

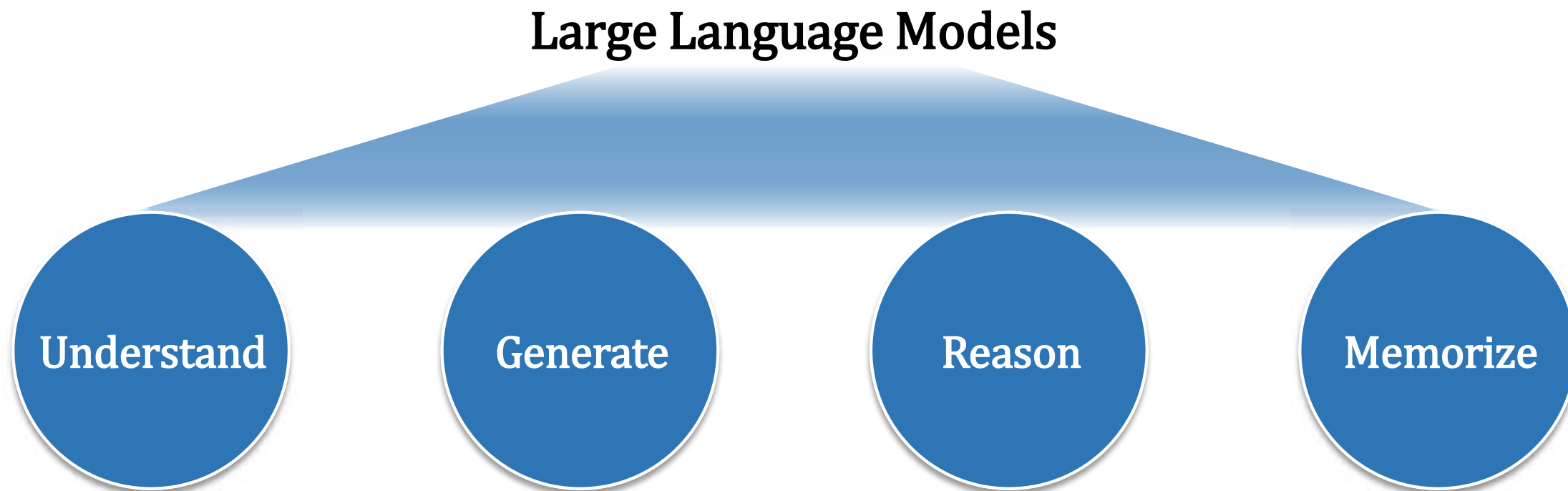
# AI Talent Cultivation Through Industry-Education Integration Under the Trend of Large AI Models

