Language: English

Duration: June 30 – July 11  Beijing · China
July 14 – July 25  Copenhagen · Denmark

Student Participant: This program will recruit 8 MBA students from Guanghua 2013 FMBA Class and 2013 IMBA Class ONLY, including international students. There will be 32 students in total from four partner schools.

Partner Schools: Guanghua School of Management, Peking University (GSM)
College of Environmental Sciences and Engineering, Peking University (CESE)
Copenhagen Business School (CBS)
Technical University of Denmark (DTU)

Main Topics: Green Innovation in Cities;
International Marketing;
Management & Organization;
Public-Private Partnership;
Energy Saving & Environmental Protection;
Clean and Green Energy;
Ethical Business & CSR

Credits: Students who satisfactorily complete this course could get 3 credits for Integrated Practicum Project and 1 credit for Global Business Immersion Program.

Costs for Student Participant:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost (CNY)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course</td>
<td>Free</td>
<td>Provided by host university</td>
</tr>
<tr>
<td>Air Tickets</td>
<td>RMB15,000 (Direct Flight)</td>
<td>BJ-CPH round flight, pay by student</td>
</tr>
<tr>
<td>Visa</td>
<td>RMB715</td>
<td>Visa + Application service fee, pay by student</td>
</tr>
<tr>
<td>Lodging</td>
<td>Free</td>
<td>Provided by host university</td>
</tr>
<tr>
<td>Meal</td>
<td>Breakfast &amp; Dinner</td>
<td>Lunch will be provided by host university</td>
</tr>
<tr>
<td>Transportation</td>
<td>Personal Traveling Costs</td>
<td>Courses related expense will be covered by host university</td>
</tr>
</tbody>
</table>

Background & Objective:

“Beijing-Copenhagen Urban Challenge” (BCUC) was created by Copenhagen Business School as a part of their initiative program “Green Innovation in Cities” and targeted in Beijing and Copenhagen with their sister-cities partnership. The course aims to provide students with an opportunity to gain practical hands-on experience with real-world urban building-integrated designs for green energy.
innovation projects and processes in the context of multi-stakeholder public-private collaboration, and reflect academically on the selected topics and processes. Especially, in this course the student will gain experience on working in both cross-disciplinary and cross-cultural teams, including working on the project both in China and Denmark. In this sense certain work aspects from global companies are simulated and experienced. BCUC also wins the supporting and sponsorship from EU Social Fund and the guarantee by the President of City Copenhagen.

The Learning Objectives for the course specify that at the end of the course the student should be able:

• To know the relevant models, concepts and theories from the curriculum

• To apply the models, concepts and theories to the selected projects

• To develop marketing strategies for internationalization, particularly with a view to China

• To critically assess the value of these models, concepts and theories for developing green innovations in relation to the selected projects

• To demonstrate an ability to approach business problem through business studio methods

**Examination:**

• Students from the four participating universities/departments (CBS, DTU, and Peking University’s College of Environmental Sciences and Engineering, and Guanghua School of Management) will form groups of four
students (2 participants from each city on each team).

- The teams will work on their challenge for two weeks in Beijing and two weeks in Copenhagen, respectively followed by a three-week period theoretically reflecting on the innovation project and a final exam based on an individual written report. This report will form the basis for an individual oral exam

- **Contacts**

  Ms. Jiang Min, Guanghua MBA Center

  Email: jiangmin@gsm.pku.edu.cn

  Phone: 6274 7255
“北京-哥本哈根城市挑战”2014

Beijing-Copenhagen Urban Challenge 2014

语言：英语

时间：6 月 30 日 – 7 月 11 日，北京 · 中国

7 月 14 日 – 7 月 25 日，哥本哈根 · 丹麦

学生人数：8 人 <每个参与院校 8 人，只限于 2013F/I MBA 同学报名(含留学生)>

参与学校：北京大学光华管理学院（GSM）

北京大学环境科学与工程学院（CESE）

丹麦哥本哈根商学院（CBS）

丹麦科技大学（DTU）

学分：学生参与此课程并完成课程要求可获得整合实践项目 3 学分，并且自动获得“国际商务方略”课程 1 学分

核心课程类别：城市中的绿色创新、国际市场营销、组织与管理、公私伙伴关系、节能环保和清洁能源、商业道德和社会企业责任

学生费用：（仅为课程涉及费用说明，不包含个人旅游等其它费用）

<table>
<thead>
<tr>
<th>项目</th>
<th>费用说明（人民币）</th>
<th>备注</th>
</tr>
</thead>
<tbody>
<tr>
<td>课程教学及材料</td>
<td>免费</td>
<td>由各主持院校提供</td>
</tr>
<tr>
<td>国际机票</td>
<td>15,000 左右（直飞）</td>
<td>北京-哥本哈根往返机票，学生自理</td>
</tr>
<tr>
<td>签证费用</td>
<td>715</td>
<td>签证费+签证中心服务费，学</td>
</tr>
</tbody>
</table>

Beijing Copenhagen Urban Challenge 2014
课程背景&目标：

“北京-哥本哈根城市挑战”学术交流项目（BCUC）是以中国北京及丹麦哥本哈根这一对姊妹城市作为两个大本营基地，从两个城市的顶级高校中选拔优秀学生参与到项目中，通过在哥本哈根及北京的课程学习（讲座、实地考查以及企业参观等）接触并掌握生态能源及城市绿色创新等方面的世界先进理念和经验，学习创新商业模型以及真实的优秀案例。同时，BCUC 课程的发起及内容设置得到了欧盟社会资金的支持，哥本哈根市市长自愿担任此项目的监护人为项目的可持续发展保驾护航。课程的学习目标是，在课程完成后，学生们应该具备在以下几个方面为绿色能源打造创新型整合设计方案的管理及实践能力：

• 通过课程学习并掌握相关的模型、概念和理论知识；
• 能够将从课程中所学到的相关模型、概念和理论在合适的时机以恰当的方式运用到实际优选项目中；
• 能够为企业/品牌的国际化制定相应的市场营销战略，特别是以中国的视角出发；
• 能够在实际项目中正确识别并分析模型、概念和理论中的各层关系，并审慎评估这些模型、概念和理论在绿色创新发展方面的价值；
• 通过从课程中学习到的商业工作室研究方法，具备发现业务中存在的问题的能力。

<table>
<thead>
<tr>
<th></th>
<th>生自理</th>
</tr>
</thead>
<tbody>
<tr>
<td>住宿</td>
<td>免费</td>
</tr>
<tr>
<td>餐</td>
<td>自行负责早餐和晚餐</td>
</tr>
<tr>
<td>市内交通</td>
<td>除课程部分之外的个人交通花销</td>
</tr>
</tbody>
</table>
测评:

- 课程过程中所涉及到的小组作业与讨论部分，原则上是每组8位学生，共4组（每组包括4所院校各2位学生）；

- 4周课程结束后，每位学生有三周的时间运用其在课程中所学到的知识和技能针对一个创新项目进行思考和分析，并写成报告。最终，由各学校组织自己学校的学生，并邀请老师或相关行业企业代表依据每位学生的报告对学生进行一个答辩考核。

联系人:

光华 MBA 中心 江敏老师

邮箱：jiangmin@gsm.pku.edu.cn

电话：6274 7255