



浙江大学 管理学院
SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY



ENTREPRENEURSHIP IN CHINA



2015

INTERNATIONAL SUMMER SCHOOL

June 21-July 11

The Program

2015 International Summer School	
Host	School of Management, Zhejiang University
Dates	June 21 – July 11, 2015
Language	English
Graduation	Transcript & certificate issued by School of Management
Highlights	<ul style="list-style-type: none">·With a focus on "Entrepreneurship in China"·In one of the most dynamic areas of private economy in China – Zhejiang·Walk around the World Heritage listed West Lake·An opportunity to be a real "entrepreneur" in China·Language and cultural sessions offered throughout the program
Structure	<ul style="list-style-type: none">Orientation and welcome partyLecturesChinese language course and cultural immersion sessionsCity/campus explorationCompany visits & meeting with entrepreneursProject presentation
Application Deadline	April 24, 2015
Housing & Dining	<ul style="list-style-type: none">Accommodation close to campusRechargeable cards offered for meals at University Cafeteria

DISCOVER CHINA IN THE PARADISE FOR ENTREPRENEURS



The School

The School of Management, Zhejiang University consists of five departments, namely, Management Science and Engineering, Business Administration, Accounting and Finance, Tourism Management, and Agricultural Economics and Management. 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 modern business school in the forefront of market economy of China with distinctive disciplinary features on innovation and entrepreneurship, and a pool of talented faculty and students. The School was also the first in mainland China to receive AMBA accreditation in 2006, and was reaccredited five years later. In 2012, the school was awarded accreditation by EQUIS.

The 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. Located in the garden city of Hangzhou, Zhejiang University currently has five campuses (Zijingang, Yuquan, Xixi, Huajiachi, and Zhijiang), which occupies a total area of 450.5 hectares. It is a comprehensive research university with 7 faculties and 37 colleges/schools, covering 12 disciplines of philosophy, law, education, literature, history, art, science, engineering, agriculture, medicine, management and etc. Following its motto of "Faith of Truth and Innovation", the University is making substantial contributions to China's economic, social and technological development.





The City

For many Chinese nationals Hangzhou is one of their best destinations for holidays. Located southeast of Shanghai, it is a nice tourist city in one of China's most affluent areas – the Yangtze River Delta. Once the capital of the Southern Song Dynasty (1127-1279), Hangzhou has been renowned as “Paradise on Earth”, “Home of Silk”, “Home of Tea” and “Land of Fish and Rice”. The famous West Lake Cultural Landscape of Hangzhou was inscribed on UNESCO's World Heritage List in June, 2011. It is also a paradise for entrepreneurs. Chinese business giants such as Alibaba, Geely, Wahaha took off from here. The businessmen originated from this area (Zhejiang Province) has been known as “Zheshang” (Zhejiang Entrepreneurs). They are a very important part of China's private economy.



Tentative Schedule

2015-6-21 (Sun)	Registration and Check-in					
2015-6-22 (Mon)	2015-6-23 (Tue)	2015-6-24 (Wed)	2015-6-25 (Thu)	2015-6-26 (Fri)	2015-6-27 (Sat)	2015-6-28 (Sun)
Orientation and Introduction to the program	Lecture: Entrepreneurship in China I	West Lake Hiking: Exploring Business Opportunities	Business Project: Group Discussion	Lecture: Entrepreneurship in China II	Optional day-return trip to Wuzhen or Song Dynasty Town ^①	Free Time
Ice Break: Campus Tour	Lecture: Glocal Innovation in China		Survival Chinese I	Survival Chinese II		Free Time
2015-6-29 (Mon)	2015-6-30 (Tue)	2015-7-1 (Wed)	2015-7-2 (Thu)	2015-7-3 (Fri)	2015-7-4 (Sat)	2015-7-5 (Sun)
Lecture: Doing Business in China: An Economic Perspective	Lecture: Doing Business in China: A Marketing Perspective	Cultural Immersion: Visit China National Silk Museum	Lecture: Doing Business in China: A Cultural Perspective II	Business Project: Group Discussion	Free Time	Free Time
Survival Chinese III	Lecture: Doing Business in China: A Cultural Perspective I	Lecture: Glocal Innovation in China	Survival Chinese IV	Company Visit	Free Time	Free Time
2015-7-6 (Mon)	2015-7-7 (Tue)	2015-7-8 (Wed)	2015-7-9 (Thu)	2015-7-10 (Fri)	2015-7-11 (Sat)	2015-7-12 (Sun)
Lecture: Family Business in China	Lecture: Big Data in China	Cultural Immersion: Chinese Taiji	Lecture: Intellectual Property in China	Business Project Presentation	Departure	Departure
Cultural Immersion: Chinese Calligraphy	Networking Event with Entrepreneurs	Company Visit	Business Project: Finalization	Graduation & Farewell Party	<p>^① Please opt in when you apply for the program. The cost is not included in the program fee. Participants will have to pay on departure with cash. For convenience reasons, only when 15 participants or more have opted in will the trip be scheduled.</p>	



Program Cost

	From Partner Universities	From Non-partner Universities
Application Fee	550 RMB	550 RMB
Tuition	Waived	5,500 RMB
Accommodation	4,700 RMB	4,700 RMB
Visits and Activities	1,100 RMB	1,100 RMB
Total	6,350 RMB	11,850 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 either expenses for the Weekend Trip to Wuzhen or Hangzhou Song Dynasty Town. 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 Policy: application fee and visits and activities fee are non-refundable. Accommodation is booked in advance and cancellation policy from the third party may apply. Tuition fee is only refundable before the program starts (before June 21, 2015).



