

Peking University, Guanghua School of Management

Doing Business in China

Beijing ,Xi'an and Shanghai, China

May / June 2019

Dates

- Cohort 1: Sunday, May 19, 2019 – Saturday, June 1, 2019
- Cohort 2: Sunday, June 9, 2019 – Saturday, June 22, 2019

Course Description

This course gives an overview of doing business in China, including an introduction to the Chinese economy, history and culture. Lectures and seminars on a wide range of topics allow participants to:

- Understand the driving force of China's economic growth phenomenon over the last 40 years and the future
- Understand the "Belt and Road" Initiative strategy and the China Way of Innovation and Entrepreneurship
- Appreciate the uniqueness of the Chinese market, organizations, and social structure
- Learn how firms conduct marketing, branding, human resource and strategic management in China
- Identify business opportunities in China

The course includes lectures, case studies, guest lectures, company visits, projects and cultural events.

Highlights

- High quality faculty and well-designed program structure of lectures, company visit and cultural activities
- Guest lecturers add a practical perspective on diverse topics
- Case discussion and debates to engage student participation
- Interaction with local students gives a chance to get a broad picture of China
- Expand the understanding of the rich history and splendid culture
- Experiencing three gorgeous cities in China: Beijing, Shanghai and Xi'an

Course Requirements

- Attendance to all lectures and company visits
- Active participation in class debates and cases
- Complete assignments

Grading and Credit

- Participation will count 25% of the final grade. Each participant will be assigned in a group and each group will need to complete a task during the two weeks and give a 15-minute presentation at the final session. This part will count 75% of the final grade. Guanghua professors will grade the group presentations.
- 3 credits will be offered to those who successfully complete the Program.

Course Materials

Materials will consist of articles and case studies which will be provided to students either in advance of the course start date or upon arrival as deemed necessary by the faculty. Soft copies of teaching materials are not allowed to release due to copyright issues but every participant shall get a hard copy of all materials.

Class Size

Normal class size is 50-60. Targeted participants are MBA, Master level business students and excellent employees from enterprises who are interested in learning doing business in China and improving management skills. We also offer a few spots for excellent senior undergraduates from partner schools. In each DBIC class, undergraduates will take no more than 20%. The program will be designed at MBA level and all participants shall complete the final group project.

Costs for Program

Tuition: **RMB 22,000** (tuition can be partially waived for partner schools)

Program Fee (mandatory): **RMB 15,000** breakdown

- Accommodation (2 persons share one standard room @ 4-star hotel) in Beijing (6 nights) Xi'an (3 nights) and Shanghai (4 nights)
- Registration fee
- Train/Air tickets from Beijing to Xi'an and Xi'an to Shanghai

- Shuttle bus from the hotel to school (when necessary)
- Mandarin sessions
- Company visits
- Culture tours
- Traditional meals
- Tea break
- Lunches
- Welcome and farewell dinners
- Transportation of official arranged visits and tours

In total, you will pay **RMB 37,000 (USD 5,380)** to the Guanghua School of Management.

Additional expenses to be covered by students (excluded from the above)

- Airfare (independent arrival to Beijing and depart from Shanghai after the program completes)
- Transportation to/from airports
- Dinners during the program, except the official arranged dinners
- Subway fare
- Entertainment
- Personal expenses

Program at a Glance (Sample Schedule)

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	May 15, 2016	May 16, 2016	May 17, 2016	May 18, 2016	May 19, 2016	May 20, 2016	May 21, 2016
Morning Session		8:15 AM Pick up at Hotel 9:00 - 9:25 AM Welcome Session Prof. Douglas Coulter Venue: 2/110	8:15 AM Pick up at Hotel 9:00 AM - 12:00 PM Session 1: Demographics and Long-run Economic Growth: The Case of China (Part I) Prof. Hui Wang Venue: 2/110	8:15 AM Pick up at Hotel 9:00 AM - 12:00 PM Session 3: Investment Prof. Jiangmin Xu Venue: 2/110		8:30 AM Pickup at Hotel 10:00 - 11:00 AM Company Visit 1: Beijing Hyundai	8:00 AM Pickup at Hotel
Lunch	Independent Arrival in China (Beijing)	Welcome Lunch @ Qianjude 12:15 - 2:00 PM	Lunch Buffet at School 12:00 - 1:00 PM	Lunch Buffet at School 12:00 - 1:00 PM	Great Wall Tour (Mutianyu) 12:00-2:00 PM Lunch	Lunch Buffet at School 12:00 - 1:00 PM	9:43 AM - 3:31 PM Train G655 from Beijing West Station to Xi'an North Station (Group Project Time)
Afternoon Session	Hotel Check-in 2:00 PM	Free Afternoon	1:00 - 4:00 PM Session 2: Demographics and Long-run Economic Growth: The Case of China (Part II) Prof. Hui Wang Venue: 2/110	1:00 - 4:00 PM Session 4: Alibaba's IPO Prof. Jia Chen 2/110	Commute: 2 hours one way	1:00 PM Pick up at Campus Forbidden City & Tian'anmen Square	4:00 - 8:30 PM Downtown Tour (Leading by Tour Guide and Dinner on Your Own)
Evening		Free Evening	Free Evening	Free Evening	Free Evening	Dinner @ Kongyiji (Houhai Bar Street)	
Lodge	Beijing	Beijing	Beijing	Beijing	Beijing	Beijing	Xi'an
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	May 22, 2016	May 23, 2016	May 24, 2016	May 25, 2016	May 26, 2016	May 27, 2016	May 28, 2016
Morning Session	9:00 AM - 12:00 PM Session 5: China: Historical Legacy and Current Institutional Context Prof. Yanlong Zhang Venue: 8401	8:30 AM Pick up at Campus Corporate Visit 2 Cuijing		Pick up at Hotel Company Visit 3 Shanghai Volkswagen	8:15 AM Pick up at Hotel 9:00 AM - 12:00 PM Session 7: Marketing in China (Part I) Prof. Rui Wang Venue: 301	Group Project Time	
Lunch	Lunch at Xi'an Campus 12:00 - 1:00 PM	Lunch at Xi'an Campus 12:00 - 1:00 PM	Flight MU2155 11:00 AM - 1:15 PM from Xi'an Xianyang T3 to Shanghai Pudong T1	Lunch	Lunch at Shanghai Campus 12:00 - 1:30 PM	Lunch on Your Own	Hotel Check-out 12:00 PM
Afternoon Session	1:00 - 4:00 PM Session 6: China: The Embeddedness of Business Practices in the Cultural and Social Contexts Prof. Yanlong Zhang Venue: 8401	1:00 PM Pick up at Campus 1:00-5:00 PM Terra-Cotta Warriors and Qin Shihuang's Mausoleum		1:00 PM Pick up at Hotel Company Visit 4 Merck Shanghai	1:30 - 4:30 PM Session 8: Marketing in China (Part II) Prof. Rui Wang Venue: 301	1:00 PM Pick up at Hotel 1:30 - 4:30 PM Final Group Presentation Grading: Prof. Rui Wang Venue: 301	Independent Travel
Evening	5:00 PM: Qin Dynasty Style Feast 6:30 - 8:00 Karaoke	6:00 PM: Dinner @ Huangqingchi 7:30 PM Long Sorrow Opera	4:30 PM Pick up at Hotel Dinner + Huangpu River Night Cruise	Free Evening	Free Evening	6:30 - 7:30 PM Farewell Dinner	
Lodge	Xi'an	Xi'an	Shanghai	Shanghai	Shanghai	Shanghai	

