



Doing Business in China

Beijing | Xi'an | Shanghai/Chengdu



To advance management knowledge and develop business leaders for China and the global society

Guanghua School of Management

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Qiao Liu

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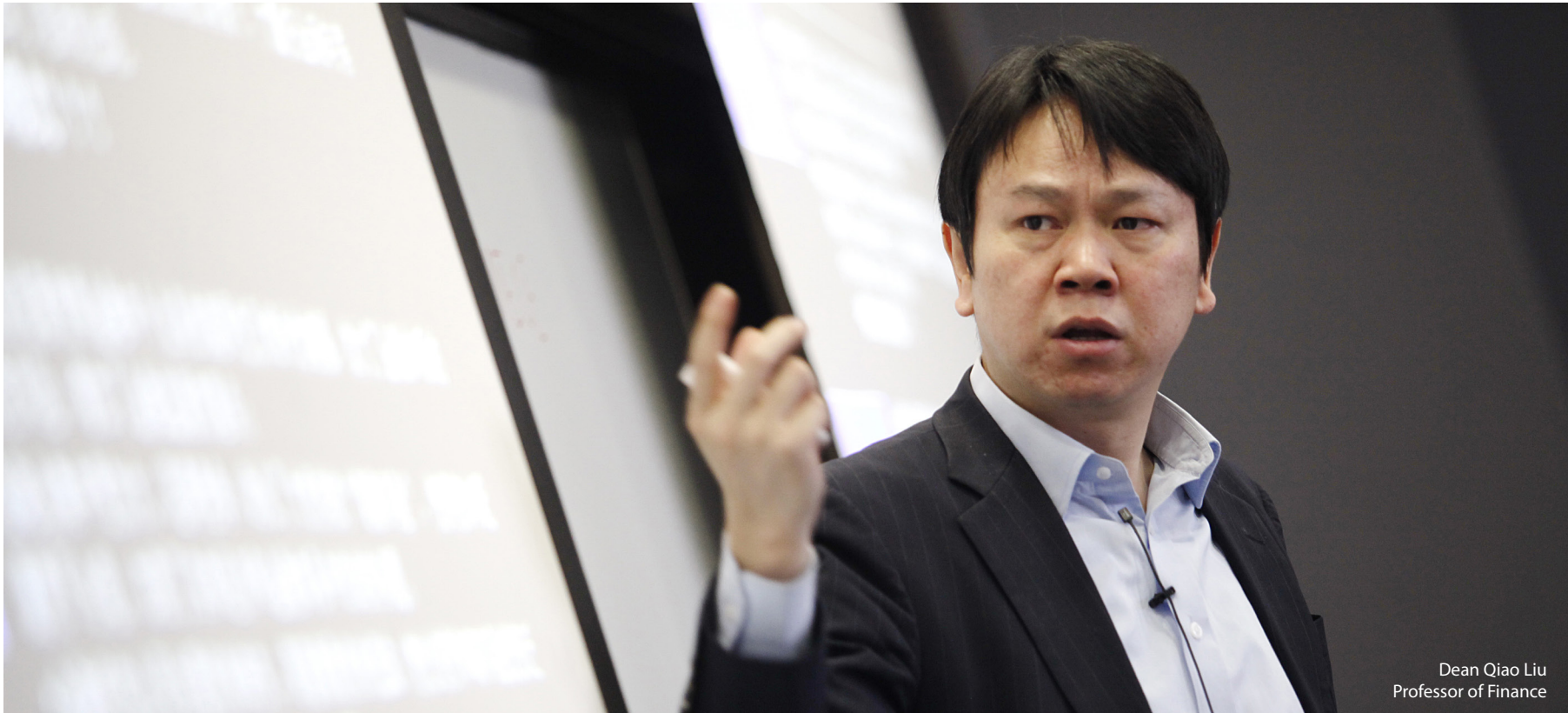
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Dean Qiao Liu
Professor of Finance

“In the time of rapid globalization, China has become an increasing important player on the world stage, so this is the right time to come to China.”

