



Global Innovation and Entrepreneurship, SBA SWUFE, July 2018

Date	Morning	Lunch	Afternoon	Dinner	Evening
1 Sun	Airport Pick-up (07:00-22:00), registration and check-in				
2 Mon	09:00-09:30 Opening Speech, SBA Lecture 1: Chinese Culture 09:30-11:30 Survival Chinese Ms. Qi Qing	Campus Canteen	13:15-13:30 Group photo 13:30-14:00 Campus tour 14:00-14:45 Visit to SWUFE History Museum 15:00-16:30 Opening Ceremony, SWUFE	18:00-21:00 Welcome Dinner	Free Time
3 Tue	Lecture 2: Academic Lecture 09:30-11:30 Innovation Comparison between China and USA Prof. Aviad Pe'er	Campus Canteen	Lecture 3: Academic Lecture 14:00-16:00 General Introduction to Chinese Economy Prof. Han Li	Campus Canteen	Free Time
4 Wed	Lecture 4: Academic Lecture 09:30-11:30 Social Entrepreneurship Prof. Baskaran Angathevar	Campus Canteen	14:00-15:30 Visit to Jinli 16:00-17:30 Visit to Wide and Narrow Alleys	18:00-20:00 Hotpot Restaurant at Wide and Narrow Alleys: Damiao (with Sichuan opera)	Free Time
5 Thu	Lecture 5: Academic Lecture 09:30-11:30 Branding Innovation Prof. Sylvie Hertrich	Campus Canteen	14:00-16:00 Company Visit: SIEMENS Chengdu Branch	Campus Canteen	Free Time
6 Fri	Lecture 6: Academic Lecture 09:30-11:30 New Trends in the Energy Sector Prof. Okan YARDIMCI	Campus Canteen	Lecture 7: Chinese Culture 14:00-17:00 Cooking Chinese Cuisine	17:30-18:30 Sichuan Tourism University	Free Time
7 Sat	09:30-11:30 Visit to Panda Base	Chinese Cuisine Restaurant at Panda Base: Zhuyun	14:00-17:00 Visit to Sanxingdui Museum	Self arranged	Free Time
8 Sun	Free Time (Suggestion: Visiting IFS, Sino-Ocean Taikoo Li, Daci Temple, Tianfu Square, Chunxi Road, Global Center etc.)				
9 Mon	Lecture 8: Academic Lecture 09:30-11:30 Creativity, Innovation and Subjective Well-being Prof. Francis Munier	Campus Canteen	Lecture 9: Academic Lecture 14:00-16:00 Chinese Innovation Strategy Prof. Mingfeng Tang	Campus Canteen	Free Time
10 Tue	Lecture 10: Academic Lecture 09:30-11:30 Operation Management and Innovation Prof. Shilei Yang	Campus Canteen	14:00-16:00 Visit to Sichuan Museum	17:00-19:00 Self arranged in downtown	Free Time
11 Wed	10:00-11:00 Visit to SWUFE Currency Museum	Campus Canteen	Lecture 11: Academic Lecture 14:00-16:00 Are you ready for the era of big data? Prof. Gang Kou	Campus Canteen	Free Time
12 Thu	Lecture 12: Academic Lecture 09:30-11:30 Green Innovation of Organic Agriculture in Chinese Enterprises Mr. Miao Long	Campus Canteen	14:00-17:00 Company Visit: Sunyuki	Campus Canteen	Free Time
13 Fri	09:30-11:30 Student Presentations	Campus Canteen	14:00-16:00 Student Presentations	18:00-21:00 Farewell Dinner and Closing Ceremony	21:30 Return to the Hotel
14 Sat	Departure				

Lectures
Company Visit
Tour