

2024 GLOBAL NETWORK WEEK

Entrepreneurship and Intrapreneurship in China

October 14th - 18th, 2024

INTRODUCTION

In the wake of the pandemic, China's entrepreneurial landscape has undergone a dramatic transformation. This course delves into the factors that have contributed to China's emergence as a leader in innovation and entrepreneurship, with a focus on the post-pandemic era. We will explore the cultural, social, and political contexts that have fostered rapid growth in China's startup scene. Moreover, the course challenges participants to consider whether China's entrepreneurial success can be replicated in other parts of the world and how sustainable corporate innovation can be achieved globally. We will examine the impact of recent technological advancements, such as artificial intelligence, cloud computing, data science, e-commerce, on entrepreneurship in China, and analyze the strategies employed by successful Chinese startups to navigate the post-pandemic world.

PARTICIPANTS

MBA students from GNAM member schools

DATES AND ADDRESS

The one-week program officially starts on Monday, October 14, and closes on Friday, October 18. Please refer to the tentative agenda below for detailed scheduling.

GOALS AND OUTCOMES

- To equip students with the knowledge, skills, and mindset necessary to navigate the entrepreneurial and intrapreneurial landscape in China.
- To provide a comprehensive understanding of the unique challenges and opportunities in the Chinese business environment.
- To learn how to build relationships, form partnerships, and leverage networks for business growth and success.
- To empower students to pursue entrepreneurial ventures or drive innovation within established organizations.
- To develop skills in creating a comprehensive business plan and formulating effective strategies for launching and scaling a business in China.

MODULE FORMAT

- Lectures
- Industry & Practitioner's sharing
- Company Visits
- Group presentations & reflections

PRE-WORK

Each participant is expected to complete pre-work prior to the module, including pre-readings, and case study.

ATTENDANCE POLICIES

Attendance for lectures, company visits, team work, case presentation and feedback is a compulsory. Certificate will NOT be provided if you miss more than two half-day events. The maximum number of absences is two half-day events.

* TENTATIVE AGENDA

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

2024 GLOBAL NETWORK WEEK Entrepreneurship and Intrapreneurship in China Oct.14 - 18, 2024				
DAY 1 MONDAY, OCTOBER 14	DAY 2 TUESDAY, OCTOBER 15	DAY 3 WEDNESDAY, OCTOBER 16	DAY 4 THURSDAY, OCTOBER 17	DAY 5 FRIDAY, OCTOBER 18
Welcome Speech 08:30-08:50	Interactive Lecture Chinese Economy Overview - Towards a Sustainable Growth 09:00-10:30	Interactive lecture Cross-Cultural Management: Corporate Communication in China 09:00-10:30	Interactive Lecture Disruptive Innovation of China's Digital Pioneers in the AI Era 09:00-10:30	Group Presentation & Feedback 09:00-10:30
Program Overview 08:50-09:00				
Interactive Lecture Marketing in China 09:00-10:30				
Coffee-break 10:30-10:45	Coffee-break 10:30-10:45	Coffee-break 10:30-10:45	Coffee-break 11:00-11:15	Coffee-break 10:30-10:45
Interactive Lecture Marketing in China 10:45-12:00	Interactive Lecture Chinese Economy Overview - Towards a Sustainable Growth 10:45-12:00	Interactive lecture Cross-Cultural Management: Corporate Communication in China 10:45-12:00	Interactive Lecture Disruptive Innovation of China's Digital Pioneers in the AI Era 10:45-12:00	Program Closing 10:45-12:00
Free Time 12:00-14:00	Free Time 12:00-13:30	Free Time 12:00-13:30	Free Time 12:00-13:30	Free Time 12:00-13:30
Cultural Experience 1 Taichi Session 14:00-15:00	Company Visit 1 13:30-16:00	Company Visit 2 13:30-16:00	Team Work Case Study 13:30-14:30	Cultural Experience 3 Live in a TCM way (TCM: Traditional Chinese Medicine) 13:30-14:30
Coffee-break 15:00-15:15			Coffee-break 14:30-14:45	Coffee-break 14:30-14:45
Cultural Experience 2 Campus Tour 15:15-17:00			Team Work Case Study 14:45-16:00	Cultural Experience 3 Live in a TCM way (TCM: Traditional Chinese Medicine) 14:45-16:00
Welcome Dinner 18:00-19:30	Free Time	Free Time	Free Time	Free Time
Free Time				

	Courses		Team Work, Group Presentation & Feedback, Program Closing
	Cultural, Social Activities		
	Company Visit		