



Handbook for SBA Global Academy Summer Camp



School of Business Administration
Southwestern University of Finance and Economics

25 June - 8 July 2023, Chengdu

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SWUFE

Southwestern University Of Finance And Economics



1.GETTING TO SWUFE

Located in the city of Chengdu, SWUFE now has two campuses, Guanghua Campus in downtown and Liulin Campus in Wenjiang district. With an overall area of about 380 acres (or 2300 Chinese Mu), SWUFE is also known for its picturesque campus scenery. The campus where SBA Global Academy Summer Camp will be held is Liulin campus (main campus).

Address (North Gate of Liulin Campus):

555 Liutai Avenue, Wenjiang District, Chengdu, Sichuan, 611130, China
(四川成都温江区柳台大道 555 号, 西南财经大学柳林校区, 北门)

Metro

By 2023, there are 12 metro lines operating in Chengdu, among which Metro Line 4 connects both SWUFE campuses with four stations.

- Wansheng Station (万盛站): 400m from the South Gate of SWUFE Liulin Campus
- Yangliuhe Station (杨柳河站): 500m from the East Gate of SWUFE Liulin Campus
- Culture Palace Station (文化宫站): next to the 3rd North Gate of SWUFE Guanghua Campus
- Southwestern University of Finance and Economics Station (西南财大站): 300m from the North Gate of SWUFE Guanghua Campus



2.LIULIN CAMPUS



*Student canteens: There are three student canteens in Liulin Campus: YI SU, SAN WEI and WU GU. The previous two canteens are close to SUNLIGHT STADIUM in the west, while WU GU Canteen is located near the east gate. All these canteens serve many kinds of delicious food, including Chinese dishes and Muslim food.



TENG XIANG BUILDING
(Meeting room 137)



HONG YUAN BUILDING
(Meeting room 105)



