

# EURASIA

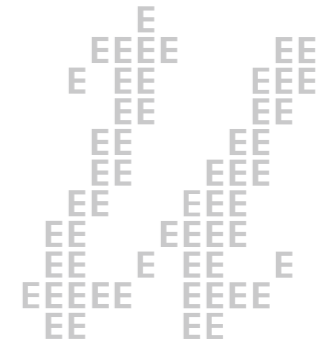
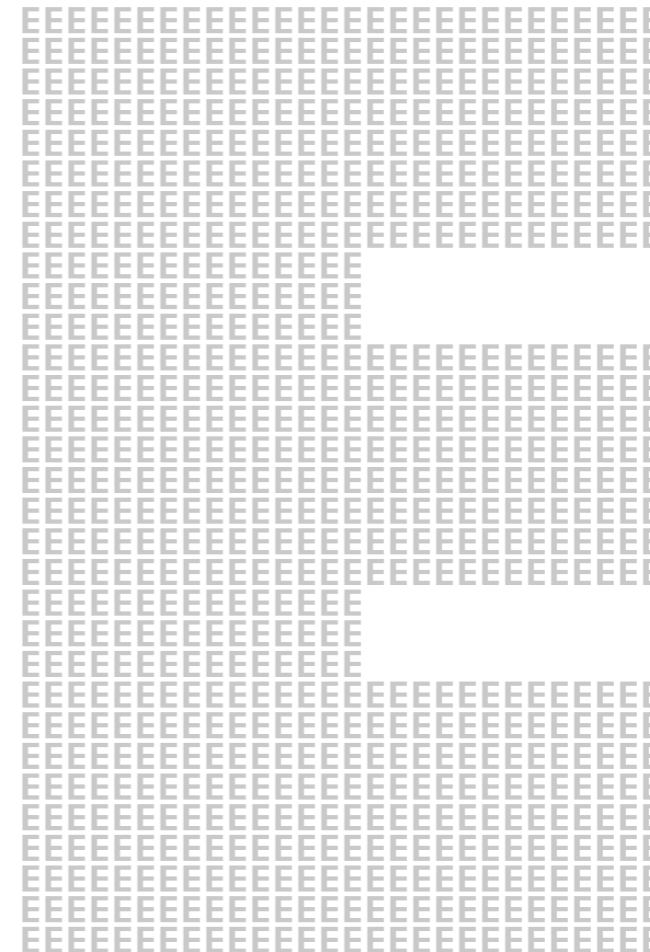
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AT HOME

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SPECIALIZED IN BUSINESS

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西安欧亚学院





## 和而不同 Pluralitas in unitatem

校训“和而不同”，源自《论语·子路》：“君子和而不同，小人同而不和”，取义常怀兼容精神，承认“不同”，尊重“不同”，在“不同”的基础上求中致和。其拉丁文是“Pluralitas in unitatem”，意为统一中的多样性。

“和”表示作为一个具有使命的教育实体，在教育中所坚守的最高目标，达到至善、至真、至用的全人教育，使教育成为社会发展、人类进步的重要基石，这是一种最高的“统一（Unitatem）”。

“不同”含义为保持自身的独立性，作为教育实体在实现教育的最高目标下建构自身的教育特质，走出自己的“欧亚教育之路”。针对个体来说，尊重教育观及教育方法的多样性，尊重学生的个人发展，实现个人的价值及幸福。而“多样（Pluralitas）”也是个人及社会创新的基础，由此保证教育的活力与创造力。

校训体现欧亚在推动国（校）际交流、学科融合、师资跨界、全人教育方面的探索，立足本地，融汇中西，做本土与国际、人文与社会、知识与时代、生命与价值之间传播沟通桥梁的担当。

Our motto of "Pluralitas in unitatem" originates from the Analects of Confucius: Zilu, "The noble-person searches for harmony without uniformity, but the petty-person searches for uniformity without harmony". It advocates the spirit of inclusion, recognizes "diversity", respects "diversity", and seeks golden means and harmony on the basis of "diversity". "Pluralitas in unitatem" is the Latin version of "harmony in diversity".

"Harmony" means the supreme goal of an educational entity with mission, which is to realize the holistic education for kindness, truth, and application and make education a vital cornerstone for social development and human progress. This is the best "unity (Unitatem)".

"Diversity" means maintaining one's independence. As an educational entity, Xi'an Eurasia University should build its own features, while pursuing the highest goal of education. For individuals, Eurasia should value the diversity of educational concepts and methods, and respect the personal development of students, to realize personal values and happiness. "Pluralitas" is also the basis of individual and social innovation, thus ensuring the vitality and creativity of education.

The university motto is a manifestation of Eurasia's exploration in promoting international (inter-university) exchanges, disciplinary integration, cross-border scholar recruitment, and holistic education. It is striving for facilitating the development of the region and integrating Chinese and Western essence. Eurasia serves as a communication bridge between local and international education, humanities and society, knowledge and the times, and life and value.



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# 关于欧亚

## About Eurasia

西安欧亚学院是一所以管理、经济学科为主, 艺术、文学、教育、工学等协调发展的国际化应用型普通本科高校。

建校至今, 我们始终保持初心, 推进教育教学改革, 获得良好的社会口碑。

我们懂得学生的个性化特征和当今市场经济最新鲜的变革, 前瞻性地把握现代社会对人才的需求, 致力为学生提供高质量的教育服务, 培养独一无二的毕业生, 使其具备专业才能、终身学习能力和辩证式思维, 以应对全球化的工作环境。

我们扎根西安, 承担大学的社会和历史责任, 引领周边城市和区域的智慧、绿色、可持续发展, 还与全球众多高校和组织建立联系与合作, 推动与行业、企业的密切融合, 举办面向世界的在地国际化大学。

我们以开放创新的心态, 坚持根植于内心的教育理想, 推动高等教育内涵式发展, 并不断追寻大学本来的样子。

Xi'an Eurasia University (Eurasia) is an international application-oriented undergraduate institution focusing on management and economics, with balanced development of disciplines like art, literature, education, and engineering.

Since our establishment, we have always stayed true to our original aspiration, promoted the reform of education and teaching, and gained a good social reputation.

We understand the personalized characteristics of students and the latest transformation in today's market economy. We grasp the needs of modern society for talents in a forward-looking manner and are committed to providing high-quality education services for students, and cultivating unique graduates so that they can have professional skills, lifelong learning ability, and critical thinking to adapt to the global working environment.

Rooted in Xi'an, we undertake the social and historical responsibilities of a university and lead the intelligent, green, and sustainable development of surrounding cities and regions. We have established contacts and cooperation with many universities and organizations around the world, promoted deeper integration with industries and enterprises, and built a localized international university facing the world.

With an open and innovative mindset, we adhere to the educational ideal rooted in our hearts, promote the connotative development of higher education, and continuously explore the inner nature of a university.

## 价值观办学理念体系

### Value-oriented Education Concept System

愿景 成为中国最受尊重的私立大学	VISION Becoming the most prestigious private university in China
使命 为学生提供高质量的教育服务	MISSION Provide high-quality education services for students
核心价值观 责任 创新 伙伴 有用	CORE VALUES Responsibility, Innovation, Partners, Usefulness
教育理念 以学生为中心	EDUCATIONAL PHILOSOPHY Student-centered
质量内涵 国际化 应用型 新体验	QUALITY CONNOTATION International, Application-Oriented, New Experiences





## 胡建波 教授

Professor Hu Jianbo

西安欧亚学院创办人、董事长  
Founder and Chairman of Xi'an Eurasia University

## 创办人寄语

The Founder's Message

大学应以学生发展为本，而不是以自身发展为本；大学要有自己独特的样子，有特殊使命和定位，慢慢来，不跟风，不动摇；大学的样子来自于办学者的理念，也是由社会环境和社会需求所塑造；大学要拥有美好的校园环境和文化环境，通过环境来育人；大学的样子是动态的，是办学者和大学的老师不断追问自己内心的一个姿态和过程；大学是一个有机体，是有一种本来的样子，大学之道，道法自然。

Universities should center on the development of students rather than themselves; they should develop unique characteristics, set special missions and targets, keep down-to-earth and steadfast, and never follow suit; they are shaped by the ideas and visions of the university runners as well as the social environment and needs; they boast beautiful campus environments and strong cultural atmospheres which contribute to education; they are dynamically shaped when the university runners and faculty keep pursuing their inner world; they are organic entities as they are. Great learning follows the laws of nature.

# 数读欧亚

Statistics of Eurasia

## 1995

建校于1995年

Since 1995

## NO.1

连续10年位列校友会网中国财经类民办大学排行榜首

Ranked 1st among private universities specialized in finance and economics released by cuaa.net for 10 consecutive years.

## 750+

与阿里巴巴、华为、中兴通讯、浪潮、中软国际、西影、易点天下等750余家企业深度合作

In-depth cooperation with companies such as Alibaba, Huawei, Chinasoft International, ZTE, Inspur, XIYING Group, and Yeahmobi.

## 150+

150+校内工作室或实验室，学生参与真实项目实践，积累职前经验

The students work on real projects in on-campus research institutes, studios or laboratories, adding up rich pre-employment experience.

## 20000+

来自28个省份的20000余名学生，在这里按照自己本来的样子生长

A total of over 20,000 students from 28 provinces across the country grow up here with their own characteristics.

## 53

与17个国家和地区的53所高校建立友好合作关系

Established friendly and cooperative relations with 53 universities in 17 countries and regions.

## 140000+

超过14万名校友活跃在海内外各地，母校始终关注大家的终身成长

More than 140,000 alumni are active around the globe, and Eurasia always cares for the lifelong growth of everyone.

## 95%

近三年毕业生对母校总体满意度

The overall satisfaction rate of graduates in the past three years with their alma mater.



# 我们获得的社会认可

Social Recognition

## 2011



国家教育体制改革试点单位  
Pilot University of Chinese Education System Reform

## 2013

陕西省高校教师培训基地  
Shaanxi University Teacher Training Base

陕西省教育信息化培训基地  
Shaanxi Education Informatization Training Base

## 2015

西安市质量管理奖  
Xi'an Quality Management Award



欧洲管理发展基金会会员  
Member of the European Foundation for Management Development



国际艺术与媒体院校联盟成员高校  
Member university of the International Association of Universities and Colleges of Art, Design and Media

教育部教育信息化试点优秀单位  
Educational Informatization Pilot University of the Ministry of Education

## 2018



国际社会创新与可持续设计联盟成员高校  
Member university of Design for Social Innovation and Sustainability



英国《企业愿景》杂志2020年度  
中国高等教育经济与管理学科卓越奖  
China Higher Education Excellence Award in the Disciplines of Economics and Management by UK Corporate Vision Magazine

## 2020



ACCA黄金级教育机构  
ACCA Gold Learning Partner

## 2021



# 质量是欧亚发展的生命线

Quality is the Lifeline of Eurasia's Development

2019年,西安欧亚学院确立了“质量!质量!质量!”为主题战略发展目标,开启价值观办学新阶段。当年发布的《欧亚质量宣言》强调,质量是欧亚战略的核心。为学生提供高质量的教育服务,是欧亚矢志不渝的使命。

In 2019, Xi'an Eurasia University set the strategic development goal of "Quality! Quality! Quality!", ushering in a new stage of value-oriented education. In the same year, the Eurasia Quality Declaration was issued to emphasize that quality is the core of Eurasian strategy, and it is the unswerving mission of Eurasia to provide high-quality education services for students.



