Innovation Driven Big Data Strategy Analysis and Application

ECTS : 3

Description du contenu de l'enseignement :

- Big data development strategies: "Internet plus", " The Belt and Road", "Intelligent Society and Smart Community".
- Innovation driven development strategies: classic national innovation and development strategies of the United States, China, the European Union, Japan and South Korea.
- Innovation driven development case study: Alibaba, Amazon, Jingdong, Tencent, Microsoft, HUAWEI.
- This course aims to train students to understand the innovative development strategies at the national level, the industry level and the enterprise level, and to provide new research ideas and methods for the future innovation system.

Compétence à acquérir :

- National innovation strategies from innovation perspective.
- Industry innovation strategies from market application perspective .
- Enterprise innovation strategies from product perspective.