GE ZHI BUILDING



JING SHI BUILDING



YI SU CANTEEN



SAN WEI CANTEEN



WU GU CANTEEN

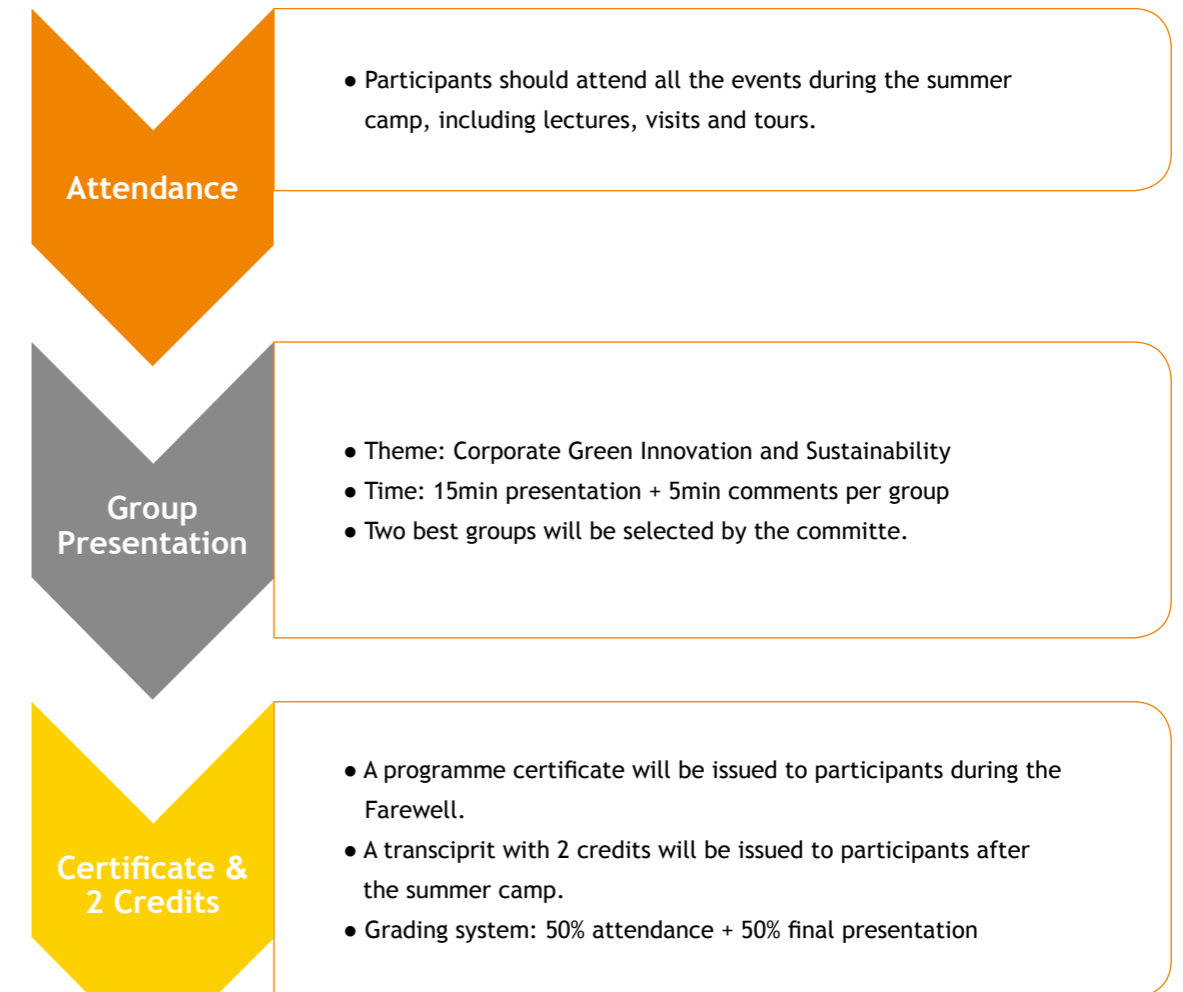
3.PROGRAMM

Schedule of 2023 Global Academy Summer Camp School of Business Administration (SBA), Southwestern University of Finance and Economics (SWUFE)

| Time | Programme | |
|------------------------|----------------------|--|
| 25th June | Pick up and Check-in | |
| 26th June Monday | AM | 09:30 - 10:00 Welcome Speech by Prof. Wang Jue, Dean of SBA, SWUFE 10:00 - 11:30 Visit to University History Museum & Currency Museum |
| | PM | 14:00 - 17:00 Opening Ceremony by SWUFE & Campus Tour |
| 27th June Tuesday | AM | 09:30 - 11:30 Series Lecture 1 - Survival Chinese Lecturer: Ms. Hu Qianlin, SWUFE |
| | PM | 14:00 - 17:00 Visit to Wuhou Shrine and Jinli Street |
| 28th June Wednesday | AM | 09:30 - 11:30 Series Lecture 2 - Entrepreneurship in the 21st Century: Challenges and Benefits Lecturer: Prof. Christos Apostolakis, Audencia Business School |
| | PM | 14:00 - 16:00 Lecture Series 3 - Paper Cutting of Chinese Culture Lecturer: Ms. Long Ling, Paper Cutting Committee of the Chinese National Culture Promotion Association |
| 29th June Thursday | AM | 09:30 - 11:30 Series Lecture 4 - A Brief Introduction to the ChatGPT: Development and Influence Lecturer: Prof. Li Biao, SWUFE |
| | PM | 14:00 - 16:00 Visit to Sichuan Museum |
| 30th June | AM | 09:30 - 11:30 Visit to Chengdu Panda Base |
| | PM | 14:00 - 16:00 Series Lecture 5 - A Solution to Break the Bottle-Neck Technologies: Open Innovation and Synergistic Innovative Capability Improvement Lecturer: Prof. Tang Mingfeng, SWUFE Lecture Venue: International Urban Design Industry Center |

| Time | Programme | |
|------------------------------------|---|--|
| 1st, 2nd July Saturday & Sunday | Free Time | |
| 3rd July Monday | AM | 09:30 - 11:30 Series Lecture 6 - Generational Technological Change and Industrial Sustainable Development: Taking the Mobile Communications Sector as an Example Lecturer: Prof. Li Daitian, University of Electronic Science and Technology |
| | PM | 14:00 - 16:00 Series Lecture 7 - Chinese Culture of Sichuan Cooking, Sichuan Tourism Institute Lecturer: Sichuan Tourism College |
| 4th July Tuesday | AM | 09:30 - 11:30 Series Lecture 8 - Innovation Around You and Me: Customer-Oriented Innovation-Driven Management Lecturer: Prof. Li Shan, Sichuan University |
| | PM | 14:00 - 16:00 Company Visit: Blue Sword Chengdu |
| 5th July Wednesday | AM | 09:30 - 11:30 Series Lecture 9 - Chinese Culture - Calligraphy Experience |
| | PM | 14:00 - 16:00 Series Lecture 10 - ESG and Corporate Financial Performance Lecturer: Mr. Feng Zhikai, VP of Integrated Solution in MioTech |
| 6th July Thursday | AM | 09:30 - 11:30 Series Lecture 11 - Corporate Social Responsibility and ESG Investment Lecturer: Prof. Xue Shuyu, SWUFE |
| | PM | 14:00 - 16:00 Series Lecture 12 - How do Chinese and Foreign Enterprises Boost Carbon Neutralization? Lecturer: Ms. Huang Huan, General Manager, Southwest Branch, European Union Chamber of Commerce in China |
| 7th July Friday | AM | 09:30 - 11:30 Student Final Presentation |
| | PM | 14:00 - 16:00 Student Final Presentation |
| 8th July | A Brief Farewell Ceremony and Depart from Chengdu | |

