

高端继续教育国际合作与交流的 探索与实践

International Cooperation and Exchanges in
High-end Continuing Education: Exploration
and Practice

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一、高端继续教育国际合作的几种模式

Part 1: International Cooperation Models of High-end Continuing Education

模式一： Model One

- (涉及双方学历、学位教育)

中外大学联合培养学生，颁发双方大学学位
Joint-degree/diploma Programs

Chinese and foreign universities jointly develop and offer programs to students and confer both universities' degrees to them upon their completion of the joint-education program

案例： Case:

2002年清华大学与德国亚琛工业大学 (RWTH-AACHEN) 在工业工程和汽车工程两个专业联合培养硕士研究生.

In 2002 Tsinghua University & Rheinisch-Westfälische Technische Hochschule Aachen jointly developed two postgraduate programs:

- **Industrial Engineering**
- **Automotive Engineering**

- 一个学期在清华大学;
- Study for one semester at Tsinghua University
- 一年在德国亚琛工业大学;
- Study for one year at Aachen TH in Germany
- 每年互派30名学生;
- Each side selects 30 students every year
- 双方大学各自授予硕士学位.
- Both universities' master degrees are conferred to the students

模式二： Model 2:

- 经过教育部批准的中外合作项目，面向中国学生，主要在中国境内学习，颁发国外大学的学位（学士、硕士），颁发国内大学高级培训结业证书。

Sino-foreign joint-run programs approved by MOE for Chinese students who study most of the time in China and get foreign university's Bachelor or Master degree, plus the Advanced Training Certificate from the Chinese university.

案例一： Case One

- **清华大学法学院与美国天普大学法学硕士学位合作项目
Tsinghua Law School & Temple University, USA : Master of
Laws Program**
 - **人数：45人/年**
 - **Enrollment: 45 students per year**
 - **清华大学学习10个月，天普大学2个月；**
 - **Schedules: 10-month study at Tsinghua plus 2 months at
Temple University in the USA**
 - **学生获得天普大学法学硕士学位；**
 - **Degree: Master of Laws degree conferred by Temple
University**
 - **学费18000美元；**
 - **Tuitions: 18,000 USD**

案例二： Case Two

2003年4月清华大学经济管理学院与澳大利亚悉尼科技大学：体育管理硕士学位项目

April, 2003 Tsinghua's School of Economics and Management & University of Technology, Sydney

--Master's Degree of Sports Management Program

- 经过中国教育部门批准

Approved by the Ministry of Education

- 学生在清华大学学习一年半，清华颁发高级培训结业证书；

One-and-half-year study at Tsinghua which confers Advanced Training Certificate to students

- 悉尼科技大学承担2/3课程；授予悉尼大学体育管理硕士学位；

2/3 of the courses are offered by the University of Technology, Sydney which confers Master's Degree of Sports Management to students

- 人数：三期，共170人；中国政府体育管理的高级官员、体育产业高级管理人员世界冠军等精英成为两校校友。

Enrollment: 3 classes, 170 students in total. China's sports management officials, senior managers of sports industry and world sports champions, etc. were enrolled for the program

- 学费：128000人民币；

Tuitions : 128,000 RMB

案例三: Case 3:

清华大学继续教育学院与澳大利亚麦考瑞大学--应用金融
硕士项目

**Macquarie University & School of Continuing Education,
Tsinghua University:
--Master of Applied Finance Program**

该项目2004年获得教育部批准, 2005年开始招生, 截止到
2009年9月, 共举办5期, 学员人数共计278人, 毕业学员
79人。

**Approved in 2004 by MOE, the program started
enrollment in 2005. By September 2009, five classes of
students have been enrolled totaling 278 people, among
whom 79 have graduated.**

麦考瑞大学的应用金融硕士项目已经在东京、香港、新加坡等地开展，国内商业银行和上市公司曾经多次派人参加麦考瑞大学在香港的应用金融硕士项目的学习。

Macquarie University's Applied Finance Postgraduate program has been extended to Tokyo, Hong Kong and Singapore, etc. China's domestic commercial banks and listed companies have sent many employees to participate this program delivered in Hong Kong.



模式三： Model 3:

- **出国留学预备项目**

Study Abroad Preparation Programs

面向中国国内希望出国留学的学生（主要是中学毕业生或大专、本科毕业生），他们在中国大学进行一年的语言及“学术桥”课程的学习，达到国外大学录取标准，经过中国大学推荐，被国外大学录取，到国外进行本科或硕士阶段的学习，获得国外大学学位。

Target audiences are Chinese students (mainly high school graduates, college associate degree holders and undergraduates) who want to study abroad. Students spend one year in China learning language and Academic Bridge foundation courses. When admitted by the partner foreign university, they will go abroad to pursue their bachelor's or master's degrees with the recommendation of the Chinese university.

