Institute, all of whom are experts engaged in frontline teaching, research, and financial and management work. They possess both extensive professional theoretical knowledge and rich practical experience, making them well qualified to deliver training on this topic. The panelists for the special discussions are seasoned industry experts with extensive experience, who can engage in in-depth exchanges with participants on their work experiences in digital transformation and management model innovation.</p> <p>IV. Others</p> <p>Please prepare the following materials for the seminar communication:</p> <ol style="list-style-type: none"> <li>1. Including self-introduction of individuals and their affiliated organizations;</li> <li>2. Status of digital transformation and overview of business model innovation in one's own country;</li> <li>3. Cooperation foundation with China, prospects, and other related aspects.</li> </ol>		
Venue	Beijing City	Cities to be visited	Beijing City
Remarks	<ol style="list-style-type: none"> <li>1.This seminar will be conducted on the Tecent Meeting/Vhall platform. Participants need to have access to the internet, a computer, a microphone, and a camera.</li> <li>2.Participants are required to comply with the seminar schedule and discipline. Attendance records will be used as a basis for issuing completion certificates.</li> <li>3.Preparation: Participants should log in to the classroom 15 minutes early. Change your personal name to English (consistent with your passport) and country name. During the Lectures, the host will mute participants. Please turn on your video when entering the meeting room.</li> <li>4.Discipline: Strictly follow the Seminar schedule and do not drop out without reason. If there are special circumstances, please inform the Seminar staff in advance.</li> <li>5.Information Security: To protect information security and personal privacy, do not record, screenshot, or share on any social media during class.</li> <li>6.For better communication with experts and other participants, prepare relevant materials for discussions according to the schedule and submit the required electronic materials.</li> </ol> <p>The lectures will be conducted in English, with English interpretation provided if necessary.</p>		

About the Organizer	<p>The Beijing National Accounting Institute (BNAI) was established on July 20, 1998, as a public institution under the Ministry of Finance. As a national-level training base for financial and economic professionals, the institute has, since its inception, upheld the school motto proposed by Comrade Zhu Rongji—"Taking honesty as the starting point, attaching importance to integrity, upholding standards, never prepare false accounts." It has served the national strategy of strengthening the country through talent and supported the broader context of economic and social development. Over time, BNAI has developed a talent cultivation model deeply integrating government, industry, academia, and research. It has trained a large number of senior accounting and auditing management professionals for China's macroeconomic management departments, large and medium-sized enterprises, and social intermediary organizations.</p> <p>In recent years, under the strong leadership of the Ministry of Finance's Party Leadership Group and with the vigorous support of its board units, the institute has adhered to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. In alignment with its 14th Five-Year Plan for National Economic and Social Development, BNAI has advanced the high-quality development of a "socialism-rooted, world-class" institution. The institute continues to play a key role as a new-type high-end think tank in the field of finance and economics, actively serving the core tasks of the Ministry of Finance and supporting the reform and development of the fiscal and taxation system, thereby providing important references for the ministry's scientific decision-making.</p> <p>Upholding its mission to cultivate high-end financial and economic talents, BNAI responds to the demands of the new era by comprehensively improving the quality of talent development—focusing on cultivating professionals with in-depth expertise, strategic thinking, and global vision. Its signature programs, such as the High-End Accounting Talent Training Program, the Chief Accountant Capability Enhancement Program, and the International Financial and Economic Talent Program, continue to gain public recognition and influence. The institute has developed a comprehensive academic framework covering accounting, auditing, taxation, and finance, and fostered distinctive interdisciplinary specialties. The quality of its graduate education and graduate employment outcomes remains high, and its international cooperation programs have made significant breakthroughs.</p> <p>BNAI continues to conduct research on pressing issues in economic development and fiscal and tax system reform, with many of its think tank outcomes receiving approval and commendation from top national leaders and Ministry of Finance officials. Numerous case studies have been included in renowned international case databases or won awards, and many academic papers have been published in international journals, further enhancing the internationalization of its research.</p> <p>The institute currently comprises 11 departments, including the Party Committee Office (Institute Office), Discipline Inspection Office, Academic Affairs Department, Training Department, Graduate School, Teaching and Research Center, and the Center for Financial Talent and Think Tank Management. It has a full-time faculty of over 40 experts proficient in cutting-edge theory and practical experience, along with a team of more than 500 external professors and experts. Their teaching and research span disciplines such as accounting, auditing, fiscal and tax policy, finance, and public administration, with</p>
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	<p>courses closely aligned with current policies and reform practices, emphasizing professionalism, precision, and authority.</p> <p>Looking ahead, BNAI will continue to uphold its founding mission of “laying the foundation for the socialist market economy,” highlighting its commitment to high-quality development, differentiated talent cultivation, national-level think tank standards, and an internationalized education model. The institute remains steadfast in its pursuit of becoming a “socialism-rooted, world-class” institution.</p>	
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