



Doing Business in China

The University of Hong Kong
Peking University Guanghua School of Management
March 6-14, 2021



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

- Advancing management knowledge
- Developing business leaders for China and the global community

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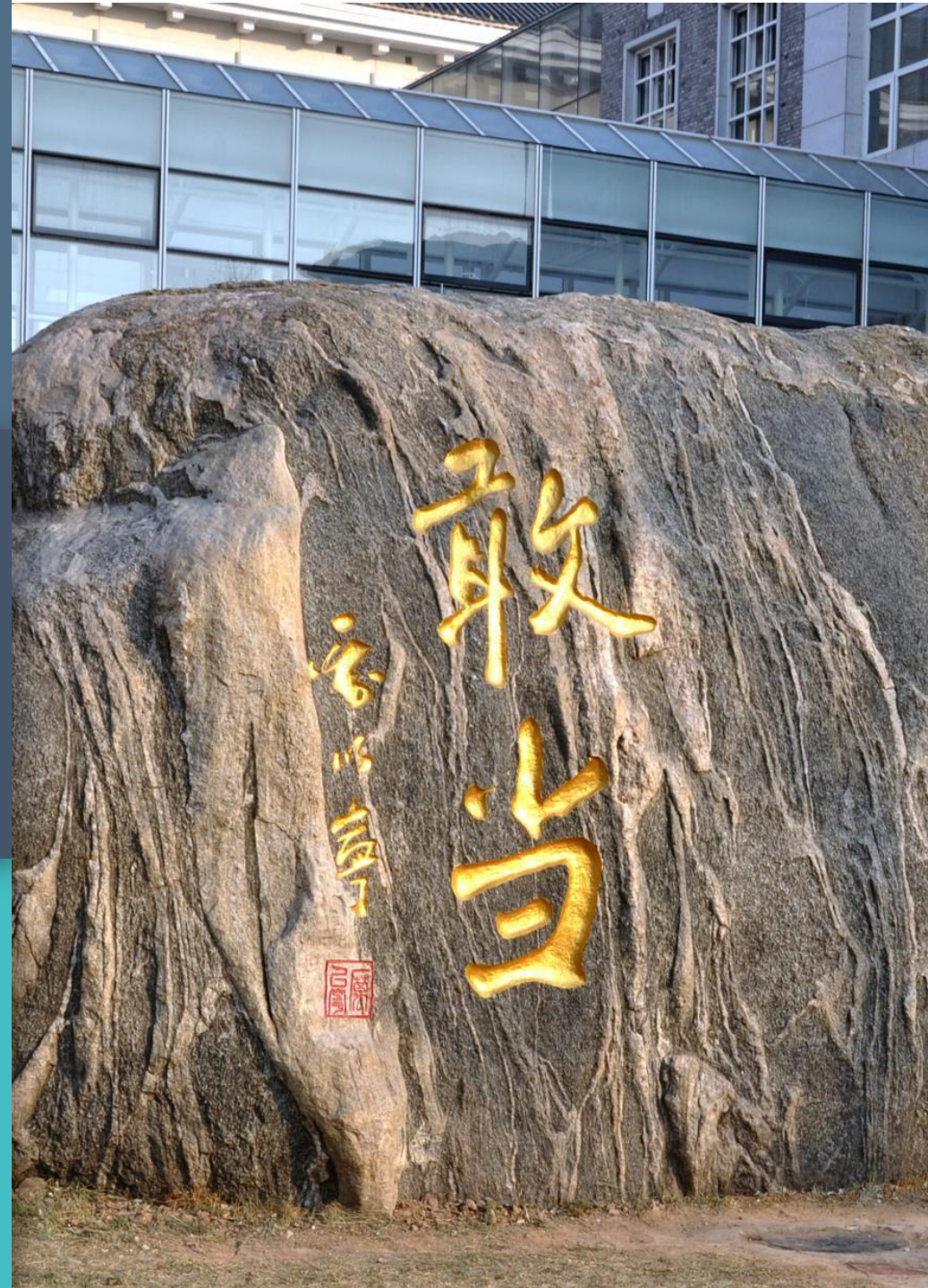
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DBIC Admin
Team



