

Alibaba's Digital Economy Enabling System — Taobao University

25.1.2021 / 2562



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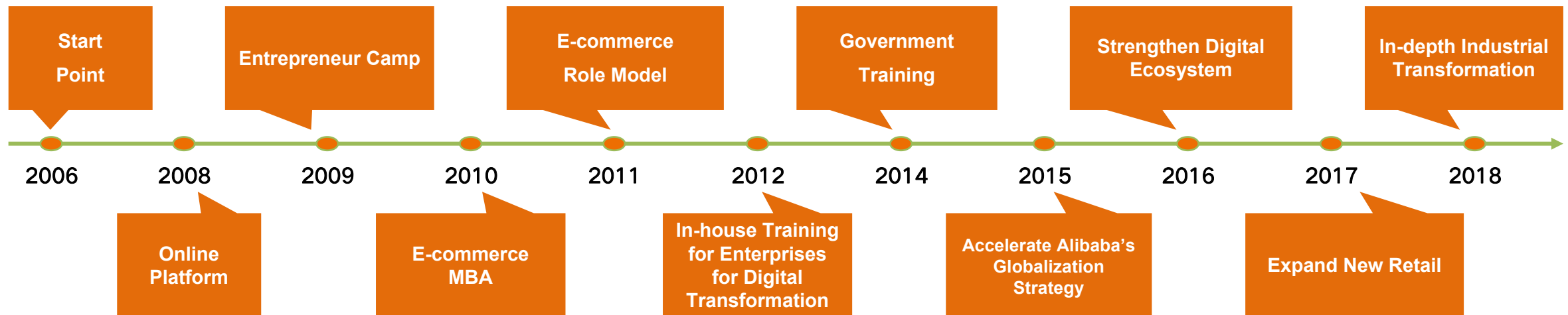
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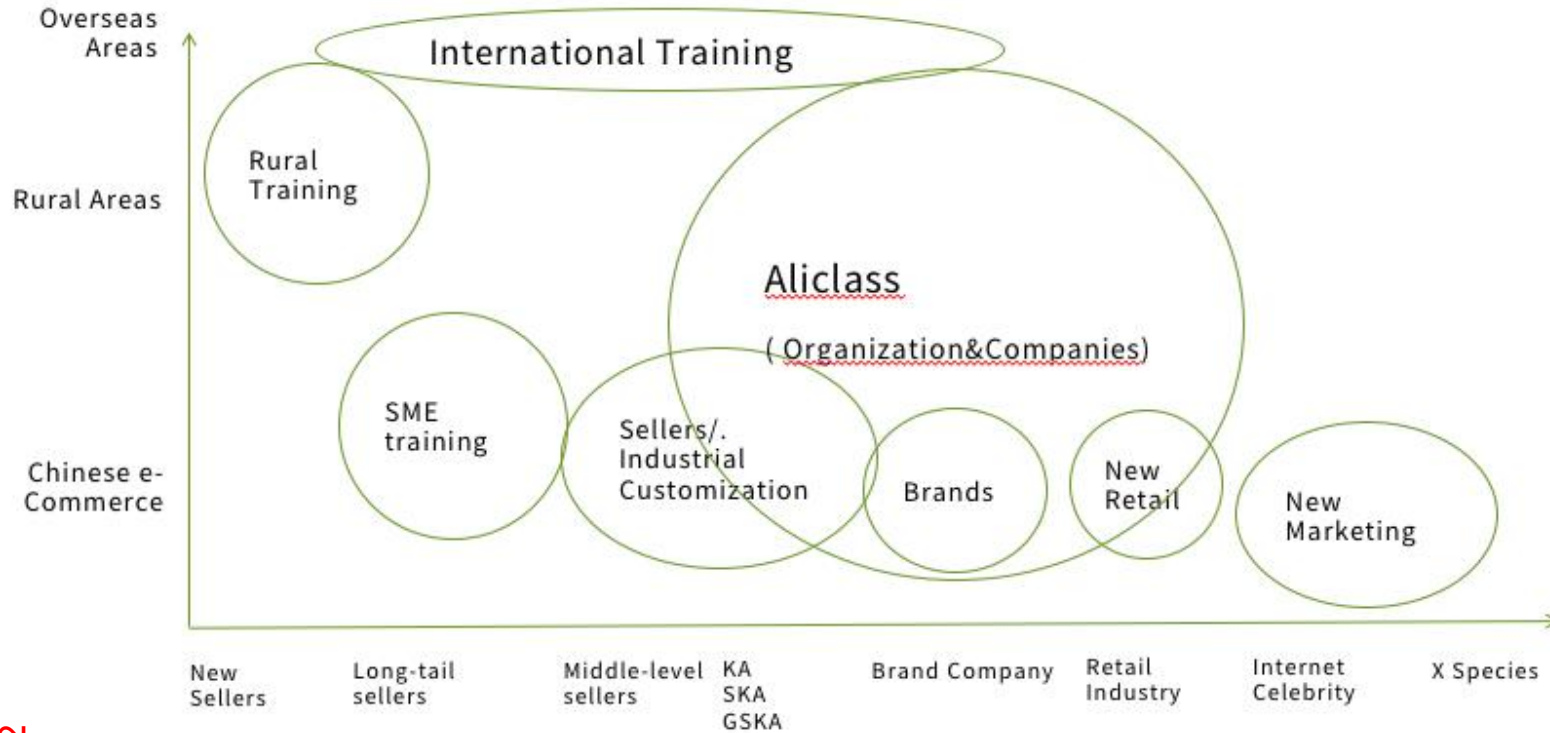
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01 TAOBAO UNIVERSITY INTRODUCTION

