Guanghua School of Management
Peking University

Doing Business in China

PKU GUANGHUA SUMMER PROGRAM

https://dbic.gsm.pku.edu.cn

JUNE 8-26, 2026 (THREE WEEKS)



PEKING UNIVERSITY
GUANGHUA SCHOOL OF MANAGEMENT

Embark on an immersive journey into the cultural heritage of Peking University through the exclusive summer program offered by the Guanghua School of Management. A hub of intellect, innovation, and pioneering spirit, our institution stands as a beacon at the vanguard of China's social and economic evolution. Going beyond conventional business education, our mission is rooted in the advancement of China and the global community, fostering the development of astute global leaders and pushing the boundaries of business knowledge.

Guided by a distinguished faculty of over 110 scholars recognized as trailblazers in their respective fields, our programs integrate cutting-edge research that influences China's national policies. This research not only finds its way into top-tier international journals but also enriches the curriculum with real-world insights. As a participant, you'll experience a vibrant environment where diverse perspectives thrive. This is an invitation to explore global business firsthand in the heart of China's rapidly growing economy, offering a unique and enriching experience.

AACSB ACCREDITED EFMD EQUIS ACCREDITED PIM Partnership in International Management

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ABOUT DBIC PROGRAM

CHINA KNOWLEDGE
GLOBAL SUCCESS

Launched in 2006, the Doing Business in China (DBIC) Program is a two-week summer course with an integrated curriculum that emphasizes the business practices that define the "real China".

Over the past 18 years, Guanghua's DBIC Program has involved more than 3000 students from over 40 countries and regions, hosting participants from institutions including the Wharton School, NYU Stern, Kellogg School of Management, Chicago Booth, Duke Fuqua, LSE, ESADE, NUS, Melbourne Business School, HKU, and more.

DBIC Program provides students with the critical foundation they need to do business in or with mainland China through a combination of pre-program online coursework, China-related academic modules, company visits, guest speakers from different industries, and cultural immersion projects to help students better understand the underpinnings of China's rapid economic growth and development. The program brings world-class teaching and resources from PKU Guanghua to students through a vibrant learning environment on the beautiful PKU campus. Students will also have the opportunity to experience the unique cities of Beijing, Xi'an, and Shanghai firsthand.

Global Partners

NYU STERN · Kellogg School of Management · Wharton University of Pennsylvania · University of Maryland · USC · Emory University · Chicago Booth · Duke University · Texas A&M University · Indiana University Bloomington · NUS National University of Singapore · Seoul National University · UNC Kenan-Flagler Business School Executive Development · LSE The London School of Economics and Political Science · Universiteit van Amsterdam Amsterdam Business School · ESADE Universitat Ramon Llull · Queen's School of Business · UBC Sauder School of Business · University of Virginia Darden School of Business · The University of Hong Kong · wbs Warwick Business School · ICS Hitotsubashi The Global Knowledge Hub in Tokyo · Melbourne Business School · ASU Arizona State University · MGSM Macquarie University · Nanyang Technological University



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WHY

Choose a Summer Program at PKU Guanghua

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

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.

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.

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.

INSIGHTFUL IINDUSTRY CONNECTIONS

Explore local management strategies by visiting diverse companies, engage with global business leaders to learn different paths to success and how to operate efficiently in emerging markets.

What you will receive

- PKU Guanghua DBIC Program Certificate
- Official PKU Transcript

Application Process

- Application materials review
- Admissions notification
- Tuition and program fee payment



Application Link

http://exchange.gsm.pku.edu.cn/dbic/application/login.html

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KEY INFORMATION OF THE PROGRAM

Program Dates	June 8 – 26, 2026 (three weeks)
Course Topics	• Chinese Economy • New Technology and Business Transformation
Credits	6 Credits 90 Contact Hours
Language	Chinese
Learning Format	In-person
Program Content	Academic Lectures Company Visit Guest Lectures Workshops
Who Can Apply	Undergraduates and Graduates from Overseas Universities
Location	Peking University Guanghua School of Management, Beijing, China (in-person, on-campus)
Program Fees	RMB 42,000 (including application fee, tuition, case fee, other relevant learning materials)
Application Deadline (for individual students)	May 20, 2026

DBIC PROGRAM 2026

Today's students are and will increasingly interact with a broader, more globalized community, requiring them to become more competent in understanding, speaking, relating, and working with people who are politically, socio-economically, and geographically diverse. The DBIC Summer Course opens students to a broader perspective and better prepares them to live and lead in an interdependent global world. Students interested in China and its business landscape are welcome to apply for our program.

Students would complete an in-person, on-campus academic experience with academic lectures, company visits, guest speakers and workshops to help you better understand China's fast-growing market.



Grading Structure

- Attendance and Participation (50%, individual)
- Group Assignment (50%, group)
  - Final Group Presentation (30%)
  - Group Report (20%)

Course Information





The summer courses offered through PKU Guanghua's DBIC Program provide high-achieving and ambitious students with an immersive, collaborative, and transformative educational experience at one of Asia's leading universities. Together with peers from around the world, students will thrive in a dynamic and supportive academic environment. Students will leave the DBIC Program more capable of thinking critically and communicating confidently. With a theme of "Doing business in China", the two courses below will be delivered in-person the summer of 2025.