Subject to Change

Topics

Courses will be selected from the following topics (Subject to change):

	Topic	Instructor
1	China: The country and the people	Ma, Li
2	Doing business and managing people in China	
3	Economic Development, Government and Business Environment	Zhou, Li-An
4	Capital Market and Corporate Behaviors in China	Zhao, Longkai
5	Branding in China	Xu, Jing
6	Survey of Chinese History and Culture	Gao, Yanli
7	Chinese Economy: Past, Present and Future	Yan, Se
8	Made-in-China: Challenge and Opportunity	Zhai, Xin
9	Financial Market and Financing in China	Jiang, Guohua
11	The Capitalism Revolution with Chinese Characteristics	Wang, Hui
12	Understand China's Economic Growth	
13	Understanding China's Consumers	Wang, Rui
14	Marketing in China	
15	China: Historical Legacy and Current Institutional Context	Zhang, Yanlong
16	China: The Embeddedness of Business Practices in the Cultural and Social Contexts	
19	Financial Risk Management and Its Development in China	Chen, Jia
20	China Bond Market Development	Tang, Ya

Course Descriptions and Instructor Background

1. China: The country and the people

This module will set the stage for the Doing Business in China program by providing a comprehensive but brief description of China. After attending this module, you will first work on two different exercises tapping some key aspects of Chinese people's values, which are most relevant to your possible experiences of Doing Business in China. You will learn these points through your experiential learning exercises and class discussions.

2. Doing business and managing people in China

This module will focus on the how to manage the people aspect of doing business in China. You will learn through discussion with a rich case. Lectures, combined with in-class exercises, on Chinese employees' values and behaviors will give you the first-hand experience and shed lights on the implications of (1) managing Chinese employees and (2) doing business (such as in collaboration or negotiation) in China.

Brief Bio of the Instructor

Dr. Li Ma is a Professor at the Department of Organization Management. He obtained his bachelor and master degrees from Tsinghua University, and a Ph.D. degree in Business Management from Washington University in 2008. Professor Ma's research interests include Organizational Citizenship Behavior, Negotiation and Conflict Management and Leadership. His research papers have been published in the both Chinese and international academic journals such as Journal of Organizational Behavior, Human Relations, Journal of Business Ethics, and Leadership Quarterly.

3. Economic Development, Government and Business Environment

This part of module is intended to offer an informed and unique perspective into the evolving process of China's economic transition from a planned regime to a market economy as well as China's emergence as a modern day economic power. We will describe the chief features of current China's economy in transition, major challenges lying ahead, and the overall business environments. Special attention will be paid to the political economy and institutional aspects of China's transition (e.g., the incentive and behavior of local government officials and how to make deals with government officials), China-US trade relations, the uniqueness of Chinese economy distinguished from other developing or developed economies and important implications for doing business in China.

Brief Bio of the Instructor

Dr. Li-An Zhou is currently a Professor of Economics, Chair of the Applied Economics Department, and Associate Director of the James Mirrless Institute of Economic Policy Research (IEPR). He obtained his bachelor and master degrees both from the School of Economics, Peking University, and a Ph.D. in economics from Stanford University in 2002. Prof. Zhou's research interests include political economy, industrial organization, economic transition, and development. His research papers have appeared in the leading international economics journals, such as Journal of Public Economics, Journal of Health Economics, Journal of Development Economics, and top Chinese economics and management journals.

4. Capital Market and Corporate Behaviors in China

Currently, China's stock market is an important channel of financing for Chinese enterprises as well as an important tool to diversify portfolios for international investors. In this module, we will discuss the features of China's stock market that are fundamental different from international stock markets and through this introduction, assist class participants in understanding stock investing in China. We will also discuss some corporate behaviors, particularly the behaviors of foreign firms or joint ventures, which are the consequences of coping with China's unique investment environments.