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Yanjun Ma

General Manager of Baidu AI Platform and Ecosystem

# Large Language Models Bring Dawn to AGI

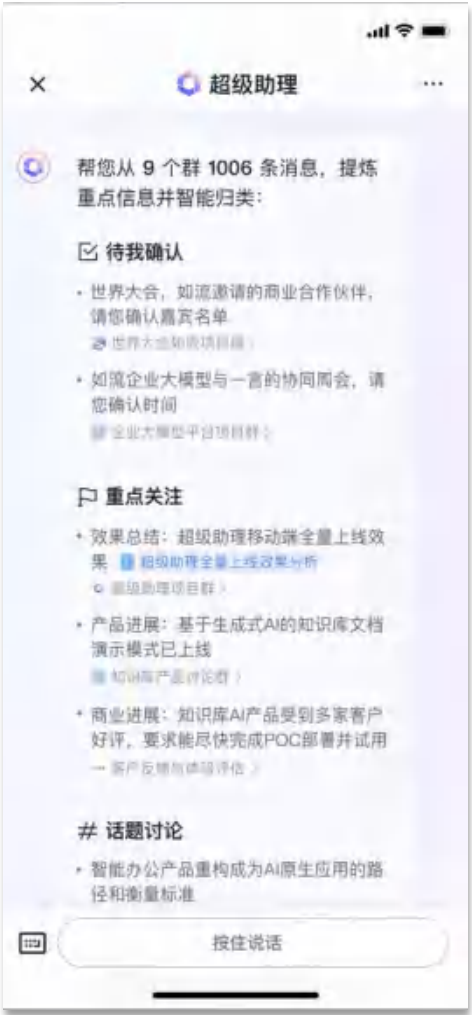


# Large Language Models Reshape Industry & Life—Daily Office Work

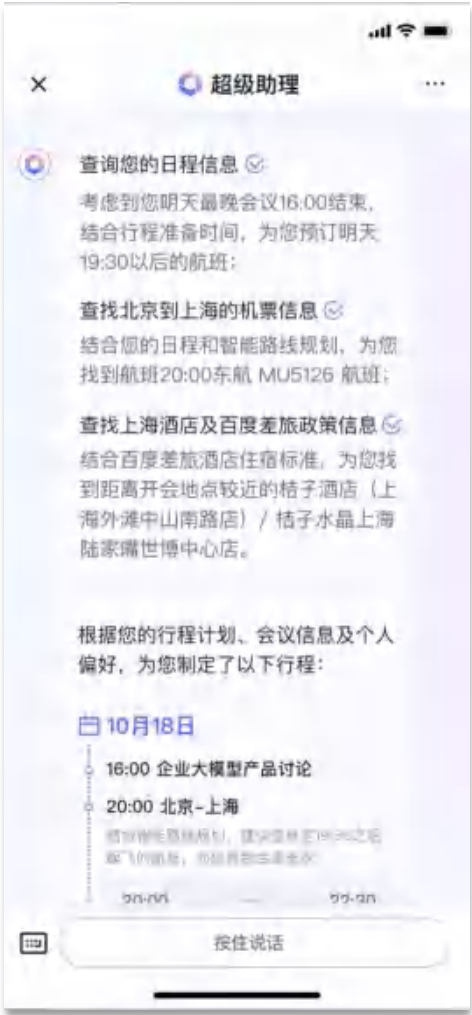
IM Intelligent Summary



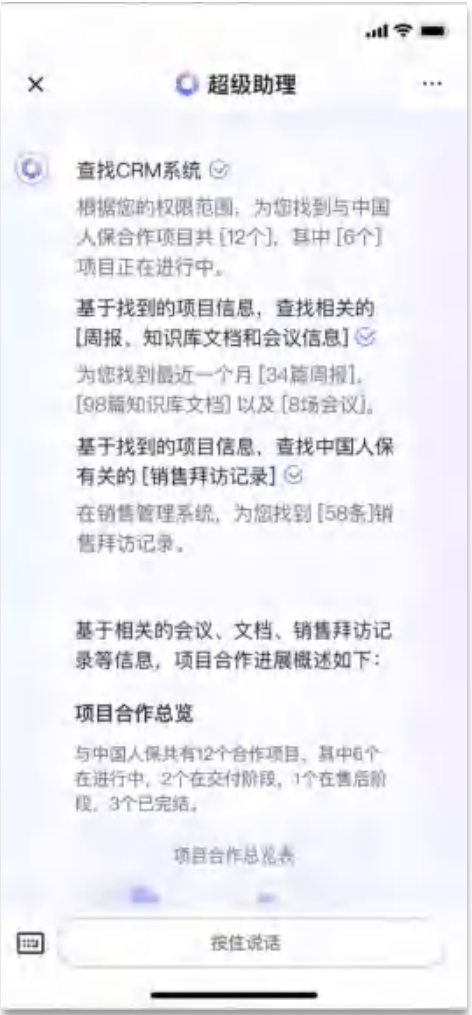
Travel Assistant



Project Information Inquiry



Conversation Reference





# Large Language Models Reshape Industry & Life—Code Development

## Intelligent Code Assistant

Comate



