



Doing Business in China

The University of Hong Kong
Peking University Guanghua School of Management

May 26 – June 8, 2019



光华管理学院
Guanghua School of Management

— 推动社会进步
— 培养商界领袖
— 创造管理知识





Our Mission

To advance management knowledge and develop business leaders for China and the global society

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DBIC Admin Team



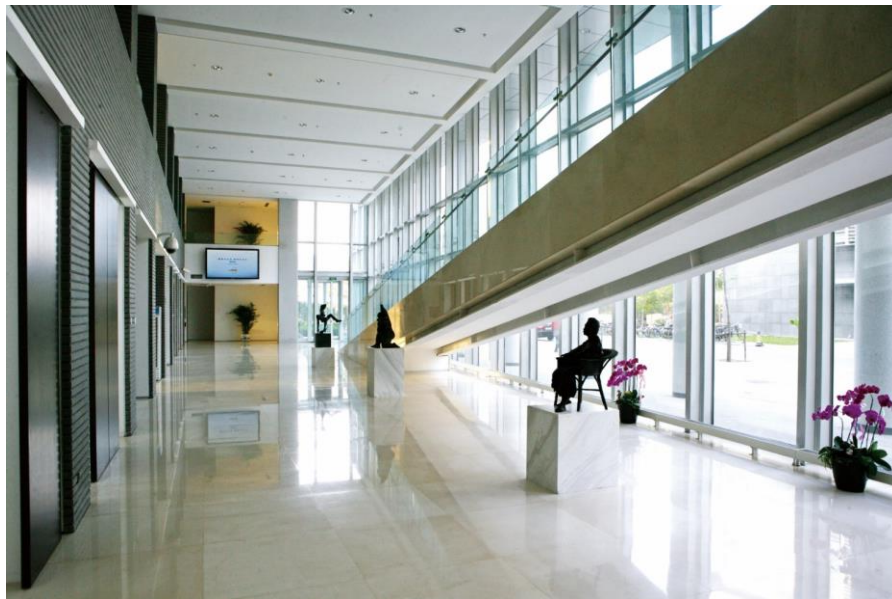
Julia Hu
Associate Director



Eleanor Han
Programme Manager

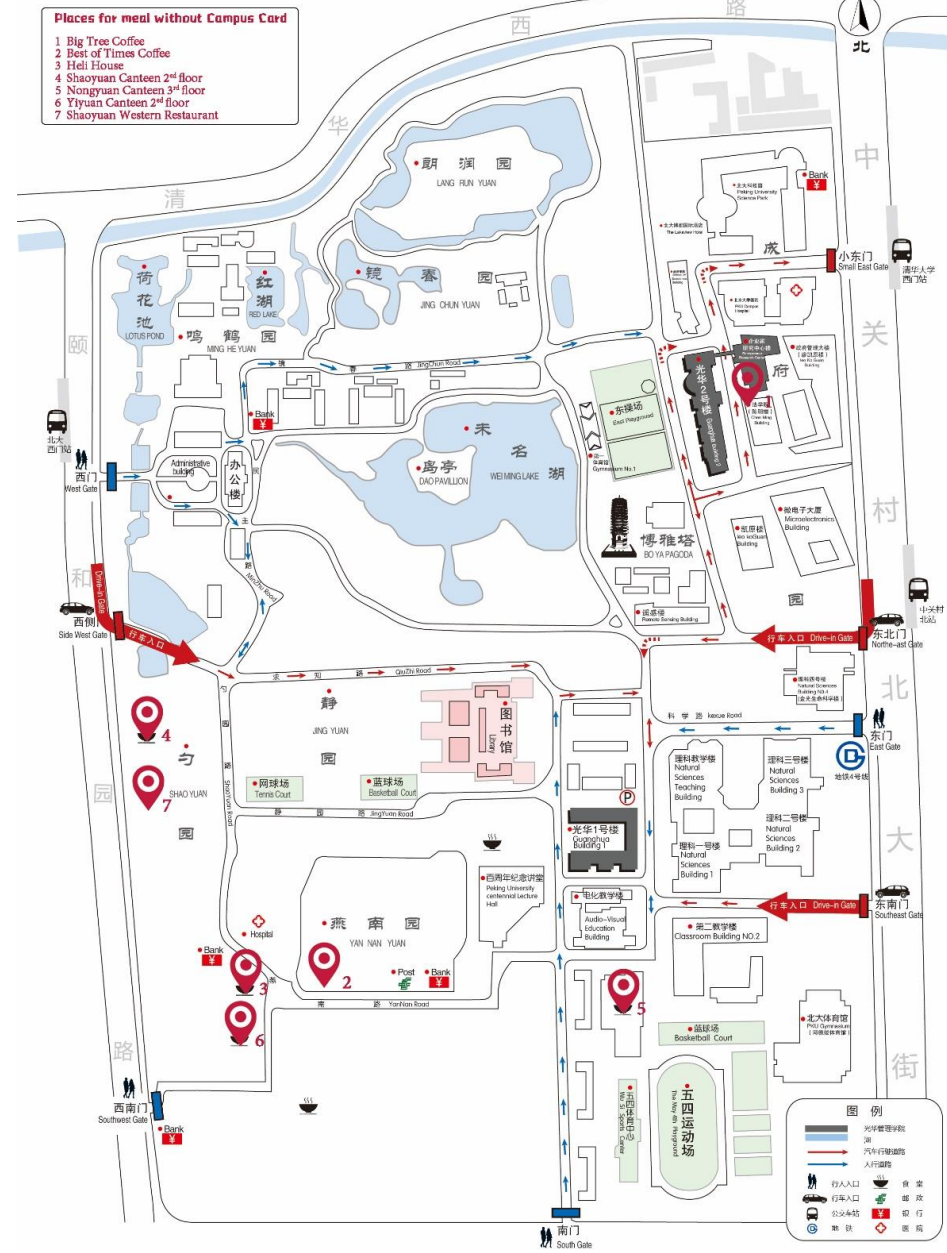
Advisor for HKU Cohort 76:
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Beijing Campus



