



**Peking University Guanghua School of Management  
Doing Business in China Program**

*Since 2006*

**Program Dates 2025:**

- May 18-31, 2025
- June 15-28, 2025

**Program Locations:** Beijing, Xi'an, and Shanghai

**Credits:** 3 credits



**Tuition Fee: CNY 28,000**

Early Bird Applications by Jan 1, 2025, enjoy 20% off tuition.

*\*Tuition could be WAIVED for participants from some partner schools. Please get in touch with our DBIC team for more information.*

**Program Fee: CNY 22,000**

Includes intercity transportation, accommodations, most meals, culture events, and company visits.



# Doing Business in China Summer Program

*Gain a deeper understanding of China and its business landscape  
Gain new insights and perspectives on economic trends and developments in China*



Beijing



Xi'an



Shanghai



**UNIQUE CHINA FOCUS**

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



**TOP-NOTCH FACULTY**

Learn from the top-notch faculty who are globally acclaimed professors with exceptional China insight and leading influencers of business practice and economic policy in China.



**MULTIPLE CAMPUSES**

With program modules held at Guanghua's Beijing, Xi'an, and Shanghai 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 visit, guest speakers, practical projects, and cultural events aim to provide participants with an "on-the-ground" learning experience in China.

**Eligibility: Senior undergraduates, MBAs, postgraduates, or young professionals**

**Nomination Deadline for Partner Schools: April 1, 2025**

**Application Deadline for May Program: April 15, 2025**

**Application Deadline for June Program: May 15, 2025**

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# DBIC PROGRAM SAMPLE SCHEDULE

## WEEK ONE

	SUN	MON	TUE	WED	THU	FRI	SAT
MORNING	Arrival and Check in	Lecture 1 & 2: Demographics and Long-run Economic Growth: The Case of China	Cultural Event 2: Great Wall	Lecture 3: How Important Is China's Constitution in the Chinese Legal System?	Lecture 4: Artificial Intelligence and Data from the Perspective of Digital Economy	Lecture 5: Understanding China's Fintech Sector: Development, Impacts and Risks	Travel from Beijing to Xi'an
AFTERNOON				Company Visit 1	Company Visit 2	Cultural Event 1: Summer Palace	Culture Event 3: Xi'an City Wall
EVENING		Welcome Dinner		Free	Free	Free	Dinner at Xi'an Food Street
CAMPUS	Beijing						Xi'an

## WEEK TWO

	SUN	MON	TUE	WED	THU	FRI	SAT
MORNING	Lecture 6 & 7: Complex Networks and Management in Dynamic Environments	Company Visit 3	Travel from Xi'an to Shanghai	Company Visit 4	Lecture 7 & 8: Digital Marketing in China: Features and Implications	Group Project Preparation	End of the Program  Check out and Depart from Shanghai
AFTERNOON		Cultural Event 4: Terra-Cotta Warriors		Company Visit 5		Final Group Presentation	
EVENING		Qin Dynasty Style Dinner		Cultural Event 5 The Everlasting Regret Opera		Cultural Event 6: Shanghai Huangpu River Cruise	
CAMPUS	Xi'an			Shanghai			