understand   Generate   Reason   Memorize

## Code Adoption Rate

40%   60%

## Comate Code Proportion

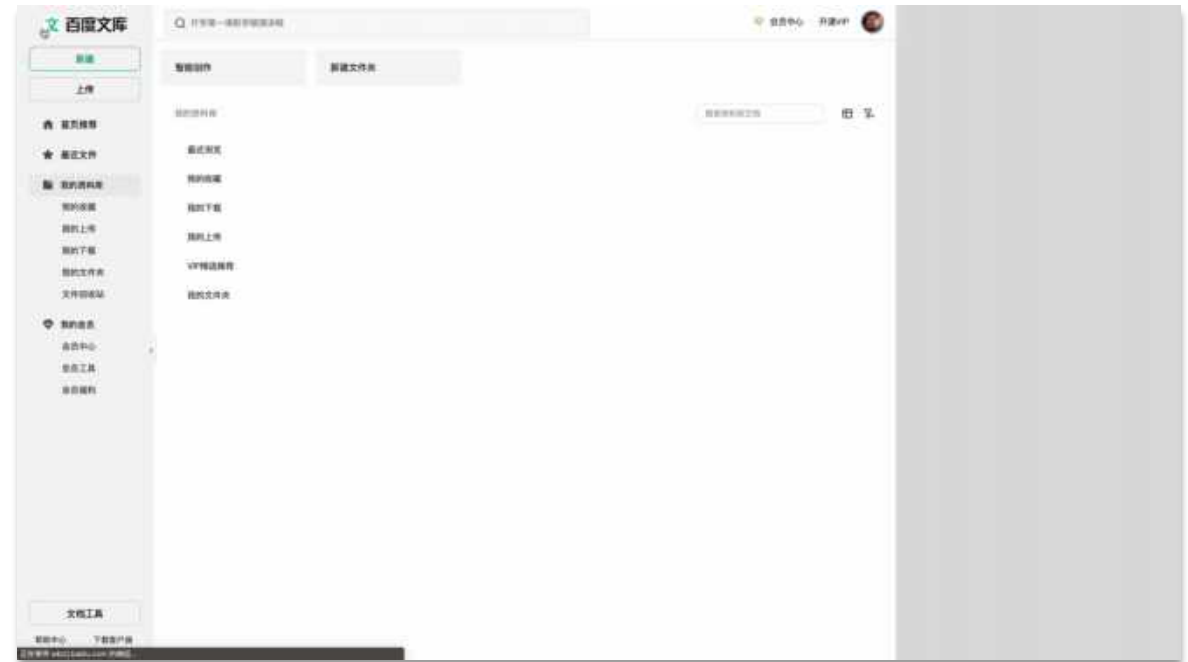
20%

# Large Language Models Reshape Industry & Life—Content Creation

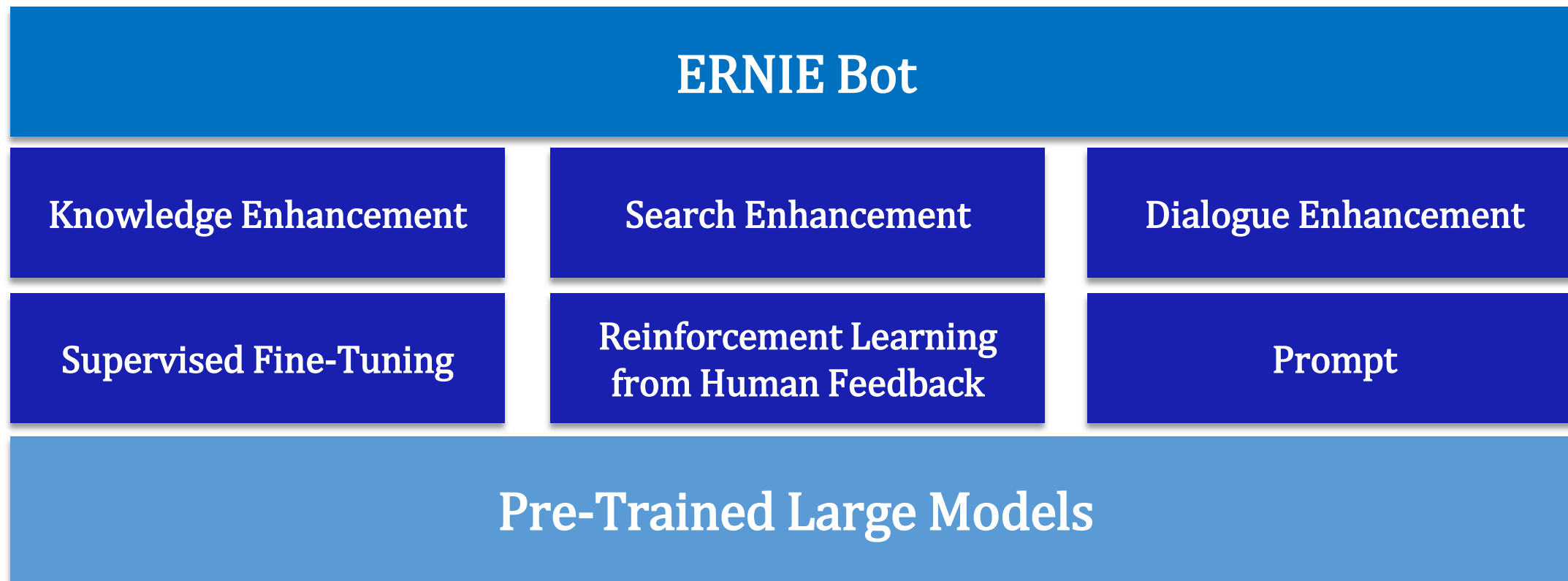
## Document Generation



## PPT Production

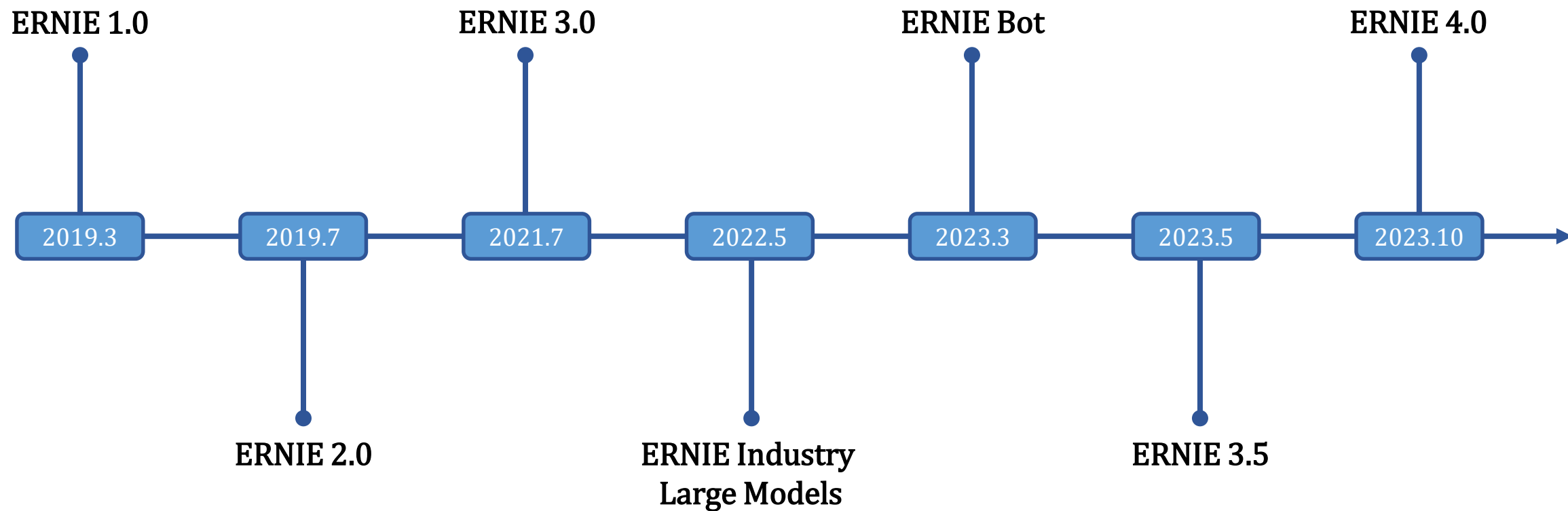


# Knowledge-enhanced Large Language Models



<https://yiyan.baidu.com/>

# The Evolution of ERNIE

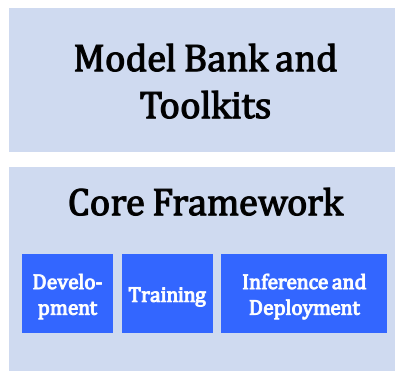


# ERNIE 4.0

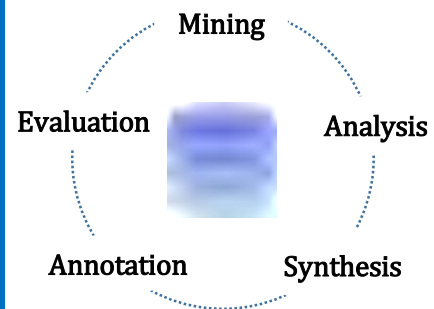
Tens of Thousands of GPUs