DBIC Admin Team

Program Advisors



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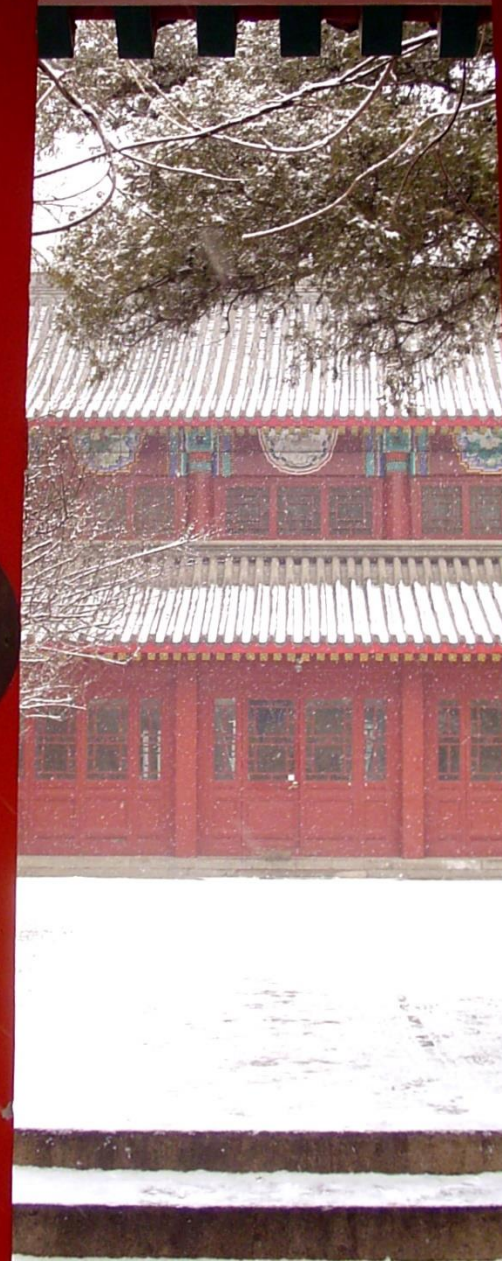