Taobao University, established in 2006, is the core education and training platform of Alibaba Group, which aims to ride on the expansion of digital business to enable the growth of digital empowered merchants. Following a decade of growth and development, Taobao University now has nearly 10 million students in 133 countries, with more than 200 qualified lectures and an extensive and practical syllabus. Taobao University is a diverse and comprehensive platform that offers on-going learning opportunities to the digital practitioners at all stages of development.



Comprehensive Ecosystem Training



Taobao University cooperates with top sellers, industrial experts and Alibaba business leadership team to provide **comprehensive ecosystem training courses** through systematic training, regular appraisal and students feedback.

TOP KOLs as Experts Think Tank

Taobao University partners with over 100 top KOLs from government and industry as Experts Think Tank to analyze industry development road and design digital economy training courses



Mr.Ming Zeng

Formal CSO of
Alibaba Group



Mr.Jianhang Jing

One of Alibaba
Group 18 Founders



Mr.Yingguang Zhao

Founder and CEO of
HSTYLE Group



Mr.Liaoyuan Zhang

Founder and CEO
of Three Squarrel
Group



Mr.Xuchen Zhang

Mayor of Baiying City,
Ganshu Province, China



Mr.Xiaoping Zhang

Formal Head of Wugong
county, Xizang

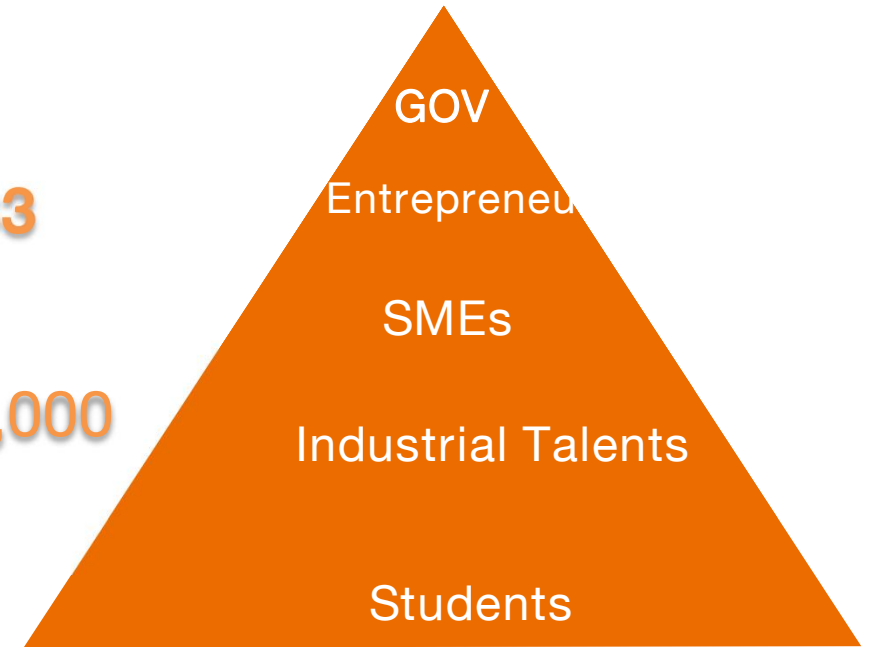
02 DIGITAL ECONOMY ENABLING SYSTEM

Global Digital Economy Enabling System

Taobao University is in line with Alibaba Group's globalization strategy, which aims to provide training programs on digital business strategy, organization, and operational skills for enterprises, individuals, and public institutions globally. Upholding the concept of "make learning easier" through systematic learning solutions, we **help learners identify new opportunities for business development, enhance the operational capabilities of their online teams, find the most effective path to enter China market and land in successfully and synergize their online business and offline business to grow exponentially.** In the past 3 years, Taobao University conducted **300 training courses in 12 countries** across the world to **more than 40,000 people.**



