

MBA GNAM Week 2021 (Online Module) Entrepreneurship and Intrapreneurship in China Oct 18th–22nd

INTRODUCTION

As the world relearns its ABCDEF (artificial intelligence, blockchains, cloud computing, data science, e-commerce, fin-tech), China has taken the lead and emerged as a nation of innovation and entrepreneurship. This module examines the cultural, social, political, etc. backgrounds and incentives for this rapid growth, and more importantly, this module challenges the participants with the questions whether Chinese entrepreneurial endeavors can be replicated in other economies in the world, and how corporate innovation can be sustainable worldwide.

PARTICIPANTS

MBA students from GNAM member schools

DATES AND TIMES

All times mentioned are China Standard Time (CST)/UTC+8.

The one-week program officially starts on Monday Oct 18, and closes on Friday, Oct 22. Please refer to the tentative agenda below for detailed scheduling.

GOALS AND OUTCOMES

- To understand China economics, the uniqueness of its commercial environment and prevailing business practice, and its digital evolutions with the innovation and entrepreneurship ecosystems in China;
- To understand Chinese enterprise's digital transformation and its implications to business;
- To learn how to deal with challenges and how to realize the potential of your China business;
- To gain new in-depth perspectives on the dynamics between China and global economy which is essential in developing strategies and career plans for your enterprises and/or for yourselves.

MODULE FORMAT

- Lectures
- Industry & practitioners sharing
- Pre-course discussions
- Written assignment

PRE-WORK

Each participant is expected to complete pre-work prior to the module, including assignment, case studies, pre-readings, and videos/podcasts.

Suggested readings/podcasts/videos will be included by September.

GRADING

Each student will be graded with “Pass/Fail” according to the following scale:

Grade Composition

- 30% Online class attendance
- 30% Online class participation
- 40% Assignment (Personal Takeaway)

Class Attendance & Participation

Participation, preparation and punctuality are highly valued components of this course as the learning process is a mutually constructed event. The degree to which students prepare for class meetings will maximize the learning that takes place. Course grading is based on: consistent and punctual attendance; active participation in all discussions and activities; and on-time completion of all reading and other assignments.

More than two unexcused absences will result in an automatic fail (F) of this program. Significant excused absences will lead to academic consequences. If you are absent or late, please notify the administrators of this program before each class begins.

Assignment

Details will be given prior to the class. Past due and unsuccessful submission of the assignment will lead to significant academic consequences.

MISCELLANEOUS

1. Course materials (speakers’ bios, readings etc.) will be uploaded to Cloud prior to the start of program and class slides will be shared after classes. Access link will be shared among participants.
2. This online version of GNW aims to emulate the offline immersion week, and we at the program office appreciate all of your patience and learning experience from and with you.

MODULE SCHEDULE*

*All time shown here is based on China time zone (UTC+8)

Monday, Oct 18	Tuesday, Oct 19	Wednesday, Oct 20	Thursday, Oct 21	Friday, Oct 22
1-2hours Pre-work each day on your own times				
Zoom ID: TBD Passcode: TBD				
13:30-14:00 (UTC+8) Introduction	13:30-14:00 (UTC+8) Pre-class discussion	13:30-14:00 (UTC+8) Pre-class discussion	13:30-14:00 (UTC+8) Pre-class discussion	13:30-14:30 (UTC+8) Pre-class discussion
14:00-14:20 (UTC+8) Welcome & Orientation	14:00-15:30 (UTC+8) LECTURE 2: E-commerce Operations in China	14:00-15:30 (UTC+8) LECTURE 4: Intrapreneurship and Entrepreneurship in China	14:00-15:30 (UTC+8) INDUSTRY INSIGHT Enterprise's Digital Evolution Trilogy and China's Digital Transformation in Action	14:00-15:30 (UTC+8) LECTURE 6: Opportunities and Challenges for Innovation and Entrepreneurship: what's next
14:20-14:45 (UTC+8) Program Overview				
14:45-15:00 (UTC+8) Break	15:30-15:45 (UTC+8) Break	15:30-15:45 (UTC+8) Break	15:30-15:45 (UTC+8) Break	15:30-15:45 (UTC+8) Break
15:00-17:00 (UTC+8) LECTURE 1: China Economy Overview: the post COVID-19 economy	15:45-17:00 (UTC+8) LECTURE 3: E-Commerce Operations in China	15:45-17:00 (UTC+8) LECTURE 5: Intrapreneurship and Entrepreneurship in China	15:45-17:00 (UTC+8) INDUSTRY INSIGHT Enterprise's Digital Evolution Trilogy and China's Digital Transformation in Action	15:45-17:00 (UTC+8) LECTURE 7: Opportunities and Challenges for Innovation and Entrepreneurship: what's next
17:00-17:15 (UTC+8) Program Office Hour	17:00-17:15 (UTC+8) Program Office Hour	15:00-15:15 (UTC+8) Program Office Hour	17:00-17:15 (UTC+8) Program Office Hour	17:00-17:15 (UTC+8) Program Office Hour