北京大学校园及北大光华管理学院

Map Peking University and Location of Guanghua School of Management



Xi'an Campus



Program Schedule

Doing Business in China - HKU Business School Program Schedule (May 26 to June 8, 2019)

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	May 26, 2019	May 27, 2019	May 28, 2019	May 29, 2019	May 30, 2019	May 31, 2019	June 1, 2019	
Morning Session	Independent Arrival Hotel Check-in 2:00 PM	8:15AM Bus to School 8:20AM Breakfast 9:00 AM-12:00 PM Welcome Session Venue:203	8:15AM Bus to School 9:00 AM-12:00 PM Session 1: The Economy of the People's Republic of China: Path of Reform and Challenges (I) Professor Tang Yao Venue:201	8:00 AM - 4:00 PM Culture Tour Great Wall (Mutianyu Section) (Lunch on Own)	8:15AM Bus to School 8:20AM Breakfast 9:00 AM - 12:00 PM Session 3: Marketing in China Professor Shen Ji Venue:201	9:30 AM - 11:30PM Company Visit 1 Hanwang Technology	Depart from hotel: 8:00AM 9:00 AM - 1:00PM Tianan'men Square & Forbidden City	
Lunch		Lunch Buffet at School 12:30 - 1:30 PM	Lunch Buffet at School 12:00 - 1:00 PM		Lunch Buffet at School 12:00 - 1:00 PM	Lunch Buffet at School 11:00 - 1:00 PM	Lunch on Own	
Afternoon Session		2:00 - 4:00 PM Dialogue with Tom Lam & Networking with Guanghua Students Venue:203	1:00 PM-4:00 PM Session 2: The Economy of the People's Republic of China: Path of Reform and Challenges(II) Professor Tang Yao Venue:201	2:00 PM: Bus to Hotel	1:00 - 4:00 PM Platform and Sharing Economy Professor Lei Ying Venue:201	1:00 - 4:00 PM Know More about The Forbidden City & Opera Workshop Venue: 203	1:00 - 4:00 PM Beijing Downtown Experience-Houhai	
Evening		Welcome Dinner & Cultural Performance by HK and Guanghua Students	Team Task	Team Task	Free Evening	Cultural Experience&Dinner @ 99 Mongolian Yurt	Free Evening	
Time		Beijing Sunday	Beijing Monday	Beijing Tuesday	Beijing Wednesday	Beijing Thursday	Beijing Friday	Beijing Saturday
	June 2, 2019	June 3, 2019	June 4, 2019	June 5, 2019	June 6, 2019	June 7, 2019	June 8, 2019	
Morning Session	Free	9:43 AM - 3:31 PM Train G655 from Beijing West Station to Xi'an North Station Group Project Time	9:00 AM-12:00 PM Company Visit 2	Cultural Experience @ Huashan	9:00 AM - 12:00 PM Session 5:China: Institutional Reforms &Growth Models Progressor Zhang Yanlong Venue:B301	9:00AM-12:00PM Final Group Presentation Venue: B301	Check Out by 12:00 PM Self Departure	
Lunch			Lunch Buffet at School 12:00 - 1:00 PM		Lunch Buffet at School 12:00 - 1:00 PM	Lunch Buffet at School 12:00 - 1:00 PM		
Afternoon Session		5:00 - 9:30 PM Huaqingchi Dinner & The Long Regret Opera	1:00 PM Pick up at Campus 1:00-5:00 PM Terra-Cotta Warriors and Qin Shihuang's Mausoleum		1:00 AM - 16:00 PM Session 6:China: Social Structure, Cultural Norms and Business Practices Progressor Zhang Yanlong Venue:B301	1:00 - 4:00 PM Final Group Presentation Venue:B301		
Evening			Team Task		Team Task	Team Task		Farewell Dinner: Qin Dynasty Style Feast Cultural Experience Karaoke
Time		Beijing	Xi'an		Xi'an	Xi'an		Xi'an

