



Global Academy Summer Campus SBA SWUFE, July 2018

| Date | Morning | Lunch | Afternoon | Dinner | Evening |
|---------------|--|----------------|--|--------------------------------------|---------------|
| 1 Sun | Airport Pick-up, Registration and Check-in | | | | |
| 2 Mon | Opening Ceremony and Visit to SWUFE History Museum | Campus Canteen | Lecture 1: Chinese Culture: Survival Chinese | Welcome Dinner | Culture Night |
| 3 Tue | Lecture 2 by German Professor | Campus Canteen | Lecture 3: Chinese Culture: Calligraphy | Hotpot | Free Time |
| 4 Wed | Lecture 4 by Indian Professor | Campus Canteen | Visit to Jinli | Self Arranged | Free Time |
| 5 Thu | Lecture 5 by American Professor | Campus Canteen | Company Visit | Campus Canteen | Free Time |
| 6 Fri | Lecture 6 by Turkish Professor | Campus Canteen | Lecture 7: Chinese Culture: Cooking Chinese Cuisine at Sichuan Tourism College | Self Arranged | Free Time |
| 7 Sat | Visit to Panda Base | tbd | Visit to Wide and Narrow Alleys | Self Arranged | Free Time |
| 8 Sun | Free Time | | | | |
| 9 Mon | Lecture 8 by French Professor | Campus Canteen | Lecture 9: Innovation Management | Campus Canteen | Free Time |
| 10 Tue | Lecture 10: Social Media Marketing in China | Campus Canteen | Visit to Sichuan Museum | Campus Canteen | Free Time |
| 11 Wed | Lecture 11: Doing Business in China: How to Manage Employees in Chinese Cultural Context | Campus Canteen | Company Visit | Campus Canteen | Free Time |
| 12 Thu | Lecture 12 by British Professor | Campus Canteen | Visit to SWUFE Currency Museum | Campus Canteen | Free Time |
| 13 Fri | Student Presentations | Campus Canteen | Student Presentations | Farewell Dinner and Closing Ceremony | Free Time |
| 14 Sat | Airpot See-off | | | | |

Lectures
 Company Visit
 Tour