Chinese Economy

This course aims to understand the economic development and institutional dynamics of China in both historical and comparative perspectives with a focus on the developmental and institutional dynamics and its underlying logic of China's modernization during the planned economy and the reform era. This course distinguishes itself by combining the "Chinese narratives" with economic theories and frontier research, highlighting interactions between market competition among local firms and political competition among local officials as a key driving force of China's growth miracle and a root cause of downsides associated with its marvelous growth, and evaluates Chinese economic development and government governance through the lens of international comparisons.

New Technology and Business Transformation

This course will focus on a few topics that are related to the impact of technological advancement on industry development including the topics of AI and the Economy, Business Practices Based on Big Data in China, Digital Marketing, etc. to help the student understand the technology and its applications to the economy and gain a deep understanding of and independent thinking about how technology affects various aspects of the economy, gain a deep understanding of Chinese digital market and vital elements of marketing management in a dynamic market and enhance analytical, communication, and decision-making skills through the learning of big data.

***Please find the detailed syllabus at the end of the document.**

CONTACT US

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Program Faculty (partially)



Meng, Juanjuan

Professor
Applied Economics

She earned her Ph.D. in Economics from the University of California San Diego. Dr. Meng's current research interests include Behavior Economics and Behavior Finance. She has received financial support from the National Natural Science Foundation of China for Excellent Young Scholar, the National Natural Science Foundation of China (General project and youth project).

Peng, Yijie

Associate Professor
Management Science and Information System

He received his Ph.D. in Operational Research from Fudan University in 2014. He has long been engaged in the Methodology and Theoretical Research of Stochastic Simulation Optimization of complex systems, and applied new methods to financial engineering and risk management, artificial intelligence, health care and other fields.





Ren, Fei

Professor
Management Science and Information System

She obtained her B.S. in computer science and M.A. in finance both from Peking University, and a Ph.D. in management (Information Systems) from the University of California, Irvine. Prof. Ren's research interests include e-commerce, social media, digital transformation, user online behavior, and IT business value.

Wang, Rui

Associate Professor
Marketing

She obtained her Bachelor's degree from Nanjing University, a Master's degree in Economics from Fudan University, and a Ph.D. in Business Administration from Pennsylvania State University. Professor Wang's research interests are mainly in strategic marketing areas such as B2B marketing, marketing leadership, social networks, and interfirm relationships.



Program Faculty (partially)



Wang, Hansheng

Professor
Business Statistics and Economic Measurement

He obtained his Ph.D. degree in Statistics from the University of Wisconsin Madison in 2001. He graduated from the School of Mathematical Sciences, Peking University, Department of Probability and Statistics, with a bachelor's degree in statistics in 1998. He is now a member of the International Statistical Institute, American Statistical Association, and Institute of Mathematical Statistics.

Weng, Xi

Professor
Applied Economics



He received his Ph.D. from the University of Pennsylvania, and he graduated from Peking University with bachelor's degree and master's degree. His main research fields are Game Theory, Information Economics and Organizational Economics.



Wang, Hui

Associate Professor
Applied Economics

He obtained his Bachelor's degree from Peking University, and his Master's and Ph.D. degrees in Economics from the University of Toronto in 2004 and 2010 respectively. His research interests lie in Industrial Organization, Economic Development, and Applied Econometrics.

Zhang, Yanlong

Associate Professor
Organization and Strategic Management



He received his Ph.D. in Sociology from Duke University. His recent research on Chinese land banking, household finance, development of management literature, and corporate social capital was published in Social Networks, Management and Organization Review, and Academy of Management Annal.



Zhang, Yu

Associate Professor
Department of Finance

He obtained his bachelor's degree from Tsinghua University and graduated from Princeton University with a doctorate in economics. His academic interests include macro-finance, asset pricing, real estate, family finance, and monetary policy research.

CHINESE ECONOMY

COURSE NO.: ECONS2101 | COURSE CREDITS: 3 | CREDIT HOUR: 45

COURSE DESCRIPTION

This course includes two parts. First part is aimed at understanding the economic development and institutional dynamics of China in both historical and comparative perspectives with a focus on the developmental and institutional dynamics and its underlying logic of China's modernization during the planned economy and the reform era. This course distinguishes itself by combining the "Chinese narratives" with economic theories and frontier research, highlighting interactions between market competition among local firms and political competition among local officials as a key driving force of China's growth miracle and a root cause of downsides associated with its marvelous growth, and evaluating Chinese economic development and government governance through the lens of international comparisons.

Second part focuses on Chinese Finance. The past 40 years of reform and opening up has witnessed remarkable and considerable progress in China's financial industry. This course will cover the institutional background of China's financial industry and China's financial development. It will explain the historical choice of reform and opening-up of the financial industry based on academic research problem-oriented discussions, summarize the experience and lessons of China's financial industry development, and describe the China's financial development model.