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02 | PKU Campus





PKU SPRING

PKU SUMMER






PKU AUTUMN



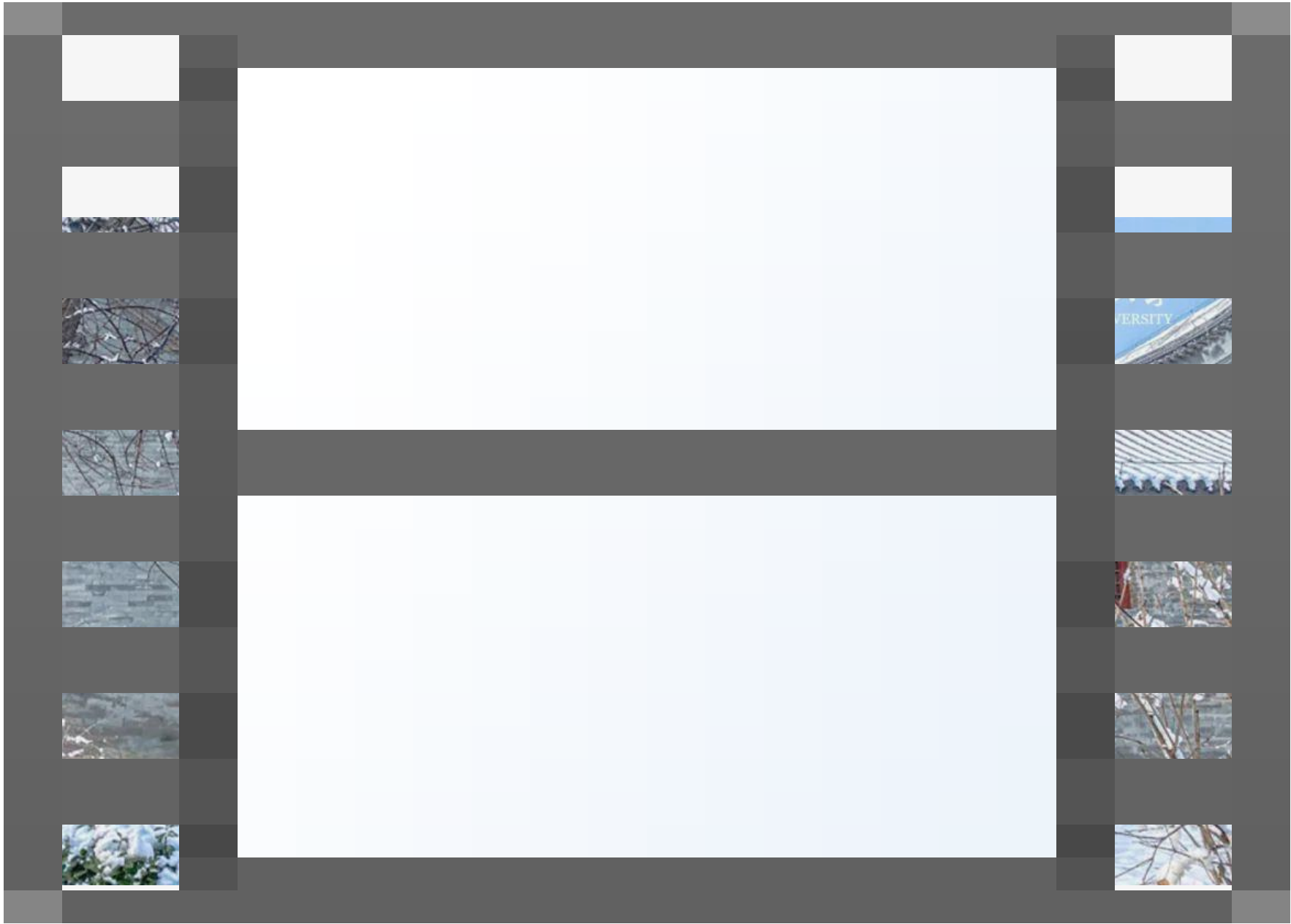
PKU
WINTER





燕园





北京大学燕园校区地图

Map of Peking University Main Campus

教学科研 Teaching & Research Area	生活服务 Campus Life Service	附属单位及其他 Subordinate Units
行政办公 Administration Area	学生宿舍 Student Housing	场馆 Library/Auditorium/Stadium

Map Legend:

Teaching and Research Area

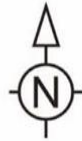
- 7: School of Economics 经济学院
- 8: Foreign Languages Building 外交楼
- 9: Yingjie Overseas Exchange Center 英杰交换中心
- 11: Russian Language Building 俄文楼
- 15: Guanghua School of Management Bldg No. 2
光华管理学院2号楼
- 16: Law School 法学院
- 17: School of Government 政府学院
- 18: International Studies Building 国关大楼
- 10, 16, 31-35: Natural Science Buildings 1-4 理科
- 29: Guanghua School of Management Bldg No. 1
光华管理学院1号楼

