

## MBA GNAM Week 2026

# Dynamic China: Innovating in a Global Economy

October 19th–23th

### INTRODUCTION

This course offers a concise yet comprehensive exploration of China's dynamic and open business environment. It examines the cultural, social and political foundations of the nation's rapid economic growth and analyzes China's innovation initiatives alongside its sustainable growth strategies. The program further investigates the transformation of marketing practices under the dual influences of culture and technology, and evaluates the rise and accomplishments of China's digital leaders within the distinctive Chinese digital ecosystem—particularly in the era of artificial intelligence. In addition, it addresses the internationalization of Chinese enterprises and the expansion of cross-border e-commerce. Through immersive experiences in China, students will gain a nuanced understanding of the factors shaping China's business landscape.

### 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

- 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.
- The Growth Paradigm: Assessing the current state of the Chinese economy and interpreting the shift toward slower, qualitative GDP growth.
- Demographic Shifts: Analyzing how population dynamics influence China's long-term economic prospects and social frameworks.
- The Innovation Engine: Examining how state industrial policy and domestic market competition actively foster technological breakthroughs.
- Policy in Practice: Decoding the 15th Five-Year Plan and the deployment of the "New Security Framework" in economic development.
- Global Repositioning: Evaluating China's strategic role and influence within the new global economic order.

- 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.

### MODULE FORMAT

- Lectures
- Company visits
- Group presentations & reflections

### TENTATIVE SCHEDULE

<b>2026 GLOBAL NETWORK WEEK TENTATIVE SCHEDULE</b> <b>Dynamic China: Innovating in a Global Economy</b> <b>Oct.19 - 23, 2026</b> <b>School of Management, Fudan University</b>				
DAY 1 Monday October 19	DAY 2 Tuesday October 20	DAY 3 Wednesday October 21	DAY 4 Thursday October 22	DAY 5 Friday October 23
<u>Welcome Speech</u> 09:15-09:30	<u>Interactive Lecture</u> Economics-related 09:00-12:00	<u>Interactive Lecture</u> Chinese Enterprises' Internationalization- related 09:00-12:00	<u>Interactive lecture</u> Chinese digital ecosystem-related 09:00-12:00	<u>Case Presentation &amp; Feedback</u> 09:00-12:00
<u>Program Overview</u> 09:30-09:45				
<u>Interactive Lecture</u> Marketing - related 09:45-12:45				
Free Time 12:45-14:00	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> 14:00 - 16:30	<u>Company Visit 1</u> 13:30-16:00	<u>Team Work</u> Case Study 13:30-16:00	<u>Company Visit 2</u> 13:30-16:00	<u>Cultural Experience 2</u> 13:30-16:00
Free Time	Free Time	Free Time	Free Time	Free Time

### 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:

14-15 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.