READING MATERIALS

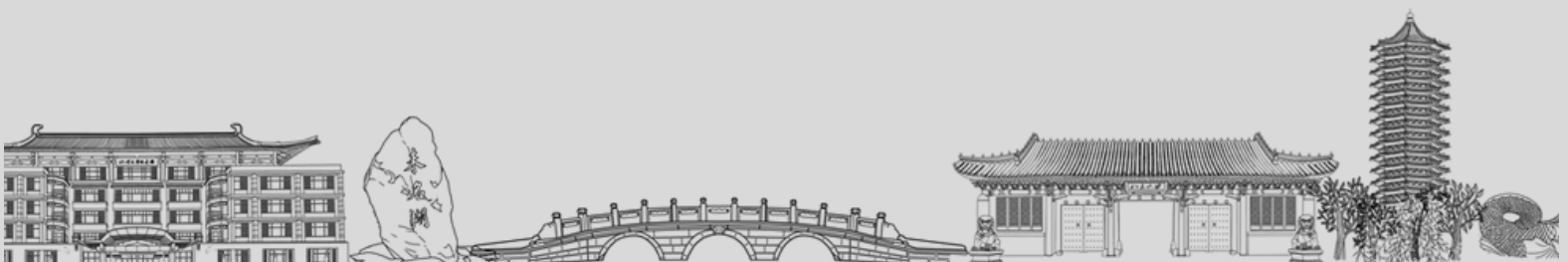
- Handouts are distributed in class.
- Barry Naughton, The Chinese Economy: Adaption and Growth. Second Edition, The MIT Press, 2018
- Loren Brandt and Thomas G. Rawski, eds. China's Great Economic Transformation. New York: Cambridge University Press, 2008

COURSE TOPICS

- Demographics and Long-run Economic Growth: The Case of China
- An Insider's Account: Formulation and Implementation of China's Five-Year Plans
- The Housing Market in China
- Fintech: Weapons of Mass Destruction
- China's Labor Law and Business Environment

LEARNING OBJECTIVES

- Building upon rigorous analytical frameworks and solid empirical facts, in order to help students understand the major issues and challenges faced by the Chinese economy, as well as the directions of its future development.
- Introducing frontier theories of finance, economics and management;
- Guiding students to establish the ability to apply theoretical knowledge and solve real world problems.



NEW TECHNOLOGY AND BUSINESS TRANSFORMATION

COURSE NO.: ECONS2102 COURSE CREDITS: 3 CREDIT HOUR: 45

COURSE OVERVIEW

This course primarily includes three parts to introduce new technology and business transformation and industrial development.

The first part focuses on AI and Economics. AI is the technology that is commonly recognized to have a profound impact on the economy and every aspect of human life. This part will focus on exploring how AI affects various aspects of the economy. The course will discuss the effects of AI on macroeconomics, labor market, education, as well as how AI combined with big data will transform business strategy, including issues such as individualized recommendation system, market design, data trading, etc. The course will also address more fundamental ethnical issues such as privacy concerns, algorithm discrimination, inequality and welfare.

The second part targets Business Practices Based on Big Data in China. With the advent of the era of big data, whether we can use big data or not has become a business tool for winning. The course will focus on the emerging AI and IT enterprises development in China and its business practices based on big data and cognitive intelligence focusing on retail, smart city, digital government, public security, and more.

The third part is related to Digital Marketing. The course is about achieving marketing objectives through the application of digital technologies and media. It aims to provide students with an advanced understanding of digital marketing's strategic and tactical issues and equip them with professional, intellectual, and vital transferable skills consistent with digital marketing professional standards. The course is designed to build students' knowledge of digital tools and techniques and how they can be applied in practice and enhance their employability. The course provides students an opportunity to practice the learned concepts and make them aware of cutting-edge digital media tools, techniques, and Big data, learn how to successfully integrate online and offline media and develop an effective digital marketing plan.

READING MATERIALS

- Handouts are distributed in class.
- The Economics of Artificial Intelligence: An Agenda, edited by Ajay Agrawal, Joshua Gans, and Avi Goldfarb. The University of Chicago Press, 2019.
- Machine, Platform, Crowd: Harnessing Our Digital Future, written by Andrew McAfee and Erik Brynjolfsson, W. W. Norton & Company, 2017.

COURSE TOPICS

- AI and Economy
- Data Thinking: From Uncertainty to Commercial Value
- China Management – Thriving of Chinese Internet Companies and Model Innovation
- The Micro-structural Foundation for Innovations of Chinese Firms
- Understanding China's Marketing in Digitalization Era: Consumers and Strategies

COURSE OBJECTIVES

- To understand AI technology and its applications to the economy and gain deep understanding of and independent thinking about how AI affects various aspects of the economy
- To gain deep understanding of Chinese digital market and key elements of marketing management in a dynamic market
- To enhance analytical, communication, and decision-making skills through the learning of big data