



Guanghua School of Management
Peking University



Peking University Guanghua School of Management Doing Business in China Program

Educating on China since 2006
www.pkudbic.com

2020 Program Dates:

Cohort 1: May 17-30, 2020 (Beijing-Xi'an-Shanghai)

Cohort 2: June 7-21, 2020 (Beijing-Xi'an-Chengdu)



Tuition Fee: CNY 26,000

Early Bird Applications by Jan 1, 2020 enjoy 35% off tuition.

**Tuition is partially WAIVED for participants from partner schools, please contact our DBIC team for more information.*

Program Fee: CNY 18,000

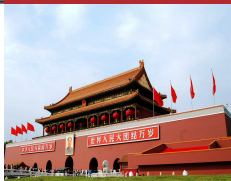
Includes intercity Transportations, Company visits, Accommodations, Cultural Events and most meals.

Application Deadline: February 15, 2020

Doing Business in China

Learn how to do business in China in Peking University. Get to know ancient and modern Beijing, Xi'an, Shanghai and Chengdu!

IN TWO WEEKS' TIME!



Beijing



Xi'an



Shanghai



Chengdu

Doing Business in China Program Highlights:

UNIQUE CHINA FOCUS

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

MULTIPLE CAMPUSES

With program modules held at Guanghua's Beijing, Xi'an, Shanghai and Chengdu 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 visits, practical project and cultural events are provided aims to provide participants with an "on the ground" learning experience in China.

HIGHEST-CALIBRE FACULTY

Learn from the highest-calibre faculty, PKU Guanghua who are some of China's leading influencers of business practice and economic policy at one of the top-ranked business schools in Asia.

Contact Us:

Email: PKU-DBIC@gsm.pku.edu.cn

Tel: +8610-62747004/ 62747002

www.pkudbic.com



China Knowledge
Global Success



DBIC Sample Schedule

WEEK ONE

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Morning	Arrival and Check in at Beijing	Welcome Session & Team building	Great Wall	Chinese Economy: Past, Present and Future	China: The Country and the People	Capital Market and Corporate Behaviors in China	Travel from Beijing to Xi'an
		Lunch		Lunch	Lunch	Lunch	
Afternoon		Forbidden City & Tian'anmen Square		Guest Lecture	Company Visit 1	Free	
Evening		Welcome Party		Free	Free	Free	
Campus	Beijing	Beijing	Beijing	Beijing	Beijing	Beijing	Xi'an

WEEK TWO

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Morning	Terra-Cotta Warriors & Qin Shihuang's Mausoleum	Leadership in Chinese Business Firms	Travel from Xi'an to Shanghai	Made-in- China: Challenge and Opportunity	Marketing in China	Team Preparation	Check out and Depart from Shanghai
		Lunch		Lunch	Lunch	Lunch	
Afternoon		Company Visit 2		Company Visit 3	Company Visit 4	Final Group Presentation	
Evening		Free		Free		Farewell Dinner	
Campus	Xi'an	Xi'an	Shanghai	Shanghai	Shanghai	Shanghai	