



Guanghua School of Management
Peking University

PEKING UNIVERSITY

GUANGHUA SCHOOL OF MANAGEMENT

**MBA EXCHANGE PROGRAM
FACT SHEET AY 2024-2025**

EXCHANGE.GSM.PKU.EDU.CN

CONTACTS



Guanghua Exchange/Visiting Program Team

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Office Management Team

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EXCHANGE PROGRAM INFORMATION

MBA Majors:

Accounting
Finance and Investment
Marketing
Organization and Strategy Management
Healthcare Industry
Social Enterprise Management
Internet Economics and Big Data
Innovation and Entrepreneurship
Culture Industry

Language of Instructions:

Both English-taught and Chinese-taught courses are offered; please see the course list for specific availability.

Course List:

https://en.gsm.pku.edu.cn/exchange/Incoming_Exchange/Academics.htm

Please check the website for updates posted in March (for upcoming Fall courses) and September (for upcoming Spring courses).

Language Requirements:

Students must be proficient either in Chinese or English.

GPA Requirement:

Nominees must have a GPA of 3.0 or above, or meet the equivalent criteria at their home institutions.

Language Courses:

In each semester, Guanghua offers three levels of "Business Chinese" for students with different language foundations.

Full-time Workload:

Courses offered at Guanghua are worth 1 or 2 credits, with each credit equivalent to 15 contact hours. Exchange students are required to take a minimum of 4 credits up to a maximum of 18 credits per semester.

Exams:

There are two quarters in Fall Semester, Quarter 1 (September – mid-November) and Quarter 2 (late November – late January), and two Quarters in Spring Semester, Quarter 3 (mid-February – late April) and Quarter 4 (early May – late July). There is a one-week gap between Quarter 1 and Quarter 2, Quarter 3 and Quarter 4. Students who do not have classes scheduled during the gap week can take the week off.

[View the Academic Calendar of 2024-2025.](#)



GRADING



Upcoming School
Events & News

| LETTER GRADE | PERCENTAGE | GRADE POINT | EXPLANATION |
|--------------|----------------------------|-------------|---|
| A+ | 98-100 | 4.0 | Excellent |
| A | 95-97 | | |
| A- | 90-94 | | |
| B+ | 85-89 | 3.3 | Good |
| B | 80-84 | 3.0 | |
| B- | 77-79 | 2.7 | |
| C+ | 73-76 | 2.3 | Average |
| C | 70-72 | 2.0 | |
| C- | 67-79 | 1.7 | |
| D+ | 63-66 | 1.3 | Pass |
| D | 60-62 | 1.0 | |
| F | <60 | 0 | Fail |
| EX | Not counted toward the GPA | N/A | Exempt |
| IP | Not counted toward the GPA | N/A | In Progress (multiple-term courses) |
| I | Not counted toward the GPA | N/A | Incomplete (marked when application is approved for taking exams later because of illness or other unavoidable circumstances) |
| NP | Not counted toward the GPA | N/A | Not Pass |
| P | Not counted toward the GPA | N/A | Pass |
| W | Not counted toward the GPA | N/A | Withdraw |



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NOMINATION DEADLINES

Fall Semester /Academic Year Exchange

Nomination Period: February 15 to March 30

Spring Semester Exchange

Nomination Period: August 15 to September 30

NOMINATION PORTAL

* Students who are P.R. China passport holders are generally not eligible to participate in Guanghai's exchange program except in limited circumstances (If the exchange has an imbalance in favor of our partner school, it may be possible to accept a limited number of P.R.C. nationals as discussed on a case-by-case basis.).