Brief Bio of the Instructor

Dr. Longkai Zhao is an Associate Professor of Finance at Guanghua School of Management. He received his Ph.D. in Finance from the University of British Columbia, Vancouver, Canada, in 2005. Dr. Zhao's research interests include behavior finance, empirical corporate finance, investments, and international finance. His research works have appeared in Journal of International Business Studies, Journal of Banking and Finance, Journal of Comparative Economics, etc... He is a CFA charter holder and member of the CFA committee board in China.

5. Branding in China

Branding is perhaps the most visible way for a firm to differentiate itself in the market. Particularly in China, consumers are increasingly brand literate, and the onus is on the company to ensure that its branding strategy is appropriate and implemented correctly. Based on the established branding building blocks, we will explore how they are applied in the Chinese market.

Brief Bio of the Instructor

Dr. Jing Xu is a Professor of the Department of Marketing and also the Department Chair. She obtained her bachelor degree from Nanjing College of Chinese Medicine in 1995 and master degrees from University of Arizona in 2001, and a Ph.D. degree from Stephen M. Ross School of Business, University of Michigan in 2007. Professor Xu's research interests center on the interplay of social cognition and consumer behavior. Her research has appeared in top-tier journals such as *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Consumer Psychology*.

6. Survey of Chinese History and Culture

This part of module is designed to help students understand China's important dynasties and significant historical events, influential national figures, Chinese religions and thoughts, China's interaction with the West, and the other important issues. It offers different perspectives on Chinese history and culture. Through two lectures, students will be able to get a glimpse of China, especially how the Chinese think and behave, how to get along with them, and how to do business with the Chinese.

Brief Bio of the Instructor

GAO Yanli, Ph.D. in history, M.A. and B.A. in English Language and Literature, is an Associate Professor in the School of Foreign Languages at Peking University. She has held a Freeman Fellowship at the Center for East Asian and Pacific Studies at the University of Illinois at Urbana-Champaign (2005-2006), and in 2002 and 2003 was a fellow in East Asian Studies at the Salzburg Seminar. Although located in the Department of English, where she teaches English language and culture, and Chinese History and Culture in English Context, Dr. Gao also offers such courses as Beijing—Microcosm of Modern China, Survey of Chinese Culture and Modern China. Her research interests are Sino-US relations and modern Chinese history and culture. She has presented and published many papers on history and cultural studies in China and abroad.

7. Chinese Economy: Past, Present and Future

This part of module is intended to offer an informed and unique perspective into the evolving process of China's economic transition from a planned regime to a market economy as well as China's emergence as a second economic superpower. We will describe the chief features of current China's economy in transition, major challenges lying ahead, and the overall business environments. Special attention will be paid to the forces that drive the rise of Chinese economy (e.g., education, foreign trade and investment, the incentive and behavior of local government officials), current challenges and opportunities in Chinese economy (e.g., urbanization, housing market, service sector), and important implications for doing business in China.

Brief Bio of the Instructor

Dr. Se Yan is an Associate Professor of the Department of Applied Economics. He obtained his Bachelor and Master degrees in economics both from Peking University, and got his Ph.D. in economics at UCLA in 2008. His research interests lie at the intersection of economic history, development economics, and macroeconomics. His doctoral dissertation was awarded the Best Dissertation Prize at the World Economic History Congress in 2009. His research papers have been and will be published in leading international economic journals such as *Journal of Economic History*, *Economic History Review*, *Journal of Royal Asiatic Society* and top Chinese economics journals.

8. Made-in-China: Challenge and Opportunity

This module is designed to expose the students to the history and status quo of the manufacturing industry in China, as well as the opportunities and challenges faced by Chinese manufacturing companies in such a dynamic environment of China. Through a series of in-class mini-case discussions and value chain analysis, students will learn the strategies Chinese manufacturing companies took to move up the value chain. Students will also be exposed to various strategies Chinese leading manufacturing companies are undertaking to expand their business into the global market.

Brief Bio of the Instructor

Dr. Xin Zhai is an Associate Professor of the Department of Management Science and Information Systems and the Executive Director of EMBA Programs. She obtained her dual bachelor degrees and master degree from Tsinghua University, and her Ph.D. degree in Operations Management from Purdue University in 2006. Professor Zhai's research interests include operations management, supply chain management, and production strategy. Currently, Professor Zhai teaches the MBA/IMBA core course 'Operations Management' and an elective course 'Project Management' at GSM.

9. Financial Market and Financing in China

In this module, we will introduce the stock market in China. PRC suspended stock market after 1949, but re-instituted it in 1990s. Currently, China's stock market has becoming an important channel of financing for Chinese enterprises as well as an important tool to diversify portfolios for international investors. We will discuss the features of China's stock market that are fundamental different from international stock markets and through this introduction, assist class participants in understanding stock investing in China. We will also discuss two merger and acquisition cases of foreign firms buying Chinese firms, and focus on Chinese characteristics that are foreign to foreign investors.

Brief Bio of the Instructor

Dr. Guohua Jiang is a Professor of Accounting at the Guanghua School of Management, the Associate Dean of Graduate School at Peking University, and the Vice Chair of the Department of Accounting. He got his Ph.D. in accounting from the University of California, Berkeley, in 2002. Dr. Jiang's research interests include financial statement analysis, securities valuation, and asset pricing. His research works have appeared in *Review of Accounting Studies*, *Journal of Accounting and Public Policy*, *Journal of Business and Economic Statistics*, *International Journal of Accounting*, as well as top Chinese academic journals.

