

Business models in the era of intelligent manufacturing 智能制造时代的商业模式

目标与内容 Objectives and Content

Under the wave of global intelligent manufacturing transformation, today's enterprises do not only need product innovation and service platform innovation, but also need to be driven by innovative and competitive business models. The traditional business model has been difficult to adapt to the innovative needs in the digital age, the digital transformation of enterprises must also be accompanied by breakthroughs in business models. How to design a business model? How to digitize business models? These problems have become a common problem for enterprises. As a senior technical service company in the global intelligent manufacturing field, GAMI will bring you the answer to the design of your business model!

在全球智能制造转型的浪潮下,当今企业不仅需要产品的创新和服务平台的创新,更需要富有创新性和竞争力的商业模式。传统的商业模式已很难适应数字化时代的创新性需求,企业数字化转型的同时也必须伴随着商业模式的突破更新。如何设计商业模式?如何进行商业模式数字化转型?已经成为了企业共同的难题。GAMI 作为全球智能制造领域资深的技术服务公司,将为企业商业模式的设计升级带来答案!

参加对象 Target Group

This training course is aimed at high-level managers in the manufacturing industry. 本次培训课程主要面向制造业领域的企业高级别管理人员。

大纲 Outline

日期 Schedule

2020.05.22/
2020.08.28/
2020.12.11

价格 Price

RMB 2000

Fee includes lectures, course materials and lunch.

包括会务, 资料费, 午餐费。

语言 Language

Chinese

- What is a business model?
 - Definition of business model
 - Digital business model
- Development history of business model
- Business model components
- How to design (digital) business models?
 - Introduction of design approach
 - Design roadmap
 - Business model evaluation
 - Case studies
- Case study workshop
 - Design your business model
 - Business model evaluation
- Summary and conclusion
- 什么是商业模式?
 - 商业模式的定义
 - 数字化商业模式
- 商业模式的发展历史
- 商业模式的组成
- 如何设计(数字化)商业模式?
 - 设计方法简介
 - 设计步骤
 - 商业模式评估
 - 现有案例分析
- 案例研究
 - 设计自己的商业模式
 - 商业模式评估
- 分享和总结

地点 Venue:

Seer Doer Partner: Industry 4.0 Demonstration and Innovation Center, Suzhou

遵成合作伙伴: 苏州中德工业 4.0 技术展示创新中心



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