



Guanghua School of Management
Peking University



Peking University Guanghua School of Management Doing Business in China Program

Since 2006

- Choose Your Session**
- Session A: May 17-30, 2026
 - Session B: May 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.



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, Chengdu, 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 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

Website: dbic.gsm.pku.edu.cn

Email: PKU-DBIC@gsm.pku.edu.cn

Tel: +86 10 6274 7007/7047





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	Dinner
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	Free	Free	Farewell Dinner	
CAMPUS	Chengdu		Shanghai				