HKU-2

Academic

Cultural

Group Project Time

Last Updated: 2019/4/16

Course Details

DBIC Course Title: Doing Business in China

- Equivalent to **STRA3706 China Business Environment (6 credits)**
- Upon completion of the course, a grade will be given to each student.
 - For students who receive a **PASS** grade, the course will be transferred back as STRA3706 and 6 credits will be counted towards your graduation requirement.
 - For students who receive a **FAIL** grade, no credit will be transferred back.

Please note that only the credits will be transferred back but not the grade

Course Assessment

1. Class Participation (25%)
 - a) Attendance and punctuality (10%)
 - b) Class Participation – Active contribution to class discussion(15%)
2. Mini Group Project (25%)
3. Final Group Project (50%)

Group project information will be announced upon your arrival at Beijing.

Cultural Experience: Off-the-Scale Massive China

See for yourself



Great Wall

Forbidden City

Terra-Cotta Warriors and Qin Shihuang's Mausoleum

Mongolian Cuisine

The Long Regret Opera

And So Much More...

Company Visits

Beijing



Hanwang Technology Co., Ltd.

**The pioneer in character recognition technology
and intelligent interactive products worldwide**

Subject to change

Flight Details

- Departing Hong Kong
(Only for students who purchase round-trip tickets through our Faculty)

Date:	May 26, 2019 (Sunday)
Route:	Hong Kong to Beijing
Flight Number:	KA 992 (Cathay Dragon 國泰港龍航空)
Departure Time:	2:00 pm
Arrival Time:	5:20 pm
Meeting time:	11:00 am at check-in counter at Aisle H of Hong Kong International Airport (Terminal 1)



- ❖ *Student helpers will pick you up at Beijing Capital International Airport to the hotel.*
- ❖ *For students who will not be travelling with the group, please send a message in the wechat group upon arrival at Beijing and the hotel.*

Flight Details

- Returning Hong Kong

Date:	March 10, 2019 (Sunday)
Route:	Xi'an to Hong Kong
Flight Number:	KA943 (Cathay Dragon 國泰港龍航空) 
Departure Time:	3:50 pm
Arrival Time:	7:00 pm

- *Please keep the **boarding pass** of both flights as you will need to submit them if you apply for insurance claim as well as the Mainland Experience Scheme.*

Transportation between Beijing and Xi'an

Beijing to Xian on June 3:

High Speed Train G655

Time: 9:43am - 3:31pm

Beijing West Station → Xian North Station



Insurance

- HKU undergraduate students travelling abroad as arranged by the University will be covered by the University's Group Travel Insurance Policy which provides basic benefits to students.
- Details of HKU Group Travel Insurance Plan can be viewed here:
http://intraweb.hku.hk/reserved_2/finance/student/insurance.html?v=1543317622027
- You may also purchase one more insurance plan yourself if you want to further extend the coverage during your stay in cities.




Accommodation

Beijing (May 28 – June 2)



Ariva Beijing West Hotel & Serviced Apartment
(北京海润艾丽华酒店及服务公寓)
(30 minutes driving to PKU Guanghua)

 36 Haidian Road South, Haidian District, Beijing, China.
中国北京市海淀区海淀南路36号 100080

Location

In the heart of Zhongguancun, Beijing's equivalent of "Silicon Valley", only minutes from lots of domestic and international famous corporation and several major universities. And it is only 15min to Summer Palace, Fragrance Hill, Bird's Nest and Water Cube. Complimentary Wi-Fi is available in all the rooms.

