



光华管理学院
Guanghua School of Management

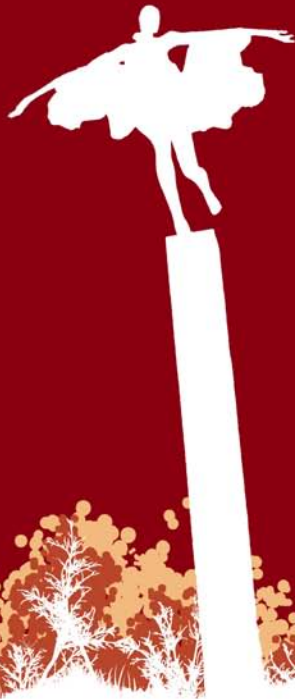


Guanghua School of Management Peking University

Doing Business in China

Beijing, China

May / June





Program Description

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 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.

Highlights

- Well-designed course structure and high quality faculty will ensure a successful program;
- Guest lecturers add a practical perspective on diverse topics;
- Case discussion and debates to engage student participation;
- Interaction with local students gives a chance to get a broad picture of China;
- Basic mandarin course helps students to navigate during their stay in Beijing;
- Beijing, as the host city of the 2008 summer Olympics, is an extremely exciting and vibrant city to be in.

Course Requirements

- Attendance to all lectures, presentations and site visits in Beijing;
- Active participation in class debates and cases.

Grading

Guanghua professors will grade the students.

Course Materials

Materials will consist of articles and case studies which will be provided to students either in advance of the course start date or upon arrival as deemed necessary by faculty.

Costs for program

	Undergraduate Program	Master Program
Application Fee	RMB 400	RMB 400
Tuition	RMB 15000	RMB 17000
Program Fee	RMB 8000	RMB 10000

- This is subject to change and we partially waive tuition for participants from partner schools.

Includes:

- Eleven half-day lectures (33 classroom hours) with all reading, audio-visual content, and other educational materials for the tour
- 3 hours language teaching
- 2 speeches by guest speakers
- Examination and grading of the participants
- Two company visits with transportation
- Sightseeing: Great Wall, Summer Palace and Lama Temple (subject to change)
- Culture events: Forbidden City, Hutong Tour, Beijing Night Show (subject to change)
- Accommodation with breakfast for 13 nights (double-occupancy) and transportation between the hotel and school, if necessary
- Tea break
- Lunches, 2 dinners

Course Structure

Session	Topic
1	China: The Country and the People
2	Doing Business and Managing People in China
3	The Art of War in Business
4	Strategic Marketing in China
5	MNCs in China
6	Local Chinese Firms
7	China's New Entrepreneurship
8	China: The consumers and the channel to reach them
9	Understanding Chinese Consumers and Marketing Channel in China
10	Financial Market and Financing in China
11	Economic Development, Government, and Business Environment
12	Manufacturing and SCM in China
13	Manufacturing in China: Moving up the Value Chain
14	Branding in China
15	Marketing to the Chinese Consumer

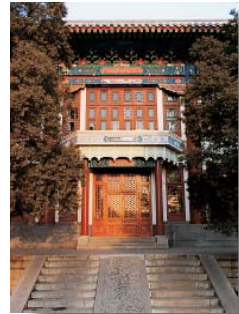
Module Descriptions

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 know about some key aspects of Chinese people's values, which are most relevant to your possible experiences of Doing Business In China.

Doing business and managing people in China

This module will focus on the how to manage the people aspect of doing business in China. You will learn the background of China's reform policy with a rich case. Through the discussion of that case, you will know much about two types of companies in China—traditional State Owned Enterprises (SOEs) and new innovators. Lectures, combined with in-class exercises, on Chinese employees' values and behaviors will give you the first-hand experience.



MNCs in China

In the era of globalization, China has attracted the attention of many successful MNCs. Can these MNCs continue their legend facing the unique characteristics of the Chinese market? Through discussion using real cases, we shed light on how MNCs can successfully adapt to China's uniqueness in terms of entry mode choice, location strategy, logistics design, and management of strategic alliances.