## 《欧亚质量宣言》 Eurasia Quality Declaration

### 理念篇:

我们笃信有质量的教育是社会与个体持续发展的根基。质量是欧亚真正的生命线。为学生提供高质量的教育服务,是欧亚矢志不渝的使命。

我们既关注教育教学和人才培养质量,也关注欧亚在社会中的整体质量。我们致力于通过坚定的质量战略、卓越的组织能力和高质量的工作成效,促进学生全人发展和终身增值,推动教育行业的质量发展和所在城市的品质提升。

我们倡导适应性教育质量观,即教育目标与社会需求相适应,教育过程与学生特点相适应,质量承诺与资源获取相适应,走出一条具有欧亚特色的高质量发展道路。

### Concept:

We firmly believe that quality education is the foundation of the sustainable development of society and individuals. Quality is the real lifeline of Eurasia. It is Eurasia's unswerving mission to provide high-quality education services for students.

We focus on the quality of education, teaching and talent cultivation, as well as the overall quality of Eurasia in society. We are committed to promoting the holistic development and lifelong value adding of students through firm quality strategy, excellent organization and high work efficiency. In this way, we hope to boost the quality development of the education sector and the overall development of Xi'an where we are located.

We advocate the concept of adaptive education quality, that is, the adaptability of educational goals to social needs, the adaptability of the educational process to students' characteristics, and the adaptability of quality commitment to resource acquisition. We have embarked on a high-quality development path with Eurasia characteristics.

### 行动篇:

高等教育的质量是一个多层面的概念,包括高等教育的所有功能和活动,欧亚的课程、环境、建筑、信息化、治理与管理体系统、组织能力与文化,都要表现出高质量的水准。

质量是基于投入的。欧亚将持续增加质量建设投入,让学生不花太多的学费,接受到好的、高质量的教育。

质量源于每一位教职员源源不断的工作热情、极致精细的工作过程和卓有成效的工作结果。

质量是长期的发展过程,是永无止境的追求。

欧亚未来十年将围绕在地国际化、应用型人才培养、科学研究与社会服务、人才工程、品牌升级与文化建设及数字化转型等六个方面重点突破。

### Action:

The quality of higher education is a multi-faceted concept, including all functions and activities of higher education. The curriculum, environment, architecture, informatization, governance and management system, organizational ability and culture of Eurasia should all meet high standards.

Quality is input-based. Eurasia will continue to increase investment in quality improvement so that students can receive good and high-quality education without spending too much on tuition.

Quality comes from the continuous enthusiasm, exquisite working process and fruitful work results of every faculty and staff member.

Quality is a long-term development process and endless pursuit.

In the next decade, Eurasia will focus on six key breakthroughs: internationalization at home, application-oriented talent training, scientific research and social services, talent project, brand upgrading and culture building, and digital transformation.





INNOVATIVE  
ENGINEERING

新工科

大商科+新工科  
培养设计思维、计算思维

MEDIA  
AND DESIGN

设计传媒

大商科+设计传媒  
培养商业思维、美学思维

通识教育 GENERAL  
EDUCATION

具备辩证式思维,更有头脑、有能力、有行动,有社会责任感

大商科+特色职教  
培养创新思维

VOCATIONAL  
EDUCATION

特色职教

大商科+人文教育  
培养伦理思维

HUMANITIES

人文教育

BUSINESS  
大商科

# 多元融合的 人才培养平台

Diversified and Integrated  
Talent Training Platform

我们基于应用型人才市场需求以及区域经济、文化和城市发展的科研服务定位等因素,遵循“专业依托行业”的原则,以产业划分二级学院,根据行业和产业的需求论证设置并适时动态调整专业,形成了以商科教育为引领,设计传媒、新工科和人文教育等多元学科融合的人才培养平台。

欧亚的教育以国际商科教育的新趋势及中国新商业变革中的人才需求为对标,以开放性思维和国际化视野,推动商科与其他相关学科的互动融合,通过课堂教学模式的改革和高质量实践教学,达成我们的人才培养目标——培养重品格、会思考、善沟通,具有国际视野、创新精神和较强实践能力的高素质应用型人才。

Based on factors such as the market demand for application-oriented talents and the goal of providing scientific research services to promote regional economic, cultural and urban development, we follow the principle of "industry-based majors", divide schools by industry, set up and dynamically adjust majors in due course according to the needs of industry, and build a talent training platform led by business education and integrating multiple disciplines such as design media, innovative engineering, and humanities education.

Following the new trend of international business education and the talent demand in China's new business transformation, Eurasia promotes the interaction and integration of business with other related disciplines with an open mind and an international vision. Through the reform of classroom teaching mode and high-quality practical teaching, we strive to achieve our talent training objectives — cultivating high-quality application-oriented talents with lofty character, agile mind, good communication skills, international vision, innovative spirit and strong practical ability.



## 二级学院及专业一览

### List of Schools and Majors

我们在13大学科门类中开设了包括工学、理学、文学、教育学、经济学、管理学、艺术学在内的7类学科，现有20000余名同学在9个二级学院的52个专业中，有选择地完成自己的大学学业。

We offer majors in seven of the 13 disciplines, including engineering, science, literature, education, economics, management, and art. At present, more than 20,000 students are completing their university studies selectively in 52 majors of 9 schools.

分类 Classification	二级学院/系 School/Department	专业 Major
大商科 Business	会计学院 School of Accounting	会计学*、财务管理*、审计学 Accounting*, Financial Management*, Auditing
	金融与数据科学学院 School of Finance and Data Science	金融学*、经济统计学、数据科学与大数据技术 Finance, Economic Statistics, Data Science and Big Data Technology
新工科 Innovation Engineering	工商管理学院 School of Business Administration	工商管理*、旅游管理、市场营销、电子商务*、国际商务、体育经济与管理、人力资源管理、供应链管理、国际经济与贸易、会展经济与管理 Business Administration*, Tourism Management, Marketing, E-commerce*, International Business, Sports Economics and Management, Human Resources Management, Supply Chain Management, International Economics and Trade, Exhibition Economy and Management
	信息工程学院 School of Information Engineering	软件工程*、电子信息工程、通信工程、物联网工程 Software Engineering*, Electronic Information Engineering, Communication Engineering, Internet of Things Engineering
人文艺术 Arts and Humanities	人居环境学院 School of Human Settlements and Civil Engineering	智能建造、土木工程*、工程造价、工程管理、房地产开发与管理 Intelligent Construction, Civil Engineering*, Project Cost, Engineering Administration, Real Estate Development and Management
	艾德艺术设计学院 Eurasia Art and Design School	环境设计、数字媒体艺术、视觉传达设计 Environmental Design, Digital Media Art, Visual Communication Design
特色职教 Vocational Education	文化传媒学院 School of Culture & Media	新闻学、网络与新媒体*、数字出版、广播电视编导 Journalism, Internet and New Media*, Digital Publishing, Radio and TV Editing
	人文教育学院 School of Humanities and Education	教育学、学前教育、小学教育、应用心理学、英语 Education, Pre-school Education, Elementary Education, Applied Psychology, English
	数字创意系 Department of Digital Creativity	新闻采编与制作、动漫制作技术、软件技术 News Editing and Production, Animation Production Technology, Software Technology
	体育服务系 Department of Sports Services	体育运营与管理、健身指导与管理、电子竞技运动与管理 Sports Operation and Management, Fitness Instruction and Management, Electronic Competitive Sports and Management
金融服务系 Department of Financial Services	房地产服务系 Department of Real Estate Services	房地产经营与管理、现代物业管理、建筑智能化工程技术、工程造价 Real Estate Operation and Management, Modern Property Management, Intelligent Building Engineering Technology, Project Cost
	文化休闲服务系 Department of Cultural and Leisure Services	金融服务与管理、大数据与财务管理 Financial Services and Management, Big Data and Financial Management
		酒店管理与数字化运营、旅游管理、应用英语 Hotel Management & Digital Operation, Tourism Management, Applied English

备注：其中标\*为省级一流专业，旅游管理专业为通过联合国世界旅游组织教育质量认证专业  
Notes: Those marked with \* are provincial first-class undergraduate majors, Tourism management is the UNWTO TedQual major.

# 以学生为中心的教与学 引导学生自主学习

Students Will be Led to Study by Themselves  
in "Student-centered" Teaching and Learning

“互联网+”改变了高等教育的生态，教育受时间、空间、语言文化和年龄的限制大大减弱，终身学习成为常态。所以，我们致力于在教学上不断精益求精，持续改进卓越的教学能力和“以学生为中心”的课程建设，重视学生课堂学习过程、学生课程学习效果及学生学习体验。

在以学生为中心、以知识的有效应用为最终评价标准的教学价值主张下，我们依据课程内容特点和学生的个性化需求，将课程整合归类为专业知识、通用知识、专业能力、通用能力、专业素质、通用素质6大模块，根据行业需求与企业联合开发模块课程内容；创立课程小组制度，增强课程开发、设计与教学实施的团队力量，让课程小组发挥教与学的活力。

我们与美国杜肯大学合作开展了为期5年的“以学生为中心”教学范式培训，为全体教师和管理层培训“以学生为中心”的教育理念和教学方法，用以支持、提高、改进学校的教与学，逐步建立教师发展体系，针对不同类别的教师分层制定培养地图，根据不同能力层级教师的特征设计特色培训内容，包括管理能力培训。同时，注重通过挂职锻炼、产学合作、企业咨询等支持机制，提升教师的专业与实践水平，促进了布鲁姆法则、项目式学习等“以学生为中心”教学理论和方法的普及与应用，逐步建立起以学习产出为导向的全新教学模式(Outcomes-based Education, OBE)，以激发学生自主学习与探索能力。

此外，我们将非正式课程和学习活动作为重要学习单元，每周三下午设为“无课日”，由社区、社团、二级学院开展形式多样的实践活动，促进学生融入社会和职业环境。我们为学生创设出多元化的实践平台和选择机会。大量交互性、合作性的实践场所遍布于校园，不仅方便学生、师生以及多学科专业间的合作，同时也为行业专家带领学生共同探索项目创设了可行性。



"Internet Plus" has changed the ecology of higher education. Restrictions on education caused by time, space, language, culture and age are drastically weakened, and lifelong learning has become normal. Therefore, we are committed to continuous improvement in teaching, sustained promotion of excellent teaching ability and "student-centered" course construction, and attach importance to students' classroom learning process, course learning effect and learning experience.

Guided by the teaching value of focusing on students and taking the effective application of knowledge as the final evaluation standard, we integrate and classify the course into six modules: professional knowledge, general knowledge, professional ability, general ability, professional quality and general quality, staying in line with the characteristics of the course content and the personalized needs of students, and jointly develop the module course content with enterprises according to the industry needs. We establish a curriculum group system to enhance the team strength of curriculum development, design, and teaching implementation, so that the curriculum group can give full play to the vitality of teaching and learning.

