



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

Since 2006

- Choose Your Session**
- Session A: May 17-30, 2026
  - Session B: June 14-27, 2026

**Program Locations:** Beijing, Chengdu, and Shanghai

**Credits:** 3 credits



**Tuition Fee: CNY 28,000**

Early Bird Applications by Jan 1, 2026, 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

*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 regional-specific courses and gain a deeper understanding of China's diverse economic and business environment.



**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

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

Nomination Deadline for Partner Schools: April 1, 2026

Application Deadline for May Program: April 15, 2026

Application Deadline for June Program: May 15, 2026

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# DBIC PROGRAM SAMPLE SCHEDULE

## WEEK ONE

	SUN	MON	TUE	WED	THU	FRI	SAT
MORNING	Arrival and Check in	Lecture 1 Demographics and Long-run Economic Growth: The Case of China	Cultural Event 2: Great Wall	Lecture 2 How Important Is China's Constitution in the Chinese Legal System?	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		Cultural Event 1 Forbidden City		Company Visit 1	Company Visit 2		Cultural Event 3 Wuhou Temple and Jinli Street
EVENING		Welcome Dinner		Free	Free		Free
CAMPUS	Beijing						Chengdu

## WEEK TWO

	SUN	MON	TUE	WED	THU	FRI	SAT
MORNING	Lecture 5 Complex Networks and Management in Dynamic Environments	Cultural Event 4 Chengdu Panda Base	Travel from Chengdu to Shanghai	Company Visit 4	Lecture 6 Digital Marketing in China: Features and Implications	Group Project Preparation	End of the Program  Check out and Depart from Shanghai
AFTERNOON		Company Visit 3		Company Visit 5		Final Group Presentation	
EVENING		Free		Cultural Event 5 Night Chinese Operae		Cultural Event 6 Shanghai Huangpu River Cruise	
CAMPUS	Chengdu			Shanghai			