10. The Capitalism Revolution with Chinese Characteristics

China's unexpected economic boom in the past three decades has dwarfed the rest of the world. It has been crowned as the world's second-largest economy since 2010. This lecture provides useful insights into the driving forces behind China's remarkable economic growth and its unique development path from a central-planned regime to a market economy. We will start with the reasons why China wanted to pursue a "leap-forward" development strategy and the institutional setups of the traditional central-planned scheme. Then we will describe in detail the process of the "capitalism revolution" (a.k.a. the economic reform) with Chinese characteristics (i.e. gradualism and the "dual-track" system). Special attention will be paid to China's foreign trade policies, FDI policies, and general business environments. We will conclude the lecture by discussing the implications of China's economic transformation as well as the potential opportunities and challenges that lie ahead for China in the decades to come.

11. Understand China's Economic Growth

China's unexpected economic boom in the past three decades has dwarfed the rest of the world. It has been crowned as the world's second-largest economy since 2010. This lecture discusses China's rise in a global context, describes its unique development path from a central-planned regime to a market economy, and provides useful insights into the driving forces behind China's remarkable economic growth. Special attention will be paid to the political economy and institutional aspects of China's transition (e.g., the incentive and behavior of local government officials and how to make deals with government officials), China's opening policies, and important implications for doing business in China.

Brief Bio of the Instructor

Dr. Hui Wang is currently an Associate Professor of Economics and Associate Director of the James Mirrless Institute of Economic Policy Research (IEPR). He obtained his bachelor degree from Peking University, and his Master's and Ph.D. degrees in Economics from University of Toronto in 2004 and 2010, respectively. His research interest lies in the area of Industrial Organization, Economic Development, and Applied Econometrics. Courses taught by Dr. Wang include Managerial Economics for the MBA students, Chinese Economy for the exchange Students and Advanced Microeconomics for graduate students.

12. Understanding China's Consumers

This module will set the stage for the Doing Business in China program by providing an in-depth and understanding of Chinese consumers and marketing channels strategies in China. After attending this module, you will know about some unique aspects of Chinese consumers, which are most relevant to your possible experiences of Doing Business In China. You will learn these points through your experiential learning exercises and class discussions.

13. Marketing in China

This module will focus on the how to understand the Chinese consumers and how firms trying to reach these consumers via marketing channels in China. You will learn the different characteristics of Chinese consumers and the channel strategies of firms in China to reach these consumers. A mixture of lectures and case discussions will be used to assist students to develop a balanced view of in between the realms of marketing theory and practice in China.

Brief Bio of the Instructor

Dr. Rui Wang is an Associate Professor of the Department of Marketing. She obtained her bachelor degree From Nanjing University, master degree in Economics from Fudan University, and Ph.D. degree in Business Administration from Pennsylvania State University. Professor Wang's research interests are mainly in strategic marketing areas such as B2B marketing, marketing leadership, social networks, interfirm relationships. Currently Dr. Wang serves on the editorial board of Journal of Business to Business Marketing, and also serves as an ad hoc reviewer for Journal of Marketing.

14. China: Historical Legacy and Current Institutional Context

An adequate understanding of the institutional contexts is crucial for business success in China. This module will focus on key aspects of the institutions that have profound impacts on firms' strategy and development. Through this module you will understand why Chinese local states behave in certain ways, and how complex horizontal and vertical inter-governmental relations promote China's economic prosperity. You will have a better understanding on how government-firm relationships, the fiscal reforms, different types of ownerships, household registration system, and various social organizations constrain or facilitate the free flow of production factors.

15. China: The Embeddedness of Business Practices in the Cultural and Social Contexts

After discussing the formal institutional context, this module turns to the informal aspects of the environmental constraints, i.e. the cultural and social norms. You will learn the fundamental Confucian values or principles that explicitly and implicitly guide the behaviors of ordinary Chinese and are most relevant to your possible experiences of doing business in China. You will understand how social connections (Guanxi) function in Chinese business world. The module will also introduce you to some handy analytical tools that can be used to evaluate employees' social resources or social capital.

Brief Bio of the Instructor

Dr. Yanlong Zhang is an Assistant Professor at Guanghua School of Management at Peking University. He received his Ph.D. in Sociology from Duke University. His research interests include economic sociology, organization studies, social networks, and social capital. His recent research on Chinese land banking, household finance, development of management literature, and corporate social capital were published in Management and Organization Review, Social Networks, Academy of Management Annals, and Research in the Sociology of Work. His current research studies entrepreneurs' social networks, local business associations, and corporate social capital.

16. Financial Risk Management and Its Development in China

This module is designed to introduce the participants to evaluating and managing risks using an enterprise-wide approach. Most of the module deals with financial risks. The module starts with an analysis of how risk management contributes to firm value. A general framework for how to use risk management to create value is presented next. The module then examines the measurement and management of market risks, cash flow risks for non-financial firms, interest rate risks, credit risks, and operational risks. The module turns next to the implementation issues of enterprise-wide risk management, showing how to aggregate risks across the firm and how to use a firm-wide risk measure to make various corporate decisions and to evaluate performance within the firm. The module finishes with a discussion of development of risk management in China. The emphasis of the module is on creating value with risk management rather than on the technical details of statistical measurement and pricing of derivatives. Risk management problems for financial intermediaries as well as for firms outside the financial sector are examined.

Brief bio of the Instructor

Dr. Jia Chen joined Guanghua School of Management at Peking University in 2012. His primary research interest is empirical asset pricing. His current research also covers financial institutions, financial crises, and international finance. Before joining Guanghua, he taught at the Fisher

College of Business of the Ohio State University. Jia graduated from University of Science and Technology of China with a bachelor's degree in physics in 2003. Subsequently, he earned a Master in physics in 2006 and a Ph.D. in finance in 2012 from the Ohio State University.

