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. Guanghua adheres to the highest international standards of management education, with unique strengths concerning China’s economy and business issues. Most of our faculty members have been educated overseas and have extensive international research experience. In addition, many of our students participate in exchange programs with other top business schools around the world, and many foreign students choose Guanghua to enrich their educational experience.

In a time of rapid globalization, China has become an increasingly important player on the world stage, so you have come to China at the right time. 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 experience activities that will show you 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 DBIC program, I believe that you it will have long-lasting impacts on your own development and a truly memorable and enjoyable learning experience at Guanghua.

Hongbin Cai
Dean, Professor of Economics
Guanghua School of Management
Peking University
Peking University

Founded in 1898 as the Imperial University of China and renamed in 1912, Peking University has established itself as the most prestigious comprehensive university in China, and has since maintained a reputation for being one of the most important universities and intellectual strongholds in Asia and the world. It ranked 14th in the Times World University Rankings 2012, 8th in the QS Asian University Rankings 2014. is renowned for academic research and the beauty of its traditional Chinese architecture.

Guanghua School of Management

Guanghua enhances Peking University's stronghold as a great intellectual institution and is one of the most prestigious and highly respected business schools in the Asia Pacific region. With a mission to advance management knowledge and develop business leaders for China and the world, Guanghua's research is significantly involved with China's development. Guanghua alumni continue this mission as influential business leaders in China and abroad.

Doing Business in China Program

Doing Business in China (DBIC) program is a two-week program designed for young professionals from global organizations. The program aims to give an overview of doing business in China through academic modules, company visits and culture activities. By immersing you in China’s most influential cities, Beijing, Xi’an and Shanghai, the program provides you with a unique opportunity to experience firsthand the emerging markets of China.
Course Topics

Module 2: Xi’an

Xi’an is one of the Four Great Ancient Capitals of China. Having held the position under several of the most important dynasties in Chinese history, Xi’an is now today the socioeconomic heart of West China. Guanghua Xi’an campus, a 28000 m² living learning center is put into use for local programs and regional-specific business modules in 2014.

Module 3: Shanghai

Guanghua’s Shanghai campus is located near Shanghai’s international financial center, Perfect learning environments, an optimum environment in which to think, plan, and study. A true blend of both East and West, Shanghai is now home to one of Asia’s largest international financial centers and one of the busiest ports in the world.

Our Campuses

The Doing Business in China Program offers an unparalleled regional-specific experience of learning and networking in Guanghua’s three campuses, located in Beijing, Xi’an and Shanghai. Within three of China’s most dynamic business and political hubs, these campuses are the ideal strategic locations from which you can expand your horizons in China.

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.

Module 1: Beijing

As the capital of China for over 850 years, Beijing, China’s political, cultural, and educational center, serving as both the center of ancient Chinese culture and traditions and as a dynamic, bustling metropolis. Guanghua’s main campus is situated in the northwestern Beijing, which is built specifically to meet the needs of business education.

Module 2: Xi’an

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Program Highlights

• High quality faculty and well-designed program structure of lectures, company visits and cultural activities
• Understand the driving force of China’s economic growth phenomenon
• Appreciate the uniqueness of the Chinese market, organizations and social structure
• Learn how firms conduct marketing, branding, human resource and strategic management in China
• Expand the understanding of the rich history and splendid culture
• Identify business opportunities in China
Course Topics

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

(Subject to change)
Selected Course Descriptions

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.

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.

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 fundamentally 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.

China Market, Chinese Consumers, and Personalized Marketing
This module is intended to offer an informed and unique perspective into China market, Chinese consumers, and personalized marketing. The first half will describe the main situations of China market from macroeconomic perspective, and Chinese consumers from microeconomic perspective. The second half will show the concept, methods, applications, and future development of personalized marketing.

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.

Survey of Chinese History and Culture
This module is designed to help you 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.
Faculty

Li Jin
Chair Professor of Finance
PhD, Finance, Massachusetts Institute of Technology
Research Interests:
Executive compensation and incentive mechanism, Corporate governance and board of directors, Private equity and venture capital,

Se Yan
Associate Professor of Applied Economics
PhD, Economics, University of California at Los Angeles
Research Interests:
Economic History, Development Economics, Macroeconomics, Chinese Economy

Xin Zhai
Associate Professor of Operations Management
PhD, Operations Management, Purdue University
Research Interests:
Corporate finance; Empirical asset pricing; Chinese economy; Financial markets and regulations

Li Ma
Associate Professor of Organization Management
PhD, Business Management, Washington University
Research Interests:
Negotiation, Cross-cultural management, Extra-role behaviors

