



Schedule of 2025 Global Academy Summer Camp (Provisional)

School of Business Administration (SBA), Southwestern University of Finance and Economics (SWUFE)

Day	04 June	05 June	06 June	07 June	08 June	09 June	10 June	11 June	12 June	13 June	
	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	
Time	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	
Morning	Arrival Day	Orientation	Cultural Lecture	Cultural Visit	Free Day	Academic Lecture	Academic Lecture & Company Visit	Academic Lecture	Academic Lecture	Departure Day	
		Campus Tour									
Afternoon		Welcoming Lunch	Cultural Lecture	Cultural Visit		Free Day	Cultural Lecture	Cultural Visit	Company Visit		Student Presentation
		SGA Opening Ceremony									
Evening		Free Time	Free Time	Free Time		Free Day	Free Time	Free Time	Free Time		Closing Ceremony

Note: The above schedule is subject to change.



SGA Theme				Discover China: Tradition and Modernization			
No.	Date	Day	Time	Type	Topic	Speaker	Location
Day 1	04 June	Wed	08:00-20:00	Arrival and Pick-up			
Day 2	05 June	Thu	Morning 09:30-11:30	Orientation	Welcome Speech	Professor Li Han	On Campus
					Introduction of SWUFE and SBA	Volunteers	
			Afternoon 12:00-13:00	Campus Tour	Visit to SWUFE History Museum and Currency Museum	Museum Staff	
				Welcoming Lunch	Lunch	Volunteers	
	14:00-16:00	Opening Ceremony	Opening Ceremony by SWUFE	/			
Day 3	06 June	Fri	Morning 09:30-11:30	Cultural Lecture	Survival Chinese	Ms Hu Qianlin	On Campus
			Afternoon 14:00-16:00	Cultural Lecture	Paper-Cutting	Ms Long Ling	
Day 4	07 June	Sat	Morning 09:30-11:30	Cultural Visit	Visit to Panda Base	/	Dujiangyan
			Afternoon 14:00-16:00		Dujiangyan Irrigation System	/	
			Evening 18:00-20:00		Hotpot	/	Kuanzhai Alleys
Day 5	08 June	Sun	Free Time				
Day 6	09 June	Mon	Morning 09:30-11:30	Academic Lecture	Digital Transformation in China: How Companies Are Embracing New Technologies	Professor Wang Yi	On Campus
			Afternoon 14:00-16:00	Cultural Lecture	Chinese Cooking	Chef He Zhiguo	



Day 7	10 June	Tue	Morning 09:30-11:30	Academic Lecture	How Does Block-Chain Technology Enable Firms to Better Satisfy Consumer Needs? Evidence from China	Professor Tang Mingfeng	Downtown
				Company Visit	Visit to Industrial Park	Company Staff	
			Afternoon 14:00-16:00	Cultural Visit	Wuhou Shrine and Jinli Street	/	
Day 8	11 June	Wed	Morning 09:30-11:30	Academic Lecture	Smart Healthcare and Behavior-Driven Innovation: The Role of Artificial Intelligence in Health Management and Future Developments	Associate Professor Gu Tao	On Campus
			Afternoon 14:00-16:00	Company Visit	A Medical Corporate	/	Off Campus
Day 9	12 June	Thu	Morning 09:30-11:30	Academic Lecture	Using Machine Learning (ML) to Understanding the Chinese Firm Innovation	Associate Professor Xin Pan	On Campus
			Afternoon 14:00-16:00	Student Presentation	Group Presentation Based on SGA Theme	All Participant	
			Evening 19:00-21:00	Closing Ceremony	Farewell Party		Hotel
Day 10	13 June	Fri	Departure (Self-Arranged)				

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