17. China Bond Market Development

China's bond markets have played an important role in implementation of national macroeconomic policies, financial sector reforms and more recently government's economic stimulus measures. However, compared with other developed markets, the bond market's role in resource allocation remains limited and it has not been able to fulfill the demand created by China's dramatic economic growth. This course provides a brief overview of the development of bond markets in China and examines the reasons of the limited and constrained progress of China bond markets.

Brief bio of the instructor

Dr. Ya Tang is an Associate Professor of Finance at Guanghua School of Management, Peking University. Her research interests are in asset pricing, financial institutions and information economics. Her current research focuses on information transmission and production in financial markets and related regulation issues. Her research is supported by National Natural Science Foundation of China.

Field Studies

Below are the companies that DBIC programs have visited.



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Application Deadline: February 15, 2019



**Peking University Guanghua School of Management
Doing Business in China Program**

Educating on China since 2006
www.pkudbic.com

2019 Program Dates:

Cohort 1: May 19- June 1, 2019
Cohort 2: June 9-22, 2019



Tuition Fee: CNY 22,000

Early Bird Applications by Jan 1, 2019 enjoy 30% off tuition.

**Tuition is WAIVED for participants from partner schools, please contact our DBIC team for more information.*

Program Fee: CNY 15,000

Includes intercity Transportations, Company visits, Accommodations, Cultural Events and most meals.

Application Deadline: February 15, 2019

Doing Business in China

Learn how to do business in China in Peking University. Get to know ancient and modern Beijing, Xi'an and Shanghai!

IN TWO WEEKS' TIME!



Beijing



Xi'an



Shanghai

Doing Business in China Program Highlights:

UNIQUE CHINA FOCUS

By immersing you in China's most influential cities, the program provides you with a unique opportunity to experience firsthand the emerging markets of China, one of the world's fastest growing major economies.

MULTIPLE CAMPUSES

With program modules held at Guanghua's Beijing, Shanghai and Xi'an campuses, participants attend regional-specific courses and gain a deeper understanding of China's diverse economic and business environment.

COMPREHENSIVE STRUCTURE

A comprehensive program structure of academic lectures, company visits, practical project and cultural events are provided aims to provide participants with an "on the ground" learning experience in China.

HIGHEST-CALIBRE FACULTY

Learn from the highest-calibre faculty, PKU Guanghua who are some of China's leading influencers of business practice and economic policy at one of the top-ranked business schools in Asia.

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China Knowledge
Global Success



DBIC Sample Schedule

WEEK ONE

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Morning	Arrival and Check in at Beijing	Welcome Session & Team building	Great Wall	Chinese Economy: Past, Present and Future	China: The Country and the People	Capital Market and Corporate Behaviors in China	Travel from Beijing to Xi'an
		Lunch		Lunch	Lunch	Lunch	
Afternoon		Forbidden City & Tian'anmen Square		Guest Lecture	Company Visit 1	Free	
Evening		Welcome Party		Free	Free	Free	
Campus	Beijing	Beijing	Beijing	Beijing	Beijing	Beijing	Xi'an

WEEK TWO

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Morning	Terra-Cotta Warriors & Qin Shihuang's Mausoleum	Leadership in Chinese Business Firms	Travel from Xi'an to Shanghai	Made-in-China: Challenge and Opportunity	Marketing in China	Team Preparation	Check out and Depart from Shanghai
		Lunch		Lunch	Lunch	Lunch	
Afternoon		Company Visit 2		Company Visit 3	Company Visit 4	Final Group Presentation	
Evening		Free		Cultural Event	Free	Farewell Dinner	
Campus	Xi'an	Xi'an	Shanghai	Shanghai	Shanghai	Shanghai	



Doing Business in China

Beijing | Xi'an | Shanghai



To advance management
knowledge and develop
business leaders for China
and the global society

Guanghua School of Management

Contents



About PKU Guanghua

03 Message from the Dean
Qiao Liu

About Doing Business in China

05 Program Overview
Mission and Campuses

07 Academic Component
Teaching Philosophy

09 Sample Courses
Classic Guanghua Lectures

11 China's Belt and Road Initiative
From Rhetoric to Reality

13 Company Visit
On-the-ground Learning

15 Cultural Immersion
Beyond Classrooms

17 How We Teach
A Close Look at Guanghua

18 Custom Program
Tailor Your DBIC Program

19 Guanghua Faculty
Pioneers in China Management

Application

21 Testimonials
Participants' Responses

22 Admissions
How to Apply



Dean Qiao Liu
Professor of Finance

“In the time of rapid globalization, China has become an increasing important player on the world stage, so this is the right time to come to China.”

Message from the Dean

Qiao Liu

Guanghua adheres to the highest international standards of management education, with unique strengths concerning China's economy and business issues.

Building upon more than a century of unique history, continuous innovation, and academic accomplishments, Peking University is a global flagship of higher education in China. As a leading business school in China, Guanghua attracts the best talents from around China, and over the years has developed into a truly international institution.

In the Doing Business in China Program, you will learn about the fascinating developments of the Chinese economy, distinctive characteristics of China's business environment, and the most pressing challenges facing China's economic development and business firms. You will also be immersed into China's splendid culture and rich history. Through thoughtfully organized lectures and enrichment activities, along with the assistance of both our professors and staff, I am sure that you will come away with a much better understanding of the Chinese economy and business practices.

With warm hearts and open minds, I invite you to join us in the Doing Business in China program, I believe that the program will have long-lasting impacts on your own development and you will have a truly memorable and enjoyable learning experience at Guanghua.