4. PROGRAMME EVALUATION



5. PRE-ARRIVAL CHECKLIST

In order to make your trip to Chengdu more comfortable, please remember to bring the following items with you when packing:

- Passport with visa
- Invitation letter/Admission letter/JW202 Form
- Insurance
- Flight and hotel reservation
- Student Identity Card at home university/institution
- Laptop (at least 1 for each group)
- Formal dress for Farewell
- Umbrella/Raincoat
- Sunscreen cream/spray
- Flat shoes/Sneaker
- Plug adaptor
- Personal medicine
- Other personal stuff



Emergency telephone numbers:

- Police: (+86) 110
- Fire Alarm: (+86) 119
- First-aid Ambulance: (+86) 120
- Traffic Accidents: (+86) 122

6. TOURIST ATTRACTIONS

Chengdu is the capital city of Sichuan province. As the reputation of Chengdu has spread overseas as the "Country of Heaven" and "The Land of Abundance" since ancient time due to the strategic location in Chengdu plain, it enjoys the beneficence of being the excellent logistic distribution center, transport hub, center of commerce, technology, economy, culture and education in west China. In this chapter, we will introduce some renowned tourist attractions in Chengdu.

6.1 The Wide and Narrow Alleys

The Wide and Narrow Alleys (Kuan Zhai Xiangzi) were built during the Qing dynasty for Manchu soldiers. The lanes remained residential until 2003 when the local government turned the area into a mixed-use strip of restaurants, teahouses, bars, avant-garde galleries, and residential houses. Historic architecture has been well preserved in the Wide and Narrow lanes.

- Prostoy Hotel & Ibis Hotel - The Wide and Narrow Lanes: 23 km
- Address: Jinhe Road, Qingyang District, Chengdu
- 45-Min taxi drive at the cost of 60-70 RMB



6.2 Panda Base

Located just 10km (6miles) away from downtown Chengdu, the Chengdu Panda Breeding Research Center imitated the pandas' natural habitat in order to provide the best breeding and living environment for pandas and other endangered animals. Giant pandas, lesser pandas, black-necked cranes, white storks as well as over 20 species of rare animals lived a gorgeous life at the center, enjoying verdant bamboo, bright flowers and fresh air.

- Liulin campus, SWUFE - Panda Base: 40 km
- Address: No. 1375, Panda Avenue, Chenghua District, Chengdu
- 60-Min taxi drive at the cost of 100-110 RMB
- Ticket: 58 RMB

6.3 Wuhou Shrine

Wuhou Shrine (Temple of Marquis Wu) is perhaps the most influential museum of Three Kingdoms relics in China. It was built in the Western Jin period (265-316) in the honor of Zhuge Liang, the famous military and political strategist who was Prime Minister of the Shu Han State during the Three Kingdoms period (220-280). The Shrine highlights the Zhuge Liang Memorial Temple and the Hall of Liu Bei (founder of the Shu Han state), along with statues of other historical figures of Shu Han as well as cultural relics like stone inscriptions and tablets.



- Liulin campus, SWUFE- Wuhou Shrine: 26 km
- Address: No. 231 , Wuhouci Street, Wu Hou District, Chengdu
- 60-Min taxi drive at the cost of 60-70 RMB
- Ticket: 60 RMB

6.4 Jinli Street

Jinli Street is located to the east of the Wuhou Shrine. It is recorded that as early as the Qin Dynasty (221 BC - 206 BC), Jinli Street was the most famous place for baldachin - a rich, ornate cloth. And it was one of the busiest commercial areas during the Shu Kingdom (221-263). Hence, it is known as 'First Street of the Shu Kingdom'. In order to reclaim its prosperity of former days, it was restored with contributions from the Wuhou Shrine and was opened to public in October of 2004.