33
40,000



Value System

If you have or plan to start your business in Alibaba's ecosystem...

How to Expand your Business via Alibaba's Platform

Sell to China

Sell to Southeast Asia

Build Brand Awareness in China

Expand Your Business in China

If a government / an organization plan to build a digital economy or digital talent system...

Digital Transformation of Enterprises and Governments

Progressive Talent Growth Solution

Train the Trainers

Build a Management System to Ignite Innovation and Speed Up Productivity

If you want to adapt Alibaba's practice and key success factors of digital business and adapt it to your local business...

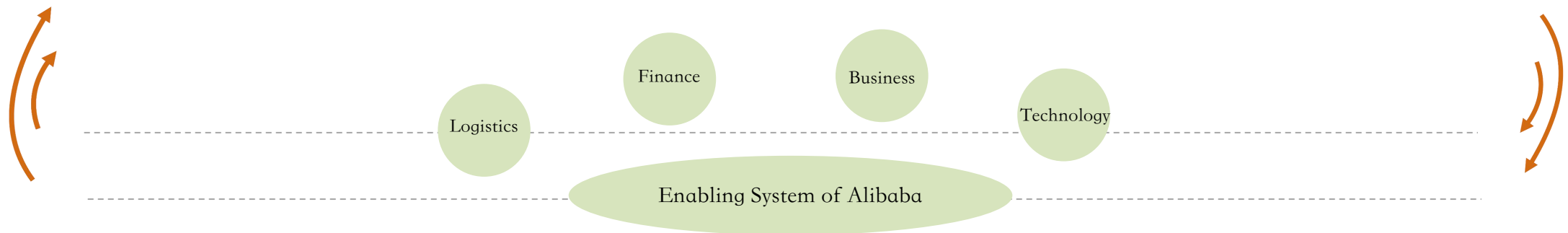
Key Success Factors of Alibaba's Business and Core Experience of Retailing, e-Commerce and Management

Management

New Retail

Fans Economy & New Marketing

Power of Data



Blended Learning Methodology



In-classroom learning

- Thematic lecture with relevant topics
- Workshop with engaging activities
- Project with effective evaluation and fruitful feedback



Real Business Experience

- Face to face discussion with various enterprise leaders
- Experience the business cycle via onsite visit to successful companies
- Access to live business data system of Alibaba Group

Blended learning methodology with a full spectrum of touchpoints to key aspects of digital economy

03 CURRICULUM SYSTEM

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Curriculum System

Digital Economy Series

E-Commerce CEO Program
 New Retail CEO Program
 Digital Experience Program
 Alibaba Global Course



Smart Business Series

Marketing with Alipay
 New Retail Series Program (7 topics in total)
 Smart Business Experience Program (AI, Big Data, Smart City, Smart Logistics)

Internet Business Strategy & Best Practice Series

Managerial Program
 New Marketing
 Entrepreneur Program
 Tiktok Marketing Program
 Fans economy & livestreaming Program



Alibaba Management & Culture

Alibaba Group's strategy, organization & culture structure
 Alibaba Group's Three Axes Management Strategy
 Alibaba Group's Human Resources Management
 Alibaba Group's Strategy Circle
 Alibaba Group's Business Strategy

