









Educating 21st Century Corporate Leaders Chinese and Western Perspectives

Silk Road Entrepreneurship and Sustainable Leadership

- The Role of AMBA&BGA Capacity Building & Joint Initiatives



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Key Points

- 1. New Trends in Entrepreneurship/Business Education
- 2. The Five-Competence Model of Sustainable Entrepreneurship
- 3. Challenges for Sustainable Business and Entrepreneurship
- 4. Capacity-Building and Corporate Actions for Sustainable Leadership

1. New Trends in Entrepreneurship/Business Education

1.1 Integrated into National Programmes

- > 1998- Zhejiang University collaborating with Stanford U to develop the First Entrepreneurship PhD/MSc Programs in China (2006): Globally Top 15 Programs
- > 2015- National Knowledge Renewal Initiative, Entrepreneurship Competence Course

1.2 Empowered with Competence and Leadership

- 2008- 10,000 Women Entrepreneurship Development Programme with Said Business School, Oxford University
- ❖ 2014- The Silk-Road Entrepreneurship Education Network (SREEN) with 20 platforms around the world to promote digital, women & BRI entrepreneurship and business leadership

1.3 Built into Responsible Management Education Modules

- 2019- AMBA&BGA Quarterly Capacity-Building Workshops for Member Schools
- 2021- Responsibility & Sustainability as Core Modules for Programme Development

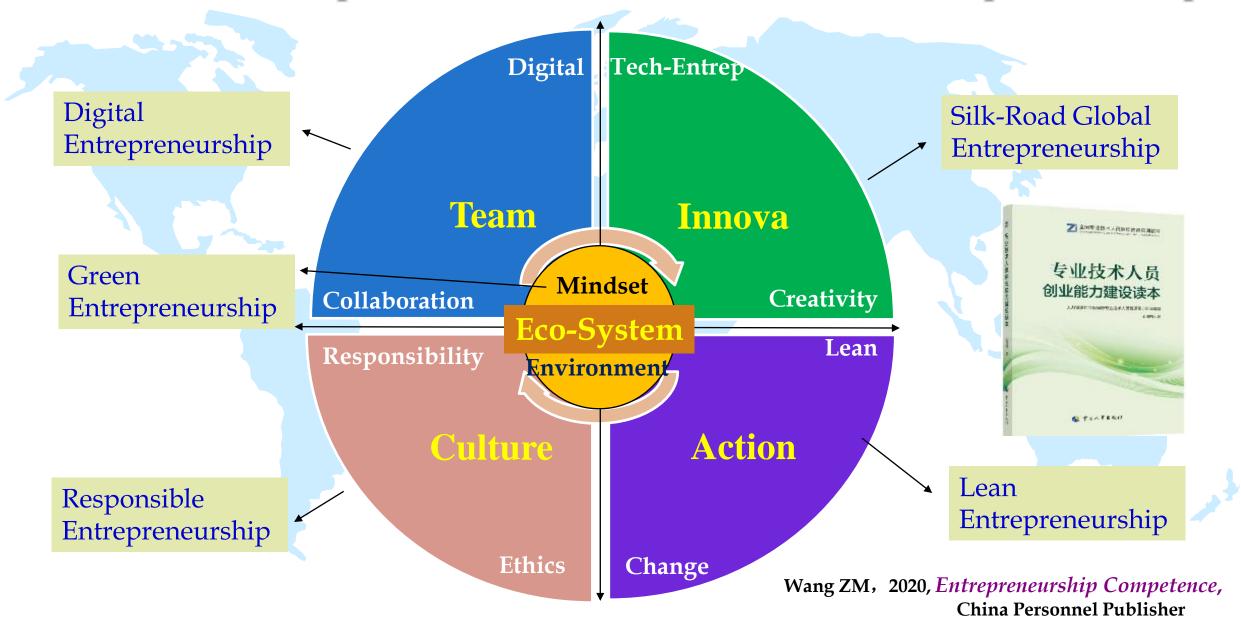
1.4 Transformed into Sustainable Entrepreneurship

- ✓ 2020- Main Theme of Zhejiang-Stanford Annual Workshops and Research Projects
- ✓ 2021- National Professional Managers Association Certification
 - AMBA&BGA Business School Curricula Upgrading
 - "Silk Road Entrepreneurship 2050" Annual Key Workshops in April

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2. The Five-Competence Model of Sustainable Entrepreneurship



3. Challenges for Sustainable Business/Entrepreneurship

- □ Transferring Mindset and Psychological Distance: How to change mindset and psychological distance to sustainable development
- Rethinking Digitalization Practices: How to adopt sustainable approach in digital transformation and current businesses
- □ Enhancing Leadership Competence: How to develop leadership/ organizational competence for sustainable business/entrepreneurship

4 Capacity-Building for Sustainable Leadership

- 4.1 Bridging Psychological Distance to Sustainability Mindset
- 4.2 Digitalizing Sustainable Innovation and Entrepreneurship
- 4.3 Empowering Corporate Leaders with Sustainable Management
- * AMBA&BGA business schools' 2022 Sustainable Business Case Competition
- * AMBA&BGA 2022 Excellence Awards: 5 Awards by Chinese member schools!
 - Gold Award of Best CSR & Sustainability Initiatives, Xi'An Jiaotong Liverpool University, China
 - Silver Award of BGA Business School Impact, Dongguan Institute of Technology, China











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