Program Overview

Doing Business in China Program features an integrated curriculum that emphasizes the business practices that define “real China”.



DBIC at A Glance

Founded 2006	Duration 2 weeks
Date May/ June	Location Beijing, Xi'an, Shanghai
Number of Credits 3	Academic Hours 36

Why Doing Business in China

As China continues to play a prominent role in international business, understanding how to conduct business in China is no longer an added-value to your CV, but rather a prerequisite to success. The Doing Business in China program provides participants with the critical and essential tools to understanding how to do business in China through a combination of subject-specific modules, company visits, and cultural activities. Through merging both “classroom knowledge” with real business practices, students are able to understand China beyond the rapid economic growth.

One Program Multiple Campuses

Our Campuses

Doing Business in China Program participants attend regional-specific courses and gain a deeper understanding of China's diverse economic and business environment. All Guanghua's campuses offer stimulating multi-cultural learning environments, while serving as outstanding meeting points for professionals from all over the world. Personal attention and excellent service are integrated to produce unparalleled educational experiences. A typical DBIC program consists of 1 main campus module +2 branch campus modules.



Current Program Locations:

Beijing

As the capital of China for over 850 years, Beijing is China's political, cultural and educational center. The city is both the heart of ancient Chinese culture and tradition, as well as a bustling metropolis. Guanghua's main campus features state-of-the-art learning facilities.

Xi'an

One of the Four Great Ancient Capitals of China, Xi'an is at the heart of western China and serves as the region's economic hub. Built in 2013, at the focal point of the Silk Road, Guanghua's Xi'an campus spans 28,000m² and offers the MBA and Executive Education Programs.

Shanghai

Guanghua's Shanghai campus features optimal learning facilities and the perfect place from which to engage with leading and domestic corporations. Shanghai is home to one of Asia's largest international finance centers and one of the busiest ports in the world.



Program Philosophy

- 1 **Unique China Focus**
The program spans cities in China, aiming to provide a unique angle on the world's fastest growing major economy for those well-versed with China as well as those new to China.
- 2 **Diverse Learning Style**
Wide range of learning methodologies is designed to bridge the best in business theory and its practical application such as lectures, case studies, company visits, group exercises, participant presentations, debates, Q&A
- 3 **Learning by Doing**
The final group project is a real-world project – such as a new venture or corporate innovation in China. It should show how you are weaving your learning across the program into your practice.

China seen from the inside.

Academic Component

Integrated Curriculum

By immersing you in three China's most influential economic hubs, the 2-week program provides you with a unique opportunity to experience firsthand the emerging markets of China, one of the world's fastest growing major economies, offers a unique angle on China for those well-versed with China as well as those new to China.

Group Project

The Final Project best reflects the culmination in-class learning and company visits. This project is a highly collaborative exercise that gives participants the opportunity to apply the concepts and techniques learned through the program to a unique, self-selected China business initiative, weaving your learning across the program into your practice.

Course Topics

- + Made-in-China: Challenge and Opportunity
- + China: The country and the people
- + Doing business and managing people in China
- + Economic, Government and Business Environment
- + Survey of Chinese History and Culture
- + Chinese Economy: Past, Present and Future
- + Financial Market and Financing in China
- + Leadership in Chinese Business Firms
- + Capital Market and Corporate Behaviors in China
- + Branding in China
- + The Capitalism Revolution with Chinese Characteristics
- + Understanding China's Economic Growth
- + Understanding China's Consumers
- + Marketing in China
- + China: Historical Legacy and Current Institutional Context
- + Capital Market and Corporate Finance in China
- + Business Practices in the Cultural and Social Contexts
- + Implications of the Recent Crisis for Corporate Finance
- + Financial Risk Management and its Development in China
- + China Bond Market Development

Doing Business in China Sample Courses



China: The country and the people

This module will set the stage for the Doing Business in China program by providing a comprehensive but brief description of China. After attending this module, you will first work on two different exercises tapping some key aspects of Chinese people's values, which are most relevant to your possible experiences of Doing Business in China. You will learn these points through your experiential learning exercises and class discussions.

Branding in China

Branding is perhaps the most visible way for a firm to differentiate itself in the market. Particularly in China, consumers are increasingly brand literate, and the onus is on the company to ensure that its branding strategy is appropriate and implemented correctly. Based on the established branding building blocks, we will explore how they are applied in the Chinese market.

Made-in-China: Challenge and Opportunity

The course exposes students to the history and status quo of the manufacturing industry in China, the opportunities and challenges faced by Chinese manufacturing companies in such a dynamic environment of China. Through case discussions and value chain analysis, students will learn the strategies Chinese manufacturing companies took to move up the value chain and be exposed to various strategies Chinese leading manufacturing companies are undertaking to expand their business into the global market.

Economic, Government and Business Environment in China

This course offers an unique perspective into the evolving process of China's economic transition from a planned regime to a market economy as well as China's emergence as a modern day economic power. The chief features of current China's economy in transition, major challenges, and the business environments. Special attention will be paid to the political economy and institutional aspects of China's transition, China-US trade relations, the uniqueness of economy and important implications for doing business.

Financial Market and Financing in China

Currently, China's stock market has becoming an important channel of financing for Chinese enterprises as well as an important tool to diversify portfolios for international investors. We will discuss the features of China's stock market that are fundamental different from international stock markets and through this introduction, assist class participants in understanding stock investing in China. Two merger and acquisition cases of foreign firms buying Chinese firms, and focus on Chinese characteristics that are foreign to foreign investors will also be discussed.