We have conducted a five-year "student-centered" teaching paradigm training, in cooperation with Duquesne University, to train all teachers and administrators on "student-centered" educational philosophy and teaching methods. It helps us to support, enhance and improve teaching and learning, to gradually establish a teacher development system, in which training maps are designed for different categories of teachers in a hierarchical manner, and the special training contents such as management ability training are designed according to the characteristics of teachers at different ability levels. At the same time, we focus on improving the professional and practical level of teachers through support mechanisms such as taking provisional positions, industry-university cooperation and enterprise consultation, promoting the popularization and application of "student-centered" teaching theories and methods such as Bloom's taxonomy and program-based learning, and gradually establishing an outcomes-based education (OBE) model to stimulate students' autonomous learning and exploration ability.

In addition, informal courses and learning activities are important learning modules. Every Wednesday afternoon is a "non-class day", and various practical activities are carried out by communities, student societies and schools to promote the integration of students into the social and professional environment. We create diverse practice platforms and opportunities for students to choose. A large number of interactive and cooperative practice sites are distributed all over the campus, which not only facilitates the cooperation among students, teachers and students and multi-disciplinary majors, but also makes it possible for industry experts to lead students to jointly explore projects.



基于现实情境的项目式学习、翻转课堂已覆盖学校50%的课程，让学生更加积极开展自主探究，在团队协作中碰撞思维、创新设计。  
Project-based learning and flipped classroom based on realistic situations have covered 50% of the school's courses, enabling students to more actively carry out independent exploration, collision of thinking and innovative design in team collaboration.

## 课程建设荣誉 Honors for Course Construction

### 22项 courses

连续2批获批陕西省一流本科课程累计22项，省级一流课程获批数量位居省内同类高校第一

A total of 22 courses have been approved first-class undergraduate courses in Shaanxi Province in two consecutive batches, and the number of provincial first-class courses approved ranks first among similar universities in Shaanxi Province.

### 16项 awards

连续3年在全国性应用型课程建设大讲堂系列比赛中获奖，累计获奖16项，其中一等奖2项、二等奖3项、三等奖8项、优秀奖3项

We have won 16 awards in a series of national application-oriented course construction lectures for 3 consecutive years, including 2 first prizes, 3 second prizes, 8 third prizes and 3 excellence awards.

### 36门 courses

连续3年在智慧树平台上推广课程36门，累计选课院校1600余所，选课人次累计64.6万余人

36 courses have been promoted on the Zhihuishu online learning platform for three consecutive years, with a total of more than 646,000 students from over 1,600 colleges and universities taking courses.



## 欧亚学习支持中心

### Eurasia Learning Support Center

学习支持中心成立于2020年,面向新生开展PBL体验营活动,帮助新生快速熟悉大学生活;面向各年级学生持续开展的滚动工作坊,从思考与创新、写作与表达、知识管理模块,培养学生的学习能力;面向全校学生的Office Hour,在思维、写作、英语等方面为学生提供咨询和指导,帮助学生解决学习中的实际困难,找到有效的学习方法,形成高效的学习习惯,点燃他们学习的激情。

校院两级学习支持中心协同合作,整合学校各部门的学习资源,从学生视角出发,为同学们的自主学习和个性化学习提供完善的资源支持与服务,并持续为他们的学习保驾护航,营造更紧密的师生互动关系和丰富多元的学习氛围。

学习支持中心的最终目的,是让学生想学习、能学习、会学习,最终成长为符合欧亚人才培养目标的全面发展的人。

Established in 2020, the Learning Support Center carries out PBL experience camp activities for freshmen to help them quickly get familiar with university life; Continuous workshops for students of all grades to cultivate students' learning ability from the modules of thinking and innovation, writing and expression, and knowledge management; The Office Hour for all students in the school provides counseling and guidance in thinking, writing, English and other aspects, helps students solve practical problems in learning, finds effective learning methods, forms efficient learning habits, and stimulates their passion for learning.

The learning support centers at the university and school levels cooperate to integrate the learning resources of various departments of Eurasia, and provide perfect resource support, guidance, Q&A, consultation, management and other assistance and services for students' independent learning and personalized learning from the perspective of students, and continuously create a close teacher-student interaction and a rich and diversified learning atmosphere to support their study.

The ultimate goal of the Learning Support Center is to make students want to learn, have a chance to learn, be able to learn, and eventually grow into people who meet the overall development goals of Eurasia for talent training.

## 特色活动

### Featured activities

#### 01 新生体验营 Freshmen Experience Camp

认知大学与专业, 迎接未来的自己 To know your university and major and meet your future self.

#### 02 Office Hour咨询 Office Hour Consultation

1V1个性化辅导, 解决学习生活问题 One-to-one personalized tutoring to solve the problems in your study and life.

#### 03 滚动式工作坊 Rolling Workshops

帮助学生精准提升写作与思维能力 To help students improve their writing, expressing, and thinking skills with precision.

#### 04 名师讲座/职业讲堂 Lectures by Famous Teachers/Lectures on Career

行业大咖分享学术观点/职场经验 Achievers in different professions share academic views/experiences in the workplace.

# 在地国际化： 与世界对话，想象多样化的未来

Internationalization at Home: Interact with the Globe and Imagine A Diverse Future

在全球化的工作环境里，具备国际化的视野和国际水准的职业竞争力，是每一位未来职场人须具备的能力。

我们有意识地在教学过程中，将国际化和跨文化融入面向全体学生开设的各种正式和非正式课程中，通过国际化的教育理念、校园环境、师资队伍、课程设计和多样化的海外高校、名企合作项目，为学生提供高质量的在地国际化教育资源，培养学生在思维逻辑、行为方式、礼仪规则等方面的素养形成，启发培养学生的全球胜任力。

我们与全球17个国家和地区的53所高校建立了友好合作关系，引进海外资源，为学生提供国际交流和海外升学等多样化的选择需求。学生可自主选择中外合作办学项目、国际证书项目、卓越双语班项目或高职国际升学项目等4大类型共18个国际项目，双语言、双校园、双学位的教学，使学生完全融入国际化的氛围。近5年，已有850多名学生被澳大利亚悉尼大学、新南威尔士大学、英国利兹大学、谢菲尔德大学等国际知名高校录取。

In a globalized working environment, every potential employee must have an international vision and international career competitiveness.

We consciously integrate internationalization and cross-culture elements into various formal and informal courses for all students in the teaching process, and provide students with high-quality local international educational resources through international educational philosophy, campus environment, faculty team, curriculum design and diversified cooperation programs with overseas universities and top enterprises. We cultivate students' literacy in thinking logic, behavior mode, etiquette rules, and other respects, to inspire and develop their global competence.

We have established friendly and cooperative relations with 53 universities and colleges in 17 countries and regions and introduced overseas resources to provide students with diversified opportunities such as international exchanges and overseas study. Students can independently choose four major types of 18 international programs, including Sino-foreign cooperative education programs, international certificate programs, excellent bilingual class programs or overseas further education programs for school of higher vocational education. The bilingual, dual-campus and combined degree teaching enables students to fully immerse in the international atmosphere. In the past 5 years, more than 850 students have been admitted to internationally renowned universities such as the University of Sydney, the University of New South Wales, the University of Leeds and the University of Sheffield.





## 提升语言水平 Improve Language Skills

国际语言中心系统的雅思课程，帮助学生提升语言水平，让更多学生实现海外名校升学梦想。

The IELTS course of the Global Learning Center helps students improve their language skills and enable more students to realize their dreams of studying in prestigious overseas universities.



## 多元国际项目 Diversified International Programs

欧亚与美国中田纳西州立大学合作举办的软件工程专业中外合作办学项目，为同学们开启了出国留学的新通道。

The Sino-foreign cooperative education program for software engineering majors between Eurasia and Middle Tennessee State University was approved by the Ministry of Education of the People's Republic of China, opening a new channel for Chinese students to study abroad.



## 融入全球议题 Integration Into Global Issues

通识教育和专业课程关注联合国可持续发展议题，多元社会实践，助力学生建立全球公民思维。

General education and professional courses focus on the sustainable development goals of the United Nations and diversified social practices to help students build global citizenship thinking.



## 参与国际竞赛 Participation in International Competitions

每年多项国际教学周和国际性赛事，帮助学生全方位拓展国际视野，逐渐具备适应商业环境的协同合作和灵活思考能力。

Every year, a number of international teaching week activities and international competitions help students expand their international horizons in an all-around way and gradually have the ability to cooperate and think flexibly to adapt to the business environment.



# 与全球知名高校合作 拓展学生视野

Cooperation With Globally Renowned Universities  
to Expand Students' International Horizons



## 中国 China

澳门科技大学  
Macau University of Science and Technology

## 英国 The United Kingdom

伦敦政治经济学院  
London School of Economics and Political Science

考文垂大学  
Coventry University

哈德斯菲尔德大学  
University of Huddersfield

爱丁堡龙比亚大学  
Edinburgh Napier University

卡迪夫城市大学  
Cardiff Metropolitan University

牛津布鲁克斯大学  
Oxford Brookes University

伯明翰城市大学  
Birmingham City University

斯旺西大学  
Swansea University

伯恩茅斯大学  
Bournemouth University

基尔大学  
Keele University

## 美国 The United States

密苏里大学  
University of Missouri

密苏里大学堪萨斯城分校  
University of Missouri-Kansas City

加州艺术学院  
California College of the Arts

新泽西州立罗格斯大学  
Rutgers, The State University of New Jersey

新墨西哥大学  
The University of New Mexico

中田纳西州立大学  
Middle Tennessee State University

康考迪亚大学芝加哥分校  
Concordia University Chicago

海格斯大学  
Stevens-Henager College

亚利桑那州立大学  
Arizona State University

韦恩州立大学  
Wayne State University

## 澳大利亚 Australia

科廷大学  
Curtin University

中央昆士兰大学  
Central Queensland University

博士山学院  
Box Hill Institute

南澳大学  
University of South Australia

## 加拿大 Canada

莱斯布里奇大学  
University of Lethbridge

亚岗昆学院  
Algonquin College

卡普顿大学  
Cape Breton University

汤普逊河大学  
Thompson Rivers University

## 法国 France

雷恩商学院  
Rennes School of Business

## 西班牙 Spain

武康大学  
Universidad Catolica San Antonio De Murcia

## 瑞士 Switzerland

瑞士酒店管理学院  
Swiss Hotel Management School

## 塞尔维亚 Serbia

联合国和平大学欧洲和平与发展中心  
European Centre for Peace and Development,  
UN-mandated University for Peace

## 德国 Germany

卡尔鲁厄国际大学  
Karlsruhochschule International University

德累斯顿国际大学  
Dresden International University

达姆施达特应用技术大学  
Darmstadt University of Applied Sciences

施马卡尔登应用技术大学  
Schmalkalden University of Applied Sciences

欧洲应用技术大学  
University of Europe for Applied Sciences

## 俄罗斯 Russia

圣彼得堡国立经济大学  
Saint Petersburg State University of Economics

## 克罗地亚 Croatia

代数大学学院  
Algebra University College

萨格勒布经济管理学院  
Zagreb School of Economics and Management

## 马来西亚 Malaysia

马来西亚城市大学  
City University Malaysia

马来西亚北方大学  
University Utara Malaysia

马来西亚科技大学  
Malaysia University of Science and Technology

吉隆坡建设大学  
Infrastructure University Kuala Lumpur

## 乌克兰 Ukraine

基辅国立大学  
Taras Shevchenko National University of Kyiv

## 日本 Japan

东亚大学  
University of East Asia

## 韩国 South Korea

世宗大学  
Sejong University

全州大学  
Jeonju University

又松大学  
Woosong University

汉阳大学  
Hanyang University

## 新加坡 Singapore

南洋理工学院  
Nanyang Polytechnic

詹姆斯·库克大学  
James Cook University





## 开放的校园文化 为学生创造更多可能性

An Open Campus Culture Creates More Possibilities for Students

“ 课外活动为学生提供了大多数学校课程无法提供的功能：团队合作、领导才能、顽强的毅力、良好的品格、社交关系以及在“现实世界”中学习的机会。大量的课外活动不仅有助于培养一个全面发展、有独立思考能力的学生，而且也为学生和社会成功铺平了道路。

Extracurricular activities have the function most classroom teaching cannot provide: Teamwork, leadership, indomitable willpower, good character, social relations, and the opportunity of learning in the "real world". Rich extracurricular activities not only help make students well-rounded and independent thinkers, but also pave the way for their future academic and social success.