Economic Development, Government and Business Environment

This part of module is intended to offer an informed and 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 super economic power. We will describe the chief features of current China's economy in transition, major challenges lying ahead, and the overall business environments.

Manufacturing in China: Moving up the Value Chain

This module is designed to expose students to the history and status quo of the manufacturing industry in China, as well as the opportunities and challenges faced by Chinese manufacturing companies in such a dynamic environment of China. students will learn the strategies Chinese manufacturing companies took to move up the value chain.

Local Chinese Firms

Since the open of China in 1978, dramatic changes have been seen on the Chinese market. A considerable amount of State-owned firms went public or became privatized; more and more private/public firms are playing an important role in the Chinese economy. In this session we introduce the organizational structure of Chinese State-owned firms, as well as the stories and corporate culture of some successful local Chinese firms.

China: The consumers and the channel to reach them

This module will set the stage for the Doing Business in China program by providing an in-depth and understanding of Chinese consumers and marketing channels strategies in China. After attending this module, you will know about some unique aspects of Chinese consumers, 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.

Understanding Chinese Consumers and Marketing Channel in China

This module will focus on the how to understand the Chinese consumers and how firms trying to reach these consumers via marketing channels in China. You will learn the different characteristics of Chinese consumers and the channel strategies of firms in China to reach these consumers. A mixture of lectures and case discussions will be used to assist students to develop a balanced view of in between the realms of marketing theory and practice in China.

Marketing to the Chinese Consumer

This module provides a description of the Chinese market, and introduces participants to the marketing practices in China. While the basic principles of marketing continue to apply in China, many changes in strategy and tactics are necessary to market successfully there. We will discuss examples of how both foreign and local companies conduct marketing in China.

Financial Market and Financing in China

In this module, we will introduce the stock market in China. Currently, China's stock market has become 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.

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.



Brief Biography of the Instructors



Dr. Li-An Zhou is currently a Professor of Economics, Vice Chair of the Applied Economics Department, and Associate Director of the James Mirrless Institute of Economic Policy Research (IEPR). He obtained his bachelor and master degrees both from the School of Economics, Peking University, and a Ph.D. in economics from Stanford University in 2002. Prof. His research papers have appeared in the leading international economics journals, such as Journal of Public Economics, Journal of Health Economics, etc.



Professor Ma is an Assistant Professor of the Department of Organizational Management. He obtained his bachelor and master degrees from Tsinghua University, and a Ph.D. degree in Business Management from Washington University in 2008. His research papers have been accepted in the both Chinese and international academic journals such as Journal of Organizational Behavior and Leadership Quarterly.



Professor Zhai is an Assistant Professor of the Department of Management Science and Information System. She obtained double bachelor degrees and master degree from Tsinghua University, and a Ph.D. degree in Operations Management from Purdue University in 2006. Professor Zhai's research interests include operational management, supply chain management, and production strategy.





Dr. Guohua Jiang is an Associate Professor of accounting at the Guanghua School of Management. He got his Ph.D. in accounting from the University of California, Berkeley, in 2002. Dr. Jiang's research interests include financial statement analysis, securities valuation, and asset pricing. His research works have appeared in *Review of Accounting Studies*, *Journal of Accounting and Public Policy*, etc.



Hean Tat Keh (Ph.D., University of Washington) is the Academic Director of the Doing Business in China program at the Guanghua School of Management, where he is also a Professor and Vice Chair of the Department of Marketing. Professor Keh's research interests include Brand Management, Services Marketing, in China. His research has been published in prestigious academic



Dr. Frank Fan Xia joined the Guanghua School of Management at Peking University in Fall 2007. He received his PhD degree from University of California at Los Angeles, where he studied Business Strategy and Industrial Organization. His research interests lie in Diversification, M&A, Ownership Structure, and Insider Trading. Currently, Dr. Xia teaches the MBA core course "Strategic Management" in GSM.



Dr. Mi Feng joined the Guanghua School of Management at Peking University in fall 2009, as an Assistant Professor of the Department of Strategy Management. He obtained his bachelor degree from Huazhong Normal University, two master degrees from the National University of Singapore and Stanford University, and a Ph.D. degree in Organizational Behavior from Stanford University.



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