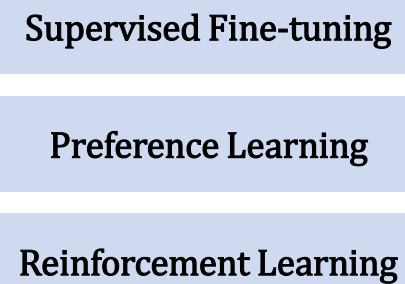
PaddlePaddle Platform



Multi-dimension Data



Multi-stage Alignment



Renewable Training



## A Transcript of ERNIE Bot Since Opening



**Users**  
**70 million**

**Scenes**  
**4300**

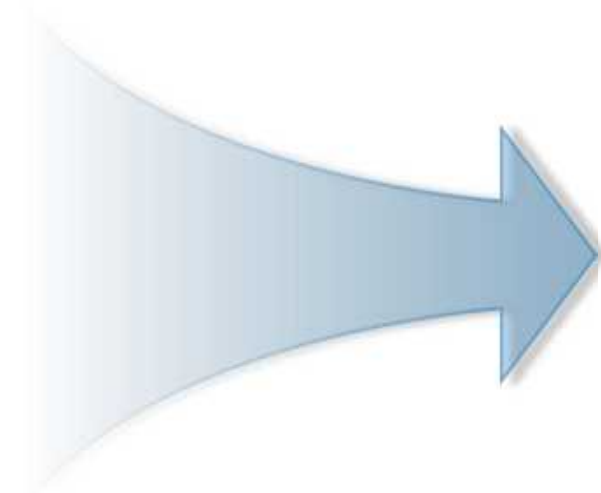
**Applications**  
**2492**

# Large Language Models Drive the Wave of AI Innovation

Disrupting intelligent  
interaction mode

Lower threshold for  
AI development

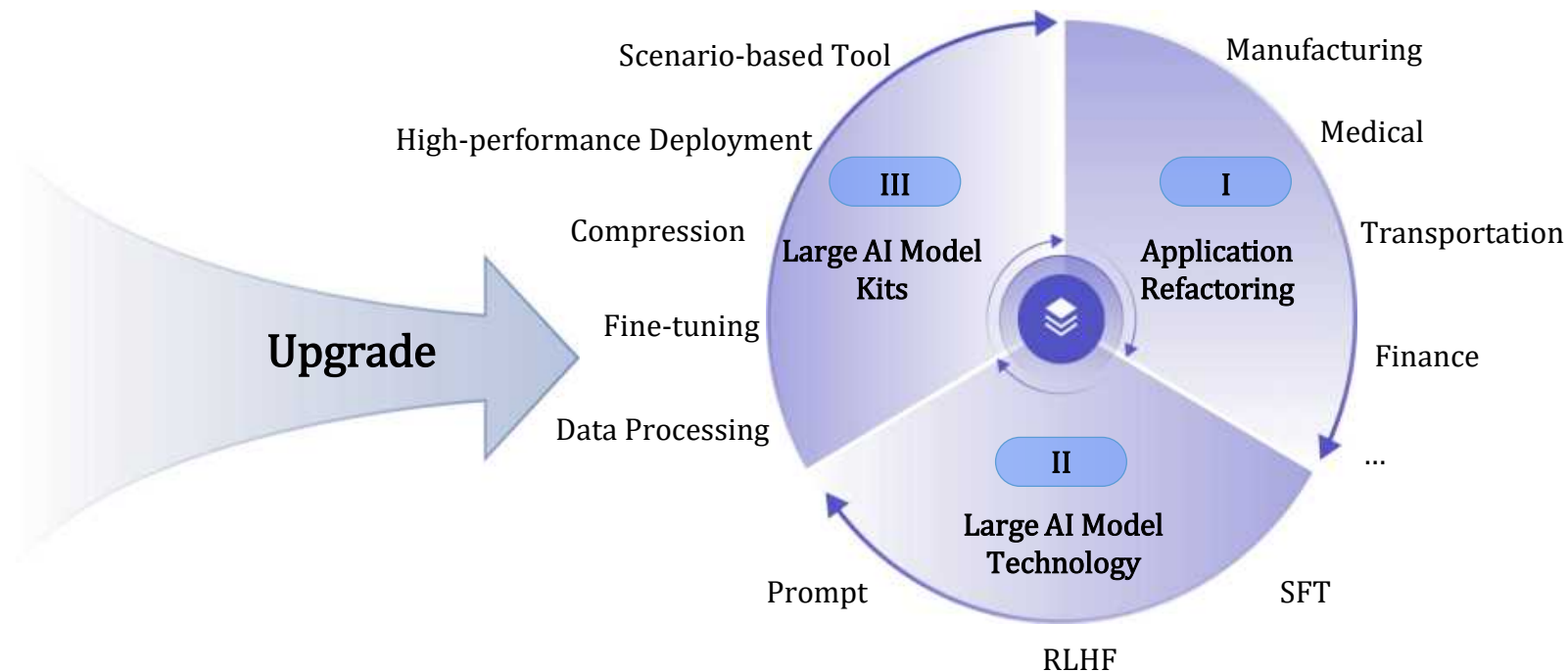
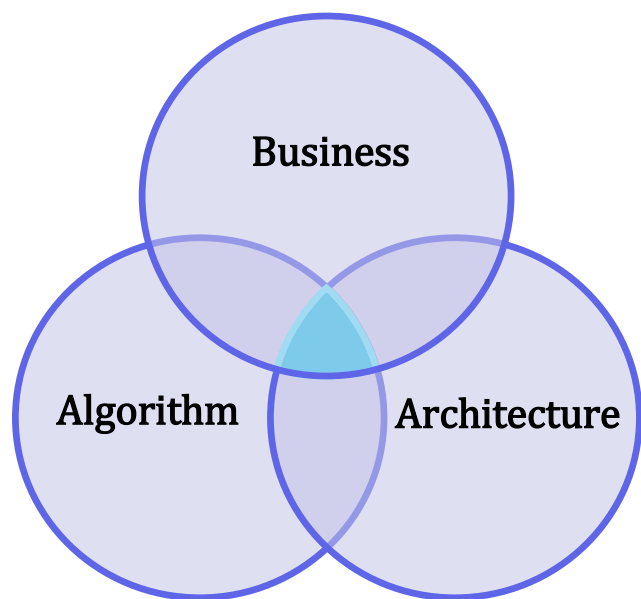
AI for Science  
New paradigm of scientific research