——《哈佛政治评论》中的《Blessed by the Burden: Harvard's Extracurricular Culture》一文

大学的精彩回忆，有一半属于课余生活。

独具文化特色的青年社区，丰富多彩的学生社团，每年由学生策划承办的各类大型活动，校园里随处可见的艺术展览，活力沸腾的校园体育联盟竞赛，多元的校园文化场域，赋予学生彰显个性和展示风采的舞台。在这里，学生发挥潜能，增长见识，习得能力，培养品格，按照自己本来的样子成长。

欧亚还给予学生自由的空间，使他们参与到学校的各类事务当中，每学期的校长接待日，学生可以畅所欲言，细谈对学校的建议和期望。

毕业之时，学生将从这里的校园生活体验中，学会团队合作、正确评价自我和他人，实现社会化的发展。

Half of the wonderful memories of one's college days belong to extracurricular life.

Youth communities with unique cultural characteristics, colorful student societies, various large-scale activities planned and organized by students every year, art exhibitions ubiquitous on the campus, vibrant campus sports league competitions, and diversified campus cultural fields give students a stage to show their personality and strengths, where students can unlock their potential, increase their knowledge, acquire their abilities, develop their character, and grow as they are.

Eurasia also gives students full freedom to participate in all kinds of university affairs. On the president's reception day of each semester, students can speak freely and talk about their suggestions and expectations for the university.

At graduation, students will learn to work together in teams, correctly evaluate themselves and others, and contribute to social development.

## 8大青年社区

Eight Youth Communities

8个独具文化特色的青年社区，志趣相投的同学们汇聚在一起，激发创新活力，聚焦领导力培养，专注提升学习和就业能力，享受文化碰撞带来的快乐。

In the eight youth communities with unique cultural characteristics, like-minded students gathered together to stimulate innovation vitality, focus on leadership training, concentrate on improving learning and employment abilities, and enjoy the happiness brought by cultural collision.

**Xdea青年社区**

激发创新创意活力

**Queens'land青年社区**

女大学生领袖计划

**Ivy青年社区**

提升学生学习投入度

**Jobs青年社区**

独立生活及职业规划能力培养

**德鲁克青年社区**

管理与领导力培养

**国际青年社区**

语言学习与国际视野拓展

**孔子青年社区**

人文主义精神培养

**高职青年社区**

兴趣聚合、产学研融合



学校每年的开学典礼、毕业典礼、表彰典礼、迎新晚会、运动会等大型活动，全部交由学生团队和社团承办，完善的管理机制保障、充足的经费支持，让学生获得更职业的团队历练，以此培养学生融入社会的素养和能力。

Eurasia's annual opening ceremony, graduation ceremony, recognition ceremony, orientation party, sports meet, and other large events are all held by student teams and clubs, supported by a comprehensive management mechanism and sufficient finance, allowing students to get more professional team experience so as to develop the ability to integrate into society.

2018年4月，西安欧亚学院第十八届运动会开幕式表演。  
The opening ceremony of the 18th sports meet of Xi'an Eurasia University in April 2018.

培养学生的艺术感知能力，是我们一直倡导和重视的事情。每年一度的阅读文化节、新年音乐会，时常举办的设计展览，随处可见的艺术装置、家具海报……欧亚将艺术美育深深地植入校园日常，潜移默化地滋养灵魂，唤醒思想。

Developing students' artistic perception is what we always advocate and value. Eurasia deeply implants art and aesthetic education in the campus, nourishing students' souls and awakening their minds in a subtle way with the annual reading culture festival, New Year's concert, frequently held design exhibitions, art installations, furniture, and posters everywhere, and so on...

2022年6月，西安欧亚学院合唱团在西安音乐厅唱响成长的声音，第4次在这里为西安市民奉献一场视听盛宴。

In June 2022, the choir of Xi'an Eurasia University sang the song of growth at the Xi'an Concert Hall and for the 4th time gave an audio-visual feast to the citizens of Xi'an here.



2017年，大学生艺术团原创话剧《安瑞氏导师》获全国第十六届金刺猬大学生戏剧节优秀剧目奖和最佳改编作品奖。  
In 2017, the drama "Tourette's Tutor" by Eurasia's Student Art Troupe won the Award for Outstanding Play and the Award for Best Adapted Screenplay at the 16th Golden Hedgehog University Students' Drama Festival.

欧亚有80多个社团和学生组织，全部由学生主导，涉及艺术、文学、体育、社会实践、创新创业等类型，学生在自己热爱的兴趣领域充分施展才艺，也登上全国大学生艺术展演、“金刺猬”大学生戏剧节、国际轮滑公开赛等国内外赛事舞台，捧回众多荣誉。

Eurasia has more than 80 clubs and student organizations, all of which are led by students and involve art, literature, sports, social practice, innovation and entrepreneurship, etc. Students have been able to fully display their talents in the fields they love and also participated in domestic and international events such as the National University Art Exhibition and Performance Event, the Golden Hedgehog University Students' Drama Festival, and the International Roller Skating Open, winning a lot of honors.



2021年12月，欧亚电子竞技社捧获和平精英高校赛冠军。  
In December 2021, Eurasia's esports club won the championship of the Peace Elite College League.

对强健体魄的追求、对健康生活的热爱、对合作共赢的崇尚，是欧亚人的运动DNA。30多个体育俱乐部满足学生各类运动需求，足球、篮球、乒乓球、羽毛球等项目组成的欧亚体育联盟，成为欧亚每年度最精彩的体育赛事活动，体育课程与校园赛事一体化，让参与运动、享受运动成为欧亚学生的健康生活方式。

People of Eurasia love sports and always pursue a strong body, a healthy lifestyle, and cooperation to achieve a win-win situation. We have more than 30 sports clubs to meet students' needs for all types of sports. Soccer, basketball, table tennis, badminton, and other sports formed Eurasia's sports league, which has become the most exciting sports event in Eurasia every year. The integration of sports courses and sports events makes students participate in and enjoy sports, which has become their healthy way of life.

2023年3月，西安欧亚学院男篮夺得CUBAL陕西赛区二级联赛冠军。

In March 2023, men's basketball teams of Xi'an Eurasia University won the championship in the Chinese University Basketball Association (CUBAL) Shaanxi Division II.



# 关注学生职业发展与未来成长

Focus on Students' Career Development and Future Growth

在传授学生知识和能力的过程中,我们更关注学生未来的成长与成功,帮助他们获得终身受用的能力,以适应未来社会的发展。

我们通过建立“职业探索期-多元成长期-学职转换期”的职业发展体系,为学生的职业成长提供系统化的锻炼,包括职业生涯设计大赛,生涯嘉年华、职业发展训练营、名企参访与实习,就业实习双选会、就业体验周,另外还有个性化的就业择业指导、行业解析、求职技巧与职场心理辅导等服务;我们将学生拉入社会同级竞比,每年,学生在数学建模大赛、“互联网+”大学生创新创业大赛、高校商业精英挑战赛等国家级和省市级权威赛事中屡屡获奖,不断提升专业技能。

我们以市场、行业为导向,精准对接相关产业领域,与阿里巴巴、中兴通讯、浦发银行、西影集团等750多家企业建立了校企合作关系,搭建起区域校企合作生态圈,成立教学订单班、共建实验室与实习实训基地、共同完成横向课题研究、开展主题课程培训、建立行业导师制……从招生、教学到就业全过程的合作模式,有效提升了学生的整体就业竞争力。

从欧亚毕业后,欧亚校友会为14万余名校友的事业发展提供有效实用的帮助:mini MBA讲座为校友们及时充电、更新知识体系,校友企业交流会、校友创新创业沙龙、校友项目路演会等助力校友解决职场或创业过程中的困惑,获得更多资源支持。许多校友常常回校进行交流探讨、举办讲座,或与学校开展商业合作。

In imparting knowledge and abilities to our students, we pay more attention to their future growth and success, and help them acquire skills that will be useful throughout their lives for the future development of the society.

By establishing the career development system of "career exploration period - diversified growth period - student-career transition period", we provide systematic exercises for students' career growth, including career design competitions, career carnivals, career development training camps, visits to and internships in famous enterprises, job fairs, and working experience weeks. In addition, we provide personalized services such as career guidance, industry analysis, job hunting skills, and psychological counseling about careers. We guide students to society to compete with their peers. Every year, Eurasia students win many awards in national, provincial, and municipal authoritative competitions such as Mathematical Contests in Modeling, "Internet+" Innovation and Entrepreneurship Competitions, and China University Business Elite Challenges, and continuously improve their professional skills.

Market- and industry-oriented, we precisely cooperate with relevant industries and have established cooperation with more than 750 enterprises such as Alibaba, ZTE, Pudong Development Bank, Western Movie Group, etc. We have set up a regional school-enterprise cooperation ecosystem, established order classes, built laboratories and internship training bases, jointly completed horizontal project research, carried out thematic course training, and established an industry mentorship... The mode of cooperating with enterprises during the whole process of enrollment, teaching, and employment has effectively improved the overall employability of students.

