



# Doing Business in China

Peking University Guanghua School of Management

May 27 – June 9, 2018



# DBIC PKU Admin Team



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# Programme Details

Doing Business in China - HKU Business School  
Program Schedule (May 27 to June 9, 2018)

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	May 27, 2018	May 28, 2018	May 29, 2018	May 30, 2018	May 31, 2018	June 1, 2018	June 2, 2018
Morning Session	Independent Arrival  Hotel Check-in 2:00 PM	7:50AM Bus to School 8:20AM Breakfast 9:00 AM-12:00 PM Welcome Session  Venue:111	7:50AM Bus to School 8:20AM Breakfast 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:111	7:50AM Bus to School 8:20AM Breakfast 9:00 AM - 12:00 PM Session 3: Marketing in China Professor Wang Rui Venue:111	8:00 AM - 4:00 PM Culture Tour Great Wall (Mutianyu Section)  (Lunch on Own)  2:00 PM: Bus to Hotel	9:00 AM - 12:00PM Company Visit 1	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 Guest Speaker from The Hong Kong General Chamber of Commerce Venue:111	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:111	1:00 - 4:00 PM Session 4: FinTech Evolution Professor Wang Chong Venue:111		1:00 - 4:00 PM Networking with Guanghua Students Venue: 203	1:00 - 4:00 PM Beijing Downtown Experience-Houhai
Evening		Welcome Dinner & Cultural Performance by HKU and Guanghua Students	Team Task	Team Task	Free Evening	Cultural Experience&Dinner @ 99 Mongolian Yurt	Free Evening
	Beijing	Beijing	Beijing	Beijing	Beijing	Beijing	Beijing
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	June 3, 2018	June 4, 2018	June 5, 2018	June 6, 2018	June 7, 2018	June 8, 2018	June 9, 2018
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 @ Xi'an Historical Downtown (Lunch on Own)	9:00 AM - 12:00 PM Session 5:China: Institutional Reforms &Growth Models Progrossor Zhang Yanlong	9:00AM-12:00PM Final Group Presentation Grading by Guanghua Professor	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 Progrossor Zhang Yanlong	1:00 - 4:00 PM Final Group Presentation Grading by Guanghua Professor	
Evening			Team Task	Team Task	Team Task	Farewell Dinner: Qin Dynasty Style Feast Cultural Experience Karaoke	
	Beijing	Xi'an	Xi'an	Xi'an	Xi'an	Xi'an	



# Programme Components

- ▶ The programme takes place in both Beijing and Xi'an
- ▶ 6 formal lectures on different business-related topics
- ▶ Group presentation
- ▶ 2 company visits
- ▶ Various cultural tours




## Beijing Campus



## Xi'an Campus



# Formal Lectures

- ▶ **Session 1 & 2:** The Economy of the People's Republic of China: Path of Reform and Challenges
  - ▶ **Session 3:** Marketing in China
  - ▶ **Session 4:** FinTech Evolution
  - ▶ **Session 5:** China: Institutional Reforms & Growth Models
  - ▶ **Session 6:** China: Social Structure, Cultural Norms and Business Practices
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# Grading Elements



## ▶ Participation — 25%

- Attendance: 10% for full attendance (*both academic and cultural events*)
- Class participation: 15% for actively contribute to class discussion (*TA will record class participation*)

## ▶ Mini Group Project — 25%

- Minor group project will be conducted on **June 1, 14:00 - 16:30**. Each group will be assigned a topic and present after preparation. PKU students will be invited to join the groups in working on the project.

## ▶ Final Group Project — 50%

- Professor Grading: 25%
- Peer Assessment: 25%

### **Date of Group Presentation: June 8 at Xi'an Campus**

- Groups should submit the PPT to [347225844@qq.com](mailto:347225844@qq.com) by **8 am on June 8**
- 15 minutes presentation + 5 minutes Q&A
- Everyone in the group should present



# Grading Sheet

Group	Preparation (10%)	Depth of Analysis (50%)	Powerpoint (15%)	Presentation Q&A (25%)	Total (100%)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
Signature:					

# Credit Transfer

- ▶ 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 to HKU as STRA3706 China Business Environment and 6 credits will be counted towards Summer Semester of 2017-18.
  - For students who receive a FAIL grade, no credit will be transferred back.
- ▶ A PKU transcript will be issued to you around July.