- 清华大学继续教育学院对外文化交流中心：
- 面向澳大利亚、加拿大、英国、美国等大学本科留学和硕士留学预备课程
- **The Center for Overseas Academic and Cultural Exchanges of SCE, Tsinghua University developed study abroad training courses for those who want to study in Australia, Canada, UK and USA for bachelor's and master's degrees**

“学术桥”培训课程 Academic Bridge Program

- 国外大学承认学分的课程 Credit courses recognized by foreign universities
- **与美国UMASS的合作 Partnership with UMass Boston:**
 - 2005年——8人；赴UMASS留学； 2005, five students to UMass
 - 2006年——26人；赴UMASS留学； 2006, twenty-six to UMass
 - 2007年——45人；赴UMASS留学； 2007, forty-five to UMass
 - 目前在学学生总数每年300人左右； Currently, 300 students in this program

模式四： Model 4:

- 中国大学及教育组织 与国际权威行业认证机构合作 在中国开展国际认证培训，引进优秀的教育资源（证书、教材、教师），促进中国发展与世界接轨。

Chinese universities and education organizations cooperate with internationally recognized professional certification institutes and offer international certificate programs to Chinese audiences. Advanced educational resources (certificates, textbooks and faculty) are introduced into China which promotes the country's development and help catch up with the international standards in related areas.

案例: Case:

- FIDIC是一个国际性的非官方组织，用其法文名称是“Fédération Internationale Des Ingénieurs-Conseils”的前5个字母代表。其中文名称是“国际咨询工程师联合会”，英文名称是International Federation of Consulting Engineers.
- FIDIC is a non-official but international organization, in French it is short for “Fédération Internationale Des Ingénieurs-Conseils“.In Chinese it is”国际咨询工程师联合会”， which is “International Federation of Consulting Engineers” in English.
- 2001清华大学与FIDIC成立培训中心，每年培训500-600人，现已累计培训超过2000人.
- The FIDIC Training Center was co-founded in 2007 by Tsinghua University and FIDIC. Annual trainees totals 500 to 600. Up to date more than 2,000 people have participated this certificate training program

- **项目管理PMP**
(Project Management Professional)

美国项目管理协会PMI (US Project Management Institute)

清华大学**强茂山**教授引进翻译第一版——第四版的《PMP BOOK》，中国外国专家局得到授权在中国PMP考试

PMP BOOK was imported into China and translated by Tsinghua professor Qiang Maoshan from the first edition to the fourth edition and PMP Test has been authorized by China Foreign Expert Bureau:

每年：在中国PMP考试：3000人；

培训：4000人；

清华大学PMP培训：600人。

Each year 3000 people take the PMP Test in China; 4000 get trained, among which Tsinghua PMP trains 600 people.

模式五： Model 5

- **企业家、政府公务员、大学教师、学生、职业人士等交流互访、短期培训**

Visiting exchanges and short period training for entrepreneurs, government employees, university teachers, students, professionals and so on.

- **如：美国UMASS的 MBA学生到清华大学完成《当代中国研修》学分课程。**
- **MBA students of UMASS came to Tsinghua for the “Modern China” credits study;**
- **清华大学经济管理学院与美国哈佛大学商学院合作项目。6周课程，学费3.6万美元；**
- **Tsinghua’s School of Economics and Management cooperated with Harvard Business School – 6-week advance training courses; tuition \$36,000;**
- **企业家、政府官员到美国考察学习。**
- **Entrepreneurs and government officials studying in America.**

对于一所大学、在一年时间，继续教育学员数量

The Scales of Continuing Education Students

Annual Enrollment for a University with respect to the five different models

- 第一种模式： 30--50人
Model 1: 30-50
- 第二种模式： 100--200人
Model 2: 100-200
- 第三种模式： 800--1000人
Model 3: 800-1000
- 第四种模式： 超过 5000人
Model 4: More than 5000
- 第五种模式： 超过 3000人
Model 5: More than 3000

二、未来继续教育国际合作的领域

Part 2: Future Cooperation Areas of International Continuing Education

1、出国留学将成为热点

Going abroad for studies will become hot spot

- 中国有重视教育的传统；
统计显示：36.6%的中国家庭储蓄的目的是子女教育。40.5%的家庭预期家庭消费最多的是子女教育费用。
- **China has the tradition of emphasizing on education;**
 - **Statistics indicate that 36.6% of Chinese household savings are for the purpose of child education; 40.5% of Chinese families future expenses will mostly be spent on child education.**

