



Peking University, Guanghua School of Management

Doing Business in China

Beijing, China
June 2021

Program Background

Doing Business in China (briefly as “DBIC”) is a program started from 2006 at the Guanghua School of Management, Peking University. DBIC program has a unique China focus, 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. 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 etc. So far, 80 cohorts have been held and nearly 3000 students have benefited from this program.

Dates

- Sunday, June 13, 2021 – Saturday, June 26, 2021 (Beijing, 13 nights)

Course Description

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

- Post-pandemic economic development
- 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, group projects and cultural experience.

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 ancient city Beijing

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 be released due to copyright, but every participant shall get a hard copy of all materials.

Class Size

Normal class size is 40-50. 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 27,000** (tuition can be partially waived for partner schools)

Program Fee (mandatory): **RMB 18,000** breakdown

- Accommodation (2 persons share one standard room @ 4-star hotel) in Beijing (13 nights)
- Registration fee
- 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 45,000 (USD 6,618)** to the Guanghua School of Management. Applications before January 1, 2021 will get an early bird price which is **RMB 36,000**.

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

- Airfare (independent arrival to Beijing)
- 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 June 13, 2021	Monday June 14, 2021	Tuesday June 15, 2021	Wednesday June 16, 2021	Thursday June 17, 2021	Friday June 18, 2021	Saturday June 19, 2021
Morning Session		8:15 AM Pick up at Hotel 9:00 - 9:25 AM Welcome Session	8:15 AM Pick up at Hotel 9:00 AM - 12:00 PM Session 1: Economic Development in China (Part I) Prof. Hui Wang Venue: TBD	8:15 AM Pick up at Hotel 9:00 AM - 12:00 PM Session 3: Economic Development in China (Part III) Prof. Jiangmin Xu Venue: TBD		8:30 AM Pickup at Hotel 10:00 - 11:00 AM Company Visit 1: Beijing Hyundai	
Lunch	Independent Arrival in China (Beijing)	Welcome Lunch	Lunch Buffet at School 12:00 - 1:00 PM	Lunch Buffet at School 12:00 - 1:00 PM	8:15 AM Pickup at Hotel 10:00 AM - 12:00 PM Great Wall Tour (Mutanyu)	Lunch Buffet at School 12:00 - 1:00 PM	
Afternoon Session	-- Hotel Check-in 2:00 PM	1:00 - 3:00 PM Group Work Venue: TBD	1:00 - 4:00 PM Session 2: Economic Development in China (Part II) Prof. Hui Wang Venue: TBD	1:00 - 4:00 PM Session 4: Venture Capital and Private Equity in China Prof. Jiangmin Xu Venue: TBD	12:00 - 2:00 PM Lunch Travel Time: 2 Hours	1:00 PM Pick up at Campus Forbidden City & Tian'anmen Square	Free
Evening		Free Evening	4:00 - 5:00 PM: Group Project Time	4:00 - 5:00 PM: Group Project Time		Dinner @ Kongyiqi (Houhai Bar Street)	
Lodge	Beijing	Beijing	Beijing	Beijing	Beijing	Beijing	Beijing
Time	Sunday June 20, 2021	Monday June 21, 2021	Tuesday June 22, 2021	Wednesday June 23, 2021	Thursday June 24, 2021	Friday June 25, 2021	Saturday June 26, 2021
Morning Session		Group Work Venue: TBD	8:15 AM Pick up at Hotel 9:00 AM - 12:00 PM Session 5: Marketing in China (Part I) Prof. Rui Wang	8:15 AM Pick up at Hotel 9:00 AM - 12:00 PM Session 6: Marketing in China (Part II) Prof. Rui Wang	8:15 AM Pick up at Hotel 9:00 AM - 12:00 PM Session 7: Marketing in China (Part III) Prof. Rui Wang	8:15 AM Pick up at Hotel 9:00 AM - 12:00 PM Group Final Presentation	Check out from hotel by noon
Lunch	Free	Lunch on your own	Lunch Buffet at School 12:00 - 1:00 PM	Lunch Buffet at School 12:00 - 1:00 PM	Lunch Buffet at School 12:00 - 1:00 PM	Farewell Lunch	
Afternoon Session		Company Visit 2	1:00 - 4:00 PM Visit 798 Art Factory	Company Visit 3	1:00 - 4:00 PM Group Project Time Venue: TBD	Free Afternoon	
Evening		Free Evening	Free Evening	Free Evening	Free Evening	Free Evening	
Lodge	Beijing	Beijing	Beijing	Beijing	Beijing	Beijing	