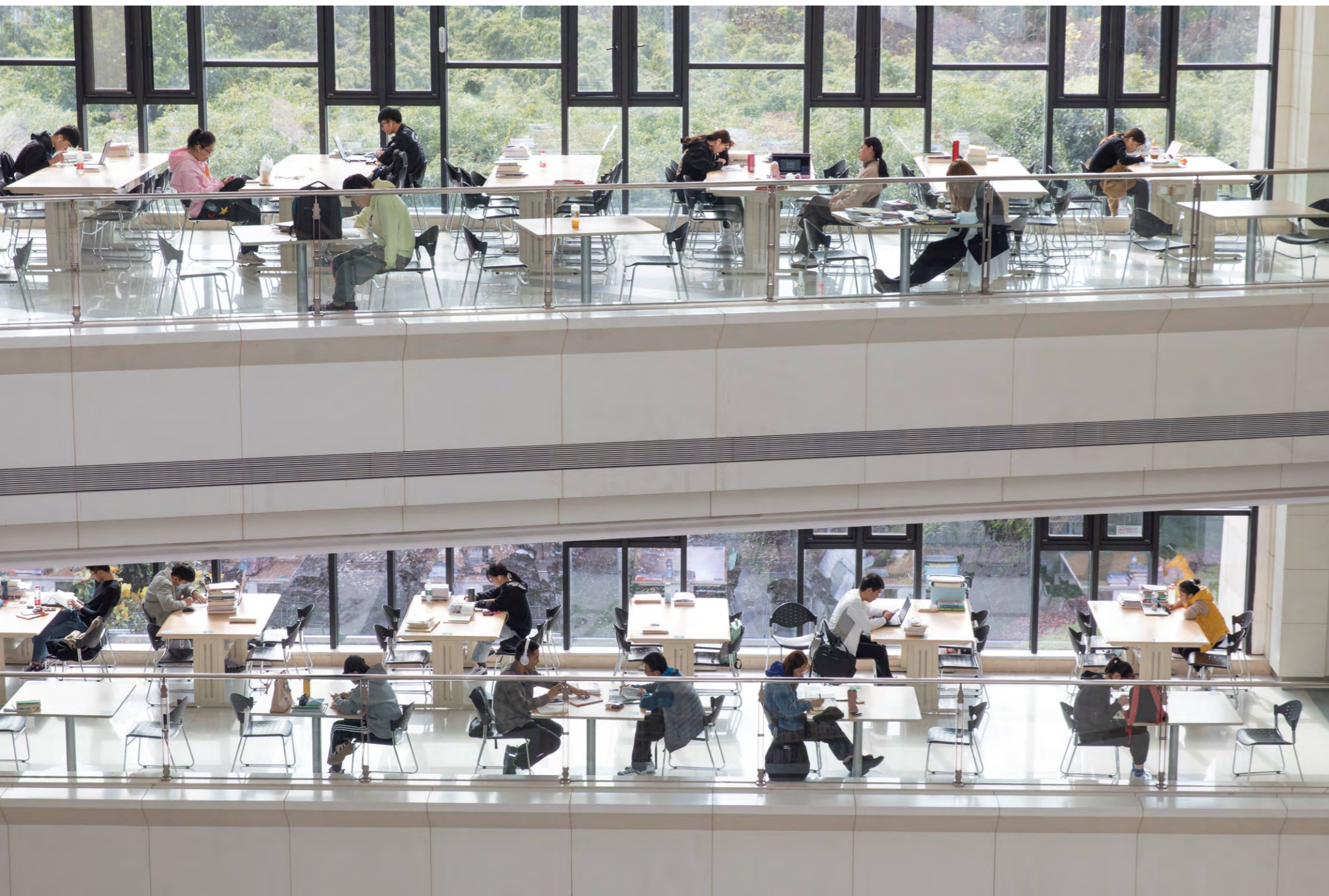
The Alumni Association provides effective and practical help for the career development of more than 140,000 graduates. It holds Mini MBA lectures to help alumni timely revitalize themselves and update their knowledge system. In addition, it organizes alumni enterprise exchange meetings, alumni innovation and entrepreneurship salons, alumni project roadshows, and other activities to help alumni solve confusion in the workplace or entrepreneurship process and obtain more resource support. Many alumni also frequently return to the university for discussions, lectures, or business cooperation with the university.



## 部分校企合作企业

School-enterprise Cooperative Enterprises





# 智慧校园： 无处不在的 信息化体验

Smart Campus:  
Ubiquitous Information  
Experience

在欧亚，从入学前的招生迎新、到在校期间的学习生活、直到毕业离校成为校友，以在线学习平台为核心，数字化应用贯穿了学生完整的大学历程。

依托“智慧校园平台”，教师、学生和校园资源的交互方式实现了无缝衔接，在线直播、翻转课堂、智慧空间、双师课堂、混合式教学等创新性的教学方法为教育教学改革提供了更多的可能性。

我们深度聚焦教育数字化转型，通过搭建以学习者为中心的教学综合管理平台、支撑卓越教学中心的网络教学平台、高校组织管理与服务的信息化支撑平台，着力打造数字经济时代的人才培养新模式和智慧教育新样态，推动高等教育数字化转型变革。

在欧亚的智慧校园里，每个人都是数据的缔造者，也是数据的受益者。

In Eurasia, digital applications run through the whole university process, with the online learning platform as the core, from the admission and orientation of students before enrollment, to the study and life at the university, and to graduation and leaving the university as alumni.

Relying on the "smart campus platform", the interactive mode of teachers, students and campus resources has been seamlessly connected. Innovative teaching methods such as online live broadcast, flipped classrooms, smart spaces, dual-teacher classrooms and mixed teaching provide more possibilities for education and teaching reform.

We focus on the digital transformation of education. By building a comprehensive learner-centered teaching management platform, an online teaching platform supporting the center of excellent teaching, and an information support platform for the management and service of the university, we strive to create a new model of talent training and a new form of smart education in the era of the digital economy, and promote the digital transformation and reform of higher education.

In our smart campus, everyone is the creator and beneficiary of data.

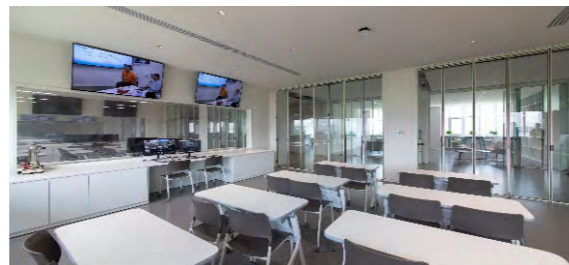


## 智慧生活 Intelligent Life

在欧亚，智慧生活体验无处不在：连接覆盖全校的无线网络，激活校园一卡通，全校空间任意使用，生活购物无感支付；图书馆座位预约系统、智能排队管理系统、智能查浴室系统……让时间更高效利用；丰富的电子资源，24小时不间断访问，自由畅游知识海洋。

In Eurasia, the experience of intelligent life is everywhere: You can use the campus-wide wireless network anywhere on campus and shop freely with an activated campus card. The library seat reservation system, intelligent queuing management system, and intelligent bathroom inquiry system allow you to use your time more efficiently. The rich electronic resources that are available 24 hours a day make you swim freely in the ocean of knowledge.

## 智慧空间 Intelligent Space



利用云课堂教学平台，许多教室实现智慧教室常态化，录播系统实现教学常态化，录播、点播、回看等技术应用方便学生课后复习，实现课堂教学质量监控，帮助老师提升课堂教学效果。

With the help of cloud-based teaching platforms, intelligent classrooms and recording systems have become common in Eurasia. Technologies like recording, videos on demand, and playback make it convenient for students to review after classes, through which the teaching quality is monitored and teachers can improve their effectiveness in classes.



## 智慧教学 Intelligent Teaching

2016年起，学校在所有课程中使用Tronclass在线学习平台，课前设计、课程实施、课堂组织、课下跟踪以及最终课程效果验证等教学全过程都在该平台完成。经过多年在线教学的熏陶，TronClass已融入每一位教师的教学过程和每一名学生的学习习惯，学生在疫情期间的学习满意度超过89%。

Since 2016, the school has been using TronClass in all courses, where the entire teaching and learning process of pre-course design, course implementation, classroom organization, off-course follow-up, and final effectiveness validation can be completed. After years of online teaching, TronClass has been integrated into every teacher's teaching process and every student's learning habits, and students' learning satisfaction rate during the epidemic exceeded 89%.

## 智慧服务 Intelligent Services



智慧园区运营平台（IOC）通过新一代信息技术的应用，对学校各种资产、设施设备、空间建筑有机地统筹管理和运营，再通过数据挖掘、统计分析、智能控制等手段对资源进行合理利用，充分支持校园的规划、建设、维护、优化，并结合学校教学、管理、服务各项运营工作，实现数字化驱动园区管理运营的高质量发展。

Through the application of new-generation information technology, the Intelligent Operations Center (IOC) organically manages and operates various assets, facilities and equipment, and space buildings of the university in an integrated manner, using the resources logically through data mining, statistical analysis, intelligent control, etc. It fully supports the planning, construction, maintenance, and optimization of the campus, and combines the various operations of teaching, management, and services to achieve the high-quality development of the digitally driven campus' management and operation.

# 与产业和社会开放合作、融合发展

## Open Cooperation and Integrated Development with Industries and Society



开放办学是欧亚践行创业型大学模式的重要路径。我们开展各项产学研合作与科研服务，以助力区域经济、文化、社会、教育和城市的发展。

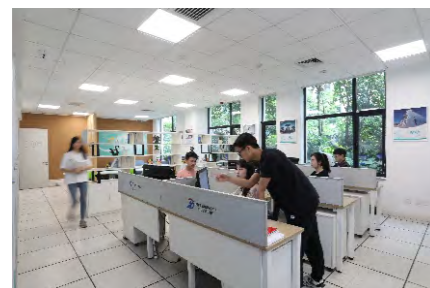
我们支持师生基于新经济、新模式、新业态开展应用型研究，致力于解决学校自身、企事业单位及陕西、西安区域文化、经济、教育及城市发展所面临的各种现实问题，以充分发挥高校社会服务功能，并在此过程中发现和培育学校的学术增长点。2007以来，学校累计承担完成各级各类纵向科研项目近1200项，其中省部级以上科研项目500余项。教师在各类学术期刊公开发表论文2700余篇，其中，北大核心及SCI、CSSCI、CSCD收录论文近300篇。

我们积极推进研究院所及研究团队建设，搭建学科与社会行业之间的桥梁。为此，我们建立了多个面向城市和社会的研究院所，推动学术研究与社会服务融合发展。

Open school running is an important path for Eurasia to practice the entrepreneurial university model. We carry out various industry-university cooperation and scientific research services to help regional economic, cultural, social, educational and urban development.

We support teachers and students to conduct application-oriented research based on the new economy, new patterns and new business forms. We are also committed to solving various practical problems faced by the university itself, enterprises and public institutions, as well as Shaanxi and Xi'an in terms of culture, economy, education and urban development, so as to give full play to the social service function of the university, and find and cultivate academic growth points in the process. Since 2007, the university has undertaken nearly 1,200 government-sponsored research programs at all levels, including more than 500 research programs at or above the provincial and ministerial levels. Teachers have published more than 2,700 papers in various academic journals, including nearly 300 papers in GCJC, SCI, CSSCI and CSCD journals.

We actively promote the construction of research institutes and research teams to build a bridge between disciplines and industries. To this end, we have established a number of urban and social research institutes to promote the integrated development of academic research and social services.



我们主动培育具有现实价值的成果并鼓励成果转化。学校设立每年度200万元的技术服务专项基金，鼓励师生依据学科优势及真实社会需求开展社会服务产品的研发和培育，支持对接行业真实需求的学术成果转化。学校在城市更新、乡村振兴、教育发展规划与咨询、中小企业财务投融资及人力资源管理咨询、建筑空间设计与改造、物业管理及教育信息化发展等领域积累了丰富的经验。2015年以来，我们面向政府（陕西省教育厅、西安市城市规划设计研究院等）、企业（阿里巴巴、京东、中兴通讯等）、高等院校（泉州理工学院、南宁学院等）等开展大量社会服务项目。

We take the initiative to develop results of practical value and encourage their application. The university has set up a special fund for technical services of RMB 2 million per year to encourage teachers and students to carry out the R&D of social service products according to discipline strengths and real social needs, and support the transformation of academic achievements that meet the real needs of the industry. The university has accumulated rich experience in areas like urban renewal, rural revitalization, educational development planning and consulting, financial investment and financing and human resources management consulting of small and medium-sized enterprises, architectural space design and renovation, property management, and educational informatization development. Since 2015, we have carried out a large number of social service programs for governments (Education Department of Shaanxi Provincial Government, Xi'an City Planning & Design Institute, etc.), enterprises (Alibaba, JD, ZTE, etc.), colleges and universities (Quanzhou Vocational and Technical University, Nanning University, etc.).