Doing Business and Managing People

This module will focus on how to manage the people aspect of doing business in China. You will learn through discussion, rich case studies, combined with in-class exercises on Chinese employees' values and behaviors. This structure will give you first-hand experience and shed light on what it means to (1) manage Chinese employees and (2) do business (whether in collaborative or negotiation) in China.



China's Belt and Road Initiative

From Rhetoric to Reality: A visionary blueprint for global economic development in the new world order.

A Bridge to New Opportunities

Knowledgeable, experienced and well-connected, PKU Guanghua has a unique combination of advantages to be your guide to understanding China's new Silk Road plan.

China's Belt and Road Initiative

Taking reference from the historic Silk Road, the Belt and Road Initiative offers a modern-day solution that fosters inclusive growth and development in the 21st century. The routes cover more than 60 countries and currently accounting for some 30 per cent of global GDP and more than 35 per cent of the world's merchandise trade. By 2050, the Belt and Road region aims to contribute 80 per cent of global GDP growth, and advance three billion more people into the middle class.

PKU Guanghua Advantages

With a team of a diverse group of prominent business leaders and experts, students of all programs have unparalleled academic support. PKU Guanghua Faculty has been working closely with policy-makers and serve as mentors and their research goes beyond the publication - actively shaping China's national policies. A series of studies, programs and courses on the "One Belt and One Road" was launched to cultivate more talent for the construction of the Belt and Road Initiative.

The Doing Business in Program will bring you answers to some key questions about the Belt and Road Initiative:

- Why was the belt and road initiative launched?
- How has this initiative been interpreted by Chinese and international observers?
- Why is it important for china to engage leaders of the developed world on this project?
- How do I or how does my country tap into Belt and Road opportunities?

On-the-ground learning experience:

Company Visit

“Touch the vital heartbeats of Beijing, Xi’an and Shanghai, get the firsthand insights of China’s emerging markets.”



We appreciate our hosting companies:



Guanghua School of Management has leveraged extensive networks to create opportunities for participants to visit leading domestic and international corporate partners operating in their respective regions.

While each company visit is unique, Guanghua works closely with its corporate partners to ensure that the visits enhance the educational experience. Through company visits, participants gain an understanding on how companies have overcome the unique challenges of the China market and achieved success, as well as be exposed to different management practices, leadership styles and challenges, and a variety of marketing and public relations strategies.

A typical visit format includes a series of presentations given by professionals in their respective regions, a site tour, a workshop led by industry experts and a networking session.

“Whether it’s your first visit or your twentieth, China is so big, so diverse and so fast-changing, it’s always an adventure ”

China is vast, off-the-scale massive. Through Doing Business in China Program, you will not only learn about the uniqueness of the Chinese market, but also travel with Guanghua team from Beijing, the political and socioeconomic heart of China all the way to Xi’an, the ancient focal point of the Silk road and Shanghai, the most vibrant city evokes so much glamour.

With Great Wall, Terra-cotta Warriors and the Bund at your doorstep it will be a great time of cultural discoveries. In additions, you will also expect an adventure of culinary exploration and return with stimulated taste buds and much cherished gastronomic memories.

Beyond Classroom...

- + Breathtaking Antiquity
- + Stupendous Scenery
- + Diverse Cuisine

Off-the-scale massive China, see for yourself.

Cultural Immersion

Beijing

- + The Great Wall
- + The Tiananmen Square
- + The Forbidden City
- + Peking Duck Cuisine
- + Wang Fujing

Xi’an

- + Terra-cotta Warriors
- + Qinshihuang’s Mausoleum
- + Xi’an City Walls
- + Muslim Quarter
- + Xi’an Pagoda

Shanghai

- + Huangpu River Night Cruise
- + The Oriental Pearl Tower
- + The Bund
- + Yu Garden
- + Shanghai Dumplings





Douglas Coulter
Practice Professor of Finance

A Close Look at Guanghua How We Teach

A prerequisite to success in the Asia-Pacific region is to exhibit cross-cultural management skills and to display a thorough understanding of the local political, economic and cultural landscape. As such, it has never been more important to understand why Chinese business practices thrive in this economy. You will be taught about China's unique economy, corporate behavior, understanding of the complex Chinese business environment.

You will also be introduced to the challenges, pitfalls, government, and opportunities found in China.

We offer a suite of specialist China-focused courses comprising several dozen topics. These topics are taught by the finest academics in China, provide our students with a profound understanding of the complex Chinese business environment.

Custom Program

Tailor DBIC Program to Your Specific Objectives.

PKU Guanghua has developed and delivered more than 30 custom programs for partner institutions around the world.

Our custom programs provide an intensive, on-campus learning experience that enables participants from an institution to come together to know more about Chinese management as well as to expand their perspectives, and address critical business challenges in China.

Through PKU Guanghua's long experience delivering Chinese management and business education, we have evolved a custom program design that optimizes learning, teaching, and discussion.

We are flexible about theme, duration, location base on your needs. Most custom programs are delivered on our Beijing main campus. We also deliver custom programs in our branch campuses in Shanghai, Xi'an, Chengdu and Shenzhen. Company visits and cultural activities as well as networking sessions with PKU Guanghua students will be tailored to your objectives.

Program Design

The Doing Business in China Program is designed and supervised by a group of senior and experienced faculty members of Guanghua, who are the seasoned academic practitioners. The program director will work closely with you to plan your program and design a curriculum that addresses your institution's objectives. Every aspect of the program—from the curriculum to the learning materials to the assignments—is carefully tailored to maximize the program's impact for your organization.

We tap into the expertise of Guanghua faculty, our research centers, partner companies and best practices to design and deliver highly tailored programs that

Some of our DBIC Partner Institutions:



Please visit www.pkudbic.com to see DBIC's full partner list.

