



全球创新战略



清華大學

Tsinghua University

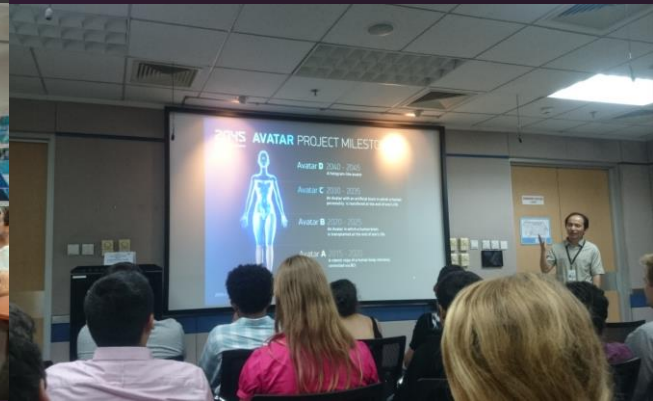
“Education systems in many countries are not yet **relevant** to fast-changing labour market opportunities.”

on UNESCO Education Strategy 2014-2021 page 15

UNESCO
Education
Strategy
2014-2021



很难有一门课程，让你体验如此**独特而丰富**，
跨越**时空和校园**的**边界**。





联盟可以让学生们穿越校园
共同学习

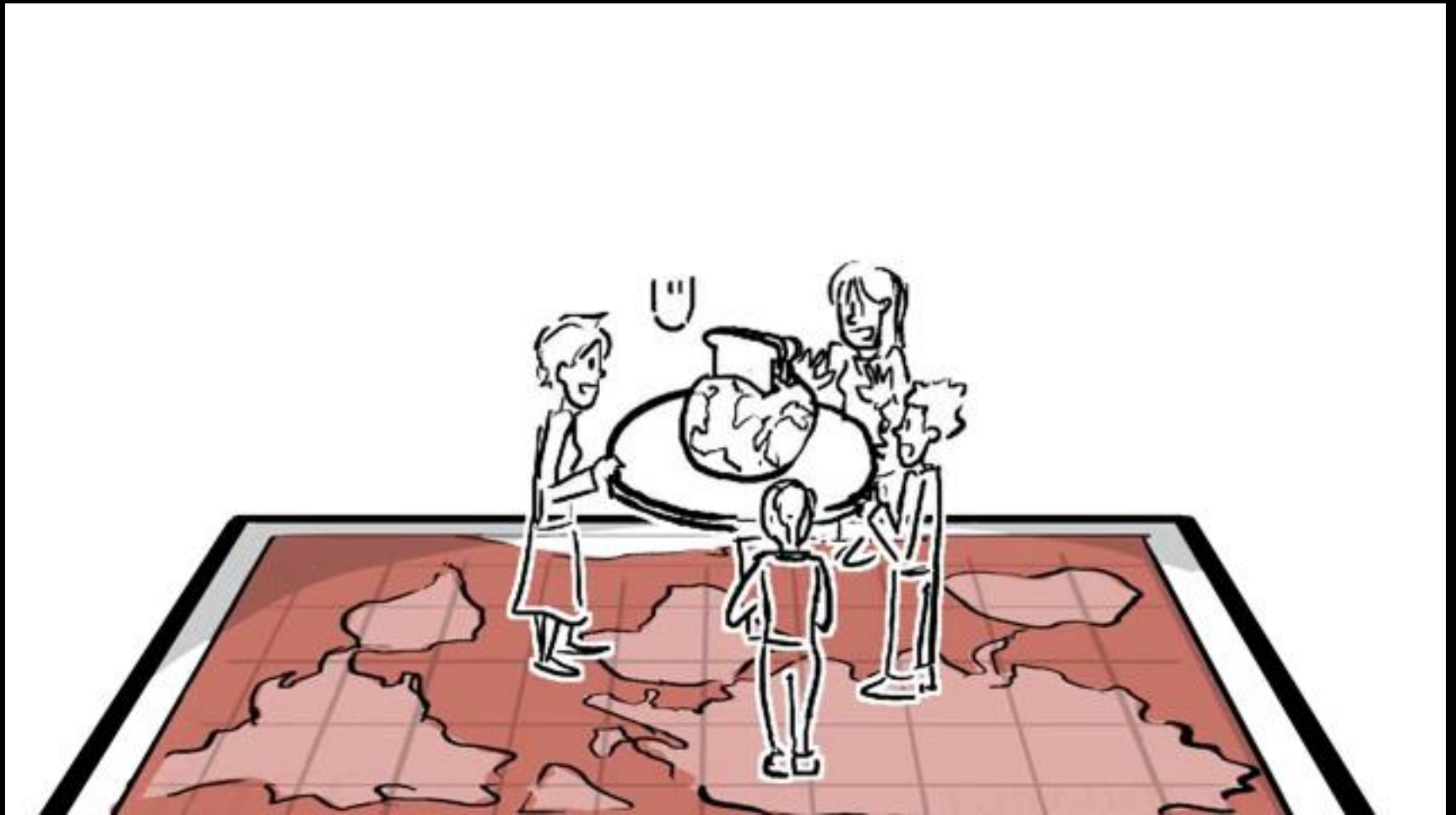


Peer-to-Peer Learning

本学期你们将与**美国、德国、卡塔尔、阿联酋、印度、台湾地区**的小伙伴一起**穿越校园**共同学习

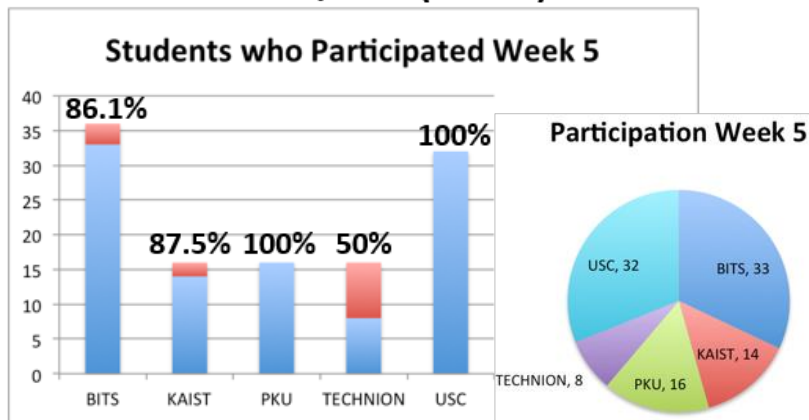
Slides from Prof. Stephen Lu of USC.

iPodia 建构分布全球的同步 / 异步教学模式



学习过程中的 “Idea Flow”

101 / 116 (87.1%) ↑



Key Concept	Content Slides (learning objectives)	Pain Index	Learning Analyses
A The S-curve: interaction between technology innovation and market competition	<ul style="list-style-type: none"> Define S-curve: technology (input) vs. market (output) Understand the key characteristics of a S-curve Three S-curve regions define three difference phases of an innovation lifecycle on a competitive market Multiple S-curves cutting into each other's way 	75 votes <ul style="list-style-type: none"> 4% said Very Easy 37% said Easy 53% said Average 5% said Hard 0% said Very Hard VERY EASY	<ul style="list-style-type: none"> Students thought Concept C was the most challenging, and Concept D generated the most discussion as many people were confused by some parts.
