



Entrepreneurship in China

2014 International Summer School 14 - 28 June



浙江大学 管理学院
SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY

The Program

2014 International Summer School

Host School of Management, Zhejiang University

Dates 14 - 28 June, 2014

Language English

Certificate Issued by the School of Management upon completion

Highlights

- 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

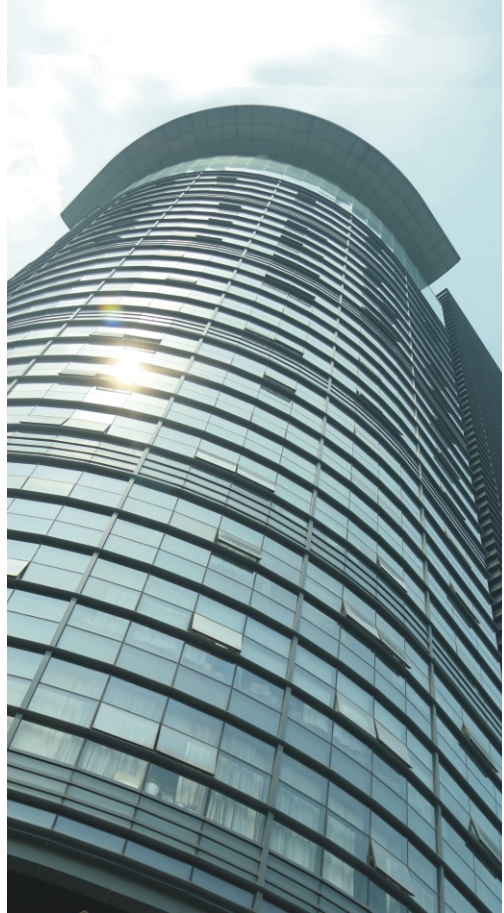
- Orientation and welcome party
- Lectures
- Chinese language course and cultural immersion sessions
- City/campus exploration
- Company visit & meeting with local entrepreneurs
- Project presentation

**Application
Deadline** 10 March, 2014

**Housing &
Dining** Four-star hotel close to campus
Meals at University Cafeteria

■ 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 that contribute to social welfare. We are dedicated to cultivating prime professionals and leaders with global perspective, innovative capability, entrepreneurial spirit and social responsibility. The School is a modern business school in the forefront of market economy of China with distinct 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 China's oldest and most prestigious institutions of higher education, and is also a member of the C9 League (Consortium of top 9 universities in China). 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. Reputed as "Cambridge of the East" by Joseph Needham in China's modern history of higher education, Zhejiang University has been consistently ranked among top 3 in the nation. 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

The place you are going to be in is a modern leisure city Hangzhou. It is located along the southeast coast of China, about 50-minute travel away from Shanghai by high-speed train. Hangzhou is the capital and largest city of Zhejiang Province which is well known in China for its vibrant private economy, entrepreneurship and innovation. Once the capital of the Southern Song Dynasty, 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. Please visit <http://en.gotohz.com/> for more travel details of the city.



Tentative Schedule

Dates	Activities
2014-6-14 (Sat)	Registration and Check-in
2014-6-15 (Sun)	Introduction & Orientation Ice Break: Campus Tour
2014-6-16 (Mon)	West Lake Hiking City Exploration: Business Project
2014-6-17 (Tue)	City Exploration: Sharing Session Survival Chinese I
2014-6-18 (Wed)	Lecture: Doing Business in China: a Cultural Perspective Lecture: Doing Business in China: a Legal Perspective
2014-6-19 (Thu)	Survival Chinese II Lecture: Doing Business in China: an Economic Perspective
2014-6-20 (Fri)	Approaching Chinese Wisdom: Taiji Survival Chinese III
2014-6-21 (Sat)	Free Time
2014-6-22 (Sun)	Free Time
2014-6-23 (Mon)	Lecture: Innovation in China Lecture: Chinese Economic Development and FDI Opportunity
2014-6-24 (Tue)	Lecture: Entrepreneurship in China I Approaching Chinese Wisdom: Calligraphy and Painting
2014-6-25 (Wed)	Lecture: Glocal Innovation in China Company Visit
2014-6-26 (Thu)	Lecture: Family Business City Tour
2014-6-27 (Fri)	Lecture: Entrepreneurship in China II Project Finalization
2014-6-28 (Sat)	Group Project Presentations Closing Ceremony/Farewell Party



"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."

—Sophie Ben Taieb, University of Leeds



■ Application & Admission

■ **Requirements:** Business school students, college students with basic business/economic knowledge, proficient English language skills.

■ **Application deadline:** 10 March, 2014.

■ **How to apply?**

Please complete the Application Form and send it to
internationalsom@zju.edu.cn.

Visit www.som.zju.edu.cn/en/news_detail.php?id=25565 to download the Application Form.

■ **Fees:**

Registration & tuition: Free of charge.

Travel expenses: At one's own expense.

Accommodation: Pay on arrival: around 200RMB/person/day, double room, breakfast included.

Meals: At one's own expense: rechargeable card offered for on-campus Cafeteria and supermarket.

■ **Visa Application:**

Once accepted, students will be issued proper admission documents for visa application.

■ **Contact:**

For any inquiries about the program, please contact
internationalsom@zju.edu.cn.



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