



PKU GUANGHUA DOING BUSINESS IN CHINA PROGRAM 2023

KNOCK OUT YOUR SUMMER ONLINE
June 5 - 21, 2023

- 🕒 Program Dates: June 5 - 21, 2023
- 🕒 Course Time: Monday to Friday (CST 19:00-22:00, 3 hours/per day)
- 📍 Teaching Format: Synchronous Online Classes
- 🌐 Language: English
- 📋 Credits: 3 Credits, 45 Contact Hours
- 💰 Tuition Fee: CNY 12,000 (approximately USD 1,730, EUR 1,620)



Program Topics

PKU Guanghua Summer Online will be taught remotely online. With a theme of "Doing Business in China", the two topics below will be delivered in the summer of 2023.

Topics 1: Chinese Economy

✓ 1 credit

- 1 The Chinese Economy: Economic Reform, Politics and Reform
- 2 Demographics and Long-run Economic Growth: The Case of China



Topics 2: New Technology and Business Transformation

✓ 2 credits

- 1 Understanding China's Marketing in Digitalization Era: Consumers and Strategies
- 2 Artificial Intelligence and Metaverse from the Perspective of Digital Economy
- 3 Data Thinking: From Uncertainty to Commercial Value
- 4 China Management – Thriving of Chinese Internet Companies and Model Innovation

Program Highlights

🌟 UNIQUE CHINA FOCUS

By immersing you in China's most influential cities, the program provides a unique opportunity to experience firsthand the emerging markets of China, one of the world's fastest-growing major economies.

🌟 COMPREHENSIVE STRUCTURE

A comprehensive program structure allows students to enjoy academic lectures and get first hand industry insights from company speakers in China.

🌟 TOP-NOTCH FACULTY

Learn from the top-notch faculty who are globally acclaimed professors with exceptional China insight and leading influencers of business practice and economic policy in China.

Why Online

- Added Flexibility and Self-Paced Learning
- Demonstrated Self-Motivation
- Improved Virtual Communication and Collaboration
- Lower Cost

★ An official PKU Guanghua transcript and a program certificate will be awarded after course completion.

Eligibility

- 👤 Pursue or have already obtained a Bachelor's or Master's Degree in an accredited university
- 👤 Present an excellent academic performance and be proficient in English written and oral

Application

Application Deadline

May 10, 2023

Notification of
Admissions Decision

Within two weeks of completing the application

Payment

5 working days after receiving the admission notification

Application Link



<http://exchange.gsm.pku.edu.cn/dbic/application/login.html>

Info Session



April 7, 2023



19:00-20:00 (China Standard Time)
12:00-13:00 (CET) | 6:00-7:00 (EST)

Scan to Sign up for
Info Session



Contact Us

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