AI native application  
Plugins & Agent  
Promote the integration of  
digital and reality

# Large AI Models Accelerate Industrial Intelligence, and Upgrade the Demand for Compound Talents

Compound Talents in AI Industry



# Industry-Education Integration Cultivate Interdisciplinary AI Talents

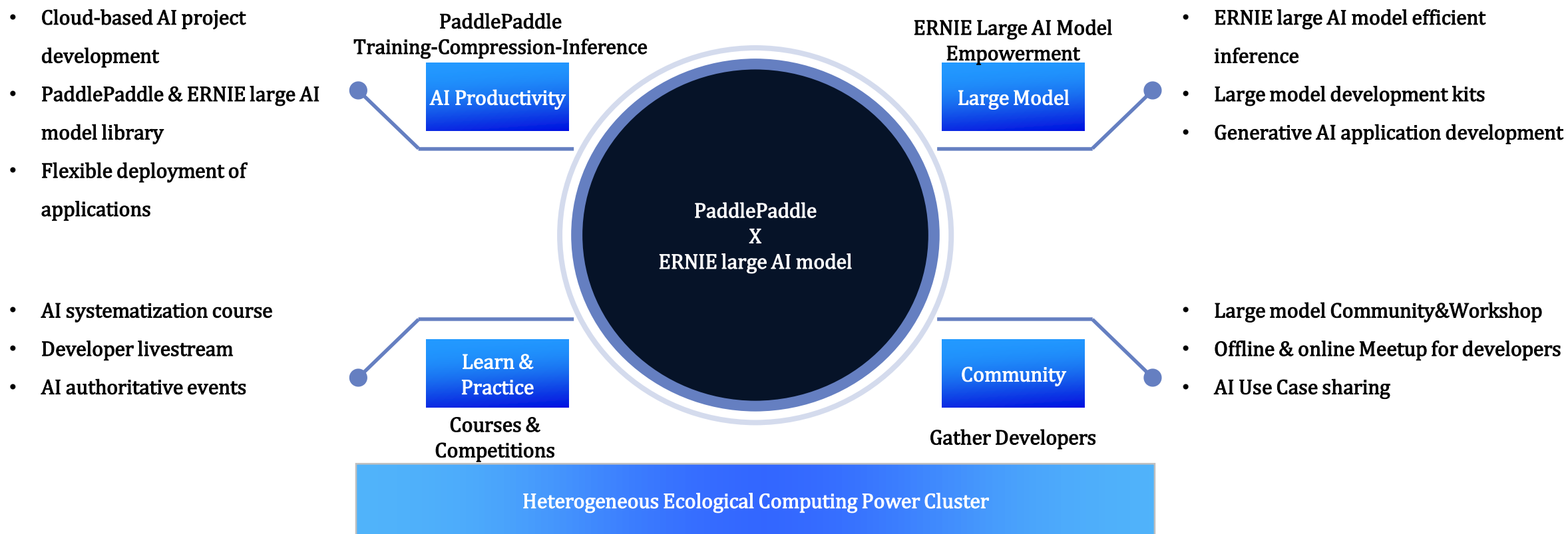
AI and Interdisciplinary Majors							
AI	Intelligent Science and Technology	Intelligent Manufacturing Engineering	Smart Grid Information Engineering	Intelligent Agriculture	Intelligent Medical Engineering	...	
University Services	For Colleges		For Teachers	For Students			
	Center for Educational Innovation	Teacher Training	Contests	National Competition	Industry Competition	International Top Tournament	
	AI+X Industry-Education-Research Base	Curriculum Co-creation	Job Opportunities	Meet the Internship	Project Internship	Certification	Employment Mutual Selection
	AI Industrial College	Collaborative Education					
	Large AI Models Industry-Education Integration base	Research Fund	Community	AI Tech Talks	AI Special Training Camp	AI Creative Marketplace	
	Teaching resources	Massive Datasets & Industry Use Cases					
AI Specialized Courses		Large AI Models Courses	AI+X Characteristic Courses	Best Teaching Materials		AI Micro-lecture	
Tools & Platforms	PaddlePaddle Deep Learning Platform & ERNIE Large AI Models						
	AI Studio(Xinghe Community)						