Administration Area

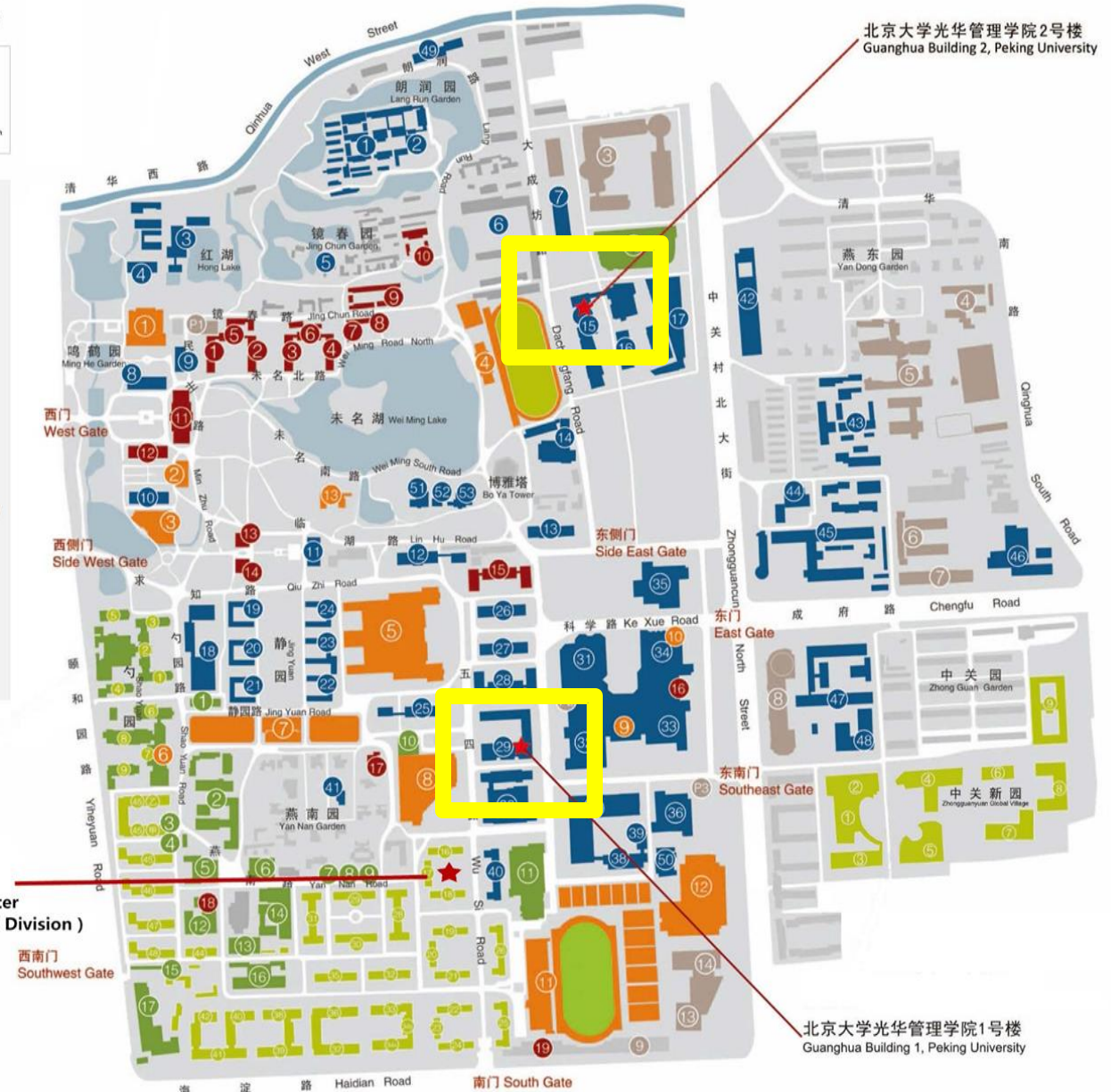
- 11: Office of the President 办公楼
- 13: Northern Pavilion 北阁
- 14: Southern Pavilion 南阁

Campus Life Service

- 2: University Hospital 校医院
- 6: Shaoyuan Bldgs (No. 1-9) 勺园
- 19: Peking University Hospital 北大校医院
- Student Housing
- 7-9: Zhong Guan New Garden (International Student Housing) 中关新园
- Subordinate Units
- 8: Fangzheng Bldg 方正大厦
- Library/ Auditorium/ Stadium
- 3: Museum of Peking University History 校史馆
- 4: No. 1 Stadium 东操场
- 5: Peking University Main Library 北大图书馆
- 7: No. 2 Stadium 第二体育馆 (basketball and tennis courts)
- 8: Centennial Commemorative Hall
- 11: May 4th Playground 五月运动场