# 六大研究院所一览

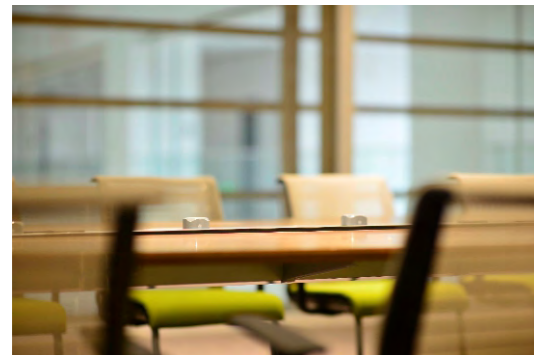
## Six Institutes

经过多年的探索实践，我们形成了“一体两翼”的开放办学格局，其中，“高质量应用型人才培养”是主体，“企业服务”与“终身教育”是两翼，主体为两翼输出智慧和人才，两翼为主体输入资源和市场。

6大研究院所、50余个技术中心和工作室正围绕着城市更新、乡村振兴、企业管理与服务、文化教育等领域，助推城乡社会经济高质量发展。

After years of exploration and practice, Xi'an Eurasia University has formed an open schooling pattern with "one body and two wings", in which "the high-quality application-oriented talent cultivation" is the main body, and "enterprise services" and "permanent education" are the two wings. The main body exports talents for the two wings, and the two wings import resources and markets for the main body.

The six research institutes and more than 50 technical centers & studios are working to promote high-quality socio-economic development for urban and rural areas in fields such as urban renewal, rural revitalization, enterprise management and services, as well as culture and education.



### 质量管理研究院

*Institute of Quality Management*

质量管理研究院围绕战略、运用、财税、品牌、文化建设等方面，为中小企业提供管理问题诊断和系统解决方案，赋能企业经营管理，陪伴企业高质量成长。

The Institute of Quality Management provides management problem diagnosis and system solutions for SMEs around strategy, application, finance, tax, branding, and cultural development. Also, it empowers business management and accompanies enterprises to grow with high quality.



### 教育创新研究院

*Institute of Education and Innovation*

教育创新研究院致力于研究和探索教育领域具有创新性的前沿思想和问题解决方案，为教育改革与发展提供支持和服

The Institute of Eurasia Education and Innovation is dedicated to researching and exploring innovative cutting-edge ideas and solutions to problems in the field of education and providing support and services for educational reform and development.



### 数字化研究院

*Institute of Digital Research*

数字化研究院致力于围绕数字化转型，为政府、企业、各级各类学校提供规划咨询、产品设计开发、数据研究服务、课程培训以及行业趋势研究等服务。

The Institute of Digital Research is dedicated to providing consultation on planning, product design and development, data research services, training courses, and industry trend research for governments, enterprises, and schools of all levels around digital transformation.

### 城市有机更新研究院

*Institute of Urban Organic Renewal*

城市有机更新研究院依托欧亚教育园区投、建、管、运样板资源和学科建设及人才培养优势，以城市各类园区更新需求为方向，为城市多元化发展与社会服务创造价值。

The Institute of Urban Organic Renewal will rely on the resources of Xi'an Eurasia University's investment, construction, management, and operation model on campus and the advantages of discipline construction and talent cultivation, take the renewal needs of various urban parks as the direction and contribute to diversified urban development and social services.



### 文化与品牌发展研究院

*Institute of Culture and Brand Development*

文化与品牌发展研究院基于真实情境进行纵深研究，为行业、企业和地区提供品牌和文化作业中所需的系统性思维、理论与解决方案，重塑空间文化。

The Institute of Culture and Brand Development conducts in-depth research based on real-life situations to provide industries, companies, and regions with the systematic thinking, theories, and solutions needed in brand and culture operations to reshape space culture.



### 物业研究院

*Institute of Property Research*

物业研究院面向政府、企事业单位和学校，开展后勤服务诊断与咨询、课程开发与场景培训、“管家模式”的孵化和园区项目托管，为园区物业运营提供系统的解决方案。

The Institute of Property Research conducts logistics service diagnosis and consultation, course development and scenario training, incubation of the "housekeeper model" and custody of park projects for the government, enterprises, public institutions, and schools so as to provide them with systematic solutions for property operation.





# 卓越的教师团队

## Excellent Faculty

欧亚的教师团队中,除了各专业领域的知名教授、学者,活跃在各行各业的领军人物,还有1/3的教师具有海外学术或行业背景。他们将教学与研究视为实现自我价值的途径,并享受与学生共同成长的幸福感。他们带来的国际化资讯和更多元的思维模式,为学生打开新的视界。

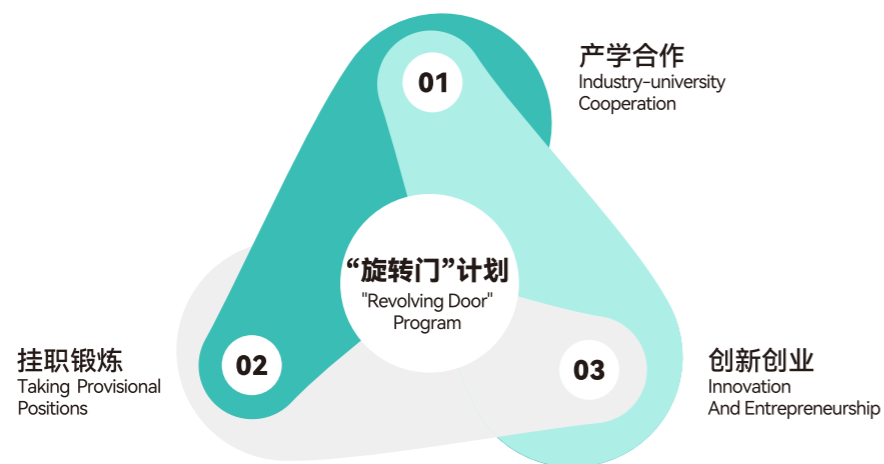
我们倡导教师与市场无缝对接,无论是挂职锻炼、提供培训服务,还是承接企业相关合作项目,或是开展创新创业,都将教学研究服务于市场发展,并将市场经验转化到课堂教学,让教师收获案例积淀和科研成果,让学生能够获得真正的成长。

我们为教职员工培训与发展投入各类专项资金,针对不同职位的员工设计多样化的职业发展通道,并提供各种各样的培训与进修机会,例如资助在职博士进修、国内外高校访问学者、各级管理人员管理能力系列培训等,帮助每位教师实现自己的教育理想。

Among the faculty members of Eurasia, in addition to well-known professors and scholars in various professional fields, and leading figures active in various industries, another 1/3 of the teachers have overseas academic or industry backgrounds. They regard teaching and research as a way to realize self-worth and enjoy the happiness of growing up with their students. They bring international information and diversified thinking patterns to open up new horizons for students.

We advocate the seamless connection between teachers and the market, whether it is taking provisional positions, provision of training services, undertaking relevant cooperation programs of enterprises, or carrying out innovation and entrepreneurship, to serve market development by teaching research and transforming market experience into classroom teaching, so that teachers can gain resources for case study and make scientific research achievements, and students can get real growth.

We have set up various special funds for faculty training and development, designed diversified career development channels for employees in different positions, and provided various training and further education opportunities, such as funding on-the-job doctoral studies, visiting scholars from domestic and foreign universities, and management ability training at all levels, to help all faculty members achieve their educational ideals.



## 部分客座教授及专家:

### Some of the Visiting Professors and Experts:

孙建荣: 教授, 博士, 西安欧亚学院副院长, 美国高等教育中北部区域认证委员会咨询员/评估员

党晟: 国家高级工艺美术师, 日本京都造型艺术大学客座教授, 西安欧亚学院文化委员会主任, 西安欧亚学院设计博物馆馆长

Tony Brown: 艺术家, 法国巴黎国立高等美术学院终身教授, 中央美术学院客座教授, 西安欧亚学院艾德艺术设计学院院长

Ivica Simic: 欧洲知名艺术家、著名戏剧导演、演员、作家、国际儿童及青年剧院协会前任秘书长、克罗地亚 Mala Scena 剧院创始人

Vitomira Loncar: 戏剧博士, 副教授, 著名制片人, 克罗地亚戏剧艺术家协会会员, 英国伦敦皇家霍洛威学院管理学院高级研究员

王满仓: 教授, 经济学博士, 博士生导师, 西安欧亚学院金融学院学术带头人, 西北大学经济管理学院金融系主任, 陕西省证券研究会会长

耿文秀: 华东师范大学心理学系教授, 博士生导师, 教育部第一届应急管理咨询专家组成员

田高良: 教授, 博士生导师, 管理学博士, 中国人民大学工商管理博士后, 美国哈佛商学院案例研究项目成员, 英国利兹大学商学院访问研究员

郭建峰: 国家“一带一路”研究院研究员, 英国雷丁大学博士生导师, 英国雷丁亨利商学院研究员, 加拿大多伦多大学高级研究员

张江波: 教授, 博士生导师, 中国建筑学会施工分会BIM专委会委员, 汉宁天际工程咨询有限公司CEO

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从战略到计划、绩效、预算,从使命、文化到流程、组织、人力资源再到激励,从投资、建设到运营,具有创新特色和欧亚文化基因的高校全价值链系统框架和质量管理体系,正是我们在二十余年的办学历程中,不断形成的科学的管理机制。

In the course of more than 20 years of development, we have gradually established a scientific management mechanism, including the framework of the whole value chain system and quality management system of the university. This mechanism, with innovative features and Eurasia's cultural DNA, covers strategy, planning, performance, budget, mission, culture, process, organization, human resources, incentives, investment, construction and operation.

# 科学的管理机制

## Scientific Management Mechanism

01

### 基于战略的人力资源管理

Strategy-based Human Resource Management

学校面向海内外高校和知名大型企业遴选认同欧亚办学理念和以学生为中心教学范式的优秀中青年教师,不断充实国际化和资深行业背景师资队伍储备,不断建立健全人才队伍,提升整体团队的管理水平和学术水平。

The university continuously selects excellent young and middle-aged teachers who agree with the school-running concept and student-centered teaching paradigm of Eurasia from universities and well-known large enterprises at home and abroad to enrich the reserve of teachers with an international and industry background. The university continues to establish and improve the talent team, improving the management and academic level of the faculty and staff.

02

### 基于战略转型的授权改革

Authorization Reform Based on Strategic Transformation

2010年,学校以国家教育体制改革试点项目为契机,全面推行以授权为基本特征的内部管理体制改革,在人事、财务等核心权力下放的管控模式调整下,扩大二级学院办学自主权,各学术部门在全面成长及质量提升方面逐步显现成效。

In 2010, the university took the opportunity of the national education system reform pilot program to fully implement the internal management system reform with authorization as the basic feature. Under the adjustment of the control mode of decentralization of core powers such as personnel and finance, the university expanded the autonomy of its schools, and each academic department gradually made achievements in overall growth and quality improvement.

