



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)

Being successful since 2006

Two-week Program for Undergraduate,
Graduate and MBA

Undergraduate Class:

May 20 – June 2, 2012

Master and MBA Class:

May 20 – June 2, 2012

June 10 – 23, 2012



Application Fee:

RMB 400.00 (Non-refundable)

Tuition Fee:

Undergraduate Class: RMB 15,000

MBA: RMB 17,000

Notice: Tuition is PARTIALLY WAIVED for participants from partner schools.

Application Deadline:

March 1, 2012



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.

The course includes lectures, case studies, guest lectures, company visits, projects and cultural events.

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The Program at a Glance

WEEK ONE

	Sun	Mon	Tues	Wed	Thur	Fri	Sat
Shuttle Bus		8:25	8:25	8:25	8:25	8:25	
9:00 - 12:00	Registration and Check in	Orientation Campus Tour	The Chinese Understanding of Chinese History	Understanding Chinese Consumers and Marketing Channel in China	China: The Country and the People	Doing Business and Managing People in China	Great Wall & Summer Palace
12:00 - 13:30		Welcome Lunch	Lunch	Lunch	Lunch	Lunch	
13:30 - 16:30		Mandarin	China: The Consumers and the Channel to Reach Them	Guest Lecture	Company Visit	Forbidden City	
19:00 - 21:00		Welcome Party	Free	Free	Peking Opera	Free	Free

WEEK TWO

	Sun	Mon	Tue	Wed	Thur	Fri	Sat
Shuttle Bus		8:25	8:25	8:25	8:25	8:25	
9:00 - 12:00	Free	Economic Development Government, and Business Environment	Local Chinese Firms	Manufacturing and SCM in China	Strategic Marketing in China	Financial Market and Financing in China	Check Out and Depart
12:00 - 13:30		Lunch	Lunch	Lunch	Lunch	Lunch	
13:30 - 16:30		Lama Temple	Company Visit	China's New Entrepreneurship	Guest Lecture	Hutong Tour	
19:00 - 21:00		Free	Free	Free	Cultural Performance	Farewell Party	

Subject to change