* All partners are kindly requested to nominate students through our nomination portal; portal login information has been provided to each partner university's program coordinator for outgoing exchange. The nomination portal can be accessed at:

<http://exchange.gsm.pku.edu.cn/nomination/web/login.html>

STUDENT APPLICATION

STEP ONE: APPLY ONLINE

1. PKU Online Application

1)Application for graduate students holding an international passport: <http://www.studyatpku.com>

2)Application for graduate students holding a Hong Kong, Macau, or Taiwan passport:

<http://162.105.209.64/exchange/web/login.html>

2. Guanghai Online Application: <http://exchange.gsm.pku.edu.cn/nomination/student/login.html>



FALL SEMESTER APPLICATION DEADLINES

First Round of the Application: April 15

Second Round of the Application: May 15

SPRING SEMESTER APPLICATION DEADLINE

First Round of the Application: October 15

Second Round of the Application: November 15



STEP TWO: MAIL A COMPLETE SET OF MATERIALS TO OUR OFFICE

- Printed PKU application form
- Resume
- Official academic transcript (an unofficial transcript will NOT be accepted)
- Official nomination letter from the exchange office of your home university
- A copy of the photo page of your valid passport (if your passport will expire before the end of your exchange program, please submit a copy of your current passport and inform us that you will be applying for a new passport)
- One passport-sized photo, attached to the application form
- One-page letter of motivation highlighting your academic and personal goals for your exchange

Detailed information is available on our website: <http://exchange.gsm.pku.edu.cn/>.

The submitted materials must be original documents or notarized copies in either Chinese or English. Any missing documents may result in a delay processing your admission.

ACADEMIC CALENDAR 2024-2025

Fall Semester 2024

September 9-13, 2024: Days for registration (Exchange students will have a separate registration date, and we will notify students accordingly)

September 9, 2024: Lectures begin

September 17, 2024: Mid-autumn Festival

October 1-7, 2024: National Day Holiday

December 30, 2023-January 12, 2025: Examination period

January 12, 2025: Semester ends

Spring Semester 2025

February 17-21, 2025: Days for registration (Exchange students will have a separate registration date, and we will notify students accordingly)

February 17, 2025: Lectures begin

April 25-27, 2025: PKU Sports Day

May 1-7, 2025: Labor's Day

May 4, 2023: PKU Aniversary Day

June 9-22, 2025: Examination period

June 22, 2025: Semester ends



LIVING ACCOMMODATIONS

We are unable to make arrangements for on-campus living accommodations due to overwhelming demand and limited capacity. Our exchange students must arrange their own off-campus accommodations. GISA (Guanghua International Students Association) and the Office of Global Affairs will offer information on housing options.

Off-campus housing generally ranges from US\$450 – 650 per month for a single room in a two-bedroom / three-bedroom apartment.

Living Expenses

Depending on your living situation and your personal spending habits, non-housing expenditures typically average US\$350 – 450 per month.



HEALTH INSURANCE

All international passport holders are required to buy health insurance through Peking University on the day of registration. The insurance costs approximately RMB 400 per semester (subject to change).

Hong Kong, Macau, and Taiwan passport holders are required to buy travel insurance on their own.

VISA

International passport holders who are planning to stay longer than three months must obtain a visa to enter and study in China. The visa application process for international passport holders is listed below; a different process with different documentation is required for students from Hong Kong, Macau, or Taiwan.

IStep 1: Submit a program application to Peking University and the Guanghua School of Management

IStep 2: Application approved and admissions documents sent to the address on file

IStep 3: Apply for a X1-visa / X2-visa at a local Chinese Embassy or Consulate using your admissions documents, which usually takes around 2 weeks.

Travel visa (L-visa) is NOT acceptable.

FACILITIES

Modernized library services, computer labs, cafés, on-campus restaurants, student organizations, bookstores, gyms, and other student facilities.