B The Innovation Phase: dominate design to cross the chasm on a competitive market	<ul style="list-style-type: none"> Why there is a market chasm at the innovation phase of a new technology? What is a dominate design and how is it formed? 	76 votes <ul style="list-style-type: none"> 1% said Very Easy 18% said Easy 39% said Average 39% said Hard 1% said Very Hard 	<ul style="list-style-type: none"> Approximately 37 questions were asked and were collected by the students in the pre-class discussion on boards.
C The Competition Phase: zero principle explains why hyper-competition dominates over-stimulus	<ul style="list-style-type: none"> What is the Segment-Zero principle, and how to use it to understand challenges and opportunities of an over-supplied technology market? What should innovators do in over-supplied market? 	<ul style="list-style-type: none"> 13% said Easy 46% said Average 39% said Hard 1% said Very Hard VERY HARD	<ul style="list-style-type: none"> Answers to the 15 Quiz questions that had the most discussion were Questions 7, 9, 13, and 15.
D The Commoditization Phase: global outsourcing and off-shoring to survive market competition	<ul style="list-style-type: none"> What is the process of commoditization? Why market leaders do global outsourcing after commoditization? What's the pros and cons of being a OEM and a brand company? What's the new models of global outsourcing? 	72 Votes <ul style="list-style-type: none"> 0% said Very Easy 19% said Easy 44% said Average 32% said Hard 4% said Very Hard VERY HARD	<ul style="list-style-type: none"> It is agreed via pre-class discussion board that the answer to Question 13 definitely needs to be explained in-class further.

