

# Curriculum Framework for Alibaba Netpreneur Training

## Pre-Program

## Program Delivery

### 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

Onboarding

### 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

#### Big Picture

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

### Alibaba Business Operation System





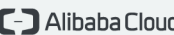
#### Digital Economy

- 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



### Networking

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

### Closing

Completion Ceremony

### Experiential Learning about Alibaba's Business and Culture

- Business Hackathon - Team Project
- Digitalize City Experience
- Organization Online – Ding talk
- Team and Individual Tasks
- Learn and practice how to do Performance management in Alibaba

Daily Reflection Session