STUDENT SERVICE

GISA (Guanghua International Students Association)

We have a buddy program run through GISA where students from similar programs are matched with incoming exchange students during their period of study. The buddy serves as a resource and guide for the exchange student. GISA can be contacted at gisa@gsm.pku.edu.cn

Career Services

A number of career resources will be available to exchange students during their stay. These include access to all company presentations organized at Guanghua, employer contact database listings, job postings, and on-campus job descriptions. Additional services include appointments with staff members/career advisors, optional participation in career service seminars and information sessions. Students also have opportunities to join job fairs and networking events and sign up for mock interviews and resume clinics. The Career Development Centre is located in Room 108 at Guanghua. More information is available on their website: <http://en.gsm.pku.edu.cn/cdc/index.htm>.

Exchange Coordination Services

Guanghua's Office of International Relations manages exchange student services.

Visa Issues

For transferring or extending your visa, please contact the PKU International Students Division in the New Sun Student Center, Room 328.

Phone: +86 10 6275 1230; 6275 1012 | Email: study@pku.edu.cn







DOING BUSINESS IN CHINA PROGRAM-DBIC






We offer an intensive “Doing Business in China” Program (DBIC) for undergraduate and postgraduate/MBA students. The program is taught in either English or Chinese. It aims to allow participants to understand the Chinese institutional, business, and cultural environments across different regions.

DBIC Program Dates 2024

English-taught Program

-  May 19-June 1, 2024 | June 9-22, 2024
-  Two Weeks
-  Beijing, Xi'an, and Shanghai
-  senior undergraduates, MBAs, postgraduates

Chinese-taught Program

-  June 10-28, 2024
-  Three Weeks
-  PKU Main Campus
-  Undergraduates, MBAs, postgraduates

DBIC Program Highlights

UNIQUE CHINA FOCUS

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

TOP-NOTCH FACULTY

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

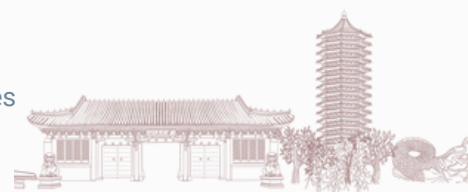
COMPREHENSIVE STRUCTURE

Comprehensive program structure of academic lectures, company visits, practical project and cultural events are provided aims to provide participants with an "on the ground" learning experience in China.



DBIC Program Courses

- The Chinese Economy: Economic Reform, Politics and Reform
- Demographics and Long-run Economic Growth: The Case of China
- Understanding China's Marketing in Digitalization Era: Consumers and Strategies
- The Micro-structural Foundation for Innovations of Chinese Firms
- Artificial Intelligence and Metaverse from the Perspective of Digital Economy
- Data Thinking: From Uncertainty to Commercial Value
- China Management – Thriving of Chinese Internet Companies and Model Innovation





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UNDERGRADUATE EXCHANGE PROGRAM FACT SHEET 20234-2025

*To Advance Management Knowledge
and Develop Business Leaders for
China and the Global Society.*



Guanghua School of Management
www.gsm.pku.edu.cn

Guanghua's International Exchange Program
<http://exchange.gsm.pku.edu.cn>

Peking University
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EXCHANGE PROGRAM INFORMATION

Undergraduate Majors:

Finance
Finance Economics
Accounting
Marketing
Data Science
Business Administration

Language of Instructions:

Both English-taught and Chinese-taught courses are offered; please see the course list for specific availability.

Course List:

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GPA Requirement:

Nominees must have a GPA of 3.0 or above, or meet the equivalent criteria at their home institutions.

Language Courses:

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Full-time Workload:

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Exams:

For the Fall semester 2024, most courses will last 16 weeks, meaning that they will conclude by Dec. 27, 2024. The final exams will take place within 2 weeks after the final session, depending on the instructors' arrangement. The semester officially ends on January 12, 2025.

For the Spring semester 2025, the course information will be published in Fall 2024, please kindly wait in patience and refer to the official announcement.

