Doing Business in China
May 15 – 28, 2016 OR June 12 – 25, 2016

Beijing, Xi’an and Shanghai
overview

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Program Structure

• Course offered in conjunction with our partner, Peking University, Guanghua School of Management.
• Basic Introduction to Doing Business in China.
• This course is 3 credit hours (2 spring, 1 summer)
• Grade is awarded by Guanghua School of Management
• All courses are taught in English.
Course Dates

Two sessions offered:

Students will choose one session after they are accepted into the program.
Course Topics

• Economics Development
• Chinese Economy
• Economic Transition in China
• China: The Country and People
• Doing Business & Managing People in China
• Leadership in Chinese Business Firms
• China Market, Chinese Consumers, and Personalized Marketing
• Chinese Consumers, Marketing Strategies and Marketing Channels
• Capital Market and Corporate Behaviors in China
• Financial Market and Financing in China
• Capitalism Revolution and Chinese Characteristics
• Structures for Investing and Operating in China
• MNCs in China and Local Chinese Firms
• Manufacturing and SCM in China
• China’s New Entrepreneurship
• Who Governs China and How?
• Survey of Chinese History and Culture
Course Inclusions

- Academic lectures
- Company visits
- Guest lectures
- 4 day module in Xi’an
- Mandarin language course
- Cultural events
- Weekday lunches and some dinners
Beijing

• Hotel accommodations based on twin share occupancy
• Daily Breakfast
• Local transportation to all scheduled academic, cultural/historical activities
• Any planned entry fees to museums, shows, etc.
• Travel insurance
• China visa for U. S. citizens and assistance in obtaining China visa
Application Process

• Complete online application by **11:59pm** on **Sunday, November 15**
• Application must be submitted via the “Off-Campus Programs Application” tool.
• Emails and faxes will **not** be accepted
• Program is limited to 12 students
Payments
Payments must be made on time or you could be dropped from the course.

International Program Fee:
In addition to your regular W. P. Carey program tuition for 3 credit hours (if applicable) plus one credit of ASU summer tuition, there is an additional international program fee of $3,200.00 that must be paid to cover the cost of taking this course.

Scholarships:
Evening, Online & Weekend MBA students will receive a partial scholarship; amount to depend on the total number of applicants.
Expenses Covered by the International Program Fee

• Hotel accommodations based on twin share occupancy
• Daily Breakfast
• Local transportation to all scheduled academic, cultural/historical activities
• Any planned entry fees to museums, shows, etc.
• Travel insurance
• China visa for U. S. citizens and assistance in obtaining the China visa.
Expenses Not Covered by the International Program Fee

• Roundtrip flight from Phoenix to Beijing
• W. P. Carey and ASU tuition/fees (if applicable)
• Passport fees
• Immunization fees
• Meals not included in the itinerary
• Airport entry/departure taxes
• Visa fees for non-US citizens (if required)
• Leisure expenses
Passport & Visas

• If you have a passport, verify that it is valid through December 2016
• If you do not have a passport, begin the process of obtaining your passport immediately after being selected for the program
• We will assist with obtaining visas for U. S. citizens
• If you are not a U.S. citizen, verify with your own government if a visa is needed
Q & A