

## Program Agenda & Outline

Time		Content
21/7 Sun	AM	9:00-16:30
	PM	Registration & On campus residence Check-in; Venue: Conference Center, DKU
	PM	16:30-17:00 Campus Exploration 17:00-17:30 Orientation & Kick-off Remarks; 17:30-18:30 Welcome Reception; Venue: Water Pavilion
	Night	Workshop: Icebreaking 19:00-20:30 Venue: Student Residence Hall, DKU
22/7 Mon	AM	<u>Lecture 1: Strategic Planning &amp; Innovation</u> 9:00-12:00 (Including Coffee Break) Prof. Denis Simon, Executive Vice President of DKU
	PM	<u>Lecture 2: Entrepreneurial Leadership</u> 14:00-17:00 (Including Coffee Break) Mr. Liang Yu, Director of Executive Education Program, DKU
23/7 Tue	AM	<u>Lecture 3: Introduction to 5G Wireless communications</u> 9:00-12:00 (Including Coffee Break) Dr. Youngnam Han, Professor at Korea Advanced Institute of Science and Technology, and Director of 5G WISE Research Center in Korea
	PM	<u>Lecture 4: Business Presentation &amp; Writing</u> 14:00-17:00 (Including Coffee Break) Prof. Don Snow, Director of Language Training Center, DKU
	Night	Workshop: Personal Development & Self-exploring 19:00-20:30 Facilitator: Tim Smith Venue: Student Residence Hall, DKU
24/7 Wed	AM	<u>Lecture 5: Technology commercialization: China-Korea Science &amp; Technology Development and Collaborations</u> 9:00-12:00 (Including Coffee Break)

		<b>Dr. Youngnam Han, Professor at Korea Advanced Institute of Science and Technology, and Director of 5G WISE Research Center in Korea</b>
	<b>PM</b>	<b>Field Trip: Incubators &amp; Manufactures in Kunshan</b> <b>13:30-16:30</b> Giant Factory (Kunshan); Tsinghua Science Park; iCool Space in Kunshan (Makers Space)
<b>25/7</b>	<b>AM</b>	<b><u>Lecture 6: Cost Benefit Analysis and Green Entrepreneurship</u></b> <b>9:00-12:00</b> (Including Coffee Break) <b>Dr. Junjie Zhang, Associate Professor at Duke &amp; DKU, Director of Environmental Research Center, DKU</b>
<b>Thu</b>	<b>PM</b>	<b>Individual Presentation Assessment</b> <b>13:00-17:30</b> <b>Venue: Room3107, AB, DKU</b>
<b>26/7</b>	<b>AM</b>	<b>Official Visit: Tesla Shanghai Downtown;</b> <b>8:30am Depart for Shanghai</b>
<b>Fri</b>	<b>PM</b>	<b><u>On-site Lecture 7 Venture Capital Investment in China</u></b> <b>Dr. Peter Hua Ping, Managing Partner of SBCVC,</b> <b>Venue: Soft Bank China Venture Capital (软银中国)</b>
<b>27/7</b>	<b>AM</b>	<b>Coach from DKU to Pudong Airport;</b> <b>Depart for Raleigh Durham International Airport, North Carolina, USA</b>
<b>Sat</b>	<b>PM</b>	<b>Airport pick-up (group arrival only);</b> <b>Residence Check-in at Duke University</b>
<b>28/7</b>	<b>Whole Day</b>	<b>Preparation</b>
<b>29/7</b>	<b>AM</b>	<b><u>Lecture 8: Product Development</u></b> <i>Time:</i> 9:00-12:00 Venue: Nicolas School, Duke University Instructor: David Koester, Product Development Manager, Zenalux Biomedical
<b>Mon</b>	<b>PM</b>	Site visit: Duke Innovation and Entrepreneurship Initiative
<b>30/7</b>	<b>AM</b>	<b><u>Lecture 9: Marketing and Communications I</u></b> <i>Time:</i> 9:00-12:00 Venue: Nicolas School, Duke University Instructor: Karl von Gunten Adjunct Professor, Duke University; Marketing Manager for Laird Technologies
<b>Tue</b>	<b>PM</b>	Field trip : NC Triangle Science Park