What Students NEED to Learn..

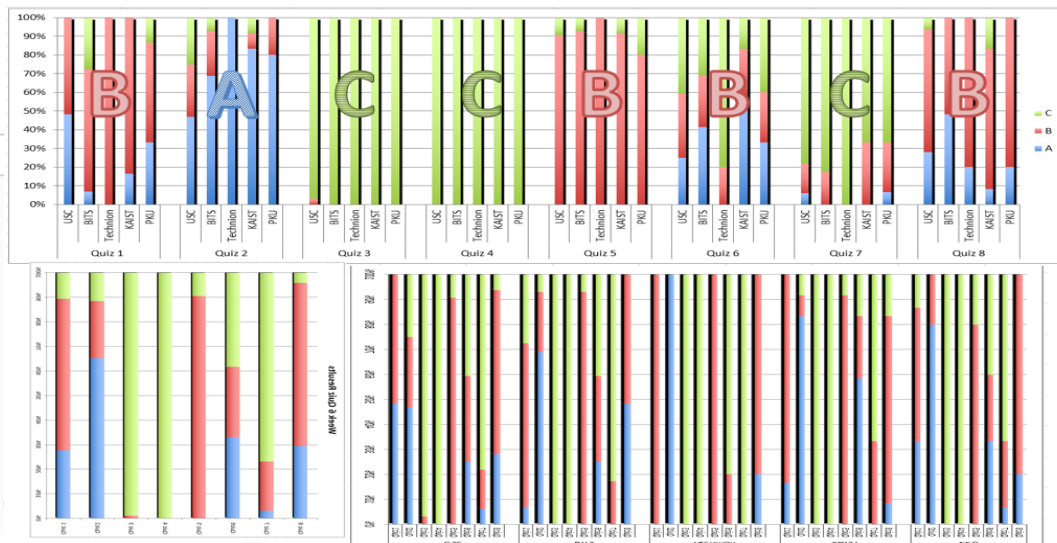
iPodia Pedagogy

Week 1 Quiz

Question 1

Which of the following statements is true? Select all that apply.

- Clustering and classification are examples of data mining tasks.
- Data entry is part of the data mining phase.
- In the knowledge discovery process, pattern evaluation takes place before



2015年5月21日，来自美国、以色列、印度、韩国和中国的小伙伴们齐聚北京，春季学期《全球创新战略》课程线下交流活动在中国工程院正式开幕。



中国工程院邀请，组织全球重大挑战峰会，由三国工程院院长主持

- 2015 CAE' s 15th challenge “GGC” is Coordination at Scale

本学期的同学们将有机会参与、观摩“全球重大挑战峰会”学生日的活动。



NAE GRAND CHALLENGES FOR ENGINEERING

NATIONAL ACADEMY OF ENGINEERING
OF THE NATIONAL ACADEMIES

Challenges

News

Comm

VR

Enhance virtual reality

True virtual reality creates the illusion of actually being in a different space. It can be used for training, treatment, and communication.

Read More



来自USC的全球创新战略课程的同学在清华创客空间

制作可自动移动的国际象棋棋子



工业 4.0 ?
数字原住民?
跨界创新?



一起参观中国工艺美术公司



一起参观中国超算中心和动漫中心



每学期的线下全球聚会是一起交(wan)流(shua)的好机会





提示：这是一门有趣但非玩耍的课程，跨校跨文化跨时区的团队协作将是你们的重大挑战。

通过报名选拔的同学请于补退选期间完成选课。请协调好时间，**一旦选课请勿退课**，否则会给同组的国外其他小伙伴带来巨大困扰。

具体报名方式请见邮件或选课通知。



《全球创新战略》

等你来参加！

iPodia