Message from
the Dean
Qiao Liu

Guanghua adheres to the highest international standards of management education, with unique strengths concerning China’s economy and business issues.

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.

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 be immersed into 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 Doing Business in China program, I believe that the program will have long-lasting impacts on your own development and you will have a truly memorable and enjoyable learning experience at Guanghua.

A handwritten signature in black ink, likely belonging to Dean Qiao Liu.

Program Overview

Doing Business in China Program features an integrated curriculum that emphasizes the business practices that define “real China”.



DBIC at A Glance	
Founded 2006	Duration 2 weeks
Date May/ June	Location Beijing, Xi'an, Shanghai/Chengdu
Number of Credits 3	Academic Hours 36

Why Doing Business in China

As China continues to play a prominent role in international business, understanding how to conduct business in China is no longer an added-value to your CV, but rather a prerequisite to success. The Doing Business in China program provides participants with the critical and essential tools to understanding how to do business in China through a combination of subject-specific modules, company visits, and cultural activities. Through merging both “classroom knowledge” with real business practices, students are able to understand China beyond the rapid economic growth.

One Program
Multiple Campuses

Our Campuses

Doing Business in China Program participants attend regional-specific courses and gain a deeper understanding of China's diverse economic and business environment. 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. A typical DBIC program consists of 1 main campus module +2 branch campus modules.



Current Program Locations:

Beijing

As the capital of China for over 850 years, Beijing is China's political, cultural and educational center. The city is both the heart of ancient Chinese culture and tradition, as well as a bustling metropolis. Guanghua's main campus features state-of-the-art learning facilities.

Shanghai

Guanghua's Shanghai campus features optimal learning facilities and the perfect place from which to engage with leading and domestic corporations. Shanghai is home to one of Asia's largest international finance centers and one of the busiest ports in the world.

Xi'an

One of the Four Great Ancient Capitals of China, Xi'an is at the heart of western China and serves as the region's economic hub. Built in 2013, at the focal point of the Silk Road, Guanghua's Xi'an campus spans 28,000 m² and offers the MBA and Executive Education Programs.

Chengdu

Guanghua's Chengdu Campus was launched in 2015 and offers the MBA and Executive Education Programs. Chengdu is the center of Southwest China and is famous for being the hometown of pandas. Chengdu is also famous for being an ancient capital.



Program Philosophy

- 1

Unique China Focus

The program spans cities in China, aiming to provide a unique angle on the world’s fastest growing major economy for those well-versed with China as well as those new to China.
- 2

Diverse Learning Style

Wide range of learning methodologies is designed to bridge the best in business theory and its practical application such as lectures, case studies, company visits, group exercises, participant presentations, debates, Q&A
- 3

Learning by Doing

The final group project is a real-world project – such as a new venture or corporate innovation in China. It should show how you are weaving your learning across the program into your practice.

China seen from the inside.

Academic Component

Integrated Curriculum

By immersing you in three China’s most influential economic hubs, the 2-week program provides you with a unique opportunity to experience firsthand the emerging markets of China, one of the world’s fastest growing major economies, offers a unique angle on China for those well-versed with China as well as those new to China.

Group Project

The Final Project best reflects the culmination in-class learning and company visits. This project is a highly collaborative exercise that gives participants the opportunity to apply the concepts and techniques learned through the program to a unique, self-selected China business initiative, weaving your learning across the program into your practice.

