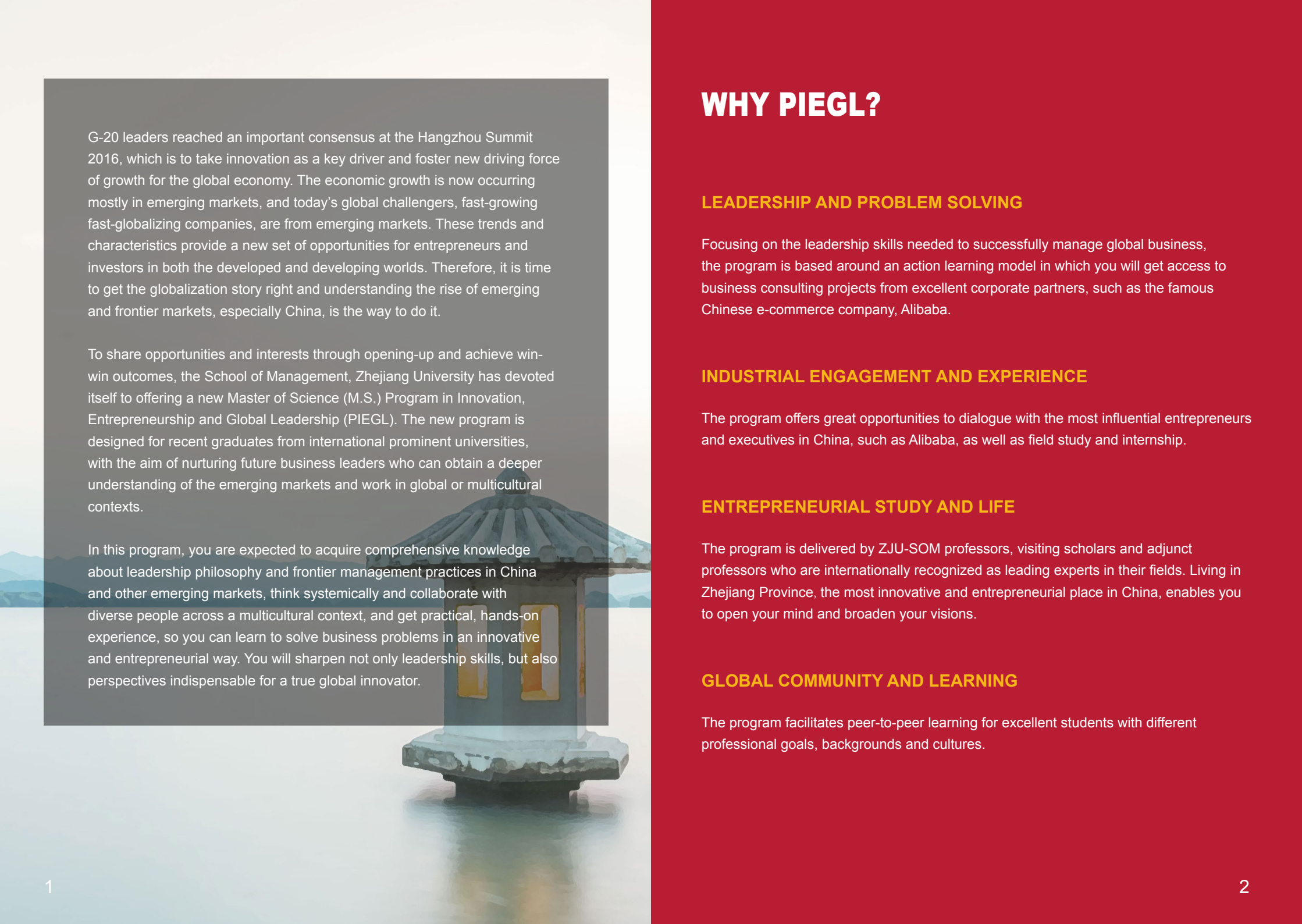




浙江大学 管理学院

SCHOOL OF MANAGEMENT  
ZHEJIANG UNIVERSITY

# 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, Zhejiang University has devoted itself to offering a new 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, you 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 you can learn to solve business problems in an innovative and entrepreneurial way. You 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 you will get access to business consulting projects from excellent corporate partners, such as the famous Chinese e-commerce company, Alibaba.

