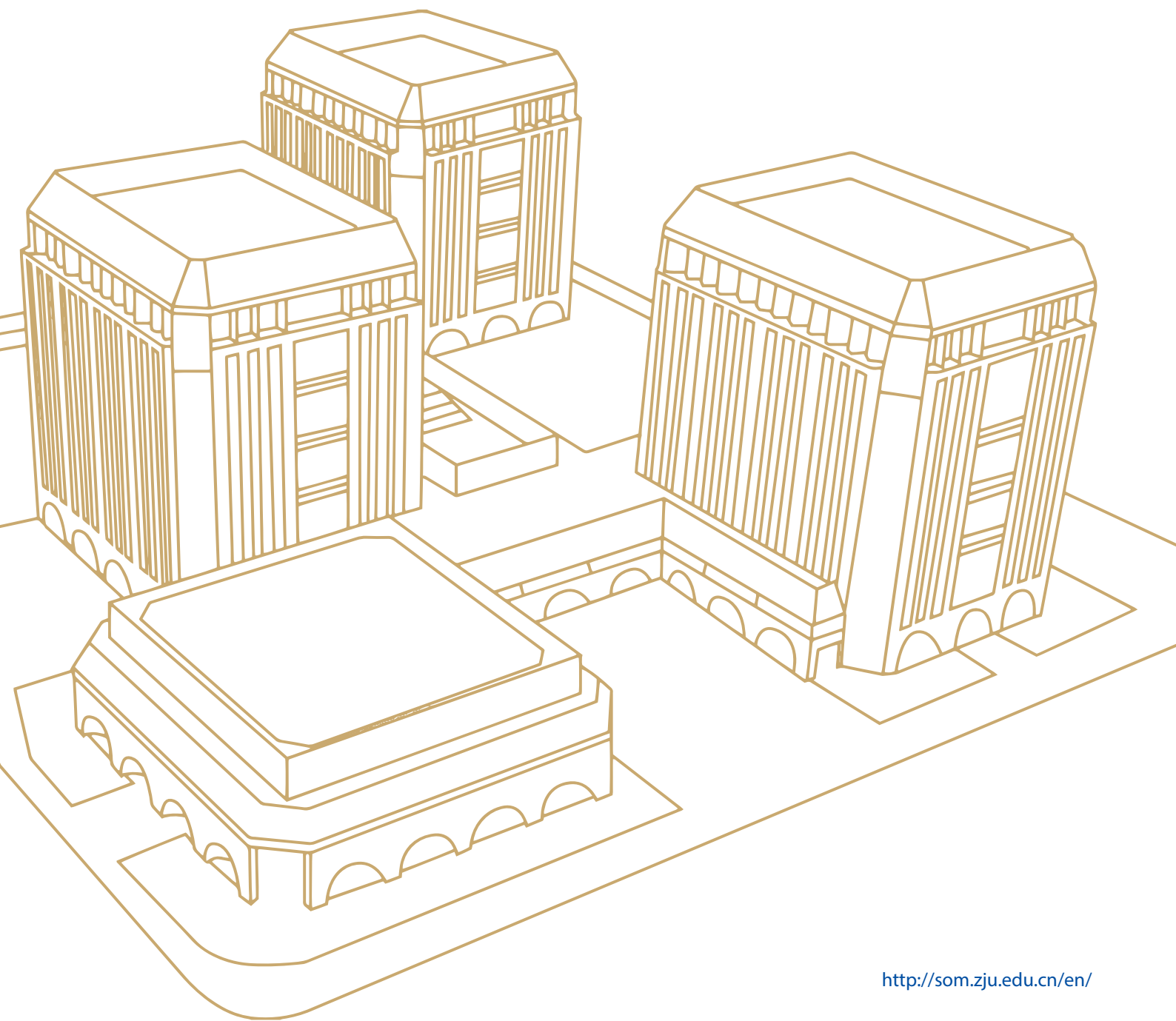




浙江大学 管理学院
SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY

SCHOOL OF MANAGEMENT ZHEJIANG UNIVERSITY



<http://som.zju.edu.cn/en/>



VALUE

Cultivating the healthy power
leading the future of China.

MISSION

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.

VISION

To be a world leading management
school rooted in China.

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DEAN'S MESSAGE

Six-score years of odyssey,
Sees ZJU in the top-notch of universities,
Guided by the Spirit of Veritas;

Forty springs of sowing,
Metamorphoses SOM into a trend leader,
In the fields of innovation and entrepreneurship.

Once again we find ourselves amidst a new time, looking into a new mission, and at the start of a new journey. What remains unchanged is SOM's firm footholds in the indigenous soils of Zhejiang, and its purposes to serve the country and benefit human societies at large. Relentless will be our efforts to remain in the frontiers of the market economy, to dig deep into the arts and sciences of management, to nurture healthy forces that positively impact the future of China, to dialogue with great thinking and great thinkers, and, in the final analysis, to forge ahead in the vision of the rejuvenation of the Chinese nation.