**484** Universities offer credit courses

Cultivate **5175** AI professional teachers

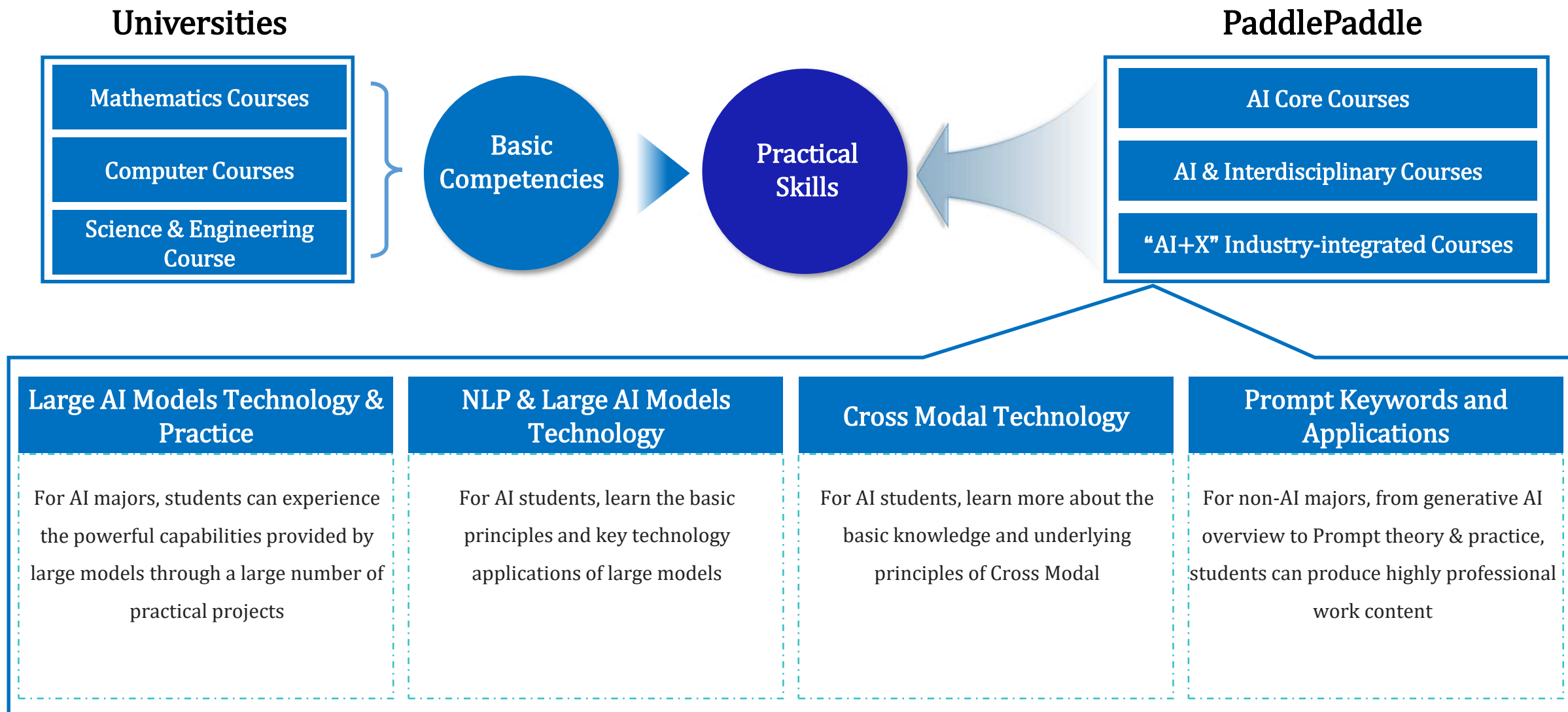
# AI Studio: Supporting Learning & Practice of AI and Large Models

AI Studio, with the core of PaddlePaddle and ERNIE, integrates open dataset, open-source algorithms, Cloud based AI computing power and large model development kits, providing efficient development environment for models and applications



