



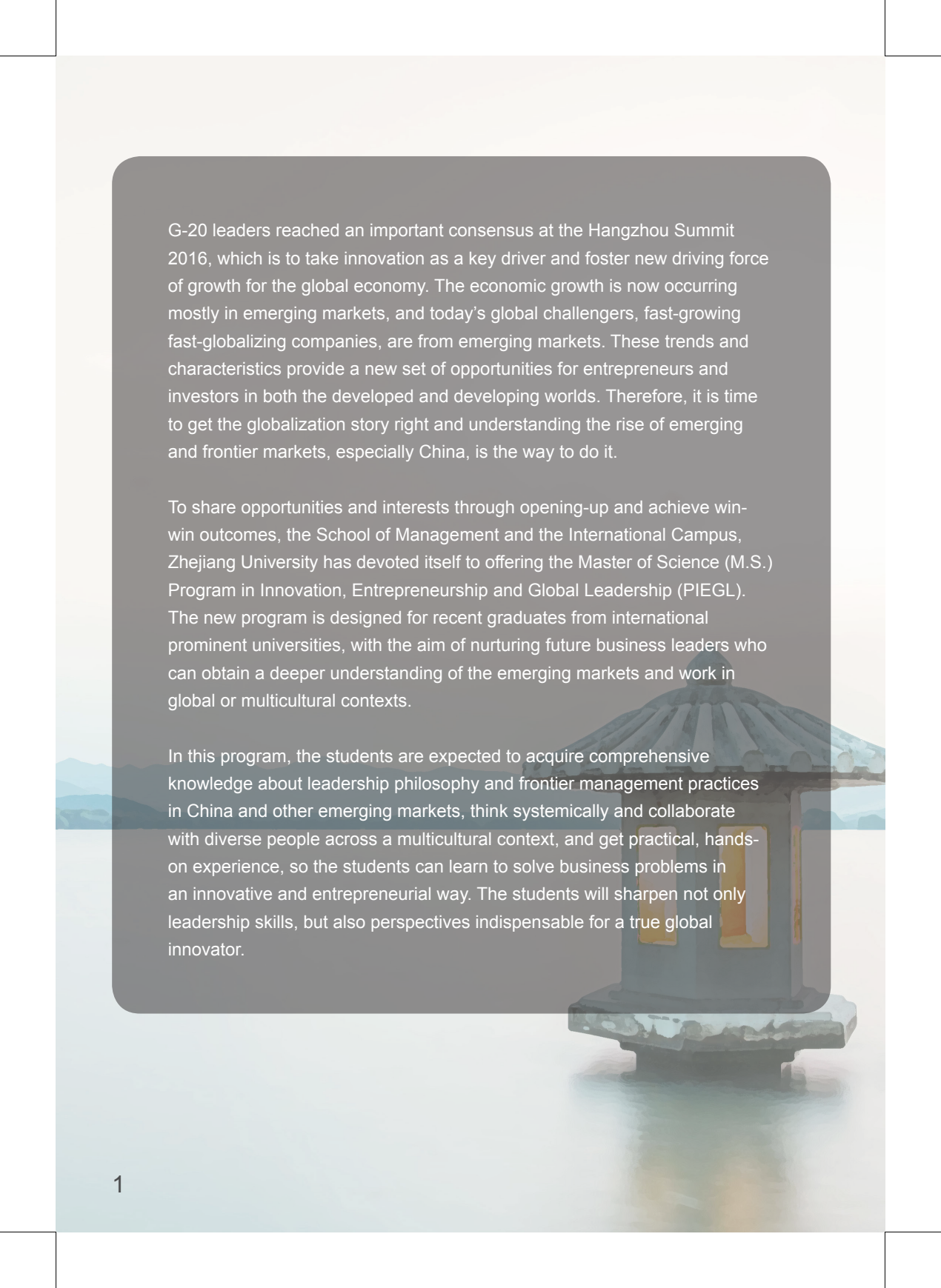
浙江大学 管理学院
SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY



INTERNATIONAL CAMPUS
ZHEJIANG UNIVERSITY
浙江大学国际联合学院

MASTER PROGRAM IN INNOVATION, ENTREPRENEURSHIP AND GLOBAL LEADERSHIP





G-20 leaders reached an important consensus at the Hangzhou Summit 2016, which is to take innovation as a key driver and foster new driving force of growth for the global economy. The economic growth is now occurring mostly in emerging markets, and today's global challengers, fast-growing fast-globalizing companies, are from emerging markets. These trends and characteristics provide a new set of opportunities for entrepreneurs and investors in both the developed and developing worlds. Therefore, it is time to get the globalization story right and understanding the rise of emerging and frontier markets, especially China, is the way to do it.

