

SCHEDULE (FEB- MAR 2022)

Class learning materials shared online **17 Feb/ 19 Feb 2022 (Think City Institute Website)**

Please make sure to download and refer to **class handbook** (updated 19 Feb 2022) on Think City Institute website for detailed schedule and information about class activities.

Learning materials are shared online via the Think City Institute website for browsing and self-learning. This will include the case study, video recordings, reading lists etc.

Class Orientation **22 Feb 2022 (5:00 – 6:30 PM, GMT+8)**

Zoom link

Access the link below and register to attend live sessions in Zoom.

<https://unesco-org.zoom.us/meeting/register/tJ0kd-qopzMoHNSC2nQ8pb1Hh92YHQgNw8hc>

- Introduction to the course (10 min)
- Participants and facilitators introduction (25 min)
- Class activity: Values vs Values (50 min)
- Group photo (5 min)

LIVE Session 1 **24 Feb 2022 (5:00 – 7:30 PM, GMT+8)**

Zoom link

Access the link below and register to attend live sessions in Zoom.

<https://unesco-org.zoom.us/meeting/register/tJ0kd-qopzMoHNSC2nQ8pb1Hh92YHQgNw8hc>

- “Managing the Blue Mansion” – Video (20 min)
- Q&A and short discussion (15 min):
 - Identity the milestones.
 - What is the dilemma?
- “About the Blue Mansion Case Study” - Video (20 min)
 - Followed by a Q&A
- Break (10 min)
- “Business Models” by James Yong
- Q&A and mini group work (50 min)
 - How do you apply the business model canvas?
- Explanation about Group/Individual Work

Self-learning & Groupwork **25 Feb – 21 Mar 2022**

- Further study the case and tools, reading materials and videos
- Group work: Apply the business tools introduced to respond to the dilemma.
- Office Hours (*TBC*)
 - Office Hours will be open for class participants to join in, share progress, ask questions and receive feedback.

LIVE Session 2**22 Mar 2022 (4:00 – 6:30 PM, GMT+8)****Zoom link**

Access the link below and register to attend live sessions in Zoom.

<https://unesco-org.zoom.us/meeting/register/tJ0kd-qopzMoHNSC2nQ8pb1Hh92YHQgNw8hc>

- Presentation of group work (80 min)
- Peer critique exercise by groups (30 min)
- Commentary (10 min)
 - Groups revise work based on feedback for final presentation
 - Try applying the Business Model Canvas and strategy planning on your own site.

LIVE Session 3**29 Mar 2022 (4:00 – 6:30 PM, GMT+8)****Zoom link**

Access the link below and register to attend live sessions in Zoom.

<https://unesco-org.zoom.us/meeting/register/tJ0kd-qopzMoHNSC2nQ8pb1Hh92YHQgNw8hc>

- Presentation of revised group work followed by plenary discussion (80 min)
- Adopted solution by the protagonist and reflections from the Cheong Fatt Tze Mansion team
- Final Q&A and discussions
 - Selected participants share their reflection on applying the Business Model Canvas and strategy planning on your own site.