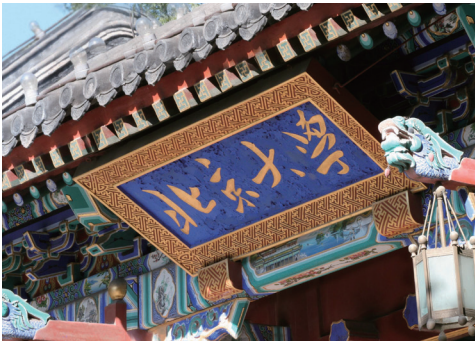


# Guanghua School of Management Peking University **Doing Business in China**



## Beijing

- One of the Four Great Ancient Capitals of China - a political and cultural centre for centuries
- As a hub for local firms and MNCs, Beijing is a dynamic city where students can feel the pulse of economic development
- Renowned for its opulent palaces, temples, art treasures, and famous universities

## Peking University

- First established modern national university and the leading institution of higher education in China
- Ranked 14<sup>th</sup> in the Times World University Rankings 2012 , 6<sup>th</sup> in the QS Asian University Rankings 2012
- Renowned for academic research and the beauty of its traditional Chinese architecture

## Guanghua School of Management

- Established in 1993 and has exchange programs and extensive cooperation with over 90 universities overseas
- Ranked 1st in China among many leading international rankings
- A leading business school in China with outstanding faculty who are committed to the highest academic standards
- A leader in research concerning the Chinese economy and management

## DBIC Program Highlights

- High quality faculty and well-designed program structure of lectures, company visit 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





## Program Fees

	Tuition (CNY)	Other Costs (CNY)
DBIC Undergraduate Program	17,000	9,000
DBIC Postgraduate/MBA Program	19,000	12,000

Includes:

- Academic lectures
- Company visits
- Guest lectures
- Chinese language course
- Culture events
- Accommodation
- Weekday lunches and some dinners

## Course Topics

- 1 Economic Development, Government, and Business Environment
- 2 Chinese Economy: Past and Present
- 3 Economic Transition in China: With Focus on the Economic Legacy for Post-1978 Era
- 4 China: The Country and the People
- 5 Doing Business and Managing People in China
- 6 Leadership in Chinese Business Firms
- 7 China Market, Chinese Consumers, and Personalized Marketing
- 8 Chinese Consumers, Marketing Strategies and Marketing Channels to Reach Them
- 9 Capital Market and Corporate Behaviors in China
- 10 Financial Market and Financing in China
- 11 The Capitalism Revolution with Chinese Characteristics
- 12 Structures for Investing and Operating in China
- 13 MNCs in China and Local Chinese Firms
- 14 Manufacturing and SCM in China
- 15 China's New Entrepreneurship
- 16 Who Governs China, and How?
- 17 Survey of Chinese History and Culture



# Doing Business in China





## Selected Course Descriptions

### **Economic Development, Government and Business Environment**

This 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, the uniqueness of Chinese economy distinguished from other developing or developed economies and important implications for doing business in China.

### **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 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.

### **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.

### **MNCs in China**

In the era of globalization, China has attracted the attention of many successful MNCs. Can these MNCs continue their legend facing the unique characteristics of the Chinese market, including customer tastes, consumption habits, infrastructure, and government intervention? Through discussion using real cases, we shed light on how MNCs can successfully adapt to China's uniqueness in terms of entry mode choice, location strategy, logistics design, and management of strategic alliances.

### **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



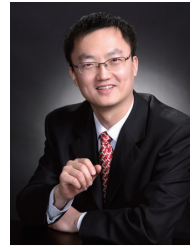
Li-An Zhou is a Professor of Economics, Chair of the Applied Economics Department, and Associate Director of the James Mirrless Institute of Economic Policy Research (IEPR). He obtained his bachelor and master degrees both from the School of Economics, Peking University, and a Ph.D. in economics from Stanford University.



Jing Xu is an Associate Professor of Marketing, Vice Chair of the Department of Marketing and Associate Director of the Research Center for Social Behaviors. She obtained her Ph.D. degree from Stephen M. Ross School of Business, University of Michigan.



Qiao Liu is a Professor of Finance and Assistant Dean in charge of international relations and alumni center. He holds a Ph.D. in Financial Economics from UCLA.



Li Ma is an Associate 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.



Ying Zhang is a Professor of Marketing and the Director of the Research Center for Social Behaviors. He received his MBA and Ph.D. from Booth School of Business at University of Chicago.



Rui Wang is an Assistant Professor of the Department of Marketing. She obtained her Ph.D. degree in Business Administration from Pennsylvania State University.



Longkai Zhao is an Associate Professor of Finance and the Assistant Dean of the MBA Program. He received his Ph.D. in Finance from the University of British Columbia, Vancouver, Canada.



Se Yan is an Assistant Professor of the Department of Applied Economics and the Associate Director of the James Mirrless Institute of Economic Policy Research (IEPR). He obtained his Bachelor and Master degrees in economics both from Peking University, and earned his Ph.D. in economics at UCLA.



## Testimonials

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.

———— James Tansey, Chicago Booth

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.

———— Leticia Fox-Thomas, NYU Stern

Everyone from Guanghua was extremely friendly and helpful, going out of their way to accommodate us! Overall, I enjoyed the program so much!

———— Michael Applebaum, University of Calgary

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!

———— Nora Neumann, Nanyang Business School

Very entertaining, very educational, wonderful opportunity. Learning from the experienced professors as well as classmates from all over the world. Experiencing Beijing, and Peking University was very good all around. The students at Guanghua are also great people.

———— Lawrence Alfred Smith, Purdue University

## We appreciate DBIC's host companies:



Microsoft



Google



Mercedes-Benz



lenovo 联想



## DBIC Sample Schedule

### WEEK ONE

	Sun	Mon	Tues	Wed	Thu	Fri	Sat
Morning	Arrival and Check in	Welcome Session Campus Tour	Business Environ- ment	Marketing in China	China: The Country and the People	Tour to Great Wall & Summer Palace	Free
		Lunch	Lunch	Lunch	Lunch		
Afternoon		Chinese Language Course	Chinese Economy	Guest Lecture	Doing Business and Managing People in China		
Evening		Welcome Party	Free	Free	Free		

### WEEK TWO

	Sun	Mon	Tues	Wed	Thu	Fri	Sat
Morning	Free	MNCs in China	Capital Market	Marketing in China	Tour to Forbidden City	Final Group Presentation	Check out and Depart
		Lunch	Lunch	Lunch	Lunch	Lunch	
Afternoon		Company Visit	Company Visit	Survey of Chinese History and Culture	Free	Hutong Tour	
Evening		Dinner: Peking Duck	Cultural Performance: Peking Opera	Free	Free	Farewell Dinner	

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