

## PKU Guanghua Summer Course

### Doing Business in China

June 13 – July 1, 2022

#### Peking University GUANGHUA SCHOOL OF MANAGEMENT

Grounded in the rich cultural legacy of Peking University, the Guanghua School of Management is an institution comprised of scholars, pioneers, and innovators and is at the forefront of China's social and economic progress. Our mission extends beyond business or management; we are dedicated to the betterment of China and the global society by cultivating global leaders and expanding the frontiers of business knowledge. With a team of over 120 faculty who are recognized as leaders in their fields, students in Guanghua's programs benefit from the faculty's cutting-edge research and international academic backgrounds. The research conducted by faculty address the important issues of Chinese economy and business. The intellectual outcome is not only published in top international journals, shapes China's national policies, but also enrich the content of courses. As an visiting student, you will be among the best and the brightest minds from China and around the world. We want you to add to the conversation, challenge your thinking, and most of all, experience global business in China first-hand. As a business school at the forefront of the world's most rapidly growing economy, studying with Guanghua is a unique opportunity to start your global career.

#### DBIC PROGRAM HISTORY

The Doing Business in China (DBIC) program, launched in 2006, has 16 years of successful history and development. This international exchange program features an integrated curriculum that emphasizes teaching business practices that define the "real China." DBIC has hosted 80 cohorts composed of 3,000 students from more than 130 universities worldwide. As China continues to play a prominent role in international business, understanding how to conduct business in China is no longer merely something to add to students' CV, but rather a prerequisite to success. Yet, few business students or even senior professionals understand China. The DBIC program provides students with the critical foundation they need to do business in/with China through a combination of pre-program online coursework, China-related academic modules, company visits, and cultural activities. By merging both classroom and hands-on learning, students can understand the underpinnings of China's rapid economic growth. Students who attend the DBIC program regularly describe their experience as unforgettable and have gained skills to equip them for global success.

In the past 16 years, we targeted to the graduate students and have worked closely with global partners including:





## DBIC PROGRAM 2022

Current students are and will be increasingly interacting with a broader, more globalized community, so they need to become ever more competent in understanding, talking with, relating to, and working with persons who differ politically, socioeconomically, and geographically. The DBIC summer course opens students to a broader perspective, and better prepares them for living and leading in an interdependent global world. Students interested in China and its business landscape are welcome to apply our program.

Students would complete an **in-person, on-campus academic experience** with company visits and academic lectures, including specially-designed modules on career development, entrepreneurship, and China's family-run businesses to help you better plan your future.

## KEY INFORMATION OF THE PROGRAM

<b>Program Dates</b>	June 13 – July 1, 2022 (three weeks)
<b>Courses</b>	<ol style="list-style-type: none"><li>1. Chinese Economy</li><li>2. New Technology and Business Transformation</li></ol>
<b>Credits</b>	6 Credits 90 Contact Hours
<b>Language</b>	Chinese
<b>Grading</b>	<ol style="list-style-type: none"><li>1. Attendance (5%, individual)</li><li>2. Peer Assessment and Participation (15%, individual)</li><li>3. Self-Learning and Quizzes for the Pre-Program Course (10%, individual)</li><li>4. Group Assignment (70%, group)</li></ol>
<b>Location</b>	Peking University Guanghua School of Management, Beijing, China (in-person, on-campus)
<b>Program Content</b>	Academic Lectures, Case Studies, Guest Lectures, Workshops
<b>Who Can Apply</b>	Undergraduates from Overseas Universities
<b>Program Fees</b>	RMB 42,000 (including application fee, tuition, case fee, other relevant learning materials)



**Nomination Deadlines  
(for partner schools)**

March 15, 2022

**Application Deadline  
(for individual students)**

May 15, 2022

**Application Process**

- 1) Online application submission: <http://exchange.gsm.pku.edu.cn/dbic/application/login.html>
- 2) Application materials review
- 3) Admissions notification
- 4) Tuition and program fee payment

## COURSE INFORMATION

The summer courses offered through PKU Guanghua's DBIC Program provide high-achieving and ambitious students 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.

### *Brief Introduction of Courses*

With a theme of "Doing business in China", the two courses below will be delivered in the summer 2022:

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**1 Chinese Economy**

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**2 New Technology and Business Transformation**

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

#### **Chinese Economy (Syllabus: Page 7)**

This course is aimed 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 distinguish 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.

#### **New Technology and Business Transformation (Syllabus: Page 8-9)**

This course will focus on a few topics those are related to the impact of technology advancement on industry



development including the topics of AI and Economy, Business Practices Based on Big Data in China, and Digital Marketing etc., to help the student understand 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.

## ***PROGRAM FACULTY***

The DBIC program is governed by an Academic Steering Committee to ensure teaching quality and learning experience. Our faculty is committed to building a vibrant and interactive learning environment where you and your peers can thrive.



