Curriculum Framework for Alibaba Netpreneur Training

Pre-Program

Pre-reading Documents
- Alibaba Group: From Strength to Strength
- Inclusive Growth and eCommerce: China’s Experience
- Digital China: Powering the Economy to Global Competitiveness
- (Options) eCommerce in China - Opportunities for Asia Firms

Videos
- Introduction of Alibaba Group
- Alibaba Documentary - Dream Maker

Program Delivery

Opening
Kick off
- Opening Ceremony
- Getting to know each other
- Sharing of Pre-program learning
- Visit Alibaba Museum
- Forming team
- Team goal setting
- Team tasks
- Individual tasks

Alibaba Business Operation System

Digital Economy
- New retail’s concepts and innovations
- Rural eCommerce Development
- Local services - eleme
- eCommerce Solution Provider - Taobao/Tmall Partner
- Digital Solution – Ali Cloud

Site Visit
- Experience of Digital City’s Life
- New Retail - Hema
- Transformation of traditional business - Visit local eCommerce ecosystem Companies from
- Rural eCommerce - Bainiu Taobao village
- eCommerce education - Alibaba Business School
- Smart Logistics – Cainiao Network

Digital Infrastructure

PAYMENT & FINANCIAL SERVICES PLATFORM
LOGISTICS PLATFORM
DIGITAL MARKETING PLATFORM
ORGANIZATION ONLINE INFRASTRUCTURE
CLOUD COMPUTING INFRASTRUCTURE

Strategy

Mission, Vision, Value
Strategy
Performance Management
Talent
Alibaba Culture

Networking
- Learning from each other
- Business Leader face to face
- Team activity

Closing

Onboarding

Big Picture
- Digital economy development - China Story
- Platform Economy
- Business Paradigm Shift

Closing

Daily Reflection Session