



西南财经大学
Southwestern University of Finance and Economics
工商管理学院
School of Business Administration



CAMEA
中国高质量MBA教育认证



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Schedule of 2023 Global Academy Summer Camp (Provisional)

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

Time	Programme	
25 th June	Pick up and Check-in	
26 th June Monday	AM	09:30 - 10:00 Welcome Speech by Prof. Wang Jue, Dean of SBA, SWUFE 10:00 - 11:30 Visit to University History Museum & Currency Museum
	PM	14:00 - 17:00 Opening Ceremony by SWUFE & Campus Tour
27 th June Tuesday	AM	09:30 - 11:30 Series Lecture 1 - Survival Chinese Lecturer: Ms. Hu Qianlin, SWUFE
	PM	14:00 - 17:00 Visit to Wuhou Shrine and Jinli Street
28 th June Wednesday	AM	09:30 - 11:30 Series Lecture 2 - Entrepreneurship in the 21 st Century: Challenges and Benefits Lecturer: Prof. Christos Apostolakis, Audencia Business School
	PM	14:00 - 16:00 Lecture Series 3 - Paper Cutting of Chinese Culture Lecturer: Ms. Long Ling, Paper Cutting Committee of the Chinese National Culture Promotion Association
29 th June Thursday	AM	09:30 - 11:30 Series Lecture 4 - A Brief Introduction to the ChatGPT: Development and Influence Lecturer: Prof. Li Biao, SWUFE
	PM	14:00 - 16:00 Visit to Sichuan Museum
30 th June	AM	09:30 - 11:30 Visit to Chengdu Panda Base
	PM	14:00 - 16:00 Series Lecture 5 - A Solution to Break the Bottle-Neck Technologies: Open Innovation and Synergistic Innovative Capability Improvement Lecturer: Prof. Tang Mingfeng, SWUFE Lecture Venue: International Urban Design Industry Center



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1st, 2nd July Saturday & Sunday	Free Time	
3rd July Monday	AM	09:30 - 11:30 Series Lecture 6 - Generational Technological Change and Industrial Sustainable Development: Taking the Mobile Communications Sector as an Example Lecturer: Prof. Li Daitian, University of Electronic Science and Technology
	PM	14:00 - 16:00 Series Lecture 7 - Chinese Culture of Sichuan Cooking, Sichuan Tourism Institute Lecturer: Sichuan Tourism College
4th July Tuesday	AM	09:30 - 11:30 Series Lecture 8 - Innovation Around You and Me: Customer-Oriented Innovation-Driven Management Lecturer: Prof. Li Shan, Sichuan University
	PM	14:00 - 16:00 Company Visit: Blue Sword Chengdu
5th July Wednesday	AM	09:30 - 11:30 Series Lecture 9 - Chinese Culture - Calligraphy Experience
	PM	14:00 - 16:00 Series Lecture 10 - ESG and Corporate Financial Performance Lecturer: Mr. Feng Zhikai, VP of Integrated Solution in MioTech
6th July Thursday	AM	09:30 - 11:30 Series Lecture 11 - Corporate Social Responsibility and ESG Investment Lecturer: Prof. Xue Shuyu, SWUFE
	PM	14:00 - 16:00 Series Lecture 12 - How do Chinese and Foreign Enterprises Boost Carbon Neutralization? Lecturer: Ms. Huang Huan, General Manager, Southwest Branch, European Union Chamber of Commerce in China
7th July Friday	AM	09:30 - 11:30 Student Final Presentation
	PM	14:00 - 16:00 Student Final Presentation
8th July	A Brief Farewell Ceremony and Depart from Chengdu	