We feel grateful: grateful to our nation that ennobles our being, to our predecessors who pave our paths, to our alumni who lend us support along the way, and to every one of our students, colleagues and friends whose concerted efforts bring us from where we were to where we are, and further to where we shall be. Let us build a community of shared development and take it as our mission to work SOM into a top-class business school of the world. We are on the road, a road that may be long and winding, but we always remember what we set off for.

Prof. WEI Jiang
Dean, School of Management
Zhejiang University

HANGZHOU ZHEJIANG

財神
2500

years ago

Hometown of the Chinese God of Fortune

Nearly 2500 years ago, Mr. FAN Li, acknowledged later as the prototype of Chinese God of Fortune *Cai Shen*, started up his business in Yue Region (today's Zhejiang Province) and became the first known businessman in China. His book "The Golden Rules of Business Success" remains popular today.

800

years ago



"Finest and the most splendid city in the world" by Marco Polo

- Capital city of ancient China 800 years ago
- South terminal of Beijing-Hangzhou Grand Canal, the world's longest and oldest working canal
- West Lake Cultural Landscape was listed as UNESCO World Heritage site
- World's top 52 places to go by New York Times
- Host city of G20 Summit 2016 and 2022 Asian Games

NEW ERA

Modern Hub of Innovation and Entrepreneurship

Headquarters of successful startups:

- Alibaba, the world's e-commerce giant
- Wahaha, China's beverage industry leader
- Geely, acquired Volvo in 2010; the largest shareholder in Mercedes Benz
- Hikvision, the world's largest manufacturer of video surveillance products and solutions

Vibrant private sector:

- among the top 500 private companies in China, 120 are from Zhejiang Province, and 44 are from Hangzhou
- Home to 26 unicorn companies and more than 100 soon-to-be unicorns

ZHEJIANG UNIVERSITY

■ Founded in 1897

■ Member of C9 League

Rankings

68

QS World University Rankings 2019

16

US News Best Global Universities in Asia 2019

3

ShanghaiRanking Best Chinese Universities Ranking 2018

1

Number of alumni in Hurun China Rich List

140⁺

Alumni sit at the helm of domestic or overseas listed companies

200⁺

Alumni have been elected members of Chinese Academy of Sciences and Chinese Academy of Engineering

Facts



Colleges and Schools

36



Alumni

600,000⁺



Full-time Faculty

3,611



Enrollment

53,673

Undergraduate

24,878

Graduate

28,795

International Students

6,843

SCHOOL OF MANAGEMENT

School of Management Zhejiang University (SOM-ZJU) is a leading business school and a pioneer in business education in Mainland China. The rapidly growing regional economy and the extensive disciplinary features of the University underpin the School's development and the School is particularly renowned in innovation and entrepreneurship management.

OVERVIEW

Programs

Degree	Non-Degree
<ul style="list-style-type: none"> • Undergraduate • Master in Business Analytics and Innovation (BAI @ QTEM) • Master in Innovation, Entrepreneurship and Global Leadership (PIEGL) • MBA • Executive MBA • MPAcc • PhD 	Executive Education

Facts & Figures



501 Undergraduates

2178 Postgraduates

- 616 EMBA Students
- 1178 MBA Students
- 276 PhD Students
- 46 MSc Students
- 62 MPAcc Students

294 International students

Departments

Innovation, Entrepreneurship and Strategy
Data Science and Engineering Management
Service Science and Operations Management
Marketing
Finance and Accounting
Leadership and Organization Management
Tourism and Hotel Management

Administrative Support

Administration Office
Human Resources office
Academic Affairs Office
Disciplinary and Research Affairs Office
Student Affairs and Career Development Office
Development and Liaison Office
International Cooperation and Accreditation Office
MBA/EMBA/EDP Program Offices
IT Services and Infrastructure Office



115+ faculty members

1 fellow of the Chinese Academy of Engineering

4 Changjiang Scholars

2 NSFC Excellent Young Scientists

2 NSFC Distinguished Young Scholars

4 professors recruited by Zhejiang '1,000 Talent Plan'

4 Most Cited Chinese Researchers by Elsevier

★ Updated: 1st Jun 2018

WHY SOM-ZJU

01 Global thinking

In line with the mission, we embed global thinking into everything we do in the areas of research, programs, and corporate links. Leveraging global resources and partnership network, the School gets competitive edge in joint research with leading business schools and strives to connect successful enterprises with the School's expertise to achieve higher levels of excellence. A range of overseas programs have been developed to provide our students with fantastic opportunities to experience different cultures and explore the world.

02 Leading through innovation

Working closely with industrial partners, we conduct a number of bespoke research projects and cross-disciplinary initiatives that deliver unique insights into the latest thinking and practice around innovation, new technologies, Fintech, business analytics and neuro-marketing. We continually challenge ourselves to ensure both relevance to current needs and notable impact on business, academic research and research-led teaching practices.