### INDUSTRIAL ENGAGEMENT AND EXPERIENCE

The program offers great opportunities to dialogue with the most influential entrepreneurs and executives in China, such as Alibaba, as well as field study and internship.

### 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 you to open your mind and broaden your visions.

### GLOBAL COMMUNITY AND LEARNING

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

# ADMISSION REQUIREMENTS

- Bachelor degree and above from prominent universities around the world.
- English Language: TOEFL or IELTS test report. (Not required for applicants whose mother tongue or official language is English.)

## ADMISSION PROCESS

### SUBMIT THE ONLINE APPLICATION FORM

<http://iczu.zju.edu.cn/english>

### SEND THE REQUIRED DOCUMENTATION TO THE PIEGL OFFICE

(Mail address: Ms. Huang, Room 307 (PIEGL office), School of Management, Zhejiang University, Zijingang Campus, 866 Yuhangtang Road, Hangzhou 310058, China)

- Application form for admission to Zhejiang University.
- A photocopy of passport ID page (if applicable).
- Highest degree certificates, which must be original documents or notarized copies.
- 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 English proficiency certificates (TOEFL or IELTS).
- Personal statement in English, should include study and work experience, reasons for application and study proposal.
- Two recommendation letters in English with the referrer's business card.

### 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 through the email provided in the application form.

### APPLICATION DEADLINE: MAY 20, 2017

(Early applications are encouraged, as offer of admission will be made on a first-come basis to qualified candidates.)

## 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](http://www.lxbx.net))
- Living cost

### WE PLAN TO ENROLL ABOUT 30 STUDENTS, ALL GRANTED WITH A FULL SCHOLARSHIP, A CNY 129,000 PACKAGE INCLUDING THE FOLLOWING ITEMS

- Exemption from registration fee, tuition fee, fee for internship, and fee for basic learning materials
- Free accommodation on campus (Single-room on the International (Haining) Campus, Zhejiang University)
- Living allowance: CNY 1,700 per month (22 months)
- International student medical insurance

#### Notes:

1. Costs of the laboratory experiments or internships that beyond the university's arrangements should be self-afforded.
2. Fee for basic learning materials ONLY covers the necessary learning materials prescribed by the Zhejiang University. Other textbooks and materials shall be self-afforded.
3. Costs of the study tour should be self-afforded.

## PROGRAM DURATION

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

## DEGREE

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

# CURRICULUM

The program places great emphasis on global leadership development by integrating the essence of innovation management and entrepreneurship. Through the two years, you will study, live and work with students from all over the world. You will immerse yourself 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 (26 credits in total).

## LEADING FOR GLOBAL IMPACT (5 CREDITS)

This part is designed to provide you 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 you 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)

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

## GENERAL COURSES (5 CREDITS)

|                     |             |
|---------------------|-------------|
| - Overview of China | (2 credits) |
| - Chinese           | (3 credits) |

## SEMINARS (2 CREDITS)

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

## MASTER THESIS

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



# 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**

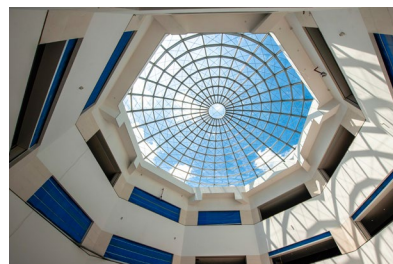
**where we stay**



## 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.





## CONTACT US

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## PARTNER INSTITUTIONS | PIEGL





<http://www.cma.zju.edu.cn/en/>

<http://www.som.zju.edu.cn/zhaosheng/piegl>

