



Doing Business in China

*Learn how to do business in China in Peking University
Get to know ancient and modern Beijing*

IN TWO WEEKS' TIME!

Guanghua International Summer Program
Doing Business in China (DBIC)

Educating on China since 2006

Undergraduate Class:

May 19 – June 1, 2013

Graduate and MBA Class:

May 19 – June 1, 2013

June 9 - 22, 2013

June 16 – 29, 2013



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 the participating master students to:

- Understand the driving force of China's economic growth phenomenon over the last 30 years and the future
- 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.



Tuition:

Undergraduate Class: CNY 17,000

Graduate: CNY 19,000

Tuition is PARTIALLY WAIVED for participants from partner schools.

Other costs:

Undergraduate Class: CNY 9,000

Graduate Class: CNY 12,000

Application Deadline:

March 1, 2013

Contact Information:

Office of International Relations
Guanghua School of Management
Peking University
Beijing, P.R. China
Inquiry: PKU-DBIC@gsm.pku.edu.cn



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	