Transportation

- Beijing Capital International Airport - 40km(40min drive)
- Beijingnan Railway Station – 21.1km (32min drive)
- Beijingxi Railway Station – 11.1km (21min drive)
- Subway line 10 - Suzhoujie station (5min walk)

Local Attraction Distance

- BHC WanLiu Mall 万柳购物中心 – 1.2 km
- BJ Willow Golf Club万柳高尔夫俱乐部– 3.2 km
- The Gate/EC Mall 新中美/欧美汇购物中心– 2 km
- The Haidian Theater海淀剧院– 2.1 km
- Zhongguancun e Plaza中关村e世界– 3.4 km
- Jiu San Society九三学社– 850 m

Accommodation

Xi' an(June 3-8)



Elegant Oriental Hotel (西安雅致东方酒店)

(Inside the PKU Guanghua Xi' an Campus)



6 Fenghuang Road, Lintong District, Xi'an, China
西安市临潼区凤凰大道6号 (北京大学院内)

Location

In the heart of Lintong, Xi'an's equivalent of "Silicon Valley", only minutes from lots of domestic and international famous corporation and several major universities.

Transportation

- Xi'an Xianyang International Airport - 52km(50min drive)
- Xi'an Railway Station – 21.5km (40min drive)
- Xi'anbei Railway Station – 21.8km (40min drive)

Local Attraction Distance

- Terra Cotta Warriors兵马俑– 12 km
- Huaqing Hot Spring 华清池– 3 km

Things you need to bring

- ID card, valid Home Return Permit, passport or tourist visa to Mainland China (if applicable)
- Mobile phone
- Cash (for meals, transportation, leisure activities & etc.)
- Adaptors/Plugs for Mainland China (220 V)
- **Business casual** for all lectures and company visits
(no shorts and slippers allowed)
- Laptop
- Medicine
- Comfortable Clothes (You may check the weather here:
Beijing: <https://www.accuweather.com/en/cn/beijing/101924/weather-forecast/101924>
Xi'an: <https://www.accuweather.com/en/cn/xian/106566/weather-forecast/106566>)



Meals Arrangement at Own Expenses

	Date													
	May 26	May 27	May 28	May 29	May 30	May 31	Jun 1	Jun 2	Jun 3	Jun 4	Jun 5	Jun 6	Jun 7	Jun 8
Breakfast	×	○	○	○	○	○	○	○	○	○	○	○	○	○
Lunch	×	○	○	○	○	○	×	×	×	○	×	○	○	×
Dinner	×	○	×	×	×	×	×	×	○	×	×	×	○	×
○	Provided by the Programme													
×	Not provided by the Programme													

Student Conduct

- Students are required to attend **ALL** programme-arranged activities, including classes, guest talks, site visits, cultural tours, networking tea reception, welcome and farewell dinners, etc.
- Attendance record for all lectures and events will be kept which will affect the final grade of the course.
- Prior preparation and active participation in all events are expected.
- Students are required to stay in the designated hotels in both Beijing and Xi'an throughout the Programme period.
- Group leaders need to assist in attendance checking and will be the contact person of your designated group.

Student Conduct

- For groupmates, please keep your group leaders informed your whereabouts.
- Students are taken as representatives of HKU and FBE while in Beijing and Xi'an.
- You are reminded to behave responsibly and maturely.
- You are required to follow all rules and regulations as set by Peking University as well as those by the teachers and staff in the programme.
- Please take good care of your personal belongings, such as passport, ID card, credit cards, cash, mobile, laptop & etc.

Emergency Support

- Inform PKU staff or student helpers
- Contact the local emergency authorities for assistance (Dial 110)
- Call the Hong Kong Immigration Department
(境外港人求助熱線) (852) 1868 (24-hour hotline)
- Inform your parents/relatives/friends in Hong Kong
- Inform the FBE Faculty Office
 - Email: kathylaw@hku.hk
 - Tel: (852) 3917 1197



Join Us on WeChat



Please note that instant information will be informed in wechat group



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Valid until May 2 and will update upon joining group

Please form into groups of
3 - 4 members now and
submit the grouping form to us
before you leave. Thank you!