



## Schedule of 2024 Global Academy Summer Camp (Provisional)

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

Theme	Dialogue on Business Management Theories and Practices in the East and the West	
Time	Programme	
7 <sup>th</sup> July Sunday	Pick-up and check-in	
8 <sup>th</sup> July Monday	AM	<p><b>Welcome Speech and Introduction of SWUFE and SBA by Dean Professor Wang Jue, School of Business Administration, SWUFE</b> Time: 09:30 - 10:00 Location: Liulin Campus</p> <p><b>Visit to SWUFE History &amp; Currency Museums</b> Time: 10:00 - 11:30 Location: Hongyuan Building, Liulin Campus</p>
	PM	<p><b>Opening Ceremony by SWUFE</b> Time: 14:00 - 17:00 Location: Liulin Campus</p>
9 <sup>th</sup> July Tuesday	AM	<p><b>Lecture</b> Topic: Survival Chinese Speaker: Ms. Hu Qianlin, SWUFE Time: 09:30 - 11:30 Location: Liulin Campus</p>
	PM	<p><b>Lecture</b> Topic: Digitalization, Strategy, and China Research Speaker: Professor Zhou Zheng, University of Hong Kong Time: 14:00 - 16:00 Location: Liulin Campus</p>
10 <sup>th</sup> July Wednesday	AM	<p><b>Visit to Chengdu Panda Base</b> Time: 09:30 - 11:30 Location: Chenghua District</p>
	PM	<p><b>Visit to Tongwei Group</b> Time: 14:00 - 16:00 Location: Gaoxin District</p>
11 <sup>st</sup> July Thursday	AM	<p><b>Lecture</b> Topic: The East Meets the West: Integration or Separation? Speaker: Professor Tang Mingfeng, SWUFE Time: 09:30 - 11:30 Location: International Urban Design Industry Center</p>
	PM	<p><b>Visit to Wuhou Shrine and Jinli Pedestrian Street</b> Time: 14:00 - 16:00 Location: Wuhou District</p>



12 <sup>nd</sup> July Friday	AM	<p><b>Lecture</b> Topic: Business and Culture Speaker: Professor Bernard Wong-On-Wing, Washington State University Time: 09:30 - 11:30 Location: Liulin Campus</p>
	PM	<p><b>Lecture</b> Topic: The Belt and Road Initiative and New Development Patterns Speaker: Professor Li Yunong, SWUFE Time: 14:00 - 16:00 Location: Liulin Campus</p>
13 <sup>rd</sup> -14 <sup>th</sup> July Saturday & Sunday	Free Time	
15 <sup>th</sup> July Monday	AM	<p><b>Lecture</b> Topic: China-Europe Mutual Learning on Management Practices Speaker: Ms Huang Huan, General Manager, Southwest Chapter, European Union Chamber of Commerce in China Time: 09:30 - 11:30 Location: Liulin Campus</p>
	PM	<p><b>Lecture</b> Topic: China's Industry: Shifting from Manufacturing to Creation Speaker: Associate Professor Wang Min, University of Electronic Science and Technology of China Time: 14:00 - 16:00 Location: Liulin Campus</p>
16 <sup>th</sup> July Tuesday	AM	<p><b>Lecture</b> Topic: (1) The Cultural and Artistic Characteristics of the Shu-style Gu Qin (2) Enjoy Chinese Traditional Music Speaker: Mr Zeng He, Guqin performer Time: 09:30 - 11:30 Location: Du Fu Thatched Cottage</p>
	PM	<p><b>Visit to Chengdu Shu Brocade and Embroidery Museum</b> Time: 14:00 - 16:00 Location: Qingyang District</p>
17 <sup>th</sup> July Wednesday	AM	<p><b>Lecture</b> Topic: Chinese Cooking Speaker: Chef He Zhiguo, SWUFE Time: 09:30- 11:30 Location: Liulin Campus</p>
	PM	<p><b>Visit to NIO Service Center or Blue Sword Drink &amp; Food Holding Co., LTD</b> Time: 14:00 - 16:00</p>



		<p><b>Lecture</b> Topic: A Convergence of Eastern and Western Management Practices: Taking ByteDance and TikTok as Examples Speaker: Ms Yu Yi, Chief Operating Officer, Shansi Kaiwu Technology (Chengdu) Co., Ltd. Time: 18:30 - 20:30 Location: Wuhou District</p>
18 <sup>th</sup> July Thursday	AM	<p><b>Lecture</b> Topic: Demystifying the Digital Renminbi: The New Darling in the Wallet of the Future Speaker: Professor Chen Xiaogang, SWUFE Time: 09:30-11:30 Location: Tianfu New District</p>
	PM	<p><b>Lecture</b> Topic: Chinese Life Aesthetics and Cultural Landscape Speaker: Mr. Wang Qiang, Chairman, Veteran Hunter Time: 14:00 - 16:00 Location: Tianfu New District</p>
19 <sup>th</sup> July Friday	AM	<p><b>Student Final Presentation</b> Time: 09:30 - 12:00 Location: Liulin Campus</p>
	PM	<p><b>Farewell</b> Time: 19:00 - 21:00 Location: Hotel</p>
20 <sup>th</sup> July Saturday		Departure

Note: The above schedule is subject to change.