**Meng, Juanjuan**  
Professor  
Applied Economics

*Ph.D. in Economics  
University of California,  
San Diego*



**Shen, Ji**  
Assistant Professor  
Finance

*Ph.D. in Finance  
London School of  
Economics and Political  
Science*



**Wang, Rui**  
Associate Professor  
Marketing

*Ph.D. in Marketing  
Pennsylvania State  
University*



**Wang, Hui**  
Associate Professor  
Applied Economics

*Ph.D. in Economics  
University of Toronto*



**Zhang, Yanlong**  
Associate Professor  
Organization and  
Strategic Management

*Ph.D. in Sociology  
Duke University*

## **PROFESSOR BIOGRAPHIES**

**Dr. Meng, Juanjuan** is a Professor of Department of Applied Economics. She earned her Ph.D. in Economics from 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, National Natural Science Foundation of China (General project and youth project) and Beijing Higher Education Young Elite Teacher Project. Dr. Meng has earned rewards such as Excellence in Referee Rewards, The American Economics Review in 2007-2008 and Mingde Scholarship from 2001 to 2004.

**Dr. Shen, Ji** is an Assistant Professor of Finance. He received a Bachelor of Science from Fudan University, a Master of Economics from Peking University and a PhD in Finance from the London School of Economics and Political Science. At present, his main research interests are asset pricing theory and political economy in



frictional markets.

**Dr. Wang, Rui** is an Associate Professor of the Department of 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. Currently, Dr. Wang serves on the editorial board of the *Journal of Business to Business Marketing*, and also serves as an ad hoc reviewer for the *Journal of Marketing*.

**Dr. Wang, Hui** is currently an Associate Professor of Applied Economics and Associate Director of the James Mirrless Institute of Economic Policy Research (IEPR). He obtained his Bachelor 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. Courses taught by Dr. Wang include Managerial Economics for MBA students, Chinese Economy for exchange students and Advanced Microeconomics for graduate students.

**Dr. Zhang, Yanlong** is an Associate Professor at the Guanghua School of Management at Peking University. He received his Ph.D. in Sociology from Duke University. His research interests include economic sociology, organization studies, social networks, and social capital. His recent research on Chinese land banking, household finance, development of management literature, and corporate social capital were published in *Management and Organization Review*, *Social Networks*, *Academy of Management Annals*, and *Research in the Sociology of Work*. His current research examines entrepreneurs' social networks, local business associations, and corporate social capital.

### ***CAREER DEVELOPMENT DAY***

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The DBIC Program includes a Career Development Day to help kick start students' careers. The event includes various workshops with topics like Dialogue with HR, Analysis of China's Employment Market and Talent Trends, and Workshop of Rock Your Profile. Learn all about employment in China, job search strategies, and resume preparation.

### ***COMPANY VISITS***

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The Guanghua School of Management has leveraged its extensive network to create opportunities for participants to visit leading domestic and international corporate partners in different regions. While each company visit is unique, Guanghua works closely with its corporate partners to ensure that the visits enhance the overall educational experience. Through company visits, participants gain an understanding on how companies have overcome the distinct challenges of the China market and achieved success. These visits will also provide exposure to different management practices, leadership styles and challenges, and a variety of

marketing and public relations strategies. A typical visit format includes a series of presentations given by professionals, a site tour, a workshop led by industry experts, and a networking session.

We appreciate our host companies:



## PROGRAM ACTIVITIES

Students are invited to participate in excursions, activities, and visits to immerse themselves in the local life outside the classroom. These include orientation, campus and city tours, welcoming and farewell receptions. Students will be given opportunities to mingle with other students and the PKU Guanghua students.

## PROGRAM CONTACT

### Inquiries

Office of Global Affairs |Guanghua School of Management |Peking University

### Program Officers:

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Website: <https://dbic.gsm.pku.edu.cn>



## Chinese Economy

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<b>COURSE NO.</b>	ECONS2101	<b>COURSE CREDITS</b>	3	<b>CREDIT HOUR</b>	45
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### **Course Description**

This course includes two parts. First part is aimed 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 distinguish 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 focus 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 contain the institutional background of China's financial industry and China's financial development. The course 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**

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

### **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.

### **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



## New Technology and Business Transformation

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<b>COURSE NO.</b>	ECONS2102	<b>COURSE CREDITS</b>	3	<b>CREDIT HOUR</b>	45
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### **Course Overview**

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

First part focuses on AI and Economics. AI is the technology that is commonly recognized to have profound impact to 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 focus on discussing 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 discuss more fundamental ethical issues such as privacy concern, algorithm discrimination, inequality and welfare.

Second part targets to 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.

Third part is related to Digital Marketing. The course is 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**

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



### **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

### **Course Topics**

This course will cover the following 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