

## MBA Global Network Week 2020 (Online Module) Entrepreneurship and Intrapreneurship in China

### INTRODUCTION

As the world relearns its ABCDEF (artificial intelligence, blockchains, 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 whether Chinese entrepreneurial endeavors can be replicated in other economies in the world, and how corporate innovation can be sustainable worldwide.

### PARTICIPANTS

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 Monday October 12, and closes on Friday, October 16. Students are required 1-2 hours of pre-work and 3 hours of online synchronous class each day, for 5 days.

Specific online class times will be announced later.

### GOALS AND OUTCOMES

- To understand the current business environment and the key elements of effective business practice in China;
- To understand the innovation drivers and incentives for starting up businesses in China;
- To map leading innovative industries' landscape, i.e. e-commerce, gaming and entertainment, AI applications, medical industries in particular;
- To gain new perspectives in corporate innovation (intrapreneurship) and startup development (entrepreneurship).

### 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 will be included by September.

## 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)

### 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 Cloud prior to the start of program. Access link will be shared among participants.
2. Participants are kindly required to join WeChat group for instant communication (tech problem shooting particularly just in case) and for virtual networking.
3. 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 (updated July)**

Monday, Oct 12	Tuesday, Oct 13	Wednesday, Oct 14	Thursday, Oct 15	Friday, Oct 16
1-2hours Pre-work each day on your own times				
TIME TBD (UTC+8) Platform Testing & Program Office Hour	TIME TBD (UTC+8) Platform Testing & Program Office Hour	TIME TBD (UTC+8) Platform Testing & Program Office Hour	TIME TBD (UTC+8) Platform Testing & Program Office Hour	TIME TBD (UTC+8) Platform Testing & Program Office Hour
TIME TBD (UTC+8) <b>Welcome &amp; Orientation</b>	TIME TBD (UTC+8) <b>LECTURE 2:</b> Intrapreneurship	TIME TBD (UTC+8) <b>INDUSTRY INSIGHT 1:</b> Innovation Landscape in China	TIME TBD (UTC+8) <b>INDUSTRY INSIGHT 3:</b> Managing Digital China: e-commerce, big data, AI	TIME TBD (UTC+8) <b>LECTURE 5:</b> Challenges and Opportunities for innovation and entrepreneurship: what's next
TIME TBD (UTC+8) <b>Students Introduction</b>				TIME TBD (UTC+8) <b>Break</b>
TIME TBD (UTC+8) <b>Break</b>	TIME TBD (UTC+8) <b>Break</b>	TIME TBD (UTC+8) <b>Break</b>	TIME TBD (UTC+8) <b>Break</b>	TIME TBD (UTC+8)
TIME TBD (UTC+8) <b>Program Overview</b>  <b>LECTURE 1:</b> Business Environment in China and post COVID-19 economy	TIME TBD (UTC+8)  <b>LECTURE 3:</b> Entrepreneurship	TIME TBD (UTC+8)  <b>INDUSTRY INSIGHT 2:</b> Startup Sharing	TIME TBD (UTC+8)  <b>INDUSTRY INSIGHT 3:</b> Corporate Transition via Innovative Tech	<b>REFLECTION:</b> Program Reflection and Individuals' Takeaways
TIME TBD (UTC+8) Program Office Hour & Preview	TIME TBD (UTC+8) Program Office Hour & Preview	TIME TBD (UTC+8) Program Office Hour & Preview	TIME TBD (UTC+8) Program Office Hour & Preview	TIME TBD (UTC+8) Program Closing & Stay Connected

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