



Guanghua School of Management
Peking University



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

Since 2006

Program Date: June 13-26, 2027

Program Locations: Beijing, Chengdu, and Shanghai

Credits: 3 credits



Tuition Fee: CNY 28,000

Early Bird Applications by Feb. 22, 2027, 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 25,000

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



Doing Business in China Summer Program

*Three Cities. Two Weeks. One Transformative China Experience.
Gain a deeper understanding of China's business landscape and economic trends.*



Beijing



Chengdu



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.



MULTIPLE CAMPUSES

With program modules held at Guanghua's Beijing, Chengdu, and Shanghai campuses, participants attend region-specific courses and gain a deeper understanding of China's diverse economic and business environment.

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

Nomination Deadline for Partner Schools: April 1, 2027

Application Deadline: May 15, 2027

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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.



COMPREHENSIVE STRUCTURE

A comprehensive program structure of academic lectures, company visits, guest speakers, practical projects, and cultural events aims to provide participants with an "on-the-ground" learning experience in China.



Apply Now



DBIC PROGRAM SAMPLE SCHEDULE

WEEK ONE

SUN		MON	TUE	WED	THU	FRI	SAT
MORNING	Arrival and Check in	Lecture 1 Chinese Economy: Size, Structure, and Long-term Planning	Cultural Event 1 Great Wall	Lecture 2 From Baijiu to ESG: Perspectives of Financial Economics	Lecture 3 Artificial Intelligence and Data from the Perspective of Digital Economy	Lecture 4 Understanding China's Fintech Sector: Development, Impacts and Risks	Travel from Beijing to Chengdu
AFTERNOON		Company Visit 1		Cultural Event 2 Forbidden City	Company Visit 2		Cultural Event 3 Wuhou Temple and Jinli Street
EVENING		Welcome Dinner		Free	Free	Free	Dinner
CAMPUS	Beijing						Chengdu

WEEK TWO

SUN		MON	TUE	WED	THU	FRI	SAT
MORNING	Lectures 5 & 6 Complex Networks and Management in Dynamic Environments	Cultural Event 4 Chengdu Panda Base	Travel from Chengdu to Shanghai	Company Visit 4	Lectures 7 & 8 Digital Marketing in China: Features and Implications	Group Project Preparation	End of the Program Hotel check-out and departure from Shanghai
AFTERNOON		Company Visit 3		Company Visit 5		Final Group Presentation	
EVENING	Free	Cultural Event 5 Night Chinese Opera	Cultural Event 6 Shanghai Huangpu River Cruise	Free	Free	Farewell Dinner	
CAMPUS	Chengdu		Shanghai				