

## 新加坡国立大学李光耀公共政策学院 企业领导力高级管理（中国商业）培训课程

### 课程方案

课程安排： 本课程全中文授课，五天课程，分三周完成：

第一周：2020年11月7日（星期六）

第二周：2020年11月20日和21日（星期五和六）

第三周：2020年11月27日和28日（星期五和六）

上课时间：上午9点至下午5点

（上课日期将根据新冠肺炎 19 的情况可能需做适当的调整。）

课程学费： 每人 SGD6,420（含 7%消费税）

参加课程学习的新加坡公民可以同时申请“技能创前程进修奖（国际业务）” (SkillsFuture Study Awards for International Business)，每个奖项是价值 5,000 元的助学金，可用以支付修读课程的费用。更多详情请查询：

<https://programmes.myskillsfuture.sg/Portal/ProgramDetails.aspx?ProgID=P00000057>

课程证书： 由“新加坡国立大学李光耀公共政策学院”颁发结业证书。

### 第一模块：增进国际业务知识

课程一：企业战略和商业模式创新

课程二：新加坡企业的领导力提升

课程三：新加坡企业国际化的跨文化管理

课程四：亚细安经济一体化带来的商机

课程五：企业家分享会：建立成功并富创意的国际化企业

### 第二模块：如何成功的开展中国业务

课程一：中国的投资和营商环境带给新加坡企业的商机

课程二：中国数字经济和新商业模式

课程三：国际和中国经济的最新趋势

课程四：新加坡企业如何参与中国一带一路建设：案例分析

课程五：中资企业参观与交流

（请注意课程顺序如有更改，将不预先另行通知。）

## National University of Singapore Lee Kuan Yew School of Public Policy Advanced Leadership Programme in Business Internationalisation (China)

**Lessons:** Classes will be conducted in Chinese over 3 weeks:  
Week 1: 7 Nov 2020 (Sat)  
Week 2: 20 & 21 Nov 2020 (Fri & Sat)  
Week 3: 27 & 28 Nov 2020 (Fri & Sat)  
Class Hours: 9.00am – 5.00pm  
*(Please note that class dates are subject to change according to COVID-19 situation.)*

**Programme Fees:** SGD6,420 per person (incl. 7% GST)  
Singaporeans who are planning to enrol or are successfully enrolled in this programme should concurrently apply for the SkillsFuture Study Awards for International Business. Recipients of the Study Award may receive a monetary award of SGD5,000 to defray the out-of-pocket expenses associated with the course. For more details:  
<https://programmes.myskillsfuture.sg/Portal/ProgramDetails.aspx?ProgID=P00000057>

**Certificate:** Issued by Lee Kuan Yew School of Public Policy, National University of Singapore

### Module 1 Developing International Business Acumen

- Lesson 1 Business Strategy and Innovation
- Lesson 2 Leadership Capabilities Development in Singapore Enterprises
- Lesson 3 Enterprise Leadership and Cross-cultural Management
- Lesson 4 New Business Opportunities from ASEAN Economic Integration
- Lesson 5 Entrepreneur Sharing Session: Building a Successful and Innovative Global Business

### Module 2 Successful Business Venture in China

- Lesson 1 New Business Opportunities from China's Investment and Business Environments for Singapore Enterprises
- Lesson 2 Insight into China's Digital Economy and New Business Model
- Lesson 3 Current Trends in International and Chinese Economies
- Lesson 4 How Singapore Enterprises can Participate in China's Belt and Road Initiative: A Case Study
- Lesson 5 Visit & Interaction Session: Understanding the Chinese Enterprises

*(Please note that the lesson sequence is subject to change without prior notice.)*

新加坡国立大学李光耀公共政策学院  
企业领导力高级管理（中国商业）培训课程  
**Advanced Leadership Programme in Business Internationalisation (China)**

**报名申请表**  
**APPLICATION FORM**

报名申请须知：请您仔细阅读并依照报名表的填写指示，完整、如实和准确地填写表格，将**填写完整的报名表格及您的名片**邮寄至我校，或扫描发送至我们的电子邮箱，以便我们及早处理您的申请。所递交的全部申请材料，将不退还申请人。

I. PARTICIPANT DETAILS 个人资料		
<b>Title</b> 称谓 Dr / Mr / Ms / Mrs / Mdm	<b>Name</b> (as in NRIC or Passport) 姓名(如证件所示)	<b>Chinese Name</b> 中文姓名
<b>Nationality</b> 国籍 Singapore Citizen 新加坡公民 Singapore PR 新加坡永久居民 Country of Birth 出生国家:  Others 其他:	<b>NRIC No.</b> 新加坡身份证号码 / <b>FIN No.</b> 居留证/工作准证号码	<b>Date of Birth</b> 出生日期 (day/month/year 年/月/日)
<b>Designation and Department</b> 目前职位及部门	<b>Company Name</b> 所在公司名称	
<b>Company Registration Number (Singapore)</b> 公司注册号(新加坡)	<b>Your Company</b> 所在公司 Belongs to SME 属于中小企业 Does not belong to SME 不属于中小企业 (Please click <a href="#">here</a> to view SME definition. 请点击 <a href="#">这里</a> 查看中小企业的官方定义。)	
<b>Industry Sector of Your Company</b> 所在公司所属的行业 Manufacturing (Mechanical, Electronic, Chemical, Biological Engineering) 制造业（机械、电子、化工、生物工程） Real Estate, Construction (Real Estate Development, Construction Materials, Interior Decoration) 房地产及建筑业（房地产开发、建筑、建材、室内装潢） Consumer Business (Retail, Trade, Food & Beverage) 商业贸易类服务业（零售、贸易、餐饮） Professional Services (Finance, Agent Services, Education, Tourism, Hospitality, Healthcare) 其他类型服务业（金融、中介、教育、旅游、酒店、医疗保健） Others 其他:		
<b>Office Address</b> 办公室地址         <b>Postcode</b> 邮编	<b>Email</b> 电子邮箱	
	<b>Mobile Number</b> 手机号码	
	<b>Office Number</b> 办公号码	

