

EMBA GNAM Week 2023 (Online Module)

Innovative China: towards sustainable growth

June 12th–16th

INTRODUCTION

A notable consumer-driven transformation is occurring in China. Leapfrog innovation is evident in many business areas including e-commerce, cashless payments, artificial intelligence and high-speed 5G mobile networks. Steady advances in digitalization transformation and internet services are disrupting traditional commercial activities, enabling new business models. New startups and unicorns are flourishing in the present entrepreneurship climate. The prevailing innovation and entrepreneurship ecosystems shall sustain China's growth after its phenomena success of forty-year economic reform. The ability to understand China's unique environment and its opportunities as well as challenges is an essential element of "global contextual leadership" — understanding the uniqueness of China but also understanding innovation practices of interest for the rest of the world. The intent of this week-long module is to equip today's elite EMBA's with "global contextual leadership" to maximize the benefits for their enterprises and for themselves.

PARTICIPANTS

Executive 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 June 12, and closes on Friday, June 16. Please refer to the tentative agenda below for detailed scheduling.

GOALS AND OUTCOMES

- To gain new perspectives of China's economic performance.
- To understand impetuses and challenges of China's economic growth: historical and global perspectives.
- To learn about the latest activities and capacities of innovation in China.
- To understand China's sustainable growth strategy: carbon-peak and carbon-neutral.
- To learn the best practices of doing business in China in the digital era.
- To be familiar with the new competition landscape between foreign and local firms

MODULE FORMAT

- Lectures
- Industry & practitioners sharing
- Pre-course discussions
- Group presentations & reflections

PRE-WORK

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

GRADING

Each student will be graded with letter grades according to the following scale

Composition

- 20% Online class attendance
- 30% Online class participation
- 50% Group presentation on the last day

Group Presentation:

5-6 students are expected to work as a team on a specified case and present their group case analysis on the last day. Each group will have 15 minutes to present and 5 minutes for Q&A. Group presentation will be evaluated by other groups and the instructor. Evaluation criteria will include Feasibility, Theory, Information Richness, and Analysis. Cases will cover both Chinese and international companies.

Details of grouping and presentation subjects will be developed after student's information is available.

Grades will be sent directly to member schools' coordinators after completion of the program

TENTATIVE AGENDA*

*All time shown here are China Standard Time (UTC+8)

Monday, June 12	Tuesday, June 13	Wednesday, June 14	Thursday, June 15	Friday, June 16
1-2hours Pre-work each day on your own times				
Zoom ID: TBC Passcode: TBC				
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	13:30-14:00 (UTC+8) Pre-class discussion
14:00-14:20 (UTC+8) Welcome& Orientation	14:00-15:30 (UTC+8) LECTURE 2: Marketing in China	14:00-15:30 (UTC+8) LECTURE 4: E-commerce Operations 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) Group Presentation
14:20-14:40 (UTC+8) Program Overview				
14:40-15:00 (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
15:00-18:00 (UTC+8) LECTURE 1: China Economy Overview: the post COVID-19 economy	15:45-17:00 (UTC+8) LECTURE 3: Marketing in China	15:45-17:00 (UTC+8) LECTURE 5: E-commerce Operations 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) Group Presentation
18:00-18:15 (UTC+8) Program Office Hour	17:00-17:15 (UTC+8) Program Office Hour	17:00-17:15 (UTC+8) Program Office Hour	17:00-17:15 (UTC+8) Program Office Hour	17:00-17:15 (UTC+8) Program Closing

*Time and content are subject to change; participants will be notified on time.