03

### 支撑战略发展的大部制改革

Reform of the Ministry System Supporting Strategic Development

学校实施以学术事务为主导、行政事务支持服务于学术事务的职能部门大部制改革,为二级学院提供支持,包括学术辅助及业务支持单元,行政支持业务单元,品牌、规划及创新育成单元,营销及招生单元,后勤服务单元。

The university implements the reform of functional departments, enabling academic affairs to play a dominant role, and supported by administrative affairs, including academic assistance and business support units, administrative support business units, brands, planning and innovation cultivation units, marketing and enrollment units, and logistics service units. All these units provide support for each secondary school.

04

### 基层学术组织改革

Reform of Grassroots Academic Organizations

2019年,学校基层教学组织以课程体系重构作为应用型人才培养工作的主要抓手,推行“委员会+课程组”运行机制,缩小战斗单元,进一步向一线教师授权。全校共成立10个校级委员会,138个课程小组,各二级学院设置分院委员会、平台课程组、专业课程组和实践课程组,每一位教师、每一门课程都有课程小组归属。

In 2019, the grassroots teaching organizations of the university took the restructuring of the curriculum system as the focus for the training of applied talents, implemented the "committee + course design team" operation mechanism, reduced the combat units, and further authorized the front-line teachers. The university has set up 10 university-level committees and 138 course teams. Each school has a branch committee, platform course teams, specialized course teams and practical course teams. Each teacher and each course are under a course team.

05

### 二级学院机构设置调整

Adjustment of Institutional Structure of Schools

学校在原有二级学院划分基础上,进一步根据行业发展做出调整。同时,积极探索实施二级学院内设组织机构改革,简化行政事项及服务流程,优化人员结构,提高行政服务效能。

On the basis of the original division of schools, the university further adjusts it according to the development of the industry. At the same time, it actively explores and implements the reform of the internal organization of schools, simplifies administrative matters and service processes, optimizes the personnel structure, and improves the efficiency of administrative services.

06

### 波多里奇卓越绩效体系

Baldrige Performance Excellence Model

学校根据波多里奇国家质量奖框架体系(BPEM)编制绩效合同,融合目标和关键成果(OKR)管理原则,形成绩效指标数据库,将校级年度任务与部门绩效目标建立起有效链接,构建了完整成熟的战略绩效管理体系、规范科学的绩效管理流程。

The university prepares performance contracts according to the Baldrige Performance Excellence Mode (BPEM), and integrates the management principles of objectives and key results (OKR), forming a performance indicator database. By establishing an effective link between the university-level annual tasks and departmental performance objectives, the university builds a complete and mature strategic performance management system and a standardized and scientific performance management process.

# 绿色校园： 为西安奉献一处人文景观

Green Campus: A Cultural Landscape of Xi'an

建校20多年来，欧亚秉持“建百年名校，为西安奉献一处人文景观”的理念，以建设“绿色校园、智慧校园、人文校园”为目标，聘请来自法国、加拿大及国内优秀的建筑设计师和室内设计师团队，认真设计、精心建造，用开放的态度与快速发展的城市、高密度的社区深度对话，实现建筑与教育的共生长，让大学成为都市里的标志性教育高地。

教育即生活，生活即教育。在欧亚的教育观中，校园不是简单的物理空间，而是充满能量的教育环境，学生不仅在校园中学习，也在校园中生活，校园环境是学校为学生提供的教育服务的重要组成部分，扮演着极其重要的生活教育功能。

我们在校园空间布局、楼宇建设与改造、景观设计中融入“以学生为中心”的办学理念，并赋予校园空间更深层次的教育内涵，让教学空间生活化，生活空间学习化。空间的舒适与开放、设施的环保性能、为师生提供沟通交流的空间、多重功能的复合利用……这些与国际接轨的建筑设计及空间改造理念，追求以人为本，全面支持教育教学改革，更为师生提供着校园学习生活的高品质体验，享受更诗意的栖居。

Over the past 20 years since its establishment, Eurasia has adhered to the thought of "building a century-old famous university and contributing a cultural landscape to Xi'an". With the goal of building a green, smart and humanistic campus, Eurasia has hired excellent architectural designers and interior designers from France, Canada and China to carefully design and build the campus, and have an in-depth dialogue with rapidly developing cities and high-density communities with an open attitude. We are striving to realize the co-growth of architecture and education, and develop Eurasia into a landmark education center in Xi'an.

Education is life; life is education. In Eurasia's educational concept, the campus is not a simple physical space, but an educational environment full of energy. Students not only study but also live on campus. The campus environment is an important part of the educational services provided by the university for students, playing an extremely important role in life education.

We integrate the "student-centered" college-running concept into the campus space layout, building construction and renovation, and landscape design, and endow the campus space with a deeper educational connotation, making the teaching space close to lives and endowing the living space with a learning atmosphere. Comfort and openness of space, the environmental conservation consideration of facilities, space for communication between teachers and students, multi-purpose space utilization... These architectural design and space renovation concepts are in line with international standards and the people-oriented principle, fully support education and teaching reform, and provide teachers and students with a high-quality experience of studying and living on campus and a more poetic habitation.



## 校园建设大数据

Data of Campus Construction

总占地面积：  
Total floor area

640,665 m<sup>2</sup>

总建筑面积：  
Total building area

388,334 m<sup>2</sup>

“一所大学要想在一个区域成为科教文化中心，建筑和环境非常关键，人们走进校园要能看到先锋的建筑雕塑、美好的空间环境、高水平的审美以及绿色环保技术的应用，才有可能引领社会进步。

The architecture and environment are very crucial for a university to become a center of science, education and culture in a region. Only if visitors could see pioneering architectural sculptures, a beautiful spatial environment, a high level of aesthetics and the application of green technology when walking into the campus, can the university has the potential to lead social progress.

——西安欧亚学院董事长 胡建波 教授  
Professor Hu Jianbo, Chairman of Xi'an Eurasia University



行政中心



南区教学楼



南区学生客厅



北区教学楼



虹桥学生中心

这里恍似进入美式或北欧的大学城，建筑语言质朴谦逊，不浮夸不张扬，所有可见之物的关系，都融洽得当，毫未见唐突和生硬。欧亚的学生们真是幸运，他们今天能否心领这种幸运，不怕，来日方长。这些建筑的角角落落，一定会给来去匆忙的青年，刀刻一样投下道道抹不去的光的余荫。

——著名导演 高小龙

It seems to be an American or Nordic campus. The architectural language is simple and modest, not exaggerated. The relationship between all visible things is harmonious, not abrupt or rigid. The students of Eurasia are really lucky. We don't have to worry about whether they recognize this kind of luck now. They will understand it sooner or later. Each part of these buildings will surely leave an indelible mark on young people who are in a hurry.

——Gao Xiaolong Famous Director

## 我们的 建筑理念

### Our Construction Philosophy

国际化、人性化的功能规划与空间设计  
节约土地、空间资源，最大化利用  
节能、环保、经济

校园建设及设施、设备、装饰具备均衡化标准  
有效节约维护保养成本  
具备艺术气息和欧亚文化

服务于内部师生的同时，面向广泛的合作伙伴，实现真正意义上的“建筑与人、环境和谐相处”

International and humanized function planning and space design.

Conserve land and space resources and maximize their utilization.

Energy saving, environmental protection, and economy.

Campus construction and facilities, equipment and decoration have balanced standards.

Save maintenance costs effectively.

With artistic atmosphere and Eurasia culture.

Serve students and faculty while facing a wide range of partners to achieve the true "harmony between architecture, people and environment".



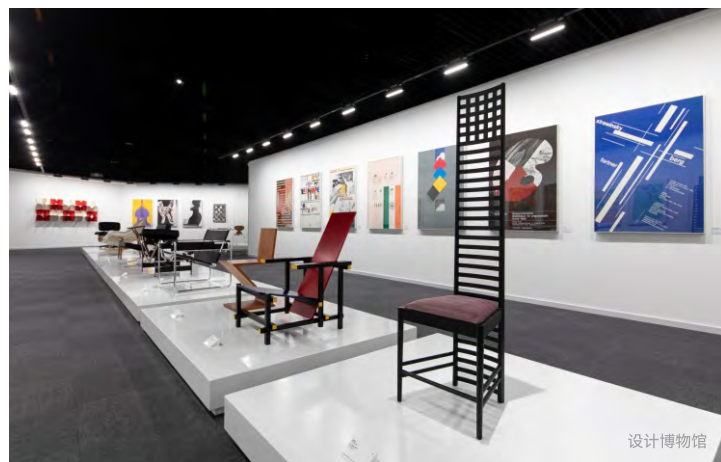
设计与媒体实验中心



艾德艺术设计学院



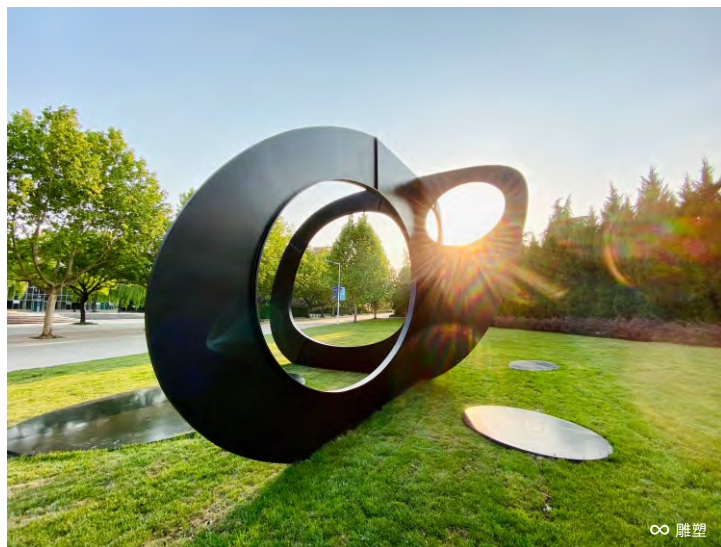
琴岛



设计博物馆



北E教学楼



雕塑

# 欧亚大事记

Milestones of Eurasia

## 1995年

### 南门起步

Eurasia starts at the Xi'an South Gate

10月18日，西安涉外人才培训学校在西安市湘子庙街83号正式成立，这是西安欧亚学院的开端。

On October 18, Xi'an Foreign-related Talent Training School was officially established at No. 83 Xiangzimiao Street, Xi'an, marking the beginning of Xi'an Eurasia University.

## 1996-2000年

### 规模扩张期

Scale Expansion Period

#### 1997年 北郊过渡

1997 Transition in the Northern Suburb of Xi'an

10月8日，原陕西省教育委员会批准由胡建波担任学院法定代表人、院长，形成了刘尔宁、袁辉祥、杨建龙、安文怀为副院长，刘瑾为院长助理的学院领导班子。校址迁往北郊尤西路中段台胞旅游出租汽车公司。

On October 8, the former Shaanxi Provincial Education Commission approved Hu Jianbo as the legal representative and president of Eurasia. The hi-ranking management personnel also include vice presidents Liu Erning, Yuan Huixiang, Yang Jianlong and An Wenhui and assistant to the president Liu Jin. The campus site is relocated to the Taiwan Compatriot Tourism Taxi Company in the middle section of Youxi Road in the northern suburb of Xi'an.