31/7 Wed	AM	<p><b><u>Lecture 10: Innovation and Wealth Creation</u></b></p> <p><i>Time:</i> 9:00-12:00</p> <p>Venue: Nicolas School, Duke University</p> <p>Instructor: Jesko von Windheim Adjunct Professor, Duke University; Marketing Manager for Laird Technologies</p>
	PM	<p>Field trip : NC Biotechnology Center</p> <p>13:30-16:30</p>
1/8 Thu	AM	<p><b><u>Lecture 11: Introduction to Entrepreneurship &amp; New Business Creation</u></b></p> <p><i>Time:</i> 9:00-12:00</p> <p>Venue: Nicolas School, Duke University</p> <p>Instructor: Jesko von Windheim</p> <p>Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University</p>
	PM	<p>Campus Tour: Duke West Campus</p> <p><b><u>Lecture 12: Case Study- Tyrata, Inc. – Value Proposition</u></b></p> <p><i>Time:</i> 13:30-16:00</p> <p>Instructor: Jesko von Windheim</p> <p>Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University</p>
	Night	Group Discussion
2/8 Fri	AM	<p><b><u>Lecture 13: Corporate Legal Structure in the USA</u></b></p> <p><i>Time:</i> 9:00-12:00</p> <p>Venue: Nicolas School, Duke University</p> <p>Instructor: John Fuscoe</p> <p>Senior Lecturing Fellow, Duke University Law School; Attorney, Wyrick Robbins Yates &amp; Ponton LLP</p>
	PM	<p><b><u>Lecture 14: Product Development</u></b></p> <p><i>Time:</i> 9:00-12:00</p> <p>Venue: Nicolas School, Duke University</p> <p>Instructor: David Koester</p> <p>Product Development Manager, Zenalux Biomedical</p>
3/8 Sat	<b>Duke Forest and Duke Garden</b>	
4/8 Sun	<b>Optional Field Trip/Break</b>	
5/8 Mon	AM	<p><b><u>Lecture 15: Marketing and Communications II</u></b></p> <p><i>Time:</i> 9:00-12:00</p> <p>Venue: Nicolas School, Duke University</p> <p>Instructor: Karl von Gunten</p> <p>Adjunct Professor, Duke University; Marketing Manager for Laird Technologies</p>

	<b>PM</b>	Field trip: Center for Technology and Innovation
<b>6/8 Tue</b>	<b>AM</b>	<b><u>Lecture 16: Marketing and Communications III</u></b> <i>Time: 9:00-12:00</i> Venue: Nicolas School, Duke University Instructor: Jesko von Windheim Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	<b>PM</b>	Field trip: American Underground Entrepreneurs Tech Hub
<b>7/8 Wed</b>	<b>AM</b>	<b><u>Lecture 17: Scaling Up Your Business</u></b> <i>Time: 9:00-12:00</i> Venue: Nicolas School, Duke University Instructor: Stephen Brooks Industry Consultant
	<b>PM</b>	Field trip : Research Triangle Park Foundation
<b>8/8 Thu</b>	<b>AM</b>	<b><u>Lecture 18: Startup Financing</u></b> <i>Time: 9:00-12:00</i> Venue: Nicolas School, Duke University Instructor: Jesko von Windheim Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	<b>PM</b>	Field trip : North Carolina Office of Science, Technology & Innovation
	<b>Night</b>	Group Discussion
<b>9/8 Fri</b>	<b>AM</b>	<b><u>Closing Session– Next Steps for Entrepreneurs</u></b> Instructor: Jesko von Windheim Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	<b>PM</b>	Closing lunch and Certificate Ceremony
<b>10/8 Sat</b>	<b>Whole Day+1</b>	Return to China from Durham, North Carolina

Note: the above outline might be subject to change.