

MBA2025 Term-5 Schedule [2024]

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Course Code	Course Name	Instructor	Credit	Type	TA	TA's Email	Teaching Period	Concentration Category	Audit
ECON005	Chinese Economy	Albert Hu	2	Elective	Jia Wang	wjia@ceibs.edu	2024-09-10~2024-09-19		Y
FINC034	Private Equity and Venture Capital	Viktar Fedaseyeu	2	Elective	Leanne Guo	gleanne@ceibs.edu	2024-09-11~2024-09-27	Finance / Entrepreneurship	Y
STRT214	New Business Planning	Sae Young Lee	2	Elective	Amber Li	lamber@ceibs.edu	2024-09-11~2024-09-27	Entrepreneurship / Digital Business	Y
FINC146	Financial Communication and Investor Relations	Shao Wei	2	Elective	Wenjia Gao	gwenjia@ceibs.edu	2024-10-08~2024-10-23	Marketing / Finance	Y
LDSP012	Leadership and Acting: Unleashing your Leadership Potential through Acting Techniques	Sebastian Schuh	2	Elective	Janice Xu	xhao@ceibs.edu	2024-10-09~2024-10-30		N
LDSP031	Creativity and Design Thinking	Sebastian Schuh	2	Elective	Emma Shen	semma2@ceibs.edu	2024-10-10~2024-10-18	Entrepreneurship / Digital Business	N
DSCI027	Artificial Intelligence and Machine Learning	Travers Barclay Child	2	Elective	Ella Wang	wella@ceibs.edu	2024-10-22~2024-10-31	Digital Business	Y
MKTG200	Strategic Marketing Management of Creative and Experience Economy	Michelle Lu	2	Elective	Christina Cheng	cchristina@ceibs.edu	2024-11-04~2024-11-08	Marketing / Entrepreneurship / Digital Business	N
MKTG188	Marketing Practice and Technology in Digital Age	Zhang Lingling	2	Elective	Leanne Guo	gleanne@ceibs.edu	2024-11-18~2024-11-22	Marketing / Entrepreneurship / Digital Business	Y
DSCI029	Information Technology in the New Economy	Liu Yixuan	2	Elective	Amber Li	lamber@ceibs.edu	2024-11-25~2024-11-29	Digital Business	Y
MGMT059	Negotiation (repeated)	Byron Lee	2	Elective	Leanne Guo	gleanne@ceibs.edu	2024-12-02~2024-12-06	Entrepreneurship	N
ACCT041	Performance Measurement and Incentive Design of Emerging Business Models	David Erkens	2	Elective	Ella Wang	wella@ceibs.edu	2024-12-09~2024-12-13	Finance / Entrepreneurship / Digital Business	Y
STRT215	Emerging Market Multinationals	Shameen Prashantham	2	Elective	Kris Wang	wkris@ceibs.edu	2024-12-16~2024-12-20	Marketing / Entrepreneurship	Y