

EMBA GNAM Week 2021 (Online Module)

Innovative China: towards sustainable growth

INTRODUCTION

As the world relearns its ABCDEF (artificial intelligence, bitcoin, cloud computing, data science, e-commerce, fin-tech), China has taken the lead and emerged as a nation of innovation and entrepreneurship. This module examines the cultural, social, political, etc. backgrounds and incentives for this rapid growth, and more importantly, this module challenges the participants with the questions how China's growth can be sustainable, and what lessons can be learned from Chinese firms' development. Following the outbreak of COVID-19, this module also explores its impacts on commerce and on globalization.

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 Tuesday June 15, and closes on Saturday, June 19. Please refer to the tentative agenda below for detailed scheduling.

GOALS AND OUTCOMES

- To understand the current business environment and the key elements of effective business practice in China;
- To understand the major Internet company players and the implications of ecosystems;
- To map leading innovative industries' landscape;
- To gain new perspectives in developing innovative business strategies and models especially under uncertainties.

MODULE FORMAT

- Lectures
- Industry/ practitioners sharing
- Discussions & reflection

PRE-WORK

Each participant is expected to have 5-8 hours of pre-work prior to the module, including case studies, pre-readings, videos/podcasts.

Suggested readings/podcasts/videos include:

To be updated.

GRADING

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

Composition

- 20% online class attendance
- 30% online class participation
- 50% Individual Presentation on the Last Day (program reflection)

Individual Presentation:

- Each student has 2 minutes to 1) highlight *one* aspect that you have learned from the past four days and 2) how you would apply this to your work/industry. For example, reshaped global supply chain in post COVID-19 → how your dairy company would adapt?
- We look for company/industry specific takeaways; summary of lectures is not suggested.
- Think of this as an innovation pitch as you have short time but have innovative strategic ideas.
- You do not need to have PowerPoints or any other visuals.

Scale

- A = 90% or above of total course point
- B = 75-89%
- C = 60-74%
- F = 59% and below

Grades will be sent directly to member school coordinator after the completion of the program

MISCELLANEOUS

1. Course materials (slides, speakers' bios, readings etc.) will be uploaded to Google Drive prior to the start of program. Access link will be shared among participants.
2. This online version of GNW aims to emulate the offline immersion week, and we at the program office appreciate all of your patience and learning experience from and with you.

TENTATIVE AGENDA

Tuesday, June 15	Wednesday, June 16	Thursday, June 17	Friday, June 18	Saturday, June 19
1-2hours Pre-work each day on your own times				
Zoom ID	Zoom ID	Zoom ID	Zoom ID	Zoom ID
1:30-2:00pm (UTC+8) Zoom Testing & Program Office Hour	1:30-2:00pm (UTC+8) Zoom Testing & Program Office Hour	1:30-2:00pm (UTC+8) Zoom Testing & Program Office Hour	1:30-2:00pm (UTC+8) Zoom Testing & Program Office Hour	1:30-2:00pm (UTC+8) Zoom Testing & Program Office Hour
2:00-2:30pm (UTC+8) Welcome & Orientation	2:00pm-3:30pm (UTC+8) LECTURE 2: E-commerce Operations in China	2:00pm-3:30pm (UTC+8) LECTURE 4: Innovative China: towards sustainable growth	2:00pm-3:00pm (UTC+8) INDUSTRY INSIGHT 1	2:00pm-3:30pm (UTC+8) LECTURE 6: China Economy Overview: Impact and what's next
2:30-2:50pm (UTC+8) Students Introduction				
2:50-3:00pm (UTC+8) Break	3:30-3:40pm (UTC+8) Break	3:30-3:40pm (UTC+8) Break	3:00-3:10pm (UTC+8) Break	3:30-3:40pm (UTC+8) Break
3:00-5:00am (UTC+8) Program Overview LECTURE 1: China Economy Overview: the post COVID-19 economy	3:40-5:00pm (UTC+8) LECTURE 3: E-Commerce Operations in China	3:40-5:00pm (UTC+8) LECTURE 5: Innovative China: towards sustainable growth	3:10-5:00pm (UTC+8) INDUSTRY INSIGHT 2	3:40-5:00pm (UTC+8) REFLECTION: Program Reflection and Individuals' Takeaways
5:00-5:15pm (UTC+8) Program Office Hour	5:00-5:15pm (UTC+8) Program Office Hour	5:00-5:15pm (UTC+8) Program Office Hour	5:00-5:15pm (UTC+8) Program Office Hour	5:00-5:15pm (UTC+8) Program Office Hour

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