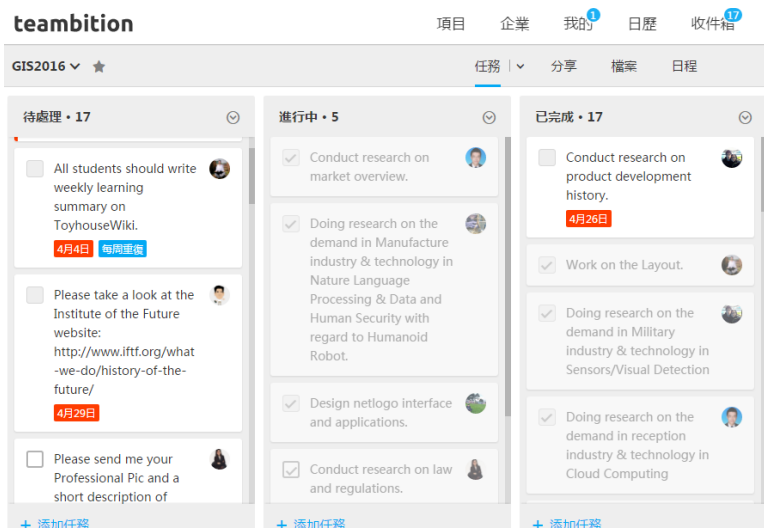


**HIGHLIGHT 1: A HIGHLY-INTERACTIVE course structure & use of new COLLABORATIVE Tools****Course Format**

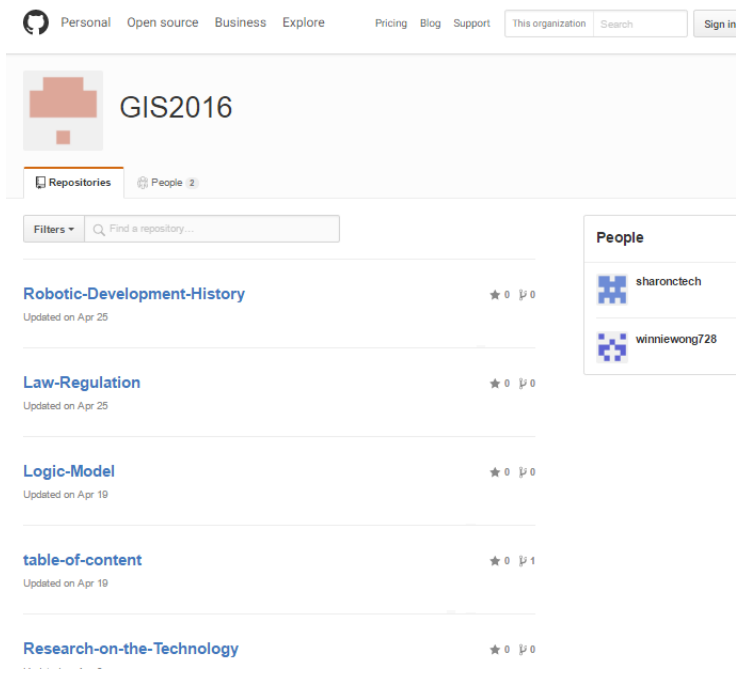
- All of us love this interactive-based course, having idea exchange and discussion with our classmates & professor. That's how we learn from each other!
- Having students from various backgrounds + discussion → help develop a global mindset

**First-try on a very useful collaboration tools - TEAMBITION**

- Assign tasks to each other and know the project's progress
- A better way to manage our files

**GitHub**

- Know who have edited our stuff in our files → better knowledge management



## HIGHLIGHT 2: Learning to write an **INDUSTRY ANALYSIS REPORT (IAR)**

- Learn how to analyze an industry and what should be the effective structure of the IAR
- Logic Model, the 4 components of Market, Law & Regulation, Social Norm, Technology, Histories
- Make it as a story and visualize it by drawing it on papers
- Useful Reading materials: The Sapiens, Social Physics, International Business Law & its Environment, Contributors and Detractors: Ranking Countries' Impact on Global Innovation etc



### HIGHLIGHT 3: First-hand experience in trying out advanced technology - **VIRTUAL REALITY**

- An amazing experience & facilitate our learning on how virtual reality can be applied to different industries in future



### HIGHLIGHT 4: How innovation happens? - Visit to MadNet, an **INCUBATOR**

- Take a look at different innovative products & have a try on them