- Liulin campus, SWUFE - Jinli Street: 28 km
- Address: No. 231 , Wuhouci Street, Wu Hou District, Chengdu
- 60-Min taxi drive at the cost of 60-70 RMB
- Ticket: free

6.5 Jinsha Relics Museum

The Jinsha Ruins are the first significant archeological discovery in China this millennium and were selected in 2006 as the key conservation unit of the nation. The Jinsha Relics Museum is located in the northwest of Chengdu, about 5 km from downtown. As a theme-park-style museum, it is for the protection, research, and display of Jinsha archaeological relics and findings. The museum covers 300,000 m², primarily housing the relics, exhibitions, and a conservation center.



- Liulin campus, SWUFE - Jinsha Relics Museum: 20 km
- Address: No. 2, Jinsha Relics Road, Qingyang District, Chengdu
- 40-Min taxi drive at the cost of 50-60 RMB
- Ticket: 80 RMB



6.6 Chunxi Road

Located in the center of downtown Chengdu, Chunxi Road is a trendy and bustling commercial strip with a long history, which was built in 1924. Today, it is one of the most well-known and popular fashion and shopping center of Chengdu, lined with shopping malls, luxury brand stores, and boutique shops.

- Liulin campus, SWUFE - Chunxi Road: 25 km
- 50-Min taxi drive at the cost of 60-70 RMB

6.7 Sino-Ocean Taikoo Li Chengdu

Adjacent to the ancient Daci Temple and Chunxi Road commercial area, Sino-Ocean Taikoo Li Chengdu represents an open-plan low-rise shopping mall, which takes on a traditional architecture style accomplished by a pioneering modern approach. Six traditional courtyards and building lie within, adding to its historical image. Wide international perspective with innovating design philosophy reinterprets this traditional shopping area as a new dynamic cultural and commercial landmark, and reinvigorates the townscape of Chengdu. A premium mix of global retail outlets, eateries and cultural brands deliver a premium, vibrant and fun leisure experience.



- Liulin campus, SWUFE- Sino-Ocean Taikoo Li Chengdu: 27 km
- 60-Min taxi drive at the cost of 70 RMB



6.8 Chengdu International Finance Square (Chengdu IFS)

Chengdu International Finance Square (Chengdu IFS) is the most international urban complex in Western China. With overall gross floor area exceeding 760,000 square meters, Chengdu IFS is a landmark development: not only is it the leading elite fully integrated complex in the central business district of western China, it is also one of the most popular one-

stop-shop flagship high-end retailing landmarks. Chengdu IFS complex has been conceived to be a “City within the City”. It consists of flagship shopping mall, Premium Grade-A office buildings, Niccolo Hotel, and IFS Residences.

- Liulin campus, SWUFE - Chengdu IFS: 27 km
- 60-Min taxi drive at the cost of 70 RMB



6.9 Du Fu Thatched Cottage

Du Fu was one of the most noted Tang dynasty poets; during the Lushan-Shi Siming Rebellion, he left Xi'an (then Chang'an) to take refuge in Chengdu. With the help from his friends, the thatched cottage was built along the Huanhua Stream in the west suburbs of Chengdu, where Du Fu spent four years of his life and produced more than 240 now-famous poems. During the Song dynasty, people started to construct gardens and halls on

the site of his thatched cottage to honor his life and memory. Currently, a series of memorial buildings representing Du Fu's life stand on the river bank, along with a large collection of relics and editions of his poems.

- Liulin campus, SWUFE - Du Fu Thatched Cottage: 20 km
- Address: No. 28, Caotang Road, Qingyang District, Chengdu
- 40-Min taxi drive at the cost of 50 RMB
- Ticket: 60 RMB

6.10 Sichuan Museum

The Sichuan Museum was founded in 1941 and has a history of more than 70 years. Adjacent to Huanhua Stream Park in the west of Chengdu, it is the largest comprehensive museum in southwestern China including more than 50,000 pieces of precious cultural relics, which has assured its important role among the national public museums. The Sichuan Museum currently has 14 exhibition halls and 4 temporary exhibition halls for holding various temporary exhibitions. It covers an area of more than 88 acres with a total area of 12,000 square meters.

