

Hangzhou, Zhejiang

➤ “Finest and the most splendid city in the world” by Marco Polo

- The capital city of ancient China 800 years ago;
- The city’s West Lake has been listed as a UNESCO World’s Heritage Site;
- The *New York Times* voted the city as one of the world’s top 52 places to go;
- Its 2,000-year-old, 1,200-mile Grand Canal-longer than either Panama or Suez canals-was specifically designed to drive commerce between Beijing and Hangzhou connecting the five rivers along the way to the vital economic capitals.

➤ Modern Center of Entrepreneurship

(“Silicon Valley of China”, China’s beating heart of innovation and entrepreneurship)

- Headquarters of successful Chinese startups, including Alibaba, the e-commerce giant; Wahaha, China’s beverage industry leader; and Geely, the Chinese automotive manufacturer who owns Volvo and the largest shareholder of Mercedes Benz; and Hikvision, the world’s largest manufacturer of video surveillance products and solutions;
- Vibrant private sector: among the top 500 private companies in China, 134 are from Zhejiang Province and 52 are from Hangzhou (2017);
- Zhejiang ranked No. 2 in the number of listed companies in China, right after Guangdong (2017);
- China has 55 unicorn companies out of a total of 214 globally, with Alibaba's Ant Financial and Didi Chuxing topping the list (according to data released by CB Insights, a US-based venture capital database). Hangzhou is home to 26 unicorn companies – startups valued at over \$1 billion – and more than 100 soon-to-be unicorns (according to data released by weLian, a high-tech firm located in Hangzhou).

Zhejiang University

➤ Leading through Innovation

- A member of C9 League, the alliance of nine most distinguished universities in Mainland China;
- No. 3 in Mainland China; No. 68 in QS World University Rankings (2018); No. 7 in US News Best Global Universities in Engineering (2018);
- The University enjoys a reputation for the strong innovation and entrepreneurial spirit, with the highest rate of entrepreneurial activity among Chinese higher education institutions.

- Renowned for the number of business start-ups it gives rise to. Over 100 of its alumni sit at the helm of domestic or overseas listed companies, while a further 200 have been elected members of the prestigious Chinese Academy of Sciences and the Chinese Academy of Engineering, making Zhejiang University synonymous with entrepreneurship and leadership.
- The University maintains a leading position in Mainland China in research output indicators including publications, patents, and technology transfer.

School of Management, Zhejiang University

- Internationally accredited: we have earned symbols of excellence from the world's leading accreditation bodies, including AACSB, EQUIS, AMBA, CEEMAN IQA, and achieved the nation's most authoritative accreditation-CAMEA by the Ministry of Education of China in 2015;
- Corporate links: Joint research institute with Alibaba, Huawei, Philips etc; Joint educational programs, for instance, the launch of NexGen Executive MBA program in collaboration with FAW-Volkswagen Audi has largely enhanced the School's executive education;
- Innovation & Entrepreneurship: In line with the unique regional economic context, approximately 20%-25% of the School's MBA students are entrepreneurs; 60% of the EMBA students are business owners or entrepreneurs;
- Top students: Undergraduate students are selected from top-ranking high school graduates (top 0.3% nationwide, and top 0.5% in Zhejiang Province);
- Highlights of cooperation with Alibaba:
 - Strategic corporate partner of the University, with a donation of 600 million RMB;
 - SOM-ZJU and Alibaba host the New Year forum in New Retail and agrees to host every year with different themes

(refer to: <http://www.zju.edu.cn/english/2018/0203/c4151a788154/page.htm>)

"Entrepreneurship in China" International Summer Program

"Entrepreneurship in China" International Summer Program was launched in 2012, which aims to provide students with opportunities to experience the entrepreneurial China. The curriculum of the program has been developed to cover different facets of "entrepreneurship". Immersed in the region's thriving innovation and entrepreneurial atmosphere, participants observe and learn from the real business settings via company visits and networking events with local entrepreneurs. By the end of the program, students are required to create their own business initiative as the

final project. Credits are awarded to participants upon their successful completion of the program.

This year, it is expected to have 43 participants coming from 14 regions and countries to join us. We are pleased to invite your students to join the program in 2019 that generally runs through June-July, allowing students to pick up credits, immerse into Chinese culture and enjoy marvelous landscapes and vibrant life of Hangzhou, a UNESCO's World Heritage Site and New York Times world's top places to go.

English Courses for Undergraduate Students (School of Management)

Course Name	Credits	Hours
Intermediate Microeconomics	3	48
Social Psychology	3	48
Management	3	48
Managerial Statistics	3	48
Applied Operations Research	3	48
Econometrics	3	48
Strategic Management	2	32
Cross-cultural Management	2	32
Human Resource Management	2	32
Managerial Communication	2	32
Intermediate Financial Accounting I	2	32
Management Information System	2	32
Operations Management	2	32
International Business	2	32
Organizational Behavior	2	32
China Tourism and Chinese Tourists	2	32
Major Capstone: Applied Research in Tourism & Hospitality	2	32
Revenue Management	2	32
Consumer Neuroscience	2	32
Quantitative investment	2	32
Consumer Information Processing and Decision Making	2	32
Portfolio Analysis	2	32
Unstructural Data Analytics	2	32

🌐 English Courses for Undergraduate Students

(Faculty of Social Sciences)

Course Name	School/College	Semester	Credits	Teaching Hour/ Week
Derivatives and Risk Management	College of Economics	Summer	3	6.0-0.0
The Theory of Incentives	College of Economics	Spring	2	4.0-0.0
International Trade	College of Economics	Spring & Summer	3	3.0-0.0
China Finance	College of Economics	Spring & Summer	3	3.0-0.0
Financial Modeling	College of Economics	Spring & Summer	3	3.0-0.0
International Finance	College of Economics	Spring & Summer	3	3.0-0.0
Financial Markets and Institutions	College of Economics	Spring	2	4.0-0.0
Financial Modeling	College of Economics	Spring & Summer	3	3.0-0.0
Intermediate Financial Accounting	College of Economics	Spring & Summer	3	3.0-0.0
Public Choice Theory	College of Economics	Spring	1.5	3.0-0.0
Econometrics	College of Economics	Spring & Summer	3	3.0-0.0
International Trade	College of Economics	Spring & Summer	3	3.0-0.0
Communicating in International Business	College of Economics	Spring & Summer	3	3.0-0.0
International Financial Management	College of Economics	Spring & Summer	3	3.0-0.0
International Settlements	College of Economics	Spring	2	4.0-0.0
Applying Statistics	College of Education	Summer	2	4.0-0.0
Exercise and Psychological Management	College of Education	Spring & Summer	4	4.0-0.0
Statistics and Measurement of Education	College of Education	Summer	2	4.0-0.0
Education Science Research Approaches	College of Education	Spring	2	4.0-0.0
Special English	College of Education	Summer	2	4.0-0.0
Information Management and E-government	College of Education	Summer	2	4.0-0.0
Social Policy	College of Public Affairs	Spring	2	4.0-0.0
Urban Geography	College of Public Affairs	Summer	2	4.0-0.0
Risk Management	College of Public Affairs	Summer	2	4.0-0.0
Land Ecology	College of Public Affairs	Spring	2	4.0-0.0
Gender and Society	College of Public Affairs	Spring & Summer	3	2.0-2.0
Classical Sociological Theory	College of Public Affairs	Spring & Summer	3	3.0-0.0
Information Retrieval	College of Public Affairs	Spring & Summer	3	2.0-2.0
American Government and Politics	College of Public Affairs	Summer	2	4.0-0.0