Integrating Intel, NVIDIA and Sugon AI Chip and supporting distributed training

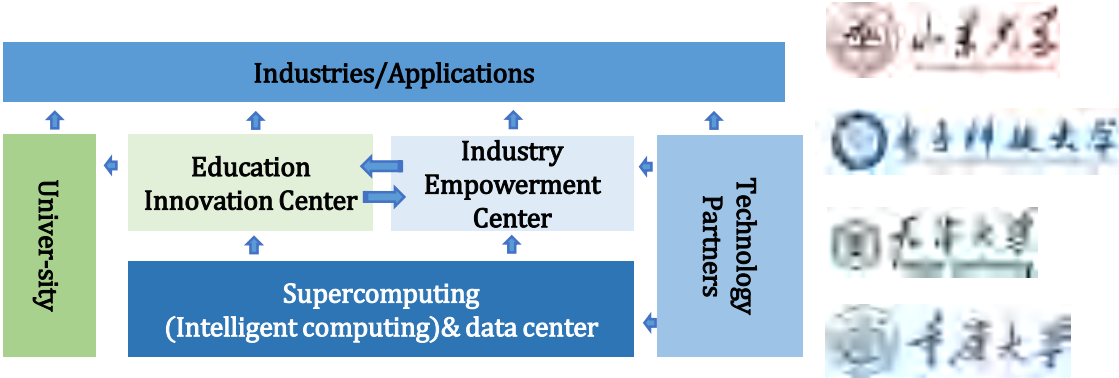
# Upgrade Teaching Resources and Build Practical Capabilities



# Collaborate with Universities to Explore New Model of Industry-Education Integration

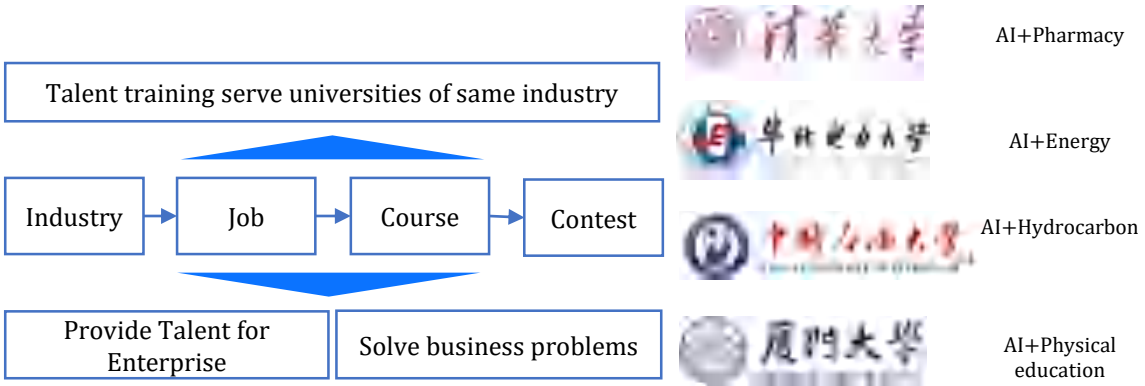
## Education Innovation Center

1+N, Provide regional industrial talents



## AI+X Industry-Education-Research Innovation Base

Closed-loop of talent and industrial application in characteristic fields



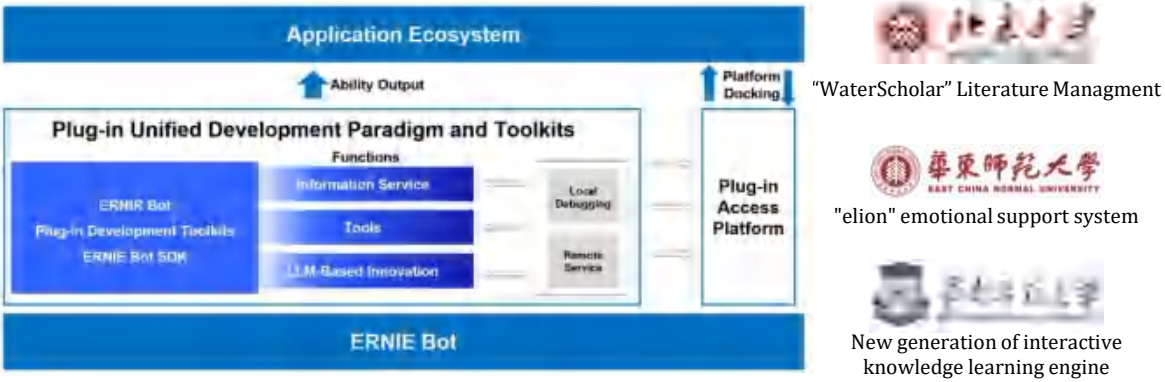
## AI Industrial College

PaddlePaddle AI Industrial College



## Large Model Industry-Education Integration Base

Co-build AI Native Applications and Plugins



# Collaborate with Teachers to Carry Out Education Innovation

## Teacher Training

Serve 1381 universities,  
5175 teachers



## Curriculum Co-creation

School-Enterprise co-create large  
AI model and AI+X courses

Major	Course	Partner
Large Model	Prompt and Case Practice	BAIDU
	Large Model Technology and Practice	BAIDU
	NLP and Large Language Model	Chinese Academy of Science
AI + Large Model	Computer Vision and Large Model	Huazhong University of Science and Technology
	Multimodal Large Model	Beijing University of Posts and Telecommunications
	Exploration of AI-empowered Internet News and Communication	BNU
AI+X	Practice of Legal Application In The Era of AI Large Model	Southwest University of Political Science and Law
	AI Large Model Empowering Marketing	Jinan University
	AI Large Model Empowering Education	East China Normal University
	AI Large Model Empowering Journalism	Minzu University of China
	AI Large Model Empowering Advertisement	Minzu University of China
	AI Large Model Empowering Cultural Tourism	Naikai University