- Liulin campus, SWUFE - Sichuan Museum: 22 km
- Address: No. 251, Huanhua South Road, Qingyang District, Chengdu
- 45-Min taxi drive at the cost of 50-60 RMB
- Ticket: free



6.11 Eastern Suburb Memory Music Park

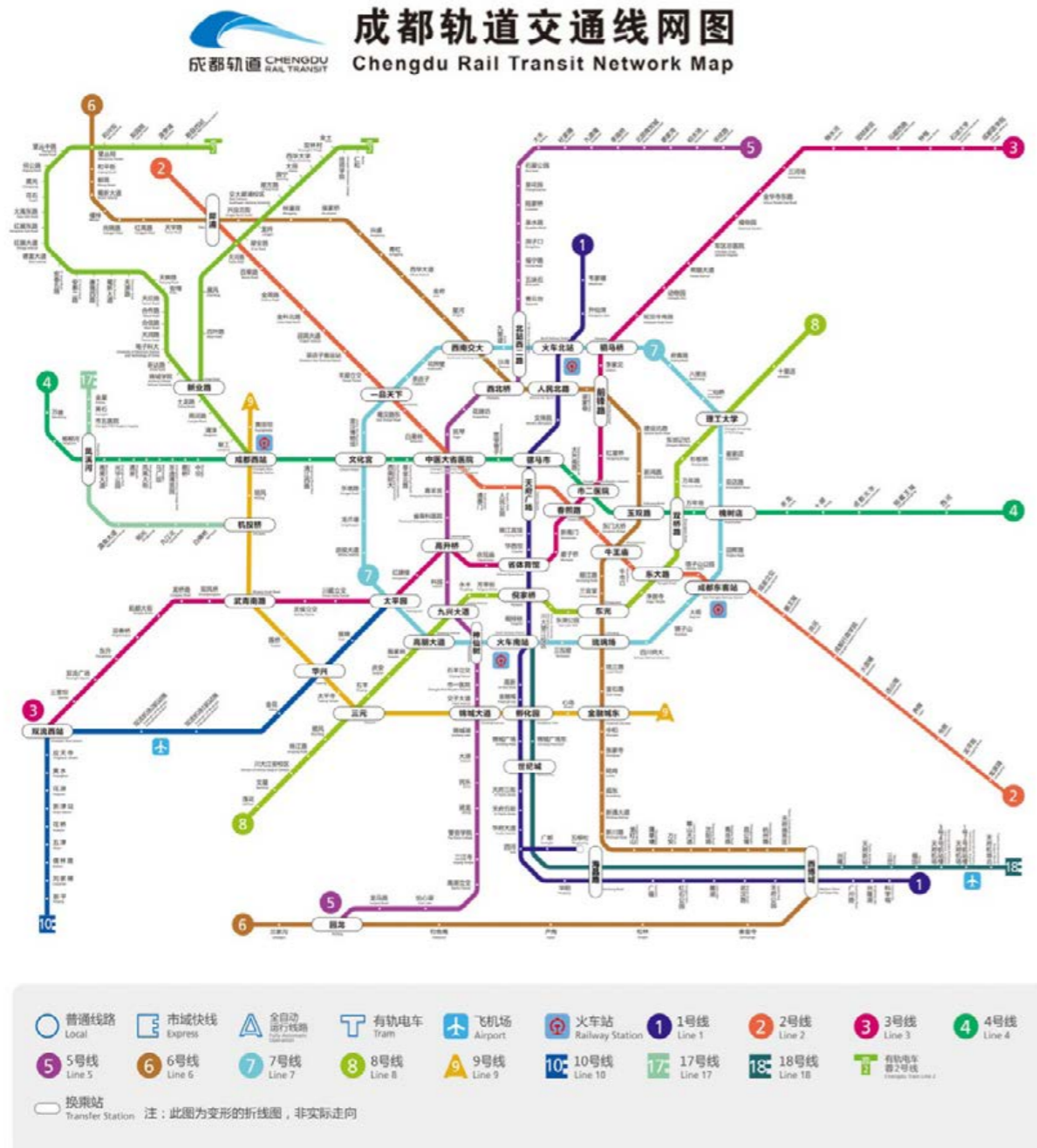
The Eastern Suburb Memory Music Park covers an area of 282 mu and has a building area of 200,000 square meters. Authorized by Chengdu Municipal Party Committee and Municipal Government, Chengdu Media Group reconstructed this park from the former site of state-run Hongguang electron tube factory. This multicultural creative industrial park takes music as its core object to inherit the industrial civilization. The park's 18 well-functioning exhibition venues, including the Chengdu Stage, the Performing Arts Center and the Kam Chung Exhibition Centre, ranging from more than 100 to more than 1500, forming theatres, exhibition venues and performance aggregates with different styles of tradition, ethnic, entertainment, science and technology