Course Topics

- + Made-in-China: Challenge and Opportunity

+ China: The country and the people

+ Doing business and managing people in China

+ Economic, Government and Business Environment

+ Survey of Chinese History and Culture

+ Chinese Economy: Past, Present and Future

+ Financial Market and Financing in China

+ Leadership in Chinese Business Firms

+ Capital Market and Corporate Behaviors in China

+ Branding in China
- + The Capitalism Revolution with Chinese Characteristics

+ Understanding China’s Economic Growth

+ Understanding China’s Consumers

+ Marketing in China

+ China: Historical Legacy and Current Institutional Context

+ Capital Market and Corporate Finance in China

+ Business Practices in the Cultural and Social Contexts

+ Implications of the Recent Crisis for Corporate Finance

+ Financial Risk Management and its Development in China

+ China Bond Market Development

Doing Business in China Sample Courses



Jing Xu
Professor of Marketing



Li-an Zhou
Chair Professor of Economics

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.

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.

Made-in-China: Challenge and Opportunity

The course exposes students to the history and status quo of the manufacturing industry in China, the opportunities and challenges faced by Chinese manufacturing companies in such a dynamic environment of China. Through case discussions and value chain analysis, students will learn the strategies Chinese manufacturing companies took to move up the value chain and be exposed to various strategies Chinese leading manufacturing companies are undertaking to expand their business into the global market.

Economic, Government and Business Environment in China

This course offers an 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. The chief features of current China’s economy in transition, major challenges, and the business environments. Special attention will be paid to the political economy and institutional aspects of China’s transition, China-US trade relations, the uniqueness of economy and important implications for doing business.

Financial Market and Financing in China

Currently, China’s stock market has becoming an important channel of financing for Chinese enterprises as well as an important tool to diversify portfolios for international investors. 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. Two merger and acquisition cases of foreign firms buying Chinese firms, and focus on Chinese characteristics that are foreign to foreign investors will also be discussed.

Doing Business and Managing People

This module will focus on how to manage the people aspect of doing business in China. You will learn through discussion, rich case studies, combined with in-class exercises on Chinese employees’ values and behaviors. This structure will give you first-hand experience and shed light on what it means to (1) manage Chinese employees and (2) do business (whether in collaborative or negotiation) in China.



China's Belt and Road Initiative

From Rhetoric to Reality: A visionary blueprint for global economic development in the new world order.

A Bridge to New Opportunities

Knowledgeable, experienced and well-connected, PKU Guanghua has a unique combination of advantages to be your guide to understanding China's new Silk Road plan.

China's Belt and Road Initiative

Taking reference from the historic Silk Road, the Belt and Road Initiative offers a modern-day solution that fosters inclusive growth and development in the 21st century. The routes cover more than 60 countries and currently accounting for some 30 per cent of global GDP and more than 35 per cent of the world's merchandise trade. By 2050, the Belt and Road region aims to contribute 80 per cent of global GDP growth, and advance three billion more people into the middle class.

PKU Guanghua Advantages

With a team of a diverse group of prominent business leaders and experts, students of all programs have unparalleled academic support. PKU Guanghua Faculty has been working closely with policy-makers and serve as mentors and their research goes beyond the publication - actively shaping China's national policies. A series of studies, programs and courses on the "One Belt and One Road" was launched to cultivate more talent for the construction of the Belt and Road Initiative.

The Doing Business in Program will bring you answers to some key questions about the Belt and Road Initiative:

- Why was the belt and road initiative launched?
- How has this initiative been interpreted by Chinese and international observers?
- Why is it important for china to engage leaders of the developed world on this project?
- How do I or how does my country tap into Belt and Road opportunities?

On-the-ground learning experience:

Company Visit

“Touch the vital heartbeats of Beijing, Xi’an and Shanghai, get the firsthand insights of China’s emerging markets.”



We appreciate our hosting companies:



Guanghua School of Management has leveraged extensive networks to create opportunities for participants to visit leading domestic and international corporate partners operating in their respective regions.

While each company visit is unique, Guanghua works closely with its corporate partners to ensure that the visits enhance the educational experience. Through company visits, participants gain an understanding on how companies have overcome the unique challenges of the China market and achieved success, as well as be exposed to different management practices, leadership styles and challenges, and a variety of marketing and public relations strategies.

A typical visit format includes a series of presentations given by professionals in their respective regions, a site tour, a workshop led by industry experts and a networking session.

