

**2024 Fudan EMBA GNW**  
**Innovative China: Towards Sustainable Growth**  
**June 11- 15, 2024**

**TENTATIVE AGENDA \***

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

DAY 1 TUESDAY, JUNE 11	DAY 2 WEDNESDAY, JUNE 12	DAY 3 THURSDAY, JUNE 13	DAY 4 FRIDAY, JUNE 14	DAY 5 SATURDAY, JUNE 15
<b>Dean's Welcome</b> <i>Associate Dean</i> 08:30-08:50	<b>Interactive Lecture</b>  Marketing in China  09:00-10:30	<b>Interactive Lecture</b>  Disruptive Innovation of China's Digital Pioneers  09:00-10:30	<b>Interactive lecture</b>  PRO and Corporate Performance in China  09:00-10:30	<b>Case Presentation &amp; Feedback</b>   09:00-11:00
<b>Program Overview</b> 08:50-09:00				
<b>Interactive Lecture</b>  Chinese Economy Overview - Towards a Sustainable Growth  09:00-10:30				
Coffee-break 10:30-10:45	Coffee-break 10:30-10:45	Coffee-break 10:30-10:45	Coffee-break 10:30-10:45	Coffee-break 11:00-11:15
<b>Interactive Lecture</b>  Chinese Economy Overview - Towards a Sustainable Growth  10:45-12:00	<b>Interactive Lecture</b>  Marketing in China  10:45-12:00	<b>Interactive Lecture</b>  Disruptive Innovation of China's Digital Pioneers  10:45-12:00	<b>Interactive lecture</b>  PRO and Corporate Performance in China  10:45-12:00	<b>Program Closing</b>  Fudan Certificates Handing-out  11:15-12:00
Free Time 12:00-13:30	Free Time 12:00-13:30	Free Time 12:00-13:30	Free Time 12:00-13:30	Free Time
<b>Cultural Experience 1</b>  Taichi Session 13:30-14:30	<b>Company Visit 1</b>  13:30-16:30	<b>Team Work</b>  Case Study  13:30-15:00	<b>Company Visit 2</b>  13:30-16:30	
Coffee-break 14:30-15:00		Coffee-break 15:00-15:15		
<b>Cultural Experience 2</b>  Campus Tour 15:00-16:30		<b>Team Work</b>  Case Study  15:15-16:30		
Free Time	Free Time	Free Time	Free Time	

	Courses		Company Visit
	Cultural, Social Activities		Coffee-break and Free Time
	Team Work and Reflection		