

Global Academy Summer Camp
Global Best Practices of Business Management in an Unpredictable Situation-SBA SWUFE, 03-16 July 2022

Agenda (Preliminary)

Date	Afternoon		Dinner Break	Evening	
	Time (GMT+08:00)	Programme		Time (GMT+08:00)	Programme
03 July Sun	16:00-17:00	Testing Online Platform (not required)			Free Time
04 July Mon	14:00-14:15	Welcome Speech by SBA		19:00-21:00	1. Chinese Culture Survival Chinese Qianlin Hu
	14:15-15:15	Icebreaking			
	15:30-17:00	Opening Ceremony, SWUFE			
05 July Tue	14:00-16:00	2. Academic Lecture Intellectual Property Governance in Cyberspace Can Huang			Free Time
	16:15-18:15	3. Virtual Tour SWUFE Currency Museum and Campus Tour			
06 July Wed	14:00-16:00	4. Academic Lecture Managing Diversity in Europe Sébastien Point			Free Time
07 July Thu	14:00-16:00	5. Company Lecture Best Business Management Practices of European Companies in China Sally Huang			Free Time
08 July Fri	14:00-16:00	6. Academic Lecture ESG Investment in China Bohui Zhang			Free Time
	16:15-18:15	7. Chinese Culture Chinese Paper Cutting			
09 July Sat			Free Time		
10 July Sun			Free Time		
11 July Mon	14:00-15:00	8. Academic Lecture China's Digital Economy: Development Status, National Macro Policy and Governance Model Zheng Liang		19:00-21:00	10. Chinese Culture Tea Art / Chinese Traditional Festivals
	15:15-16:15	9. Academic Lecture Technological Innovations in a Post-Pandemic World: Which Technologies Came to Stay Alexander Brem			
12 July Tue	15:00-16:00	11. Academic Lecture How the Pandemic and Other Recent Developments Have Impacted the Business Environment - from Supply Chain to Customers? A Business Insights & Analytics View Robin Niethammer			Free Time
	16:15-18:15	12. Academic Lecture Crisis and Entrepreneurship Nick Williams			
13 July Wed	14:00-16:00	13. Academic Lecture Strategic Thinking on Brand Value Upgrading and Sustainable Development Growth in Digital Economy Era Hong Zhao			Free Time
	16:15-18:15	14. Company Lecture Post Pandemic Workforce Shaping Yuan XUE			
14 July Thu	14:00-16:00	15. Academic Lecture Restart the engine: How Chinese Companies Reactivate Business and Adapt to a Post-Pandemic World Xiaoyan Liu			Free Time
	16:15-18:15	16. Virtual Tour Chengdu (Wuhou Shrine, Jinli, Jinsha Site Museum, etc.)			
15 July Fri	14:00-15:30	Student Presentations			Free Time
	15:45-17:15	Student Presentations			
	17:15-17:30	Closing			
16 July Sat			End of Summer Camp		

Note: This schedule is subject to change.

Chinese Culture Lecture
Academic Lecture

Company Lecture
Virtual Tour