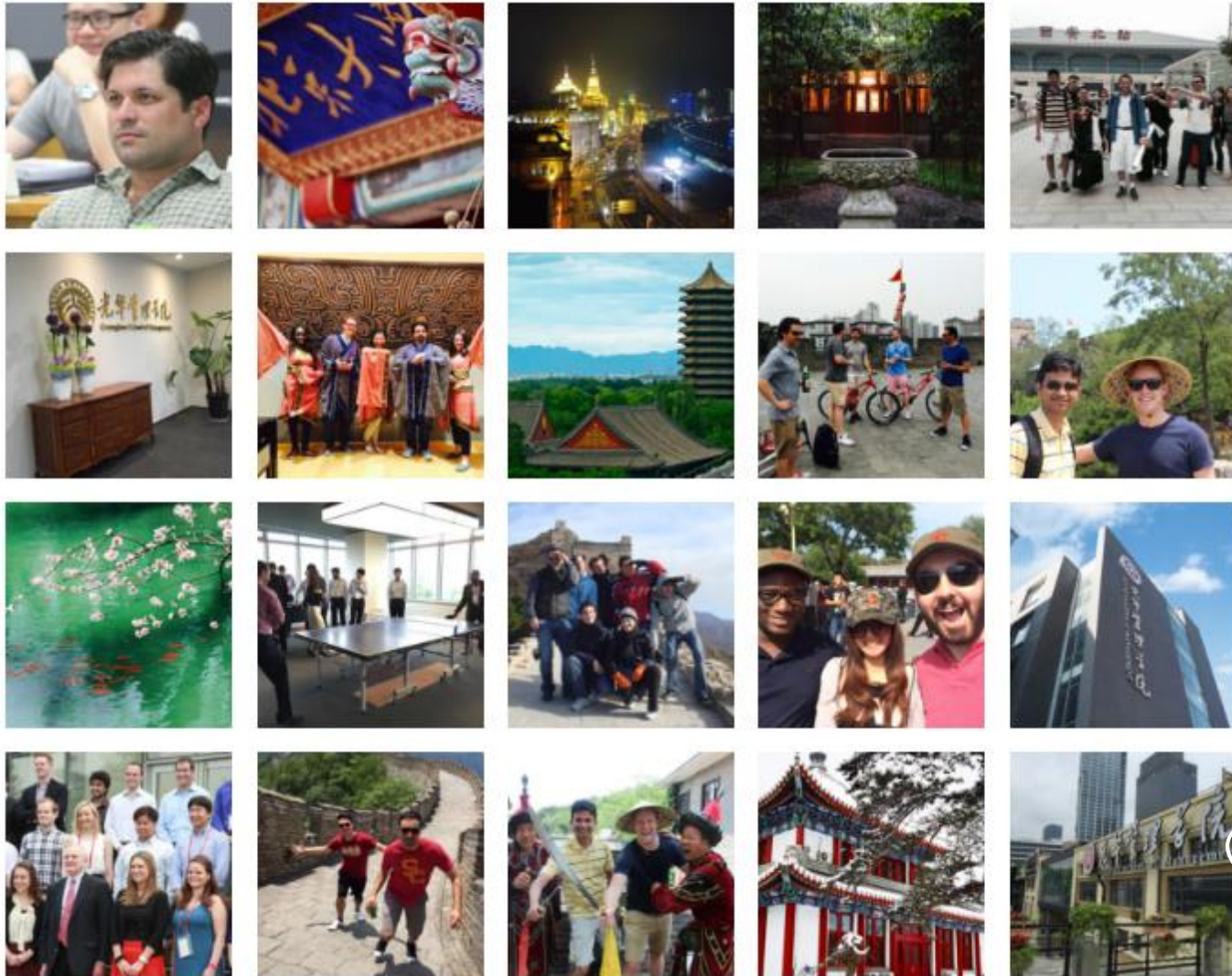
新太阳学生中心
New Sun Student Center
(PKU International Student Division)



北京大学光华管理学院1号楼
Guanghua Building 1, Peking University



Guanghua School of Management



Cultural Experience: Off-the-Scale Massive China See for yourself

@BEIJING

- Great Wall
- Forbidden City
- Temple of Heaven
- Tian'anmen Square
- Wangfujing Street
- Sanlitun Bar Street
- And so much more ..