To share opportunities and interests through opening-up and achieve win-win outcomes, the School of Management and the International Campus, Zhejiang University has devoted itself to offering the Master of Science (M.S.) Program in Innovation, Entrepreneurship and Global Leadership (PIEGL). The new program is designed for recent graduates from international prominent universities, with the aim of nurturing future business leaders who can obtain a deeper understanding of the emerging markets and work in global or multicultural contexts.

In this program, the students are expected to acquire comprehensive knowledge about leadership philosophy and frontier management practices in China and other emerging markets, think systemically and collaborate with diverse people across a multicultural context, and get practical, hands-on experience, so the students can learn to solve business problems in an innovative and entrepreneurial way. The students will sharpen not only leadership skills, but also perspectives indispensable for a true global innovator.

WHY PIEGL?

LEADERSHIP AND PROBLEM SOLVING

Focusing on the leadership skills needed to successfully manage global business, the program is based around an action learning model in which the students will get access to business consulting projects from excellent corporate partners.

INDUSTRIAL ENGAGEMENT AND EXPERIENCE

The program offers the students great opportunities to dialogue with the most influential entrepreneurs and executives from famous Chinese companies, such as Alibaba, Netease and Vanke.

ENTREPRENEURIAL STUDY AND LIFE

The program is delivered by ZJU-SOM professors, visiting scholars and adjunct professors who are internationally recognized as leading experts in their fields. Living in Zhejiang Province, the most innovative and entrepreneurial place in China, enables the students to open their mind and broaden their vision.

GLOBAL COMMUNITY AND LEARNING

The program facilitates peer-to-peer learning for excellent students with different professional goals, backgrounds and cultures.

ADMISSION PROCESS

SUBMIT THE ONLINE APPLICATION FORM

http://iczu.zju.edu.cn:8080/zjdxlxzsxsxt/default_xs_en.jsp

SEND THE REQUIRED DOCUMENTATION TO THE PIEGL OFFICE

- Application Form for Admission to Zhejiang University pasted with a recent photograph (white background, 35mm×45mm in size).
- Applicants shall fill in and submit the application form via online application system first , then print and sign the Application Form produced by the online application system.
- A photocopy of passport.
- Highest degree certificates, which must be notarized copies. If applicants are university students, they shall provide an official pre-graduation certificate showing their student status and stating expected graduation date. Documents in languages other than Chinese or English must be attached with notarized translations in Chinese or English.
- Academic transcripts during Bachelor's degree study, which must be original documents or notarized copies. Documents in languages other than Chinese or English must be attached with notarized translations in Chinese or English.
- Photocopies of language (English) proficiency certificates. Applicants must provide the certificate of TOEFL or IELTS test score. (Not required for English native speakers)
- Personal statement, in Chinese or English, should include study and work experience, reasons for application and study proposal. No less than 1500 words.
- Two letters of recommendation from full or associate professors, in Chinese or English. (Professors' signature, contact phone number and email address must be put on the letter.)
- Remittance receipt of the application fee (RMB 400 Yuan). (**Beneficiary:** Zhejiang University **Account No:** 374065939298 **Name of the Bank:** Bank of China, Hangzhou, Zheda Sub-Branch **Swift Code:** BKCHCNBJ910 **Address:** No. 28, Qiushi Road, Hangzhou, China 310013)

Note:

Applicants shall submit or post all the above-mentioned application materials to the Program Office in person or entrust others with that by the deadline. The application package should be labeled "PIEGL Application Materials."

Address: Room307A, School of Management (Administration Building) Zijingang campus, Zhejiang University (ZIP: 310058)

The incomplete application materials or the application submitted by email will not be processed. The additional documents may be required when necessary.

Application materials will NOT be returned regardless of the result of the application.

ONLINE INTERVIEW

Once application documents are submitted, the Admissions Committee will shortlist the candidates for the interview. Overseas candidates will be interviewed either by phone or video. An interview invitation will be sent to the email provided in the application form.

APPLICATION DEADLINE: MAY 20, 2018

(We plan to enroll about 30 students. Early applications are encouraged.)

FEES AND SCHOLARSHIP

THE TOTAL FEES FOR THE PROGRAM

- Application fee: CNY 400
- Tuition fee: CNY 73,600
- Accommodation on campus: CNY 16,000
- International student medical insurance: CNY 1,600. (Relevant medical insurance items can be found at www.lxbx.net)
- Living expenses: approximately CNY 2,000 per month
- Basic learning materials

SCHOLARSHIP

THERE ARE SOME SCHOLARSHIPS AVAILABLE FOR THE BEST CANDIDATES.

