Our Mission

• Advancing management knowledge
• Developing business leaders for China and the global community
01 DBIC Admin Team
DBIC Admin Team
Program Advisors

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02 PKU Campus
PKU AUTUMN
PKU WINTER
燕园
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 ..
03 Program Information
<table>
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<tr>
<th>Time</th>
<th>Sat</th>
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<td>Pre-Program Course Development in Emerging Economies: The Case of China</td>
<td>Wang Hui, Associate Professor of Applied Economics</td>
<td>Zhang Yanlong, Associate Professor of Organization and Strategic Management</td>
<td>Guest Speaker Amy Siu, Chairman from Hong Kong Chamber of Commerce in China</td>
<td>Zhang Yu, Assistant Professor of Finance</td>
<td>Wang Rui, Associate Professor of Marketing</td>
<td>Guest Speaker Scott Kronick, Former President and CEO of Ogilvy PR in Asia-Pacific</td>
<td>Guest Speaker from Pop Mart</td>
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<td><strong>Session 1:</strong> Demographics and Long-run Economic Growth: The Case of China I</td>
<td>Group Study I</td>
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<td><strong>Session 3:</strong> The Micro-structural Foundation for Innovations of Chinese Firms II</td>
<td>Group Study II</td>
<td>Mingle with Guanghua Students</td>
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<td><strong>Session 5:</strong> Talent Employment &amp; Opportunities in Mainland China</td>
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<td><strong>Session 6:</strong> The Chinese Housing Market</td>
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<td><strong>Session 7:</strong> Understanding China’s Marketing in Digitalization Era Consumers and Strategies I</td>
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<td><strong>Session 11:</strong> Chinese Toymaker’s Strategy: The case of Pop Mart</td>
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<td><strong>Session 12:</strong> Final Group Presentation I</td>
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<td><strong>Session 13:</strong> Final Group Presentation II</td>
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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

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.
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.
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.
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

<table>
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<tr>
<th>Member Name</th>
<th>Quality (20 points)</th>
<th>Responsibility (20 points)</th>
<th>Teamwork (20 points)</th>
<th>Contribution (20 points)</th>
<th>Attitude (20 points)</th>
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# Final Grading Sheet

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<tr>
<th>Group</th>
<th>Preparation (10%)</th>
<th>Depth of Analysis (50%)</th>
<th>Powerpoint (15%)</th>
<th>Presentation Q&amp;A (25%)</th>
<th>Total (100%)</th>
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**Signature:**
05 | Student Conduct
• 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
Download Microsoft Teams
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!