- Liulin campus, SWUFE - Eastern Suburb Memory Music Park: 35 km
- Address: No. 4, Jianshe South Road, Chenghua District, Chengdu
- 60-Min taxi drive at the cost of 80-90 RMB
- Ticket: free

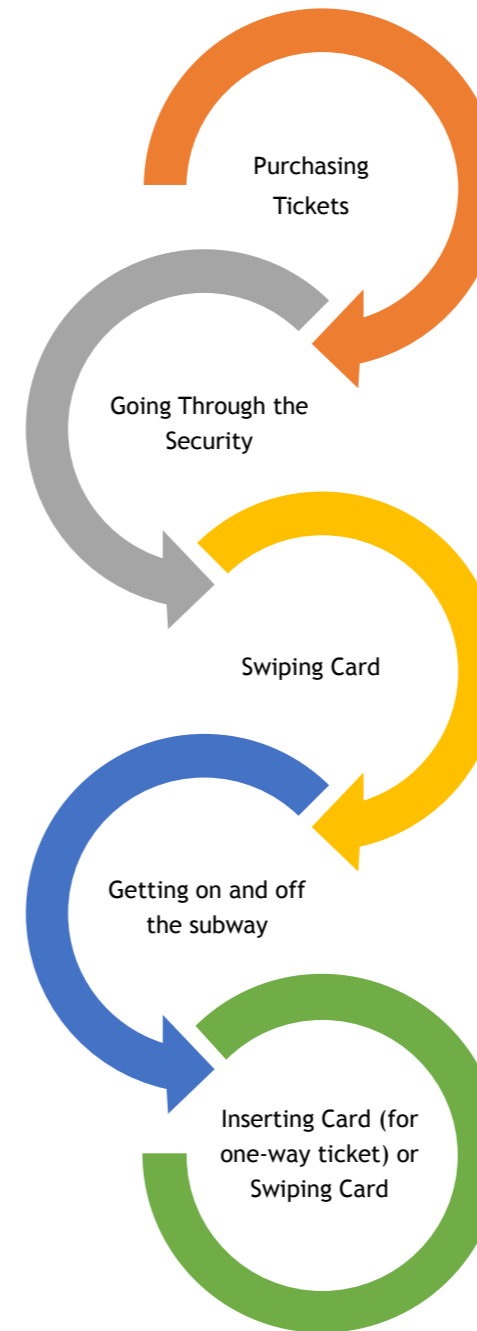


7. CHENGDU METRO

7.1 Chengdu Rail Transit Network Map

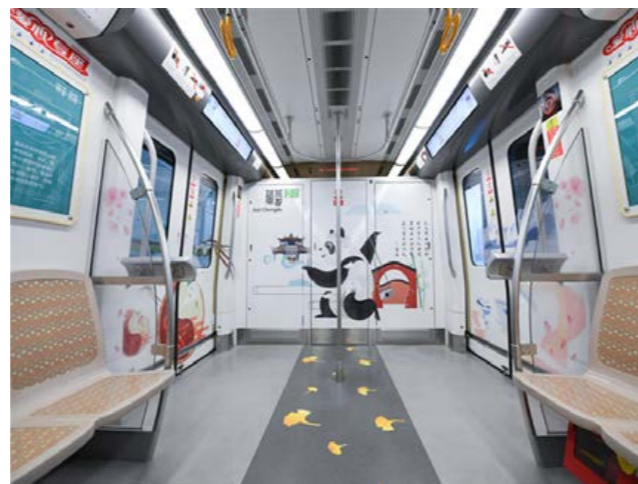


7.2 Sketch map for taking metro in Chengdu



7.3 Tips

- Two ways to purchase tickets: Customer Service Center or ticket vending machines. Both can be paid by cash, pre-paid cards or mobile payment apps (WeChat wallet or Alipay). The ticket vending machines only accept RMB 1 coin or RMB 5, 10 or 20 bills.
- When passing through the security, please show the officers your liquid things in advance, such as water or beverage. Notice that alcoholic goods and other flammable things are not allowed.
- For more information like timetable of metro lines, please refer to: http://www.chengdurail.com/index_en.html.



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