# Company Visits

## ▶ Beijing

- **Weilai** (蔚來汽車企業)
  - A motor company
  - <https://www.nio.com/?noredirect=>



## ▶ Xi'an

- **Yinqiao Dairy Group** (西安銀橋乳業集團)
  - A dairy products manufacturing company
  - <http://www.yinqiaogroup.com/>



*\* The above firm visits are subject to change.*

# Cultural Tours in Beijing and Xi'an



**Great Wall**

**Forbidden City**

**Mongolian Cuisine**

**Terra-Cotta Warriors**

**The Long Regret Opera**





# Programme Logistics

# Flight Details

## ▶ Departing Hong Kong

*(Only for students who purchase round-trip tickets through our Faculty)*

Date:	May 27, 2018 (Sunday)
Route:	Hong Kong to Beijing
Flight Number:	KA992 (Cathay Dragon 國泰港龍航空) 
Departure Time:	14:00
Arrival Time:	17:20
Meeting time:	<b>11:00 at group check-in counter at Aisle F of Hong Kong International Airport (Terminal 1)</b>

- ❖ *Student helpers will pick you up at Beijing Capital Airport to the Beijing Friendship Hotel.*
- ❖ *For students who will not be travelling with the group, please make sure that you contact the student helpers upon arrival at the Hotel. Contact information will be provided to you soon.*

# Flight Details

## ▶ Returning Hong Kong

*(Only for students who purchase round-trip tickets through our Faculty)*

Date:	June 9, 2018 (Saturday)		
Route:	Xi'an to Hong Kong		
Flight Number:	KA943 (Cathay Dragon 國泰港龍航空)		
Departure Time:	15:50		
Arrival Time:	19:00		

- ▶ *Please keep the **boarding pass** of your flights/train tickets as you will need to submit them to us if you apply for insurance claim as well as the Mainland Experience Scheme.*



# Accommodation

**Beijing (May 27 – June 3)**



## **Beijing Friendship Hotel**

(30 minutes driving to PKU Guanghua)

📍 1 Zhongguancun South St. Beijing, China.  
中国北京中关村南大街1号 100873



# Accommodation

**Xi'an (June 4 - 9)**



## Elegant Oriental Hotel

(Inside the PKU Guanghua Xi'an Campus)

📍 6 Fenghuang Road, Lintong District, Xi'an, China  
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 (50 min drive)
- Xi'an Railway Station – 21.5km (40 min drive)
- Xi'anbei Railway Station – 21.8km (40 min drive )

### Local Attraction Distance

- Scitech Outlet Mall 赛特奥莱购物中心 – 0.2km
- Terra Cotta Warriors兵马俑 – 12 km
- Huaqing Hot Spring 华清池 – 3 km

# Transportations

- Airport pick-up & Daily Commuting:  
50-seat coach
- Beijing to Xian on June 4:  
High Speed Train G655 (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.
- ▶ You may also purchase additional insurance plan yourself if you want to further extend the coverage during your stay in Beijing and Xi'an.



**Travel Insurance**

# Items 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 company visits and presentation

- Laptop



- Medicine





# Items that you need to pay by cash:

- ▶ Meals that are not covered in the programme:

Meals	Date													
	May 27	May 28	May 29	May 30	May 31	June 1	June 2	June 3	June 4	June 5	June 6	June 7	June 8	June 9
Breakfast		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lunch		✓	✓	✓	✗	✓	✗	✗	✗	✓	✗	✓	✓	
Dinner	✗	✓	✗	✗	✗	✓	✗	✗	✓	✗	✗	✗	✓	

- ▶ Optional cable car fare at the Great Wall (RMB160 / trip)
- ▶ Expenses on transportation and souvenirs during your free time travelling

# Student Conduct

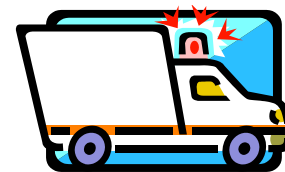
- ▶ Students are required to attend **ALL** programme-arranged activities, including lectures, firm visits, cultural tours, networking reception, welcome and farewell dinners, etc.
- ▶ Please be **PUNCTUAL** for all programme-arranged activities.
- ▶ Attendance record for all lectures and events will 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.

# Student Conduct

- ▶ 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 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
- ▶ 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: [raylwm@hku.hk](mailto:raylwm@hku.hk)
  - Tel: (852) 3917 1133



**Emergency**



# DBIC (May 2018) Students Breakdown

Total no. of students:	80
Year 1: Year 2 : Year 3	44: 32 : 4
Male : Female	29 : 51
Local : Mainland : Others	45 : 26 : 9

# Join Us on WeChat



**Please note that instant information will be informed in WeChat group**



**QR Code for DBIC-HKU (2)**