1. FULL SCHOLARSHIP (CNY 129,000 PACKAGE)

- Exemption from tuition fee
- Free accommodation on campus (Single-room on the International Haining Campus)
- Living allowance: CNY 1,700 per month (22 months)
- International student medical insurance

2. TUITION FEE WAIVER

- Exemption from tuition fee

SCHOLARSHIP APPLICATION

- The applicants who receive admission result after online interview can submit scholarship application to PIEGL office (application process will be sent to candidates together with the admission results email)

Notes:

1. Costs of the laboratory experiments or internships beyond the university's arrangements should be self-funded.
2. Self-funded students need to pay tuition fee, accommodation fee, medical insurance, learning materials and living expenses.
3. Fee for basic learning materials ONLY covers the necessary learning materials prescribed by the Zhejiang University. Other textbooks and materials shall be self-funded.

PROGRAM DURATION

The PIEGL program is a 2-year (4 semesters) full-time program, fully taught in English.

CURRICULUM

The program places great emphasis on global leadership development by integrating the essence of innovation management and entrepreneurship. Through the two years, students will study, live and work with peers from all over the world. The students will immerse themselves into a cultural experience far beyond pure academic studies. A mixture of case studies, lectures, action learning projects, company visits and cultural events ensure a rigorous and complete learning experience. The program consists of seven parts.

LEADING FOR GLOBAL IMPACT (5 CREDITS)

This part is designed to provide the students with an in-depth understanding of the key challenges and opportunities in the global market.

- Globalization and emerging markets (1 credit)
 - International business (2 credits)
 - E-business and globalization (1 credit)
 - Social entrepreneurship (1 credit)
-

LEADING FOR COMPETITIVE ADVANTAGE (5 CREDITS)

This part develops the advanced knowledge and skills needed to understand and manage organizations in the global context.

- Global strategy and innovation (2 credits)
 - Leadership and organizational management (2 credits)
 - Technology leadership and intellectual property (1 credit)
-

LEADING FOR ENTREPRENEURIAL SPIRIT (7 CREDITS)

This part is designed to equip the students with an entrepreneurial mindset and skills required to pursue a global career.

- | | |
|---|-------------|
| - Creativity, innovation & entrepreneurship | (2 credits) |
| - Family business in emerging markets | (2 credits) |
| - Design thinking | (1 credit) |
| - Doing business in emerging markets | (2 credits) |
-

ACTION LEARNING (2 CREDITS)

The students will be divided into different consulting project teams. They will have opportunities to provide business consulting services for selected corporate partners, together with faculty and company executives within three months.

GENERAL COURSES (7 CREDITS)

- | | |
|-------------------------------|-------------|
| - Overview of China | (3 credits) |
| - Chinese | (2 credits) |
| - Management Research Methods | (2 credits) |
-

SEMINARS (2 CREDITS)

The students are required to attend at least 6 research or practice seminars.

MASTER THESIS

The students will work on master thesis under the supervision of ZJU-SOM professors.

DEGREE

The student will be awarded a master degree in Management from Zhejiang University, China, if they successfully complete all the required courses and the thesis.

SCHOOL OF MANAGEMENT

School of Management, Zhejiang University is a leading business school and a pioneer in business education in Mainland China. 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. 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, as well as the Chinese Advanced Management Education Accreditation. The School also has become first CEEMAN member from China.



This is the campus

where we stay



INTERNATIONAL (HAINING) CAMPUS, ZHEJIANG UNIVERSITY

Founded in 1897, Zhejiang University is one of China's oldest and most prestigious institutions of higher education. It is a comprehensive research university with 7 campuses, 7 faculties and 37 colleges/schools. Zhejiang University has been consistently ranked among top 3 in the nation. Located in Hangzhou renowned as the paradise for entrepreneurs, the University is making substantial contributions to China's economic, social and technological development. To explore new models of higher education that combine the best practices of the east and west, and cultivate talents with innovative minds and international vision, Zhejiang University established its International Campus in 2013. The International Campus is located at Haining, one of the most entrepreneurial cities near Hangzhou.



PIEGL always set students as a priority.



We are pioneers not followers, and we are creators not users.





CONTACT US

Mr. Mo (Program director)

Ms. Huang

School of Management
Zhejiang University, Hangzhou

Tel: (86 571) 8820 6822

Email: piegl@zju.edu.cn

Ms. Yu

International campus
Zhejiang University, Haining

Tel: (86 573) 87572718

Email: piegl@zju.edu.cn

PARTNER INSTITUTION | PIEGL



