

Course description

S120

ABB's World of Power and Automation - Portfolio Overview for non-technical Personnel

Course goal

The course gives an introduction to ABB's non-technical personnel about ABB's products, technology and solutions for the electrical power system and its automation, from power generation to transmission, distribution and consumption. The course includes an outlook to future trends in the electrical power system market and provides links to learning platforms, libraries, videos, etc. for further self-study.

Learning objectives

Upon completion of the course, participants will be able to

- describe the basic structure of the electrical power system
- relate ABB's structure, organization and offering to ABB's market segments in the electrical power system
- assign ABB products to the appropriate application area of the electrical power system
- explain the main features of ABB's most relevant products, technologies and services
- relay product and service related customer inquiries to the responsible unit
- recognize the importance of new market requirements and possible future technology trends
- know the most important further information sources (e.g., web-links, libraries, learning platforms, etc.)

Participants

Non-technical ABB personnel on all levels across all divisions, regions and group functions.

Prerequisites

Completion of preparation work ([E-learning, self-study Part 1&2](#))

Topics

- Part 1: Electrical power system basics
Power generation, transmission, distribution, consumption / basics in electro-technics / ecological foot print of power generation / future technology trends (e.g., smart grids)
- Part 2: ABB's structure and organization
ABB's vision & mission / classification system ([Masterdata](#)) / [divisions and business units](#) / introduction to ABB's markets: [Market segmentation](#)
- Part 3: ABB's markets
ABB's market segmentation / future market needs / strategic initiatives (e.g. SAM, GAM)
- Part 4: ABB's products, technology and solutions
Portfolio overview of products and services / [ABACUS reporting](#) / [product guide](#) / [service guide](#) / [offerings from A-Z](#) / application, main features and customer benefit of a selected group of products and services / ABB's business processes by means of examples of cross-divisional customer projects / future products and services (electric vehicles, energy storage, small hydro, biomass, wind, photovoltaic and consulting services for e.g. energy efficiency) / helpful links to learning platforms, libraries, videos, etc.

Methods

- Part 1&2: [E-Learning](#) (self-study as a preparation for the classroom training)
- Part 3&4: Classroom training (Kick-off lecture, recap of part 1&2, lectures, demonstrations, audio-visuals)
- later on: Further self-study

Duration

- 1 hour web-based training (self-study)
- 1 day classroom training
- x hours of individual further self-study

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