Guanghua Faculty

Governed by the Academic Steering Committee to ensure teaching quality and learning experience; Taught by the pioneers in China Management Research, our faculty is committed to building a vibrant and interactive learning environment where you and your peers can thrive.



Li Jin
Chair Professor of Finance

Ph.D, Massachusetts Institute of Technology
Has taught at Harvard and Oxford (tenure) for decades, Prof. Jin is the Associate Dean of Guanghua, the Academic Director of the DBIC Program as well as an internationally recognized expert of corporate governance.



Ying Zhang
Professor of Marketing and Behavioral Science

Ph.D, University of Chicago
As the Associate Dean of Guanghua. Prof. Zhang does research in consumer motivation, branding and customer relationship management and has published extensively in both marketing and psychology.



Li Ma
Professor of Organization Management

Ph.D, Washington University
Prof. Ma has taught part time at Washington University and Yonsei University in Korea. His research areas are International Negotiation, Participative Management, Cross-Cultural Management and Extra-role Behaviors.



Rui Wang
Professor of Marketing

Ph.D, Pennsylvania State University
Prof. Wang is the associate editor of Journal of Business to Business Marketing and area editor of Journal of Marketing Science in China. Her research interests are Marketing Leadership and B2B marketing,



Xin Zhai
Professor of Operations Management

Ph.D, Purdue University
Serves as the Academic Director of the Guanghua-Kellogg EMBA Program. Prof. Zhai's current research interests include Operations Management, Service Operations, and Supply Chain Management.



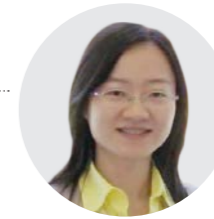
Wanjun Jiang
Professor of Finance

Ph.D, Renmin University of China
Prof. Jiang is the Dean of the Guanghua Xi'an Branch Campus and an expert of China's Belt and Road Initiative. His research interests are International Trade Competitiveness and Governance Efficiency.



Yanlong Zhang
Professor of Finance

Ph.D, Duke University
Prof. Zhang's research interests include Economic Sociology, Organization Studies, Social Networks, and Social Capital. Organization Review, Social Networks and Corporate Social Capital.



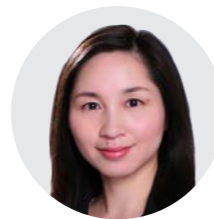
Run Ren
Professor of Organization Management

Ph.D, Texas A&M University
Prof. Run Ren teaches Organizational Behavior and Human Resource Management at undergraduate, MBA, and PhD levels. Her research interests include Organizational Justice, Creativity, and Leadership.



Longkai Zhao
Professor of Finance

Ph.D, University of British Columbia
Prof. Zhao serves as the Executive Director of MBA Program. His research interests include Behavior Finance, Empirical Corporate Finance, Investments, International Finance and Asset Pricing.



Qiaowei Shen
Professor of Marketing

Ph.D, University of California, Berkeley
With 7-year-teaching experience at Wharton and returned to her alma mater, Prof. Shen is renowned for her research on empirical modeling of firm and consumer decision making, social interactions and new media.



Hui Wang
Professor of Applied Economics

Ph.D, University of Toronto
Prof. Wang is the research fellow of the Institute of Economic Policy Research of Peking University. His interests include Industrial Organization, Labour Economics, and Economic Development.



Jia Chen
Professor of Finance

Ph.D, Ohio State University
Prof. Chen is a researcher in the field of Empirical Asset Pricing. His research interests include Financial institutions, Financial Crises, and International Finance.

Testimonials

Our Participants' Responses

Since 2006, Doing Business in China Program has hosted thousands of business students and professionals all over the world spans more than 100 countries.



Robyn Cassidy
Senior Consultant at Deloitte Canada,
University of British Columbia

"Liked the program a lot! The discussion and presentation – based classes gave a lot of insights into how to enter and act on the Chinese market and gave us the opportunity to raise questions also on broader cultural issues. The topics all seem highly relevant for foreign managers who want to do business in China!"



Arthur Amornrisakul
Finance Manager, Topson Downs
University of Southern California

"As a global manager, the DBIC program was essential for developing strategies to expand our business in China. The instructors and presenters were world-class with deep insight into the business aspects of China. They combined great communication skills, while sharing a wealth of experience that a student could not get from reading alone."



Letica Fox-Thomas
Consultant, LeFoTho Consulting
New York University

"It has been the most interesting class I have taken thus far in Business School, and it may turn out to be the most valuable as China has a big role in the future of world business. A very educational and exclusive opportunity to study at Gunghua, one of the top business schools in Asia"



Andrew Horvath
Manager at The Alexander Group
University of Chicago

"The culmination of classroom lectures, module materials, cultural visits & trips were all collectively extremely informing and fun as well. I definitely learnt a lot and could not have imagined that I could learn & experience so much about a country in just 2 weeks."



Admissions

Doing Business in China Program is looking for business students or professionals who are interested in learning business in China or who are considering Chinese market. Come joins us for 2 weeks in China and leave with in-depth real China insights.

Grading and Credits

Participation will count 25% of the final grade. Each participant will be assigned in a group while each group will need to complete a task during the program and give a final presentation at the final session. The final project will count 75% of the final grade.

A Certificate and an official transcript with 3 credits will be offered to those who successfully complete the program.

How to Apply

Applicants from partner institutions:
Obtain a formal nomination from the study abroad coordinators at your home institutions.

Individual Applicant:
Get an application form from www.pkudbic.com

For further information, please visit www.pkudbic.com or send inquiry to pku-dbic@gsm.pku.edu.cn



China Knowledge Global Success

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