Summer Camp on Digital Transformation

Organizer: College of Management and Economics at Tianjin University

Date: July and August, 2026 (accurate dates TBC)

1. Draft Schedule:

(The below itinerary is for reference only. The final arrangement will be updated upon confirmation.)

Day	Time	Activities	Venue
Day 1	09:00–10:00	Arrival, Welcome session Introductory Seminar of CoME, TJU	3A, No. 25 Building Weijin Road Campus
	10:15–12:00	Opening Lecture: Why Digital Transformation Matters for New Business Education	
	12:00–13:30	Lunch	No. 4 Restaurant
	14:00–17:00	Campus tour Ice-breaking workshop	Weijin Road Campus
	17:30–19:00	Theme dinner	3rd Floor of No. 4 Restaurant
Day 2	09:00–11:30	Seminar 1: New Business, Data, and AI	3B, No. 25 Building, Weijin Road Campus
	14:00–16:30	Case discussion: Digital transformation in Chinese enterprises	3B, No. 25 Building, Weijin Road Campus
Day 3	09:00–11:30	Seminar 2: Big Data Analytics and Business Intelligence	3A, No. 25 Building
	14:00–16:30	Complex equipment management laboratory Visit & Practice: Data-driven decision making	3A, No. 25 Building, Weijin Road Campus
Day 4	09:00–11:30	Seminar 3: AI, Intelligent Organizations, and Human–Machine Collaboration	3C, No. 25 Building Weijin Road Campus
	14:00–16:30	Workshop: Building an intelligent management process	3C, No. 25 Building, Weijin Road Campus
Day 5	09:00–11:30	Seminar 4: Digital Economy and Platform Governance	3A, No. 25 Building, Weijin Road Campus
	14:00–16:30	Round-table Discussion: Digital ecosystems and business models	3A, No. 25 Building, Weijin Road Campus

Day 6	09:00–11:30	Seminar 5: E-commerce, Recommendation Systems, and Customer Analytics	3B, No. 25 Building, Weijin Road Campus
	14:00–16:30	Case Analysis: User behavior, data mining, and marketing intelligence	3B, No. 25 Building, Weijin Road Campus
Day 7	09:00–12:00	Visit to Tianjin University History Museum	Tianjin University History Museum
	14:00–16:30	Heritage and innovation dialogue: How university culture supports digital transformation	Student activity center
Day 8	09:00–11:30	Seminar 6: Intelligent Manufacturing and Service Innovation	3C, No. 25 Building, Weijin Road Campus
	14:00–16:30	Simulation exercise: Digital operations and process optimization	3C, No. 25 Building, Weijin Road Campus
Day 9	09:00–11:30	Seminar 7: Digital Strategy and Transformation Roadmaps	3A, No. 25 Building, Weijin Road Campus
	14:00–16:30	Group project kickoff: Define a transformation challenge	3A, No. 25 Building, Weijin Road Campus
Day 10	09:00–11:30	Mentor session: Research methods for digital transformation projects	3A, No. 25 Building, Weijin Road Campus
	14:00–16:30	Team work: Data collection, analysis, and storyboard building	Student activity center
Day 11	09:00–11:30	Seminar 8: Innovation, Entrepreneurship, and Digital Business Models	3A, No. 25 Building, Weijin Road Campus
	14:00–16:30	Pitch coaching: From idea to solution	Student activity center
Day 12	09:00–12:00	Project workshop: Dashboard, KPI, and transformation metrics	Student activity center
	14:00–16:30	Mentor review and feedback	3B, No. 25 Building, Weijin Road Campus
Day 13	09:00–11:30	Rehearsal for final group presentations	3B, No. 25 Building, Weijin Road Campus
	14:00–16:30	Final presentation and peer evaluation	3B, No. 25 Building, Weijin Road Campus
Day 14	09:00–10:30	Closing seminar: Future leaders in the digital era	3A, No. 25 Building, Weijin Road Campus
	10:45–12:00	Certificate ceremony and group photo	3A, No. 25 Building, Weijin Road Campus
	14:00–16:00	Farewell tea and departure	No. 4 Restaurant

2. Application requirements:

The camp is open to Bachelor and Master students studying in below areas:

- ✔ Management Science and Engineering: Information Management, Systems Engineering, Industrial Engineering, Operations and Supply Chain Management, Engineering Management, Big Data Analytics, Artificial Intelligence,etc.
- ✔ Business Administration: Marketing, Applied Psychology, Organizational Behavior, Strategic Management, Human Resources, Innovation and Entrepreneurship, Corporate Finance, Financial Accounting, Management Accounting, and Corporate Governance,etc.
- ✔ Public Administration: Administrative Management and Public Policy, Global Governance, Urban and Rural Governance, Public Safety and Emergency Management, Digital Governance, etc.
- ✔ Applied Economics: Financial Engineering, Digital Finance and FinTech, Empirical Asset Pricing, and Green Finance,etc.

3. Contact Information:

Ms. Liu Mengqing, Email: mengqing.liu@tju.edu.cn