“Whether it’s your first visit or your twentieth, China is so big, so diverse and so fast-changing, it’s always an adventure ”

China is vast, off-the-scale massive. Through Doing Business in China Program, you will not only learn about the uniqueness of the Chinese market, but also travel with Guanghua team from Beijing, the political and socioeconomic heart of China all the way to Xi’an, the ancient focal point of the Silk road and Shanghai, the most vibrant city evokes so much glamour.

With Great Wall, Terra-cotta Warriors and the Bund at your doorstep it will be a great time of cultural discoveries. In additions, you will also expect an adventure of culinary exploration and return with stimulated taste buds and much cherished gastronomic memories.

Beyond Classroom...

- + Breathtaking Antiquity
- + Stupendous Scenery
- + Diverse Cuisine

Off-the-scale massive China, see for yourself.
Cultural Immersion

- | | | |
|------------------------|---------------------------|------------------------------|
| Beijing | Xi’an | Shanghai |
| + The Great Wall | + Terra-cotta Warriors | + Huangpu River Night Cruise |
| + The Tiananmen Square | + Qinshihuang’s Mausoleum | + The Oriental Pearl Tower |
| + The Forbidden City | + Xi’an City Walls | + The Bund |
| + Peking Duck Cuisine | + Muslim Quarter | + Yu Garden |
| + Wang Fujing | + Xi’an Pagoda | + Shanghai Dumplings |





Douglas Coulter
Practice Professor of Finance

A Close Look at Guanghua
How We Teach

A prerequisite to success in the Asia-Pacific region is to exhibit cross-cultural management skills and to display a thorough understanding of the local political, economic and cultural landscape. As such, it has never been more important to understand why Chinese business practices thrive in this economy. You will be taught about China’s unique economy, corporate behavior, understanding of the complex Chinese business environment.

You will also be introduced to the challenges, pitfalls, government, and opportunities found in China.

We offer a suite of specialist China-focused courses comprising several dozen topics. These topics are taught by the finest academics in China, provide our students with a profound understanding of the complex Chinese business environment.

Custom Program

Tailor DBIC Program to Your
Specific Objectives.

PKU Guanghua has developed and delivered more than 30 custom programs for partner institutions around the world.

Our custom programs provide an intensive, on-campus learning experience that enables participants from an institution to come together to know more about Chinese management as well as to expand their perspectives, and address critical business challenges in China.

Through PKU Guanghua’s long experience delivering Chinese management and business education, we have evolved a custom program design that optimizes learning, teaching, and discussion.

We are flexible about theme, duration, location base on your needs. Most custom programs are delivered on our Beijing main campus. We also deliver custom programs in our branch campuses in Shanghai, Xi’an, Chengdu and Shenzhen. Company visits and cultural activities as well as networking sessions with PKU Guanghua students will be tailored to your objectives.

Program Design

The Doing Business in China Program is designed and supervised by a group of senior and experienced faculty members of Guanghua, who are the seasoned academic practitioners. The program director will work closely with you to plan your program and design a curriculum that addresses your institution’s objectives. Every aspect of the program—from the curriculum to the learning materials to the assignments—is carefully tailored to maximize the program’s impact for your organization.

We tap into the expertise of Guanghua faculty, our research centers, partner companies and best practices to design and deliver highly tailored programs that

Some of our DBIC Partner Institutions:



Please visit www.pkudbic.com to see DBIC’s full partner list.

Guanghua Faculty

Governed by the Academic Steering Committee to ensure teaching quality and learning experience; Taught by the pioneers in China Management Research, our faculty is committed to building a vibrant and interactive learning environment where you and your peers can thrive.



Li Jin
Chair Professor of Finance

Ph.D, Massachusetts Institute of Technology
Has taught at Harvard and Oxford (tenure) for decades, Prof. Jin is the Associate Dean of Guanghua, the Academic Director of the DBIC Program as well as an internationally recognized expert of corporate governance.



