



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

Since 2006

**Program Dates 2024:**

- May 9-June 1, 2024
- June 9-22, 2024

**Program Locations:** Beijing, Xi'an, and Shanghai

**Credits:** 3 credits



**Tuition Fee: CNY 28,000**

Early Bird Applications by Jan 1, 2024, enjoy 20% off tuition.

*\*Tuition could be WAIVED for participants from some partner schools. Please get in touch with our DBIC team for more information.*

**Program Fee: CNY 22,000**

Includes intercity transportation, accommodations, most meals, culture events, and company visits.



# Doing Business in China Summer Program

*Gain a deeper understanding of China and its business landscape  
Gain new insights and perspectives on economic trends and developments in China*



Beijing



Xi'an



Shanghai

**UNIQUE CHINA FOCUS**

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

**TOP-NOTCH FACULTY**

Learn from the top-notch faculty who are globally acclaimed professors with exceptional China insight and leading influencers of business practice and economic policy in China.

**MULTIPLE CAMPUSES**

With program modules held at Guanghua's Beijing, Xi'an, and Shanghai 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 visit, guest speakers, practical projects, and cultural events aim to provide participants with an "on-the-ground" learning experience in China.

**Eligibility: Senior undergraduates, MBAs, postgraduates, or young professionals**

**Application Deadline: March 15, 2024**

Website: [dbic.gsm.pku.edu.cn](http://dbic.gsm.pku.edu.cn)  
Email: [PKU-DBIC@gsm.pku.edu.cn](mailto:PKU-DBIC@gsm.pku.edu.cn)  
Tel: +86 10 6274 7007/7047





# DBIC PROGRAM SAMPLE SCHEDULE

## WEEK ONE

	SUN	MON	TUE	WED	THU	FRI	SAT
MORNING		Lecture 1: Demographics and Long-run Economic Growth: The Case of China	Cultural Event 2: Great Wall	Lecture 2: How Important Is China's Constitution in the Chinese Legal System?	Lecture 3: Artificial Intelligence and Data from the Perspective of Digital Economy	Lecture 4: China Management – Thriving of Chinese Internet Companies and Model Innovation	Travel from Beijing to Xi'an
AFTERNOON	Arrival and Check in	Cultural Event 1: Summer Palace		Company Visit 1	Company Visit 2	Lecture 5: Understanding China's Fintech Sector: Development, Impacts and Risks	Culture Event 3: Xi'an City Wall
EVENING		Welcome Dinner		Free	Free	Free	Dinner at Xi'an Muslim Food Street
CAMPUS	Beijing						Xi'an

## WEEK TWO

	SUN	MON	TUE	WED	THU	FRI	SAT
MORNING		Lecture 6: Complex Networks and Management in Dynamic Environments	Travel from Xi'an to Shanghai	Guest Speaker 2	Lecture 7: Digital Marketing in China: Features and Implications	Group Project Preparation	End of the Program  Check out and Depart from Shanghai
AFTERNOON	Cultural Event 4: Terra-Cotta Warriors	Guest Speaker 1		Company Visit 3	Cultural Event 6: City Tour in Shanghai	Final Group Presentation	
EVENING	Free	Qin Dynasty Style Dinner	Cultural Event 5: Shanghai Huangpu River Cruise	Free	Free	Farewell Dinner	
CAMPUS	Xi'an		Shanghai				