食在北京

北京烤鴨
STEAM

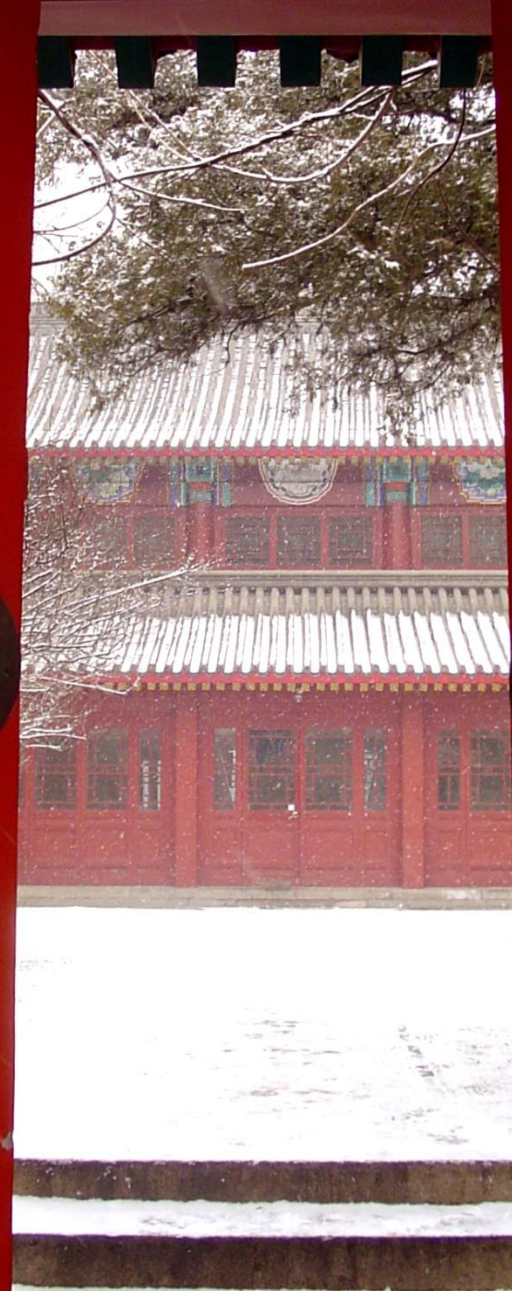
文 案 內 容
ENGLISH TEXT CONTENT
ADD YOUR ENGLISH TEXT HERE
將此處替換成你的文案吧
諮詢熱線: 0123-12345678

By: ko222000 No: 201612001126240664000

昵图网 www.nipic.com



03 | Program Information



	Time	Sat	Sun	Mon	Mon	Wed	Thu	Fri	Sat	Sat
5/Mar		6/Mar	7/Mar	8/Mar	9/Mar	10/Mar	11/Mar	12/Mar	13/Mar	14/Mar
		9:00 AM - 12:00 PM	9:00 AM - 12:00 PM	9:00 - 11:30 AM	10:00 - 11:30 AM	9:00 AM - 11:30 PM	9:00 AM - 12:00 PM	9:00-10:30 AM	10:00 - 11:30 AM	9:00 AM - 12:00 PM
online Self-study		Online	Online	Online	Online	Online	Online	Online	Online	Online
Pre-Program Course Development in Emerging Economies: The Case of China	Morning Session	Welcome Session & Icebreaker	Session 2: Demographics and Long-run Economic Growth: The Case of China II Wang Hui, Associate Professor of Applied Economics	Session 3: The Micro-structural Foundation for Innovations of Chinese Firms I Zhang Yanlong, Associate Professor of Organization and Strategic Management	Session 5: Talent Employment & Opportunities in Mainland China Guest Speaker Amy Siu, Chairman from Hong Kong Chamber of Commerce in China	Session 6: The Chinese Housing Market Zhang Yu, Assistant Professor of Finance	Session 7: Understanding China's Marketing in Digitalization Era: Consumers and Strategies I Wang Rui, Associate Professor of Marketing	Session 9: The Business of Communications in China: The Case of Ogilvy Guest Speaker Scott Kronick, Former President and CEO of Ogilvy PR in Asia-Pacific	Session 11: Chinese Toymaker's Strategy: The case of Pop Mart Guest Speaker from Pop Mart	Session 12: Final Group Presentation I
	Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
	Mini Research Paper required		1:00 - 4:00 PM	1:00 - 3:00 PM	1:00 - 3:30 PM	1:00 - 3:00 PM	2:00 - 3:30 PM	1:00 - 4:00 PM	1:00 - 3:30 PM	1:00 - 3:00 PM
	Afternoon Session	Session 1: Demographics and Long-run Economic Growth: The Case of China I Wang Hui, Associate Professor of Applied Economics	Group Study I	Session 4: The Micro-structural Foundation for Innovations of Chinese Firms II Zhang Yanlong, Associate Professor of Organization and Strategic Management	Group Study II	Mingle with Guanghua Students	Session 8: Understanding China's Marketing in Digitalization Era: Consumers and Strategies II Wang Rui, Associate Professor of Marketing	Session 10: How Important Is China's Constitution in the Chinese Legal System? Prof. Yan Tian, Assistant Professor, School of Law	Group Study III	Session 13: Final Group Presentation II
5		3	5	5	3.5	4	6	4	3.5	6

The schedule is subject to change.

