

Explore entrepreneurial China and have fun

"Idea Explorer" Innovation & Entrepreneurship
Global Summer Program-Special Edition

Embrace Digital World



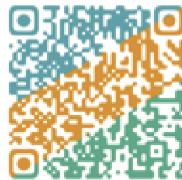
Contact Us

Email: internationalsom@zju.edu.cn

Tel: 0086 571 88208867

For more information:

<http://en.som.zju.edu.cn/international/explorer.aspx>



Apply Here

June 17 – July 2, 2021

School of Management, Zhejiang University



What's in it for me?

Enhancing academic standing: Through immersing in innovation and entrepreneurship with ZJU-SOM professors, you will unlock different facets of knowledge targeting entrepreneurship in digital world.

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

Surfing on the program: With recorded courses, cultural e-visits and online interaction, you can make your flexible schedule, and taste entrepreneurial and vibrant Hangzhou, a city that Marco Polo called "the finest and the most splendid in the world."

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.

Courses

Introduction:

- Innovation & Entrepreneurship in China
- Explore the Entrepreneurship Opportunity in China
- Capturing Growth in China – The Chinese Consumer

Digital innovation changes entrepreneurship:

- Digital Healthcare in China
- Social Media in China
- Innovation and Intellectual Property Management
- Digital Countryside in China
- The Rising of Chinese Internet Firms
- Digital Governance of Smart Cities in a Big Data World: The Case of City Brain, Hangzhou

Please note that courses are subject to change.

How to apply

- Fill out the online application form:
- <http://form.zju.edu.cn/#/dform/genericForm/M-BuOew2r>
 - Admission decision will be given within 5 working days.
 - **Application deadline: June 10, 2021**

Fees

- For Applicants from our school's partner universities, this program is free of charge.
- For other applicants, the program fee is CNY 3200, and scholarship is available for excellent participants.