Import & Export via e-Commerce

Gateway to China Market / Route to China Market/ Win in China Market
 Tmall Global Seller Growth (Export to China)
 Win in overseas market-Tmall World (China to the world)
 Global Connection-Lazada
 Global Connection-Lazada (Export to South East Asia via Lazada)
 Starting a business via Lazada
 How to leverage Taobao Global to sell to China



Ecosystem Enabling Program

Train the trainer
 Mindset for building a digital government

Gateway to China Market

Target Audience

Brands who want to sell their products to Chinese consumers

Location

In-house training with flexibility per your needs

Language

English

Length

3-day session



- Analysis of China's consumer market canvas and customer portraits
- Chinese cross-border e-commerce know-how
- Analysis of the Alibaba Economy platforms to help different brands make the best channel choices
- How to optimize brand positioning and scientifically build an operational framework with the case analysis
- Finding the right partners for goods selling and promotion @Sydney

Digital Experience

Target Audience

Learners who want to know about Alibaba's ecosystem via a mini session

Location

Alibaba Campus, Hangzhou

Language

English/Chinese

Length

2-day session



Day 1

- A quick intro for Alibaba's development history and key milestones
- Understand Alibaba Ecosystem
- Development and practice of cross-border e-commerce/Big Data/Marketing/How to leverage AI into daily operation (Topics vary according to customized needs)
- Culture, value and management philosophy of Alibaba Group

Day 2

- Customized thematic training (based on customer's needs)

Train the Trainer Program for University Lecturers



Module 1 e-Commerce

- E – Commerce Operation & Management
- Consumer Market
- New Marketing
- Digital Business Planning & Management
- Localization

Module 2 Smart Business

- New Retail
- AI
- Big Data & Cloud Computing
- Digital Organization
- Fintech

- ## Module 3 Culture for Innovation – Alibaba's ecosystem
- Leadership in digital era
 - Agile Innovation

Star Program: Fans economy & live-streaming

– how live-streaming brings the explosive growth for e-commerce

Target Audience

Learners who want to learn the most effective marketing methods in China

Location

Alibaba Campus, Hangzhou

Language

English/Chinese with SI

Length

2-day session



Fans Economy and Live-streaming Practice

- Definition of the Fan Economy
- Opening the Traffic Entrance
- Attracting Target Fans
- Producing Premium IP content
- Collecting and Analyzing Data

Live-streaming Practice

- Maximize Value of Fans
- Store Activity and Campaigns
- Visual Marketing
- Video Marketing
- Live Stream Operation: A Perfect Carrying Out
- Create Internet Anchors: Increase Sales and Enlarge Impact

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Star Program: New Retail Workshop & Case Study

– Grow exponentially in omnichannel commerce space

Target Audience

Enterprises which want to expand their business via new retail solutions

Location

Alibaba Campus, Hangzhou
(can be customized for in-house session)

Language

English/Chinese with SI

Length

3-day session



Day 1

New Retail Strategic Reformation

- New retail business map (analysis from demand side, supply side and consumer side with cases)
- New retail, new scenario (strategies to conquer the challenges of reconstruction of new scenarios)
- New retail, new users (commercial genes in the era of digital consumer operations)
- New retail, new commodity (Digital

Day 2

New Marketing

- The era of consumer data operations
- FAST Model
- Data consumer operation path
- Intelligent marketing
- LBS-based whole operations

Day 3

Case Study and Onsite-learning

Target Audience

Management Roles from enterprises, government, organizations

Location

Hangzhou, China

Language

English/Chinese with SI

Length

5-7-day session (can be separated)



Learn from Alibaba become surviving entrepreneurs and drive innovation

- How to build an effective company culture and value system
- Define and hire the right people
- How Alibaba develop its group strategic and organizational structure (“ mind, brain & body”, six-pulse legendary sword etc.)
- Alibaba Group's Strategic Three Axes for management
- Alibaba Group's Human Resources Management (Define and hire the right people,
- Alibaba Group's strategic cycle
- Alibaba Group's business cycle

