

Please note that the information below is based on the 2024 schedule for reference only.
Actual 2025 operations will follow this year's arrangements and updates.

MBA GNAM Week 2024

Entrepreneurship and Intrapreneurship in China

October 14th–18th

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

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).

GOALS AND OUTCOMES

- An update of China's economic performance.
- Impetuses and challenges of China's economic growth: historical and global perspectives.
- Activities and capacities of innovation in China.
- China's sustainable growth strategy: carbon-peak and carbon-neutral.
- The successful experiences and lessons learned by foreign enterprises and brands in the realm of Chinese marketing over the past few decades.
- The intricacies and dynamism of the Chinese market, with a focus on temporal and regional variations, and an exploration of the driving forces behind consumption.
- The evolution and innovation of marketing through the lenses of culture and technology, particularly within the context of burgeoning competition from local enterprises.
- Apply the logic of disruptive innovations to explain the emergence of China's digital pioneers.
- Understand the success factors of China's digital pioneers in the context of specialties of China's digital environment.
- Explore the future opportunities and possible strategies of China's digital pioneers in the AI era.
- To explore some key variables in cultural dimensions theory and their impact upon corporate

management practices through intercultural communication perspectives.

- To recommend the MBI model that applies to cross-cultural management scenarios and equip the future business leaders with the mindset and skills that will lead them to cross-cultural high performance.
- To present MNE's cross-cultural management challenges by looking into some important corporate communication issues in China under the specific case context.

MODULE FORMAT

- Lectures
- Company visits
- Group presentations & reflections

SCHEDULE

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
<u>Program Overview</u> Academic Director <i>Prof. Xiucheng FAN</i> 09:00-12:00	<u>Interactive Lecture</u> Chinese Economy Overview - Towards a Sustainable Growth <i>Prof. Xiaozu WANG</i> 09:00-12:00	<u>Interactive lecture</u> Cross-Cultural Management: Corporate Communication in China <i>Prof. Xiaoyan Xie</i> 09:00-12:00	<u>Interactive Lecture</u> Disruptive Innovation of China's Digital Pioneers in the AI Era <i>Prof. Xueqi WEI</i> 09:00-12:00	<u>Group Presentation & Feedback</u> <i>Prof. Xiucheng FAN</i> 09:00-12:00
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
<u>Cultural Experience 1</u> Taichi Session 14:00-15:00 <u>Cultural Experience 2</u> Campus Tour 15:30-17:30	<u>Company Visit 1</u> Retail Industry 13:30-16:00	<u>Company Visit 2</u> Internet Industry 13:30-16:00	<u>Team Work</u> Case Study 13:30-16:00	<u>Cultural Experience 3</u> Live in a TCM way (TCM: Traditional Chinese Medicine - Diet, Meridian and Qigong) 13:30-15:30

GRADING

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

Composition

20% class attendance

20% class participation

60% Group presentation Group

Presentation:

10 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 the instructor and peer groups. Evaluation criteria will include Feasibility of Recommendation (20%), Theory, Concept and Framework (20%), Research Information (30%), Analysis (30%).

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