Done Business in China

The University of Hong Kong
Peking University Guanghua School of Management

May 26 – June 8, 2019
Our Mission

To advance management knowledge and develop business leaders for China and the global society
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Advisor for HKU Cohort 76: Julia Hu (胡帆林)
hu@gsm.pku.edu.cn
86 10 62747002
<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>Morning Session</td>
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<td></td>
<td>8:30AM Breakfast</td>
<td>9:00 AM - 12:00 PM</td>
<td>Session 1: The Economy of the People's Republic of China: Path of Reform and Challenges</td>
<td>9:00 AM - 12:00 PM</td>
<td>Session 3. Marketing in China</td>
<td>9:30 AM - 11:30PM</td>
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<td>Welcome Session</td>
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<td>Professor Tang Yoo</td>
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<td>Professor Shan &amp;</td>
<td>Company Visit 1</td>
<td>9:00 AM - 1:00 PM</td>
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<td>Venue:203</td>
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<td>Professor Lei Ying</td>
<td>Harwang Technology</td>
<td>Tianamen Square &amp; Forbidden City</td>
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<td>Lunch</td>
<td>Independent Arrival</td>
<td>Lunch Buffet at School</td>
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<td>Hotel Check-in 2:00PM</td>
<td>12:30-1:30PM</td>
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<td></td>
<td>Dialogue with Tom Lam &amp; Networking with Guanghua Students</td>
<td>Session 2: The Economy of the People's Republic of China: Path of Reform and Challenges</td>
<td>(Lunch on Own)</td>
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<td>Beijing Downtown Experience-Houhai</td>
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<td>Venue:203</td>
<td>Professor Tang Yoo</td>
<td>(Lunch on Own)</td>
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<tr>
<td>Evening</td>
<td>Welcome Dinner: Cultural Performance by HK and Guanghua Students</td>
<td>Team Task</td>
<td>Team Task</td>
<td>Team Task</td>
<td>Free Evening</td>
<td>Cultural Experience&amp;Dinner @ 99 Mongolian Yurt</td>
<td>Free Evening</td>
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<td>June 7, 2019</td>
<td>June 8, 2019</td>
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<td>Morning Session</td>
<td>9:45 AM - 9:45 PM</td>
<td>9:00 AM - 12:00 PM</td>
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<td>Check Out by 12:00 PM</td>
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<td>Tea</td>
<td>Team GT5</td>
<td>Company Visit 1</td>
<td>Session 5:China: Institutional Reforms &amp; Growth Models</td>
<td>Final Group Presentation</td>
<td>Final Group Presentation</td>
<td>Self Departure</td>
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<td>from Beijing West Station to Xian North Station</td>
<td>Group Project Time</td>
<td>Lunch Buffet at School</td>
<td>Progessor Zhang Yanlong</td>
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<td>Lunch</td>
<td>Free</td>
<td>Lunch Buffet at School</td>
<td>12:00-1:00PM</td>
<td>Cultural Experience @ Huashan</td>
<td>Lunch Buffet at School</td>
<td>Lunch Buffet at School</td>
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<td>Afternoon Session</td>
<td>5:00-9:30 PM</td>
<td>1:00 PM Pick up at Campus</td>
<td>1:00 PM Pick up at Campus</td>
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<td>Huazhonglu Dinner &amp; The Long Rapest</td>
<td>Tsenna-Cottaros Warriors</td>
<td>Cultural Tour: Xian’s Muslim Quarter</td>
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<td>Cultural Tour: Xian’s Muslim Quarter</td>
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<td>Review Dinner: Qin Dynasty Style Feast</td>
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Last updated: 2019/4/15
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...
Hanwang Technology Co., Ltd.
The pioneer in character recognition technology and intelligent interactive products worldwide

Company Visits
Beijing

Subject to change
Flight Details

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

<table>
<thead>
<tr>
<th>Date:</th>
<th>May 26, 2019 (Sunday)</th>
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<tbody>
<tr>
<td>Route:</td>
<td>Hong Kong to Beijing</td>
</tr>
<tr>
<td>Flight Number:</td>
<td>KA 992 (Cathay Dragon)</td>
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<tr>
<td>Departure Time:</td>
<td>2:00 pm</td>
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<tr>
<td>Arrival Time:</td>
<td>5:20 pm</td>
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<tr>
<td>Meeting time:</td>
<td><strong>11:00 am at check-in counter at Aisle H of Hong Kong International Airport (Terminal 1)</strong></td>
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</table>

- 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

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<tr>
<th>Date:</th>
<th>March 10, 2019 (Sunday)</th>
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<tbody>
<tr>
<td>Route:</td>
<td>Xi’an to Hong Kong</td>
</tr>
<tr>
<td>Flight Number:</td>
<td>KA943 (Cathay Dragon 香港龍航空)</td>
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<tr>
<td>Departure Time:</td>
<td>3:50 pm</td>
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<tr>
<td>Arrival Time:</td>
<td>7:00 pm</td>
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• 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 新中关/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:
  Xi’an: https://www.accuweather.com/en/cn/xian/106566/weather-forecast/106566)
# Meals Arrangement at Own Expenses

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<tr>
<th>Breakfast</th>
<th>May 26</th>
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- O 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

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!