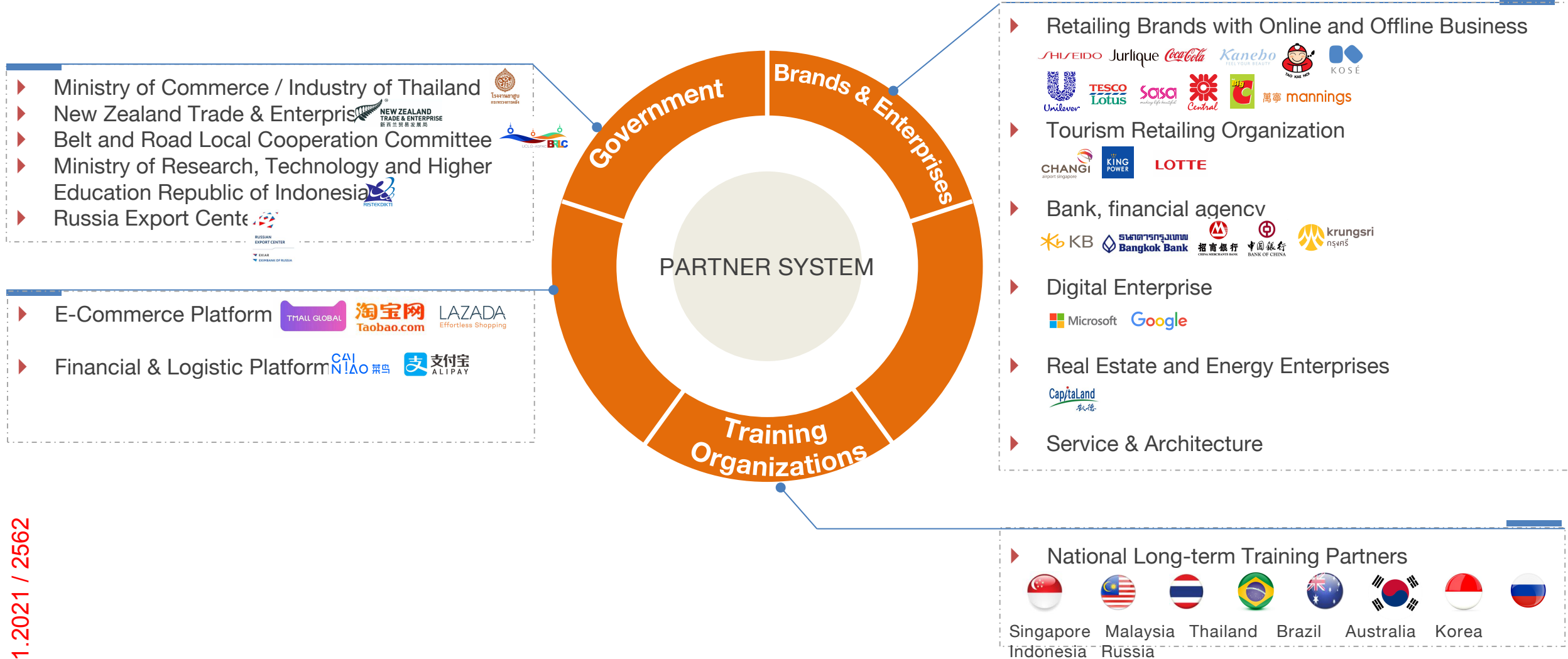
Learning Moments



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04 CLIENTS' VOICE

Key Representatives of Our Customers



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Best Case of Enabling Collaboration



Launch of Digital Transformation Talent Development for Singapore by Singapore Government & Taobao University

- Partner of Alibaba Group, Senior Vice President of Alibaba Group
- Parliamentary Secretary, Ministry of Education & Ministry of Social and Family Development, Singapore



MOUs (Training, E-Commerce, Finance & Tourism) Signing by Thailand Government and Alibaba Group (Training by Taobao University)

- Vice Prime Minister of Thailand
- Jack Ma

Best Case of Enabling Collaboration



Launch of LazStar Academy by Taobao University & Lazada in Indonesia

- CEO of Lazada Indonesia
- Head of Taobao University International



Launch of LazStar Academy by Taobao University & Lazada

- Head of Taobao University
- CEO of Lazada



Launch of LazStar Academy by Taobao University & Lazada in Indonesia

- CEO of Lazada Malaysia
- Head of Taobao University International

Best Case of Enabling Programs



Alibaba Global Course – Lazada Session (Malaysia)