Topics

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

	Topic
1	China: The country and the people
2	Doing business and managing people in China
3	Economic Development, Government and Business Environment
4	Capital Market and Corporate Behaviors in China
5	Branding in China
6	Survey of Chinese History and Culture
7	Chinese Economy: Past, Present and Future
8	Made-in-China: Challenge and Opportunity
9	Financial Market and Financing in China
10	The Capitalism Revolution with Chinese Characteristics
11	Understand China's Economic Growth



12	Understanding China’s Consumers
12	Marketing in China
14	China: Historical Legacy and Current Institutional Context
15	China: The Embeddedness of Business Practices in the Cultural and Social Contexts
16	Disruptive Innovation
17	Fintech Evolution in China
18	AI and Economy
19	Business Practices Based on Big Data in China
20	Family Business Inheritance and Management

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

16. Disruptive Innovation

If you look at the companies that manufacture cell phone cameras, they are Sunny Optical, O-Film, Q-tech, Largen Precesion, Xuye Optoelectronics, etc. Have you ever wondered: Where are the leading camera manufacturers such as Cannon, Nikon, Leica, Olympus, Sony, etc.? The market value of these traditional camera manufactors have greatly depreciated. Nowadays, a dominant company can be quickly disrupted by a company that everyone else had barely noticed and become irrelevant within a short period of time. Why do leading companies fail to escape the destiny of being overthrown when technology develops in a discontinuous way? In this Internet Era, I think that each of us must think about: Who am I? What kind of work am I doing? Who could I disrupt? Who could disrupt me? What does the theory of disruptive innovation imply about our own career?

In the lecture, we will discuss the factors that cause a leading company to become disrupted. More importantly, we will look into the potential ways to avoid being disrupted. And if time allows, we will also look into some disruptive new business models in China.

17. Fintech Evolution in China

In this seminar, Professor Liu will introduce the Fintech development in China by going over the history of China's Fintech development, discussing several cases of Fintech applications and providing an outlook for the future of Fintech in China. China's finance industry and the direction of digital transformation through Fintech will also be discussed during the seminar.

18. AI and Economy

"AI and Economy" focuses on exploring how artificial intelligence technology affects the social economy. The class introduces the basic concepts of artificial intelligence and its industrial applications in China. On this basis, further, explore the impact of artificial intelligence technology on the labor market and education; explore how artificial intelligence technology combined with big data can change business patterns and business strategies, including personalized recommendation systems, market mechanism design, data transactions, and other issues.

19. Business Practices Based on Big Data in China

With the advent of the era of big data, whether we can use big data or not has become a business tool for winning. The lecture will focus on the emerging AI and IT enterprises development in China and its business practices based on big data and cognitive intelligence focusing on retail, smart city, digital government, public security, and more. Artificial intelligence is the technology that is commonly recognized to have profound impact to the economy and every aspect of human life. This course will focus on exploring how AI affects various aspects of the economy. We will focus on discussing the effects of AI on macroeconomics, labor market, education, as well as how AI combined with big data will transform business strategy, including issues such as individualized recommendation system, market design, data trading, etc. We will also discuss more fundamental ethical issues such as privacy concern, algorithm discrimination, inequality and welfare. We will then have a better understanding of government policy regarding the AI technology.

20. Family Business Inheritance and Management

Through the analysis of domestic and foreign practical cases, this course, combined with the objective environment of China, helps students understand the strategies, organizational challenges, coping strategies, and inheritance issues faced by family businesses in today's environment.

Introduction of Selected Faculties

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.

Dr. Laura Xiaolei Liu is a Professor of Finance at the Guanghua School of Management, Peking University. She is the leading expert in finance and the Department Chair. Her work has been published in leading academic journals including Journal of Political Economy, Journal of Finance, Review of Financial Studies, Journal of Monetary Economics, and Management Science. She is the author of "Blockchain Community: A new form of organizational model.", "World Bank policy evaluation and developing economics", she is also the coauthor of "Real Estate Boom and Misallocation of Capital in China", which was presented at China International Conference in Finance in 2018 and American Financial Association conference in 2017 and Financial International Research Society Conference in 2017. Professor LIU Xiaolei was also the Department Head in Finance

Department in Guanghua Management School for three years and is the Funding member in China Finance Research Forum.

Dr. Hui Wang is currently an Associate Professor of Applied 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.

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.

Dr. Yanlong Zhang is an Associate Professor at the 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.

Field Studies

Below are the companies that DBIC programs have visited.



Contact Information

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