#### 1998年 扎根杜城

1998 Eurasia takes root in Ducheng

1月1日，根据陕西省教育委员会文件，陕西涉外人才培训学院正式更名为“西安欧亚培训学院”，学校新址为陕西省西安市雁塔区电子城杜城。同年获批高等教育学历文凭考试试点资格。

On January 1, according to a document of the Shaanxi Provincial Education Commission, Shaanxi Foreign-related Talent Training Institute was officially renamed "Xi'an Eurasia Training Institute", and the new site of the institute was Ducheng, Electronic City, Yanta District, Xi'an, Shaanxi Province. In the same year, it was selected as a pilot institution for carrying out higher education diploma examinations.

#### 2000年 升格为民办专科普通高等学校

2000 Eurasia is upgraded to a private junior college

5月24日，陕西省人民政府[2000]113号文件同意，“在西安欧亚培训学院的基础上建立西安欧亚学院”。同年，全校在册学生合计10655人，跻身“中国十大万人著名民办大学”之列。

On May 24, the [2000] No. 113 Document of Shaanxi Provincial People's Government agreed to "establish Xi'an Eurasia University on the basis of Xi'an Eurasia Training Institute". In the same year, the university had 10,655 registered students, ranking among the "top ten renowned private universities with 10,000 students in China".

## 2001-2006年

### 规范发展期

Normative Development Period

#### 2001年 规范教学管理，向质量内涵转变

2001 Eurasia standardizes teaching management and begins a quality-oriented transformation

3月17日，学校召开第一次教学工作会议，校长胡建波就学校全局性工作作了《抓住机遇，锐意进取，努力开创西安欧亚职业学院建设发展的新局面》的报告，标志着学校在提高办学水平和教学质量方面跨入新阶段。

On March 17, the university held its first teaching work meeting. President Hu Jianbo delivered a report on the overall work of Xi'an Eurasia University: "Seizing Opportunities, Forging Ahead, and Striving to Create a New Situation for the Construction and Development of Xi'an Eurasia Vocational Institute", marking that Eurasia has entered a new stage in improving its school-running level and teaching quality.

#### 2005年 高票晋升为民办本科普通高等学校

2005 Eurasia is promoted to a private undergraduate general institution with high votes

1月25-27日，教育部“全国高等学校设置评议委员会”委员32票高票通过西安欧亚职业学院晋升为民办本科普通高等学校，得票数名列陕西省四家升本院校第一名。

From January 25 to 27, Xi'an Eurasia Vocational Institute was promoted to a private undergraduate institution with 32 votes by the National Evaluation Committee for the Establishment of Higher Education Institutions of the Ministry of Education, ranking first among the four candidate institutes in Shaanxi Province.

## 2007-2018年

### 战略转型期

Strategic Transition Period

#### 2007年 由规模效益型向质量内涵型转轨

2007 Eurasia transforms from scale-benefit oriented to quality-oriented

11月5日，学校启动“北大纵横与西安欧亚学院战略及组织文化”项目，梳理并形成学校组织文化，确立了使命、愿景、价值观及其具体内涵。

On November 5, Eurasia launched the program of "Allpku and Xi'an Eurasia University Strategy and Organizational Culture", which sorted out and formed the university's organizational culture and established its mission, vision, values and specific connotations.

#### 2008年 “四四二”中长期发展战略制定

2008 Eurasia formulates "4+4+2" middle- and long-term development strategy

12月9日，在全面分析内外部环境的基础上，欧亚“四四二”战略被提出，目标为10年时间成为西安地区一流本科教育的提供者。

On December 9, based on a comprehensive analysis of the internal and external environment, Eurasia proposed its "4+4+2" strategy, intending to become a first-class undergraduate education service provider in Xi'an in 10 years.

### 2011年 全面推行基于授权的内部管理体制改革

2011 Eurasia fully implements authorization-based reform for internal management system

学校以承担国家教育体制改革试点项目为契机，进行了以包括人事、财务、各学术部门等在内的基于授权的内部管理体制改革，质量、经营、品牌三大战略协同发展。同年，确立“国际化、应用型、新体验”的教育理念。

Taking the opportunity of undertaking the national education system reform pilot program, the university carried out the internal management system reform based on authorization, including personnel, finance and various academic departments, and coordinated the development of quality, operation and brand. In the same year, Eurasia established the educational philosophy of "Being International, Valuing Application and Offering New Experiences".

### 2012年 形成“三大战略、两大支撑”的战略管理体系

2012 Eurasia forms the strategic management system of "three strategies and two supports"

在质量、经营、声望三大战略的基础上，新增“组织建设与管理体制”“信息化”两大支撑内容，形成“四四二”战略管理体系。

Based on the three strategies of quality, operation and prestige, two points of "organization building and management system" and "informatization" were added to form a "4+4+2" strategic management system.

### 2013年 本科教学合格评估工作顺利通过

2013 Eurasia passes the undergraduate teaching qualification assessment

学校在教学质量标准、评价体系、学分制改革配套制度、人才培养、课程合作、高端人才引进、国际项目合作等方面成效显著。

The university made remarkable achievements in teaching quality standards, evaluation system, credit system reform supporting system, talent training, curriculum cooperation, high-end talent introduction, international program cooperation, etc.

### 2014年 商科教育探索取得阶段性成果

2014 Eurasia achieves phased results of business education exploration

欧亚“新商科”理念提出，通过模拟公司、案例教学等交互式的学习方式、信息化的手段整合知识，赋能商科教育，学校获评中国校友会网“中国财经类民办大学排行榜”第一名。

Eurasia put forward the concept of "new business", which integrated knowledge and empowers business education through interactive learning methods such as company simulation and case teaching, and informatization. Eurasia won first place in the "China Private University Rankings of Finance and Economics" by cuaa.net.

### 2015年 20周年校庆暨质量战略发布

2015 Eurasia celebrates its 20th anniversary and releases its quality strategy

10月18日，学校举行了以“参与·改变未来”为主题的教育发展论坛暨建校20周年庆典仪式，校史馆与教育变革理念展示馆开馆，并提出未来十年欧亚将全面落实“国际化、应用型、新体验”的质量战略，进一步转换教育质量观，更强调教育的“适应性”。

On October 18, the university held an education development forum with the theme of "Participate & Change the Future" and the 20th Anniversary Ceremony of the Founding of Xi'an Eurasia University. The History Museum of Eurasia and the Educational Reform Concept Exhibition Hall were opened, and it was proposed that Eurasia would fully implement the quality strategy of "Being International, Valuing Application and Offering New Experiences" in the next ten years to further transform the concept of education quality. Greater emphasis is placed on the "adaptability" of education.

### 2017年 教育信息化工作成绩显著

2017 Eurasia makes remarkable achievements in education informatization

我校承担的国家级教育信息化试点项目“信息化条件下的教育教学模式改革探索”在验收工作中获得“优秀”等级，是国内唯一一所承担国家级试点项目并获得优秀等级的民办高校。

The national education informatization pilot program "Reform and Exploration of Education and Teaching Mode under Informatization" undertaken by Eurasia won the "Excellent" grade in the acceptance. Therefore, Eurasia became the only private university in China that had undertaken the national pilot program and won the "Excellent" grade.

### 2018年 第一个“四四二”战略目标基本实现

2018 Eurasia almost accomplishes the first "4+4+2" strategy

学校各项工作从“以学校发展为中心”全面转向“以学生发展为中心”，通过全体系全团队的系统重构，打造出独特的欧亚办学模式，赢得相关利益方的广泛赞誉。

The university shifted from "school development-centered" to "student development-centered". Through the system reconstruction of the whole system and the whole team, a unique school-running model of Eurasia was created and widely praised by relevant stakeholders.

## 2019至今

### 创新发展期

Innovative Development Period

### 2019年 提出价值观办学，开启下一个十年发展

2019 Start the Next 10-Year Journey with Value-based Schooling

1月14日，董事长胡建波教授作《欧亚3.0——价值观办学》专题报告，系统阐述了欧亚价值观办学理念的内涵，开启下一个十年发展阶段。

学校未来战略重点为：国际化是战略发展的大方向，应用型是不变的办学定位，学生发展是价值观办学的落脚点，课程体系是教育教学改革的主要抓手。

On January 14, Professor Hu Jianbo, Chairman of Xi'an Eurasia University, delivered a special report, "Eurasia 3.0: Values in Running Schools", which systematically elaborated the connotation of Eurasia's value-oriented education concept and ushered in the next decade of development.

The future strategic emphases of the university are as follows. Internationalization is the general direction of strategic development; the application is the unchanging orientation of school-running; student development is the ultimate goal of value-oriented education, and the curriculum system is the focus of education and teaching reform.

### 2020年 建校25周年发布《欧亚质量宣言》

2020, Eurasia celebrates its 25th anniversary and releases the Eurasia Quality Declaration

明确提出“质量是欧亚真正的生命线”“为学生提供高质量的教育服务，是欧亚矢志不渝的使命”“质量是长期的发展过程，是永无止境的追求”。

The university clearly stated that "Quality is the real lifeline of Eurasia", "It is Eurasia's unswerving mission to provide high-quality education services for students", and "Quality is a long-term development process and endless pursuit".

### 2021年 “十四五”规划体系建立

2021 Eurasia establishes its "14th Five-Year" Plan System

学校印发《西安欧亚学院“十四五”发展总体规划》，以“十四五”总目标及八项专项子规划，清晰描绘欧亚发展蓝图。

The university issued the "14th Five-Year" Plan for the Development of Xi'an Eurasia University, which clearly depicts the blueprint for the development of Eurasia with the overall objectives of the "14th Five-Year" Plan and eight special sub-plans.

### 2022年 持续深化开放办学

2022 Eurasia continues to deepen the open school-running

2022年为学校“开放办学年”，通过“走出去+引进来”，相继在中外合作办学项目、校企合作等多方面取得重要突破，探索长期高质量发展。

The year 2022 marks the "open school-running year" of the university. Through "going global and bringing in", Eurasia has made important breakthroughs in many aspects such as Sino-foreign cooperative education programs and school-enterprise cooperation, and explored high-quality development in the long run.

这是一所持续改进的大学，一所管理到位的大学，一所越来越精致的大学，一所逐渐有了些品味的大学，一所越来越“像大学样子”的大学。

It is a university with continuous improvement, good management, more and more refinement, and gradually some taste, a university that is closer and closer to what a university should be.

—— 邬大光

中国高等教育学会副会长  
兰州大学高等教育研究院院长  
厦门大学教育研究院教授

西安欧亚学院关注学生的发展、学生的未来，正在成为中国新教育的样本和旗帜，并成为先进教学技术应用的先行者。

Focusing on the development of students and their future, Xi'an Eurasia University is becoming a sample and banner of new education in China and a pioneer in the application of advanced teaching technologies.

—— 赵炬明

华中科技大学教育科学研究院教授  
中国高等教育研究会院校研究专业委员会副主任

欧亚的办学经验弥足珍贵。关注中层干部队伍建设与培养，建立合理、高效的管理体制机制，采用科学、可行的现代组织管理工具，以战略规划统筹全局，以师生发展丰盈内涵，以校园文化浸润师生，这些都是值得我们学习与研究的。

Eurasia's experience in running the university is invaluable. It pays attention to the construction and training of middle-level cadres, established a reasonable and efficient management system and mechanism, adopted scientific and feasible modern organizational management tools, coordinated the overall situation with strategic planning, enriched itself with the development of teachers and students, and nourished teachers and students with campus culture, which are all worth studying and researching.

—— 别敦荣

厦门大学教育研究院院长  
高等教育发展研究中心教授