
"Idea Explorer"
Innovation & Entrepreneurship
Global Summer Camp

June 14 – July 4, 2020
School of Management, Zhejiang University
Hangzhou, China

Contact Us

Email: international@som.zju.edu.cn
Tel: 0086 571 88926867
For more information:
Welcome to our 3-week intensive but stimulating summer camp and have an enriching summer in the most entrepreneurial region of China.

- Spend the morning time with ZJU professors to learn about innovation and entrepreneurship and then head into the city to visit tech giants and aspiring startups.
- Have fun with your classmates in practicing Chinese language skills, writing Calligraphy, and performing Taiji.
- Explore evidence of modern-ancient exchanges in Hangzhou, a city that Marco Polo called “the finest and the most splendid in the world.”

**How to apply**

- Applicants from partner universities please apply to your home institution and nomination will be submitted through university coordinator.
- All applicants shall provide the following documents and email to international@zju.edu.cn in due course.
  - A completed application form
  - A copy of your resume
  - A ID photo (48mm*33mm)

**Who May Apply**

College students with basic business/economic knowledge are eligible to apply. All courses are conducted fully in English. Students shall have intermediate or proficient English language skills.
Enhancing academic standing: Through exposure to the knowledge sets covering different facets of entrepreneurship, you will gain an understanding of what innovation and entrepreneurship look like and mean.

Exploring ideas: Working with peers through facilitated group discussions, you will be tested with creating a business initiative to fine-tune the ideas you are itching to turn into reality.

Tasting entrepreneurial China: Immersed in the region’s thriving innovation and entrepreneurial atmosphere, you will observe and learn from the business settings via onsite visits and networking events with entrepreneurs. Experiencing vibrant Hangzhou life: Take a boat ride on the West Lake, hike through the surrounding tea fields 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.

Program Dates

- Day 1: Arrival & Registration
- Day 2: Opening & Orientation
- Day 3: Courses begin
- 8-10 Courses
- 3+ Company visits
- 5+ Cultural activities
- Day 20: Final presentation
- Day 21: Farewell & Departure

Please note that program dates are subject to change.

Courses

- Doing Business in China: An Economic Perspective
- Doing Business with China: A Cultural Perspective
- Innovating for Good Enough Markets
- Entrepreneurship in China
- Market Analysis in China
- Business Model Designing and Innovation
- Entrepreneurial Finance
- Intellectual Property Business in China

Fees

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<thead>
<tr>
<th></th>
<th>Applicants from partner universities</th>
<th>All other applicants</th>
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<tbody>
<tr>
<td>Program fee</td>
<td>CNY 2,800</td>
<td>CNY 8,800</td>
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<tr>
<td>Accommodation fee</td>
<td>CNY 4,000</td>
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- Program fee includes tuition (waived for students from partner universities), lecture materials, company visits, and cultural activities.
- Not included: Meals, optional weekend trips, international travel expenses, visa application, etc.
- A CNY400 application fee might be charged by International College of Zhejiang University for student who needs JW202 Form for visa application.
- Please note that the fee is non-refundable.

Application deadline: March 15, 2020