- 未来几年，送子女到国外留学，获得国外优秀大学学士学位、硕士学位，将成为首先富裕起来的家庭的主要支出。
- **In next few years, sending their child to study abroad for Bachelor or Master degrees will become the major expenses of middle and upper class families in China.**

2. 促进中国企业、行业与国际接轨，提高国际竞争力，国际通用的专业技术资格认证项目

International Specialized Certification Programs for the purpose of enhancing the internationalization of Chinese enterprises and industries, and also improving the competition with other countries

● 案例：Case

- 中国服装每年出口额：200亿美元；
- 每件衣服中国生产企业出厂价格：20-30美元；
- 在美国零售价格50-60美元；
- 中国企业每件衣服生产企业的利润：1-2美元
- The export volume of Chinese garments each year: \$ 20,000,000,000;
- The price of each garment from Chinese factory: \$ 20-30
- The market price in America: \$ 50-60
- The profit of each garment for Chinese factory: \$ 1-2
- 如果你能够指导企业提升国际竞争力，提高产品的附加值、开拓国际市场,企业愿意为你付出高额学费

If you can help the enterprises enhance their international competitiveness, increase the extra value of their products, and expand their international market, enterprises would be willing to pay for the high tuition fees of your training program.

3、提高劳动力职业技能水平的职业教育及水平认证课程

Professional education and training programs that help improve employees' professional skills

● 案例:

- 基于Pro-Engineering的CAD/CAM认证培训
(美国PTC公司)
- 清华大学编写教材
- 授权53所其他高等学校开设此课程
- 培训600多名师资
- 每年学生考试 6000人, 每人 200元人民币;
收入: 120万元 人民币。

Case:

- CAD/CAM certified training based on Pro-Engineering
(American PTC company)
- Tsinghua University professors produced textbooks
- Authorize other 53 universities to deliver this course
- Train over 600 faculties
- 6000 students take this exam every year, 200RMB fee per person;
Income: 1,200,000RMB.

- 在企业建立实习基地、帮助学生就业；
- Establish internship bases in companies and help students find jobs
- 大学获得公司提供的最新版本软件和设备
- University gets the new version software and the equipment from the company
- 高端培训认证项目：
- High-end Certificate Training Programs:
 - 制定大纲、编写教材、培训师资、授权培训、课程考核，建立了一项培训的标准和规则；
 - Design curriculum, write textbooks, train faculty, authorize training, course examination, and set up a training standard and rules

4、中国对境外人士的培训

Training Programs for People coming to China from Overseas

对愿意到中国来投资和发展的国外企业家、友好人士进行中国国情、中国文化、中国法律等方面的培训

Training courses on Chinese national situation, culture and Chinese laws for international entrepreneurs who want to do business in China

对国外大学生、中学生的“中国周”、中国夏令营活动进行东方文化方面的培训

Training courses, “China Week”, Summer Camps on Oriental Culture for foreign university students and high school students

对来中国文化旅游的游客进行有关培训

Training courses on Chinese culture and tourism for international visitors

三、成功合作的重要因素

Part 3: Key Elements for Successful Cooperation

- **中国紧缺的优质教育资源:**课程设计、教材、师资、证书
- **Excellent education resources:** course design, textbook, teachers, certificate
- **本土化工作:**在需求特点、行业特点、对象特点、语言、学费、习惯等方面的本土化工作，合作项目需要精心策划
- **Localization work:** in line with the features of needs, industry, customers, language, and local customs
- **品牌与质量:**著名大学具有广泛的号召力、良好的社会信誉、知名度；质量和实用性是关键
- **Famous brand and high quality:** famous university and company with broad appealing, good society reputation and popularity
- **争取中国政府、行业协会的支持与认同**
- **Support and recognition from Chinese government and industry associations**

四、继续教育国际合作双方投入模式

Part 4: Investment Models for International Continuing Education Cooperation

- 国外教育机构：品牌 + 优质资源（证书、教材）
+ 资金支持

International brand + excellent education resources
(certificate, textbook, instruction) + fund support

- 中国高校：品牌 + 本地化工作 + 市场结合
+ 资金支持

Chinese university brand + localization work + marketing +
fund support

- 市场需要：
Market Needs:

- 促进中国企业、行业与国际接轨、提高国际竞争力的 **国际资格认证项目**。

International Certification Programs which help the
internationalization of Chinese enterprises and industries and
enhance the international competitiveness

- 提高劳动力职业技能水平的 **职业水平认证课程**

Professional Standard Certified Courses which improve the
manpower's professional skill standard.



谢谢!

Thank You!