Application & Admission

■ Requirements

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

■ Application deadline

April 24, 2015.

■ 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 in due course.

A completed Application Form

(http://www.som.zju.edu.cn/en/news_detail.php?id=25650)

A copy of your resumé

(including educational and professional experiences, interests etc.)

A copy of your passport scan & one passport-sized photo.

■ Admission procedure

Accepted participants will receive a confirmation email from International Affairs Office and a link to pay the program fee via PayPal. 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.

Once we have received and confirmed your payment we will send you a formal invitation letter for you to process your visa and a Welcome Kit which will help you prepare your living in Hangzhou and Zhejiang University.

■ Payment

Our payment is done through PayPal, one of the world's most widely used online payment tool. You don't need to register with PayPal or pay any extra fees for your transfer. PayPal supports a large number of credit cards, including Visa, MasterCard, American Express, Discover and JCB. Debit cards with Visa, MasterCard or American Express logo are supported just like credit cards.

We offer a receipt for your payment on the day of your registration.

In order to process the payment successfully, please ensure that the email you have offered to us is CORRECT and make sure that our emails and emails from PayPal are not in your Junk Mail Box.

■ Visa issues

All accepted applicants will receive an official Admission Letter from Zhejiang University, which would be sufficient to apply for a X2 (short-term) student visa. For more information about Chinese visa application please visit <http://www.visaforchina.org/>.

■ Contact

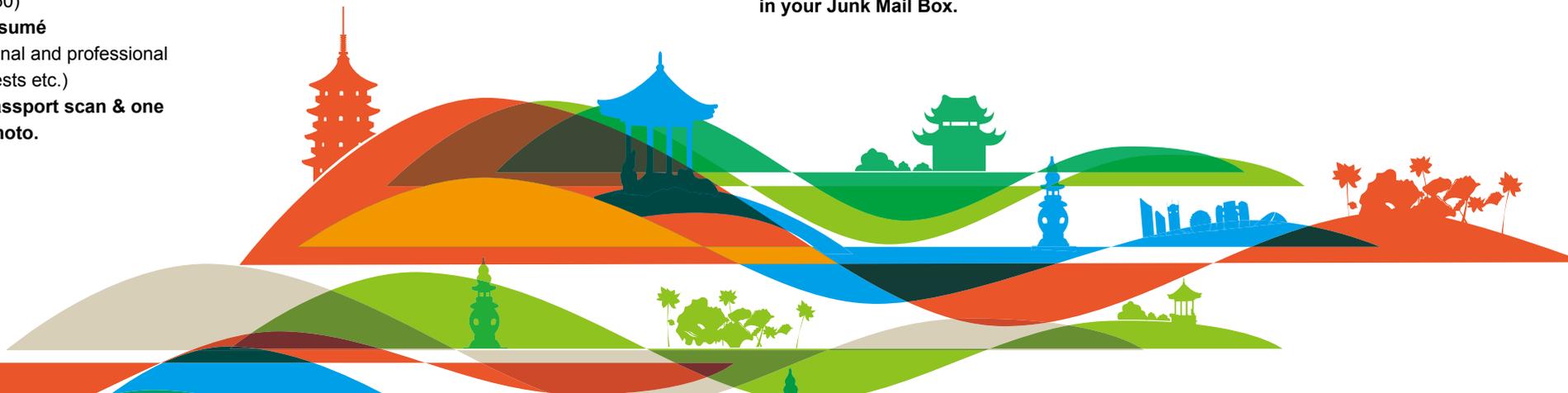
For any inquiries about the program, please contact:

International Affairs Office

Tel: +86-571-8820 8867

Email: internationalsom@zju.edu.cn

Add: Room 402B, Admin Building, Zijingang Campus, Zhejiang University, 310058, P. R. China





Testimonials

Johanna Öjeling, Sweden, '14 Graduate

"I especially enjoyed the Survival Chinese lessons as well as the opportunity to approach Chinese culture by trying calligraphy and painting. What I appreciated the most, however, was the enthusiasm and guidance from the friendly staff at the School of Management and the accommodating Chinese student volunteers."

Hadi Hammoudeh Gonzalez, Spain, '14 Graduate

"Highlighting what were the best moments on my days in China is not an easy task, as every single experience is worth telling. However, probably the best moments in this Summer Course for me were the lectures delivered to us, which provide me with a very good perspective of where China is at present time and where it could potentially be in the long term."

Sophie Ben Taieb, UK, '13 Graduate

"I would like to thank you and everyone else involved in the Summer School, including entrepreneurs, lecturers and mentors... I had a fantastic experience! I found the entire trip insightful, interesting and fun and will definitely be recommending it to other students."

Aadam Nabi, UK, '14 Graduate

"Another highlight of the university was studying and living with people from a wide range of backgrounds. There were students from different countries in Europe, the Middle East, Asia as well as the USA and Australia. This made the experience particularly enjoyable."



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