Rui Wang
Associate Professor of Marketing
PhD, Marketing, Pennsylvania State University
Research Interests:
Marketing strategies, B2B marketing, Marketing leadership, International business strategies,

Longkai Zhao
Associate Professor of Finance
PhD, Finance, University of British Columbia
Research Interests:
International Finance, Capital Markets in China, Investments, Theoretical Corporate Finance, Mutual Funds, Mergers and Acquisitions, Behavior Finance

Jing Xu
Associate Professor of Marketing
PhD, Marketing, University of Michigan
Research Interests:
Consumer decision making, Need for uniqueness, Conformity

Yanlong Zhang
Assistant Professor of Organization Management
PhD, Sociology, Duke University
Research Interests:
Economic sociology, Organization theory, Social Networks, Social Capital

Li-an Zhou
Chair Professor of Economics
PhD, Economics, Stanford University
Research Interests:
Conflict management; Comparative Institutional Analysis, Political Economy, Development and Transition

Doing Business in China
Company visits

Seeing in practice how organizations have overcome issues and achieved success allow thousands of companies around the world to improve their own businesses. Company visit is designed to provide an opportunity for participants to be exposed to a variety of learning experiences provided by Guanghua’s partner companies and organizations in Beijing, Xi’an and Shanghai, most of them are the leading companies in various industries.

Each host defines their own agenda. The most common format involves:
• A series of presentations from the industry executives
• An open forum discussions with senior managers from the host organization
• A site tour
• An opportunity to network with professionals in the field

We appreciate BDIC’s host companies:
Testimonials

Arthur Amornsrisakul
Finance Manager, Topson Downs
University of Southern California, Marshall School of Business

“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
Independent Consultant, LeFoTho Consulting
New York University, Stern School of Business

“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”

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!”

Andrew Horvath
Manager at The Alexander Group
University of Chicago, Booth School of Business

“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.”
# DBIC Sample Schedule

## WEEK ONE

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<td>Morning</td>
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<td>Travel from Beijing to Xi’an</td>
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<td>Arrival and Check in at Beijing</td>
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<td>Guest Lecture</td>
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<td>Marketing in China</td>
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<td>Qin Style Dinner</td>
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<td>Welcome Party</td>
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<td>Xi’an</td>
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## WEEK TWO

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<th>Sun</th>
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<tbody>
<tr>
<td>Morning</td>
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<td>Check out and Depart from Shanghai</td>
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<tr>
<td>Terra-Cotta Warriors &amp; Qin Shihuang’s Mausoleum</td>
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<td>Company Visit</td>
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<tr>
<td>Survey of Chinese History and Culture</td>
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<td>Farewell Dinner</td>
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<td>Cultural Event</td>
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<td>Xi’an</td>
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Program fee

<table>
<thead>
<tr>
<th>Program Cost</th>
<th>CNY 25,900</th>
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<tbody>
<tr>
<td>• Tuition (classroom facilities, course materials)</td>
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<tr>
<td>• Train/Air tickets from Beijing to X’ian and X’ian to Shanghai</td>
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<tr>
<td>• Company visits in Beijing, X’ian and Shanghai</td>
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<tr>
<td>• Tea break during academic sessions</td>
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<td>• Lunches during school day</td>
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<tr>
<td>• Transportation of official arranged visits</td>
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<tr>
<td>• Welcome and farewell dinners</td>
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<table>
<thead>
<tr>
<th>Optional Packages</th>
<th>Beijing Package (6 nights): CNY 4,080</th>
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<tbody>
<tr>
<td>Accommodation</td>
<td>Xi’an Package (3 nights): CNY 1,350</td>
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<tr>
<td>Package</td>
<td>Shanghai Package (4 nights): CNY 3,040</td>
</tr>
<tr>
<td>Cultural Experience Package</td>
<td>CNY 800</td>
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<tr>
<td>• Single room in 4-star hotel</td>
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<tr>
<td>• Breakfast included</td>
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<td>• Shuttle bus between hotel and campus</td>
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<tr>
<td>• Mandarin lessons</td>
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<tr>
<td>• Cultural tours (including transportation)</td>
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</tbody>
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Who we are looking for

The Doing Business in China Program is looking for professionals who are considering the China market or currently working in China, motivated by change, and/or eager to have long term success in China.

Basic Requirements:
• Bachelor’s degree from a recognized university or an approved institution
• Proven English proficiency
• Relevant work experience

How to apply

Submit your application online
Step 1: Complete the application form (http://dbic.gsm.pku.edu.cn → Individual Applicant)
Step 2: Email the completed application form and all required documentation to PKU-DBIC@gsm.pku.edu.cn

Admission Notification
Admission decisions are available 10 working days after application is received. You will be advised of the admission decision promptly via e-mail.