PKU Guanghua-HKU DBIC Program

Professor Team



Wang Hui

Associate Professor
of Applied
Economics



Zhang Yanlong

Associate Professor
of Organization and
Strategic
Management



Zhang Yu

Assistant Professor
of Finance



Wang Rui

Associate Professor
of Marketing



Yan Tian

Assistant Professor
PKU Law School

PKU Guanghua-HKU DBIC Program

Guest Speaker

中國香港(地區)商會

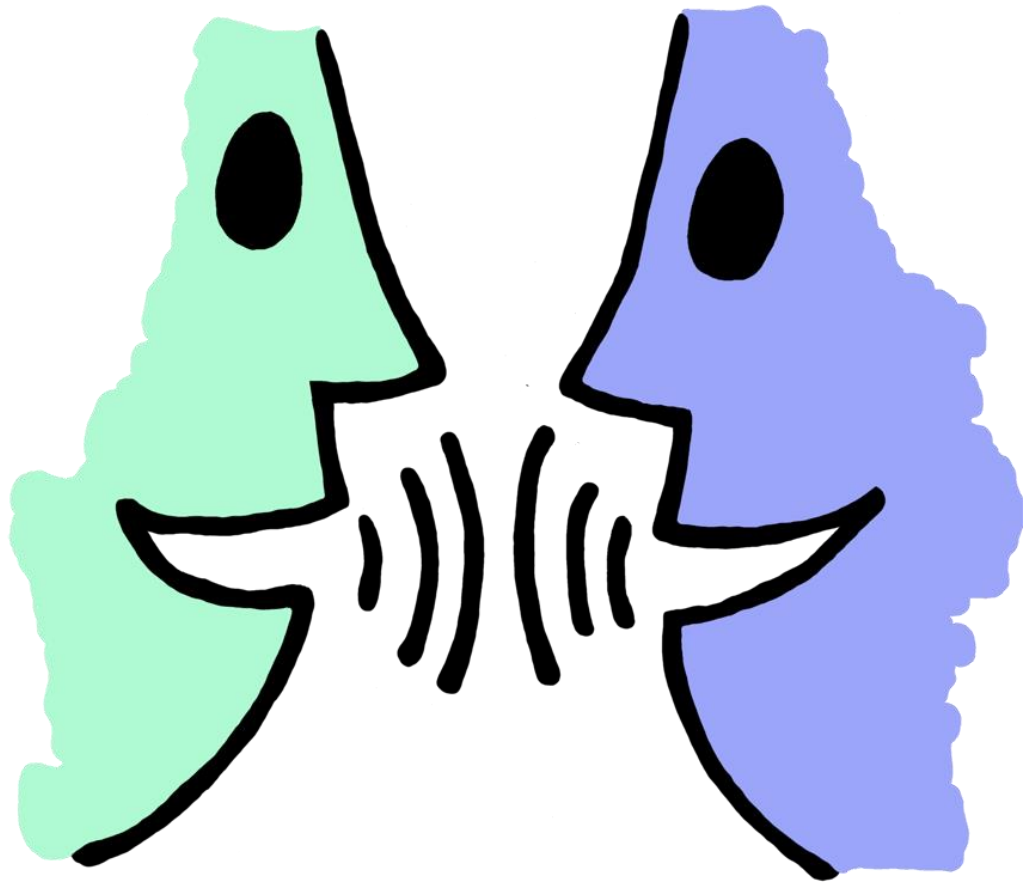


H · K · C · C · C

Ogilvy

POP MART

Subject to change



MEET, PLAY, DISCUSS, DEBATE

MINGLE WITH GUANGHUA STUDENTS

Date: March 6 and March 10



04 | Grading Scheme



Grading Scheme

Attendance (10%):

All students are required to attend classes or guest speaker lectures on time. Time of joining and leaving will be automatically recorded and checked on Teams.