Ying Zhang
Professor of Marketing and Behavioral Science

Ph.D, University of Chicago
As the Associate Dean of Guanghua. Prof. Zhang does research in consumer motivation, branding and customer relationship management and has published extensively in both marketing and psychology.



Li Ma
Professor of Organization Management

Ph.D, Washington University
Prof. Ma has taught part time at Washington University and Yonsei University in Korea. His research areas are International Negotiation, Participative Management, Cross-Cultural Management and Extra-role Behaviors.



Rui Wang
Professor of Marketing

Ph.D, Pennsylvania State University
Prof. Wang is the associate editor of Journal of Business to Business Marketing and area editor of Journal of Marketing Science in China. Her research interests are Marketing Leadership and B2B marketing,



Xin Zhai
Professor of Operations Management

Ph.D, Purdue University
Serves as the Academic Director of the Guanghua-Kellogg EMBA Program. Prof. Zhai's current research interests include Operations Management, Service Operations, and Supply Chain Management.



Wanjun Jiang
Professor of Finance

Ph.D, Renmin University of China
Prof. Jiang is the Dean of the Guanghua Xi'an Branch Campus and an expert of China's Belt and Road Initiative. His research interests are International Trade Competitiveness and Governance Efficiency.



Yanlong Zhang
Professor of Finance

Ph.D, Duke University
Prof. Zhang's research interests include Economic Sociology, Organization Studies, Social Networks, and Social Capital. Organization Review, Social Networks and Corporate Social Capital.



Run Ren
Professor of Organization Management

Ph.D, Texas A&M University
Prof. Run Ren teaches Organizational Behavior and Human Resource Management at undergraduate, MBA, and PhD levels. Her research interests include Organizational Justice, Creativity, and Leadership.



Longkai Zhao
Professor of Finance

Ph.D, University of British Columbia
Prof. Zhao serves as the Executive Director of MBA Program. His research interests include Behavior Finance, Empirical Corporate Finance, Investments, International Finance and Asset Pricing.



Qiaowei Shen
Professor of Marketing

Ph.D, University of California, Berkeley
With 7-year-teaching experience at Wharton and returned to her alma mater, Prof. Shen is renowned for her research on empirical modeling of firm and consumer decision making, social interactions and new media.



Hui Wang
Professor of Applied Economics

Ph.D, University of Toronto
Prof. Wang is the research fellow of the Institute of Economic Policy Research of Peking University. His interests include Industrial Organization, Labour Economics, and Economic Development.



Jia Chen
Professor of Finance

Ph.D, Ohio State University
Prof. Chen Is a researcher in the field of Empirical Asset Pricing. His research interests includes Financial institutions, Financial Crises, and International Finance.

Testimonials

Our Participants’ Responses

Since 2006, Doing Business in China Program has hosted thousands of business students and professionals all over the world spans more than 100 countries.



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!”



Letica Fox-Thomas
Consultant, LeFoTho Consulting
New York University

“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”



Arthur Amornsrisakul
Finance Manager, Topson Downs
University of Southern California

“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.”



Andrew Horvath
Manager at The Alexander Group
University of Chicago

“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.”



Admissions

Doing Business in China Program is looking for business students or professionals who are interested in learning business in China or who are considering Chinese market. Come joins us for 2 weeks in China and leave with in-depth real China insights.

Grading and Credits

Participation will count 25% of the final grade. Each participant will be assigned in a group while each group will need to complete a task during the program and give a final presentation at the final session. The final project will count 75% of the final grade.

A Certificate and an official transcript with 3 credits will be offered to those who successfully complete the program.

How to Apply

Applicants from partner institutions:
Obtain a formal nomination from the study abroad coordinators at your home institutions.

Individual Applicant:
Get an application form from www.pkudbic.com

For further information, please visit www.pkudbic.com or send inquiry to pku-dbic@gsm.pku.edu.cn



China Knowledge Global Success

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