



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	Airport See-off					

Lectures
 Company Visit
 Tour