

EXECUTIVE EDUCATION • CHINA DIGITAL BUSINESS

INTENSIVE FORMAT

China Digital Business Practice

17-24 OCTOBER 2026

10 sessions • 20 contact hours

3 + 5 + 2 sessions

Platforms • E-Commerce • Selling in China
• Data • Supply Chains • Compliance

Academic Lead: Professor Mingyue Fan, Jiangsu University

PERIOD	DELIVERY DAYS	VOLUME	LANGUAGE
17-24 October 2026	Saturdays from 10:00 Working days: 17:00-19:00	20 contact hours	English

330 KM

STANDARD FEE — full certificate

Corporate package: 1,300 KM / 5 places

The Faculty of Economics, University of Banja Luka, and E-Lab invite companies, institutions and business partners to the intensive executive certificate programme “China Digital Business Practice”. The content is directly based on Professor Mingyue Fan’s teaching framework: platform economics and business models, how Chinese platforms operate, selling in China, data and evidence, cross-border e-commerce and supply chains, and governance/compliance.

Who is the programme for?

- managers, owners and executives developing new markets, e-commerce and platform business models;
- teams in sales, e-commerce, marketing, procurement, logistics, analytics and business development;
- public institutions and organisations supporting exports, digitalisation, entrepreneurship and international trade;
- companies wishing to practically analyse an export route, cost structure, platform position or cross-border supply chain.

Special value for companies

The programme’s special value lies in concrete business decisions: choosing an export route, platform position, visibility and listing, the legal channel for selling in China, cost structure, unit economics, small-batch testing and compliance. The programme is compressed into seven dates to suit business participants.

Participation options

330 KM

Full programme

20 contact hours + materials + networking + full certificate

1,300 KM

5 corporate places

Package for a company / institution

100 KM

Individual masterclass

One two-hour session + certificate of attendance

Programme content

10 sessions • 6 academic modules • 7 delivery days • practical China Digital Business focus

Date	Topic / module
17 October	Platform economics and business models: What kind of business are you: three export routes and your position in the chain
17 October	Platform economics and business models: Is the platform a channel or a “landlord”: entry cost and bargaining power
17 October	How Chinese platforms actually operate: Content as the shelf: being visible before the decision
19 October	How Chinese platforms actually operate: Listing and the first order: from factory description to buyer decision information
20 October	How to sell in China: Selling in China (1): the legal channel and market entry
21 October	How to sell in China: Selling in China (2): cost structure and launch through pre-order
22 October	Data and evidence: Data and your business: only three decisions
23 October	Cross-border e-commerce and supply chains: Channel structure determines survival: unit economics in both directions
24 October	Cross-border e-commerce and supply chains: Test small first: keep the cost of failure within acceptable limits
24 October	Governance, compliance and responsibility: Compliance is a condition for market access + final presentations

Certification

The full programme leads to a Certificate of Completion. At least 75% attendance within the 20 contact hours and participation in the final applied activity are required. On working days, sessions are held from 17:00 to 19:00, while the exact times of the intensive Saturday blocks will be stated in the final schedule.

Limited number of places

The target group is approximately 25-40 participants. Delivery: Saturday 17.10. - three two-hour sessions; Monday-Friday 19-23.10. - one two-hour session per day; Saturday 24.10. - two final sessions. Companies wishing to include more team members are recommended to use the corporate package.

EXPRESS INTEREST / REGISTRATION

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