



浙江大学 管理学院  
SCHOOL OF MANAGEMENT  
ZHEJIANG UNIVERSITY



# ENTREPRENEURSHIP IN CHINA and B&R



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# 2018

## INTERNATIONAL SUMMER SCHOOL

June 14 – July 2

## Entrepreneurship in China and B&R

<b>2018 International Summer School</b>	
<b>Host</b>	School of Management, Zhejiang University
<b>Dates</b>	June 14 – July 2, 2018
<b>Language</b>	English
<b>Graduation</b>	Transcript & certificate issued by School of Management
<b>Highlights</b>	<ul style="list-style-type: none"><li>*With focus on “Entrepreneurship in China”</li><li>*In one of the most dynamic areas of private economy in China</li><li>*Walk around the World Heritage Listed West Lake</li><li>*Language and cultural sessions offered throughout the program</li></ul>
<b>Structure</b>	<ul style="list-style-type: none"><li>Orientation</li><li>Academic Lectures</li><li>Chinese language course and cultural immersion sessions</li><li>City / Campus exploration</li><li>Company visits &amp; meeting with entrepreneurs</li><li>Business Project</li></ul>
<b>Application Deadline</b>	Mar. 30, 2018
<b>Housing &amp; Dining</b>	<ul style="list-style-type: none"><li>Accommodation close to campus</li><li>Rechargeable cards offered for meals at University Cafeteria</li></ul>

# DISCOVER CHINA IN THE PARADISE FOR ENTREPRENEURS





# Zhejiang University

Founded in 1897 and initially known as Qiushi Academy, Zhejiang University is one of the China's oldest and most prestigious institutions of higher education, member of the C9 League (Consortium of top 9 universities in China) and has been consistently ranked among top 3 in the nation. Zhejiang University currently has seven campuses, namely Zijingang (Flag Campus), Yuquan, Xixi, Huajiachi, Zhijiang, Zhoushan and Haining, which occupies a total area of 4,265,678 square meters.

ZJU is a comprehensive research university with 7 faculties and 36 colleges/schools, 1 polytechnic Institute, covering 14 primary and 21 secondary national leading academic disciplines. Following its motto of "Faith of Truth and Innovation", the University is making substantial contributions to China's economic, social and technological development.



# School of Management

The School of Management at Zhejiang University consists of seven departments, namely, Innovation, Entrepreneurship and Strategy, Data Science and Engineering Management, Service Science and Operations Management, Leadership and Organization Management, Accounting and Financial Management, Tourism and Hotel Management, and Marketing. The mission of the School is to advance management theories and methods with insights from Chinese context that contribute to social welfare and cultivate professionals and leaders with global perspective, innovative capability, entrepreneurial spirit and social responsibility. It is a leading business school and a pioneer in business education in Mainland China. For its cutting-edge research and entrepreneurial education, the School is particularly renowned in innovation and entrepreneurship. The School has achieved the triple-crown accreditations from AACSB, EQUIS, and AMBA.





## Hangzhou

With over 2,200 years history, Hangzhou, where Zhejiang University resides, was commended by the Italian Marco Polo "the most magnificent city in the world". Thanks to her rich history, culture and beautiful nature, a famous Chinese proverb compares Hangzhou to Heaven "Up in the sky there is Heaven; down on earth there are Suzhou and Hangzhou". In 2016, The New York Time voted the city as one of the world's top 52 places to go.

Besides, Hangzhou is also the paradise for entrepreneurs. Today, among the top 500 private enterprise of China, 138 are from Zhejiang province and 55 are from Hangzhou. With unique entrepreneurial spirit deeply rooted in traditional business such as silk, tea and china, now the city is building up a whole new business ecosystem and is the birthplace of numerous successful Chinese startups such as Alibaba, the world's e-commerce giant; Wahaha, a flagship in China's beverage industry; and Geely, a Chinese automotive manufacturer who acquired Volvo Car. Hangzhou has become the locomotive of China's economic advancement and the beating heart of innovation and entrepreneurship.

## Transportation

Hangzhou Xiaoshan International Airport is the major airline hub in the region and provides direct flight service to many international destinations such as France (Paris), USA (Los Angeles, San Francisco), Thailand, Australia (Sydney), Japan, Korea, Malaysia, India, Singapore, the Netherlands, ect..



