



**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 **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 and Shanghai!

**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, Shanghai and Xi'an 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		Cultural Event	Free	Farewell Dinner	
Campus	Xi'an	Xi'an	Shanghai	Shanghai	Shanghai	Shanghai	