II. EDUCATION 教育背景				
From 从 (Year) (年)	To 至 (Year) (年)	Educational Institution / Country 教育机构/所在国	Major 主修	Qualification Obtained 获颁学位

III. WORK EXPERIENCE 工作经历			
<p><b>Starting with your present position, please indicate in reverse chronological order your employment history. 请按照先近后远的年份顺序，填写您的工作经历（若必要，可附纸）。</b></p>			
From 从 (MM/YY) (月/年)	To 至 (MM/YY) (月/年)	Designation 职务	Company 公司

IV. YOUR LEARNING OBJECTIVES 参加此次培训的目的
<p><b>What are your learning objectives? What do you hope to learn from this programme? (150 words in Chinese)</b>            请用 150 个字描述申请者的培训目的以及希望从此课程学习到企业国际化尤其中国商业的那些方面？（请尽量用中文作答）</p>

V. PAYMENT DETAILS 费用支付			
<p><b>PROGRAMME FEES 课程费用* SGD6,420 (incl. 7% GST)</b></p>			
<p><b>* Singaporeans who are planning to enrol or are successfully enrolled in this programme should concurrently apply for the SkillsFuture Study Award for International Business.</b>            * 参加课程学习的新加坡公民可以同时申请“技能创前程进修奖（国际业务）”</p>			
Sponsored by 课程费用支付方	Individual 个人支付	Own Company 所在公司赞助	Others 其他:

VI. COMPANY PAYMENT CONTACT 所在公司支付人联系方式		
Dr / Mr / Mrs / Mdm / Miss 称谓 Name 姓名	Designation and Department 职位及部门	Company Name 公司名称

<b>Billing Address</b> 账单地址	<b>Office Number</b> 办公号码		
	<b>Email</b> 电邮地址		
<b>Postcode</b> 邮编			
<b>VII. HOW DO YOU GET TO KNOW ABOUT THIS PROGRAMME</b> 如何知道此课程			
Facebook 面簿/脸书	WeChat 微信	Email 电邮	Others 其他:

**IMPORTANT NOTES AND CANCELLATION POLICY** 注意事项与课程撤销条款:

- i. I have read and understood the terms and conditions/instructions on this Application Form, and the information that I have submitted through this Form is accurate, correct and complete. I understand that any inaccurate information and/or omission of information will render this application invalid. 我已阅读并理解了此申请表上的条款和说明。我认知通过此表提交的信息是正确和完整的并且了解任何不正确的信息和/或信息的遗漏都将导致本申请无效。
- ii. Applicants who have been accepted into the Advanced Leadership Programme in Business Internationalisation (China) do not automatically qualify for the SkillsFuture Study Award for International Business. They are further subjected to the award eligibility criteria and must separately submit their SkillsFuture Study Award application to Enterprise Singapore (ESG). 被企业领导力高级管理（中国商业）培训课程录取的申请者不会自动获得“技能创前程进修奖（国际业务）”的资格。他们还必须分别向新加坡企业发展局提交其进修奖的申请，并且遵守获奖的资格标准。
- iii. The Lee Kuan Yew School of Public Policy (LKY School) reserves the right to determine the final list of participants. 李光耀公共政策学院保留决定最终学员名单的权利。
- iv. Once confirmed, should the participant cancel four (4) weeks before the programme, the LKY School will charge the participant or the sponsoring organisation a cancellation fee equivalent to 50% of the programme fee. 一旦课程确认以后，学员如在开课四周前退出课程，李光耀公共政策学院有权向学员或负责支付的机构收取 50% 的课程费用作为取消费。
- v. LKY School reserves the right to postpone or cancel the programme by giving at least 7 days' notice. 李光耀公共政策学院保留在上课前 7 天宣布课程的推迟或取消的权利。
- vi. I have read the cancellation policy and accept its terms. 我已细读并接受以上课程撤销条款。
- vii. By signing this application form, you agree that LKY School and NUS may collect, use and disclose your personal data, as provided in this application form, for the following purpose in accordance with the Personal Data Protection Act 2012 and our data protection policy:  
通过签署本申请表，您同意，根据“2012 年个人资料保护法令”和我校的数据保护政策，李光耀公共政策学院和新加坡国立大学可以按照本申请表格的规定收集，使用和披露您的个人资料，以达到以下目的：
  - Disclosure and transfer of your data to third party service providers, agents and/or our affiliates or related corporations that provide administration, data processing, computer or other services to LKY School and NUS.  
向 LKY 学校和 NUS 提供管理，数据处理，计算机或其他服务的第三方服务提供商，代理商和/或我们的关联公司或相关公司披露和转移您的数据

Please visit our website at <http://www.nus.edu.sg/legal-information-notice> for further details on our data protection policy, including how you may access and correct your personal data or withdraw consent to the collection, use or disclosure of your personal data. This Application Form is written in the Chinese and English language. If there is any conflict or inconsistency between the Chinese text and the English text, the English text shall be the governing and prevailing version.

Signature 签名 \_\_\_\_\_

Date 日期 \_\_\_\_\_