## Collaborative Education

Support Industry-Education cooperation project initiated by  
Higher Education Department of the  
Ministry of Education



Reform and Practice in NLP Based on PaddlePaddle



Machine Learning Course Based on PaddlePaddle



Design and Development of Deep Learning Course



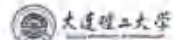
Exploration and Practice of Innovation and Entrepreneurship of AI



Construction of Cross Modal Practical Cases in CV and NLP Based on PaddlePaddle



Machine Learning Theory and Application Course



Practical Applications of Deep Learning Based on PaddlePaddle



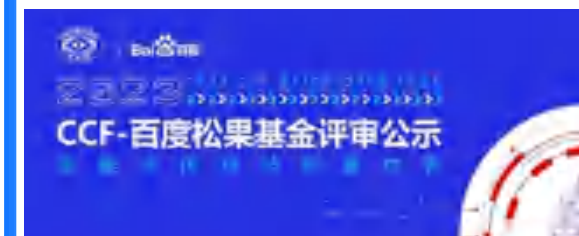
Deep Learning Based on PaddlePaddle and Its Application in the NAO Robot



Deep Learning from Theory to Practice: Case Teaching Based on PaddlePaddle

## Research Fund

"CCF-BAIDU OPEN FUND"  
support 115 teachers from 57  
universities





# Cooperates with UNESCO-ICHEI to Build Education Ecosystem

Cooperates with UNESCO-ICHEI to launch the IIOE Micro-certification course "AI Science Popularization and Zero-Code Practice"



UNESCO-ICHEI supports Baidu-Pazhou Competition, more than 3,000 teams from over 20 countries participated

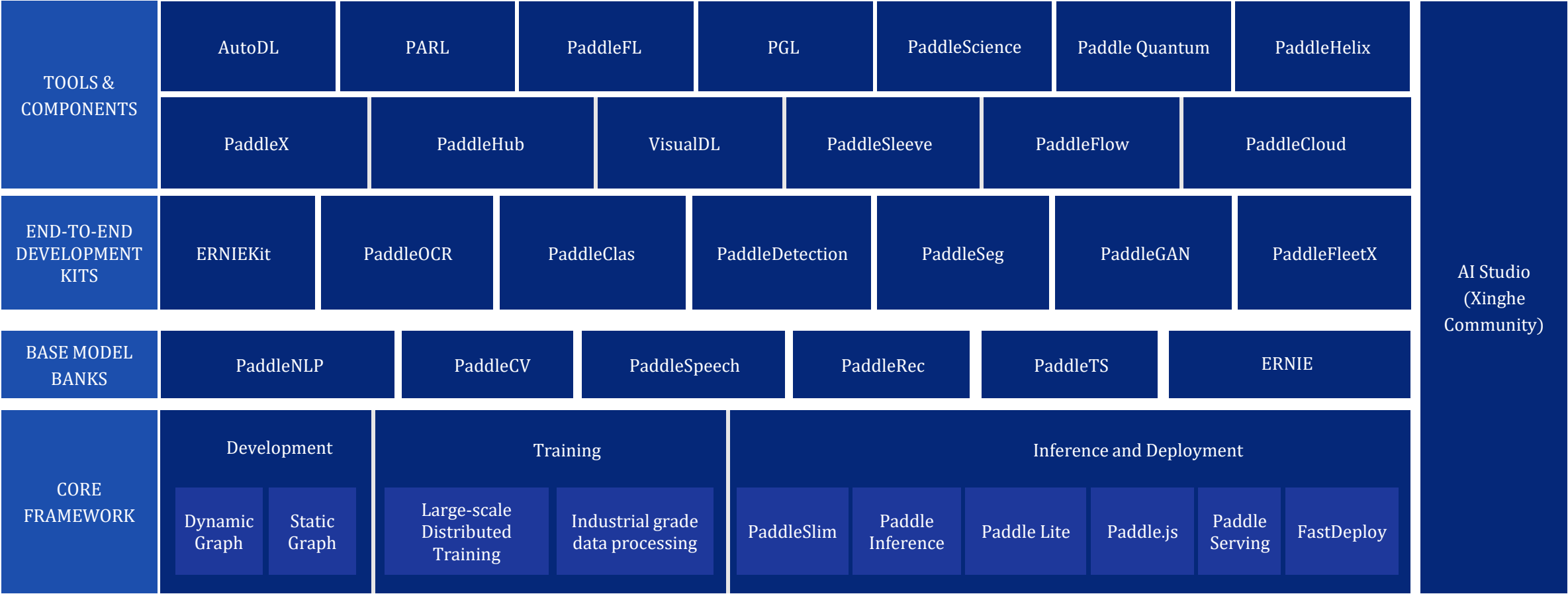
Jointly organize international training courses to learn about enterprises' digital products and transformation practice



# PaddlePaddle: Open-Source Industry-Level Deep Learning Platform



8 Million Developers    220,000 Enterprises    800,000 Models



A child in a blue shirt and orange shorts is running away from the viewer down a long, futuristic corridor. The corridor is composed of blue and white geometric shapes, creating a sense of depth and perspective. At the end of the corridor, there is a bright, glowing light source, possibly a doorway or a window, which casts a long shadow of the child on the floor. The overall atmosphere is one of hope and progress.

**Baidu Mission**

# **Making the Complicated World Simpler through Technology**

This poster was created by Baidu's AI-generative tool "Wenxin Yige"

**Thank you**