



## 什么是开氪？

「开氪」以打造“新商业学院”为目标，精选导师团队，根据用户需求，着力开发新战略 / 新管理/ 新增长/ 新营销 / 新媒体 / 新趋势6大板块的主题课程。

「开氪」不仅为中国创业创新型企业提供市场最有前沿精神，最专业、顶尖的案例操盘手，为你带来思维、认知层的冲击，打破日益固化的商业阶层，把课程的价值，通过可感知、可量化的方式，让你切实感受到自身的变化，破圈争夺商业蓝海。也会集中36氪的平台力量，让用户优先掌握未来趋势。

The screenshot shows the 36Kr College mobile application interface. At the top, it displays the time (4:50), signal strength, and battery level. The header includes the '开氪商城' (Kuai Kr Mall) and '正在招募' (Recruiting Now) sections, with a note from '36Kr College'. Below this, there are two main sections: '会员体系设计、会员运营与精准营销全策略' (Membership System Design, Member Operation, and Precise Marketing Full Strategy) and '1亿粉丝操盘手，亲授爆款内容方法论' (100 million fans operator, teaching爆品 content method论). Both sections include a thumbnail image, a brief description, the date and time of the course, and the price (¥2399 or ¥299). Further down, there is a section titled '往期热门课程展示' (Past Popular Course Showcase) featuring three more courses: '淘宝直播的流量增长与数据化运营体系' (Taobao live broadcast traffic growth and data-driven operation system), '电商运营流量变现实战与供应链搭建全策略' (E-commerce operation practical combat and supply chain construction full strategy), and '产品冷启动初期用户规模化增长策略' (Product cold start initial user scale-up strategy). The bottom of the screen shows navigation icons for '首页' (Home) and '已购' (Purchased).