Alibaba Global Course – “Lazada We Commerce” Session (Malaysia)



Alibaba Global Course – Singapore “New Technology” Session



Smitthi Chiranandh (泰)
泰国小老板海苔 市场总监

This is great! China is one of the biggest ecommerce market in the world. So this is very interesting and Alibaba also a big big company. It is a good chance to come here. Young consumer or even like Chinese consumer eat our product a lot. Our business has to develop new product all the times. We have plenty of products and new flavors coming. What's the most impressed of the program is that suggestions they give us are very good and specific ideas! This is like insight very inside, because we don't know exactly over here, but the lecturers knows everything. Because over here you got very very large data! And you utilize it very well. Now We know personal behavior. We know Alibaba system. We know e-commerce system. **And we know how to manage and what is the gap with these opportunities that they can grow the business over here.**

-Smitthi Chiranandh

Marketing Director of Thailand Taokaenoi – Seaweedsnack



Ron Tong

Lorna Jane

我们是澳洲排名第一的女士运动内衣品牌。2年前我们在淘宝开了店，成绩不错，随着品牌的知名度在中国越来越高，去年我们就开了天猫店，销售额增长得很快。今天阿里巴巴环球课堂的内容，让我发现还有这么多方法是我不知道的。今年双十一我们打算尝试直播，一直担心会遇到信号问题，结果今天通淘宝大学的课程认识了阿里云的分享者，太及时了！我刚好这几天在悉尼，赶上这门课，觉得很幸运，课程内容非常有价值。我们在中国有个20多人的团队，我希望可以让他们去参加淘宝大学更深入的课程，比如数据获取，内容营销。因为阿里生态的玩法特别多，有太多我们需要学习的。



Supakit Kulchartvijit
 CEO of Superkit and Marketing Co., Ltd.
 700,000 followers (which accounts for 1% of Thai population) in Thailand

This program is beyond my expectation. The lecturers have all hands skill and all hands experience. They can answer our questions directly. Beyond that, I can see, I can learn the philosophy of Alibaba. Now I think if you watch the global news, you can see the Chinese digital economy is going very fast. The reason why I came here, because I want to learn why Chinese digital economy going very fast. And now I understand it and I think I can apply it in my business, and I can teach to my Thai followers as well.



David Palmer
 Evans & State

我们是西澳最大的红酒品牌，几年前开始就通过一般贸易的方式进入中国市场，我们在超市，商场里都有销售，但是成绩平平，今年三月我们加入了天猫国际平台，但是具体怎么运营好，该做些什么，以及如何更好地让TP帮助我们的品牌成长，这些我们都没有思路。这个课程来得非常及时，内容也很好，上午我学了不少东西，很希望你们能给我们更多的建议，像这样的活动应该更多一些，今天不仅是学到了东西，有机会和这些同行们交流也很难得。

How our program changed life of female entrepreneurs?

Karina

Back to my home Yogyakarta, I teach female how to make batik. A small group of women who live in the city of Yogyakarta. They're household women and they want to earn more money to support their family by making batik.

A lot of female entrepreneurs in Indonesia are not at the stage of starting production but they're lack of knowledge to grow it. It's not only about how to make batik themselves but also how to improve and expand their production to support their family. There's a huge gap of knowledge of how to leverage online channels to expand their sales. I'm very impressed with how Alibaba empower the individuals.

I gain lots of knowledge from this program. Especially the very diverse methods of doing marketing. That will be very helpful for me to teach my students to increase their sales online. And the most eye-opening part for me is that Alibaba's concerns about the microenterprises.



Kiittää

Takke

Danke

Благодарности

Tacka

dank u

Zahvala Díky

Ευχαριστ

obrigado

Grazie

Merci

Zahvalnost

dziękuję

תודה הכרת

Gracias

Спасибо

감사합니다

Teşekkür

شكرا لك يا معلم



谢谢

ありがとう

Thank you

Agradecimientos

धन्यवाद □ देना

Berterima kasih

Cám o*n

terima Kasih

Gratitude

การขอบคุณ