# Tentative Schedule

13-6-2018(Wed)	14-6-2018(Thu)	15-6-2018(Fri)	16-6-2018(Sat)			
Arrival & Registration	Opening Ceremony & Program Introduction	Lecture: Entrepreneurship in China	Business Project: West Lake Hiking Exploring Business Opportunities			
	Ice break: Campus tour & Team Play	Survival Chinese I				
17-6-2018(Sun)	18-6-2018(Mon)	19-6-2018(Tue)	20-6-2018(Wed)	21-6-2018(Thu)	22-6-2018(Fri)	23-6-2018(Sat)
Leisure Time	Dragon Boat Festival	Lecture: Financial Management	Lecture: Doing Business in China – A Culture Perspective	Lecture: Doing Business in China: A Marketing Perspective	Lecture: Big Data in China	Optional: Day Return Weekend Trip
		Company Visit	Business Project: Group Discussion	Survival Chinese II	Company Visit	
24-6-2018(Sun)	25-6-2018(Mon)	26-6-2018(Tue)	27-6-2018(Wed)	28-6-2018(Thu)	29-6-2018(Fri)	30-6-2018(Sat)
Leisure Time	Lecture: Innovation Management	Lecture: Intellectual Property in China	Lecture: Doing Business in China – An Economic Perspective	Business Project: Group Discussion	Business Project: Group Discussion	Leisure Time
	Cultural Immersion: Chinese Calligraphy	Cultural Immersion: Chinese Taiji	Company Visit	Cultural Immersion: Museum Trip	Business Project: Group Discussion	

## Friendly Reminder:

1. Students supposed to arrive and register on June 13.
2. The Day Return Weekend Trip is optional and cost extra fee.
3. Program Fee will cover attendee's accommodation from June 13 to July 3.

## Program Fee

	From Partner Universities	From Non-partner Universities
<b>Application Fee</b>	600 RMB	600 RMB
<b>Tuition</b>	Waived	6,000 RMB
<b>Accommodation</b>	4,000 RMB	4,000 RMB
<b>Visits and Activities</b>	2,200 RMB	2,200 RMB
<b>Total</b>	6,800 RMB	12,800 RMB

### Notes:

1. The definition of partner university and non-partner university is determined by School of Management and Zhejiang University based on mutual agreements and MOUs.
2. What's included: all academic lectures and course materials, all visits and activities fee including company visits, cultural immersion sessions, networking events and travel expenses incurred accordingly. The application fee covers expenses supporting visa application, international student registration and other logistic costs.
3. What's not included: meals are not included in the package. It does not include expenses for the Optional Weekend Trip. Participants shall also be responsible for travel fees from and to their home country and application fee for a Chinese visa.
4. Participants are required to buy adequate medical insurance covering their period of stay in China.
5. Standard twin room will be offered for accommodation. Facilities include hot shower, air-conditioning, internet access, 24-hour front desk, laundry room etc.
6. Refund appeals will NOT be accepted after May 10, 2018 (exact date to be added). Application Fee is non-refundable. Accommodation is booked in advance and cancellation policy from the third party may apply.



# Application Information

## ■ Entry Requirement

College students with basic business/ economic knowledge, and proficient English language skills.

## ■ Application deadline

March 30, 2018.

## ■ How to apply

Applicants from partner universities please apply to your home institution and nominations will be submitted through university coordinator. All applicants shall provide following documents and email them to [internationalsom@zju.edu.cn](mailto:internationalsom@zju.edu.cn) in due course.

### *Application check list*

- \*A completed Application Form
- \*A copy of your resumé
- \*A copy of your passport ID page
- \*A passport-sized photo

## ■ Admission and confirmation

Accepted participants will receive a confirmation email from International Affair office and a link to pay the program fee. Upon receiving the email, participants shall finish payment within 5 working days. Otherwise we may assume that you would not like to proceed with your application.

## ■ Admission Letter and Welcome Kit

Once we have received and confirmed your payment we will send a formal Admission Letter for you to process your visa, and a Welcome Kit that will help you prepare your living in Hangzhou and Zhejiang University.

## ■ Chinese VISA

All accepted applicants may apply for an X2 (short-term) student visa. For more information about Chinese visa application please visit: [www.visaforchina.org](http://www.visaforchina.org)





## Testimonials

**Alford**, South African

“A once in a lifetime opportunity, which left me striving for more. The entire program gave a new-dawn understanding of China, from the socio-cultural to the entrepreneurial. The company visits gave an insight into how business and entrepreneurs work in China compared to other parts of the world. They showed the potential that they possess to dominate the global market. The cultural visits, in turn gave a brief history on how the brilliant city of Hangzhou had a profound impact on modern China.”

**Adam**, Sweden

“Fantastic 3 weeks, with helpful and cheerful professors, mentors and volunteers. The survival china lectures were probably among the most fun lectures, and the ordinary lectures provided good knowledge with great importance for entrepreneurship. Among the best regions I have ever been to, with nice people and much to explore and see. The West Lake and the surroundings is one unique experience!”

**Kylie**, USA

“Hangzhou is known for being one of the fastest growing startup hubs in China and what brings the most credibility to this location is the headquarters of the billion-dollar business, Alibaba and its famously known CEO, Jack Ma - a native of Hangzhou. The Summer School program provided many learning opportunities, but of the most important were the real world tours of Entrepreneurship in China.”