[View the Academic Calendar of 2024-2025.](#)





GRADING

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|--------------|----------------------------|--------------------------|
| A+ | 95-100 | Outstanding |
| A | 90-94 | |
| A- | 85-89 | |
| B+ | 81-84 | Good |
| B | 78-80 | |
| B- | 75-77 | Satisfactory |
| C+ | 72-74 | |
| C | 68-71 | |
| C- | 64-67 | |
| D | 60-63 | Met Minimum Requirements |
| F | <60 | Fail |
| EX | Not counted toward the GPA | Exempt |
| IP | Not counted toward the GPA | In Progress |
| I | Not counted toward the GPA | Incomplete |
| NP | Not counted toward the GPA | Not Pass |
| P | Not counted toward the GPA | Pass |
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NOMINATION

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- One passport-sized photo, attached to the application form
- One-page letter of motivation highlighting your academic and personal goals for your exchange

Detailed information is available on our website: <http://exchange.gsm.pku.edu.cn/>.

The submitted materials must be original documents or notarized copies in either Chinese or English. Any missing documents may result in a delay processing your admission.

The package of all listed application documents must be mailed to our office in due time.



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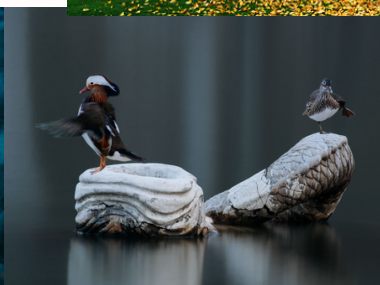
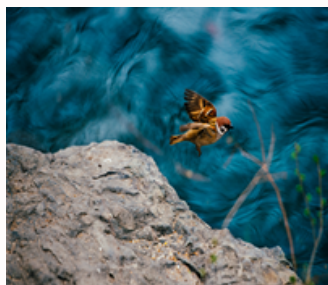
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VISA

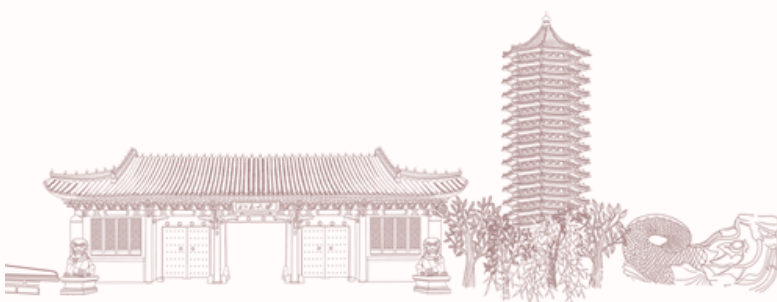
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IStep 3: Apply for a X1-visa / X2-visa at a local Chinese Embassy or Consulate using your admissions documents, which usually takes around 2 weeks.

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FACILITIES

Modernized library services, computer labs, cafés, on-campus restaurants, student organizations, bookstores, gyms, and other student facilities.



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DBIC Program Dates 2024

English-taught Program

- May 19-June 1, 2024 | June 9-22, 2024
- Two Weeks
- Beijing, Xi'an, and Shanghai
- senior undergraduates, MBAs, postgraduates

Chinese-taught Program

- June 10-28, 2024
- Three Weeks
- PKU Main Campus
- Undergraduates, MBAs, postgraduates

DBIC Program Highlights

UNIQUE CHINA FOCUS

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

TOP-NOTCH FACULTY

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

COMPREHENSIVE STRUCTURE

Comprehensive program structure of academic lectures, company visits, practical project and cultural events are provided aims to provide participants with an "on the ground" learning experience in China.



DBIC Program Courses

- The Chinese Economy: Economic Reform, Politics and Reform
- Demographics and Long-run Economic Growth: The Case of China
- Understanding China's Marketing in Digitalization Era: Consumers and Strategies
- The Micro-structural Foundation for Innovations of Chinese Firms
- Artificial Intelligence and Metaverse from the Perspective of Digital Economy
- Data Thinking: From Uncertainty to Commercial Value
- China Management – Thriving of Chinese Internet Companies and Model Innovation

