



Cutting-edge Insights from China

Virtual Edition 2021: August 19 - September 29



Kick-Off
19-Aug
Global Digital Transformation and Its Implications 글로벌 디지털 전환과 영향
<i>ZHOU Li, Assistant Dean Prof. XIANG Bing</i>

Module 1: Digital Transformation in China		
24-Aug	25-Aug	31-Aug
AI Frontiers in China 중국의 AI 프론티어 <i>Edward Tse, Founder and CEO, Gao Feng Advisory Company</i>	AI-Powered Marketing and Retail-1 AI 마케팅과 리테일-1 <i>Prof. SUN Baohong</i>	Case Study: AI Marketing and Retail-2 케이스스터디: AI 마케팅과 리테일-2 <i>Prof. SUN Baohong and a guest speaker</i>
01-Sep	07-Sep	08-Sep
Case Study: Intelligent Manufacturing & Logistics 케이스스터디: AI 제조와 물류 <i>Prof. LI Wei and an industry speaker</i>	AI Frontiers: Digital-enabled Business Models 글로벌 AI 프론티어 <i>Prof. SUN Tianshu</i>	Case Study: AI and Fintech 케이스스터디: AI와 핀테크 <i>Prof. SUN Tianshu and Speaker from Alipay</i>

Module 2: Doing Business in China and with China 중국 비즈니스		
14-Sep	15-Sep	22-Sep
Get to Know Today's China from a Historical and Global Perspective 역사적, 글로벌 관점으로 중국 시장 이해하기 <i>Assistant Dean, ZHOU Li</i>	The Re-emergence of China and Its Economic Outlook 포스트 코로나 시대 중국 경제와 투자 전망 <i>Prof. LI Wei</i>	China's Political System and Its Business Decision Making 중국 정치체제로 본 비즈니스 접근법 <i>WANG Huiyao, Founder and President, Center for China and Globalization</i>
23-Sep	28-Sep	29-Sep
Globalization of Chinese Companies 글로벌화에 성공한 중국 기업과 시사점 <i>FU Chengyu, Professor of Managerial Practice, CKGSB</i>	China's Financial Markets: Risks and Opportunities 중국 금융시장: 리스크와 기회 <i>Prof. OUYANG Hui</i>	Strategies of Foreign Companies in China 외국 기업들의 대중전략 <i>Prof. TENG Bingsheng and a Nike guest speaker</i>

Please note: sessions or faculty may be subject to change.

Minimum size: 25

LIVE Sessions: 13
Fee: USD4,500
Partner Fee: USD3,375

Faculty: 7
External Speakers: 6
Teaching Days: 6.5