



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

Since 2006

Program Dates 2024:

- May 19-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
Email: 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				