Peer Assessment (10%):

All students will be assigned to a study group. Each group will critique and give each other feedback on their responsibility, contribution, attitude, teamwork, etc. It counts to 10% of the total score. See attached for the Peer Assessment Form.

Grading Scheme

A Mini Group Project for the Pre-Program Course (20%):

This pre-program course (MOOC: Development in Emerging Economies: The Case of China) collaborates with the World Bank's Open Learning Campus to leverage our faculty's deep knowledge and expertise on China-based issues, providing a primer on the country's development across three areas: Economy, Finance, and Business. Students should first register on [edX](#) to start the course. After the pre-program course study, each group is expected to hand in a mini research paper elaborating on their takeaways from this course **by 8:00PM of March 7 (Sunday)**. This assignment will be graded by the academic professor and counts towards 20% of the total score.

Grading Scheme

Final Group Presentation (60%):

The final group presentation requires students to work in assigned groups again and counts towards 60% of the total score. For this assignment, you may choose one of the two following options

- 1) identify a real company that has not done its business in mainland China and design specific strategies for that company to start its business here and gain profit;
- 2) or identify a real company that has already done its business in mainland China but needs new strategies.

Grading Scheme

This group project is due in PPT format with an outline of the major points (no more than 30 slides) by 8:00PM of **March 13 (Saturday)**. Please send your final work to pku-dbic@gsm.pku.edu.cn prior to the said deadline.

Each group will have 30 minutes to present your project to the grading professor(s) and the whole class on the last day of the program. Each group will also have 5 minutes to answer up to 5 questions. Everyone in the group is expected to present. There is zero tolerance for plagiarizing. Each group will evaluate the other groups, and each one of you will evaluate the other members in your group.

PEER ASSESSMENT FORM

List each team member and rate them on a scale of 6 to 20 in each of the areas listed below. The total score is 100 points:

20 = Above average

13 = Average

6 = Below average

- Quality (20 points): Completed all assignments at the level of quality expected by the group
- Responsibility (20 points): Completed all assignments in a timely manner
- Teamwork (20 points): Worked well with other team members
- Contribution (20 points): Contributed to the group in an equitable fashion
- Attitude (20 points): Projected positive attitude throughout module/project

Member Name	Quality (20 points)	Responsibility (20 points)	Teamwork (20 points)	Contribution (20 points)	Attitude (20 points)	Total

Final 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:					

05 | Student Conduct





Be on time



**Actively participate in
class discussion**



Be open-minded

Early is on time

On time is late

And late is unacceptable

Rules and Important Info

- **Students are required to attend **ALL** programme-arranged sessions, including pre-programme courses, welcome session, lectures, group study, mingling session and presentation, etc.**
- **NO EATING DURING ALL SESSIONS**
- **Turn your camera ON and microphone OFF during all sessions. You may unmute your microphone whenever necessary (there will be video recording for all sessions)**



Be on time



**Actively participate in
class discussion**



Be open-minded

Early is on time

On time is late

And late is unacceptable

Rules and Important Info

- **Attendance will be checked for all sessions which will affect the final grade of the course**
- **If you withdraw from the programme subsequently (regardless of your reason of withdrawal) or if you fail to complete the programme, the paid deposit will be FORFEITED**
- **Read cases before class**
- **Dress code: business casual for all lectures and guest talks**
- **Inform Program Advisors and teaching assistant for any special circumstances**

06 | Microsoft Teams



Download Microsoft Teams



07 | WeChat Group



WeChat QR CODE



HKU DBIC 2021



Q&A

The image features a stylized logo for 'Q&A'. The letter 'Q' is a large, rounded orange shape with a white interior containing a purple question mark. The ampersand '&' is a blue, rounded, intertwined shape. The letter 'A' is a large, green, blocky shape with a dark green shadow or outline. The letters are arranged horizontally and overlap slightly. The background is white.

Mingling Time

Separate into 6 groups of 8 - 9 members now

- **Self-introduction**
- **Selection of Group Leader**
- Name the group**
- Draw the group logo**
- **Taking group picture**

**Please send the full name of the group leader and group picture to fbeuge@hku.hk and "GENERAL" channel in Teams before you leave.

Thank you!