03 Entrepreneurship hands-on

Located in the most entrepreneurial region of China, the School is immersed in a thriving innovation and entrepreneurship atmosphere. Capitalized on that position, we encourage innovative thinking and run a range of programs, events, conferences to help students build enterprising skills and network, showcase business ideas, raise their entrepreneurial aspirations and translate ideas into reality.

04 Understanding society

The School proposed the concept of "healthy power" to diffuse among its stakeholders the philosophy of developing healthy mind-set and behaviors as well as social responsibilities. When putting it into practice, we advocate ethics, sustainability and inclusive development and contribute to solving social issues by generating and disseminating knowledge and bringing together people from different disciplines and backgrounds.

MILESTONES

1979

Foundation of the Department of Science and Management at Zhejiang University, enrolling the nation's first batch of postgraduates majoring in management

1986

Start of the doctoral program in Management Science and Engineering

1990

Foundation of the School of Business Administration at Zhejiang University

1994

Start of MBA Program at Zhejiang University

1999

Foundation of the School of Management

2001

Start of the doctoral program in Business Administration

2002

One of the earliest Chinese business schools to start Executive MBA Program

2006

Start of the nation's first doctoral program in Entrepreneurship Management

2007

Achieved AMBA accreditation
The first business school in Mainland China to achieve international accreditation

2007

Prof. XU Qingrui was elected as the Fellow of Chinese Academy of Engineering for his initiating Innovation Management research in China

2011

Establishment of Academy of Global Zhejiang Entrepreneurs

2014

Establishment of International Advisory Board (IAB)

2015

Achieved AACSB accreditation
Triple accredited (AACSB, EQUIS, and AMBA)
Achieved CAMEA by China's MoE

2016

The first business school in Mainland China to participate into CEEMAN

2017

School new buildings unveiled, with the largest donation from two alumni—Mr. Zhang Pengfei and Mr. Wang Heming

2017

Management Science and Engineering entered the national "Double First Class" initiative disciplines development list

2017

Achieved IQA accreditation by CEEMAN



ACADEMIC RESEARCH

The School's academic reputation is determined by the quality and relevance of the research that has brought about remarkable changes in current and future business practices. While continuing to develop and support our differentiating areas of excellence in innovation and entrepreneurship, the School is also heading for emerging research areas, such as big data, Internet finance, smart healthcare management, neuro-decision, neuro-marketing etc.

Research Institutes

- National Institute for Innovation Management
- Academy of Global Zhejiang Entrepreneurs
- International Research Center for Data Analytics and Management
- Neuromanagement Laboratory
- Center for Internet and Financial Innovation
- Global Entrepreneurship Research Center
- Academy of Global Agricultural Business

★ This list is not exhaustive.



#54

THE World University Rankings 2019 by subject: business and economics



#101-150

Business and Management Studies QS World University Rankings by Subject



Global Network



ZJU & Cambridge Joint Research Center for Global Manufacturing and Innovation Management



International Institute on Management Science and Operations Research



ZJU-Lund Joint Center of Innovation and Entrepreneurship



Zhejiang-Leeds Institute on International Business



ZJU-PolyU International Center for Maritime and Logistics Management

Joint Research



Industry Engagement



ZJUSOM-Alibaba Cloud Institute of Digital Business



Ruihua Research Institute of Innovation Management

PHILIPS

Institute for Intellectual Property Management

Haier

ZJU & Haier Joint Research Center for Innovation Management and sustainable Competitiveness

CIMC

ZJU & CIMC Joint Research Center for Innovation Management and Sustainable Competitiveness

International Conferences

The School hosts a variety of conferences to stay current on the latest advancements, creating a platform for researchers and professionals to communicate, engage and inspire.

Some regularly held conferences include:

- GMC-Global Manufacturing and China
- ISMOT-International Symposium on Management of Technology
- International Conferences on Neuromanagement and Neuroeconomics
- International Symposium on Entrepreneurship and Family Business
- International Conference of Strategic Human Resources and Entrepreneurship

ACADEMIC PROGRAMS

Undergraduate

Our undergraduate programs recruit top-ranking high school students with exceptional results in the National College Entrance Examination (top 0.3% from nationwide and top 0.5% from Zhejiang Province). Students gain state-of-the-art management knowledge and are exposed to the latest tools and techniques through innovative pedagogical methods and various experiential learning activities including overseas exchange, company visits, business case competitions as well as internship opportunities.

3 programs

- Business Administration
- Accounting
- Information Management and Information Systems



PhD

Our doctoral program aims to cultivate outstanding scholars. Students have the opportunity to work with some of the finest minds in their areas and network to the broader academic community via research conferences and seminars. Top students could be admitted from an undergraduate degree and be selected into the five-year PhD pathway directly. Joint supervision with faculty members from partner schools around the globe provides our students with opportunities to obtain double degrees.

7 concentrations

- Management Science and Engineering
- Business Administration
- Entrepreneurship Management
- Accounting
- Technological Economics and Management
- Technology and Innovation Management
- Tourism Management

International Masters

Master in Business Analytics and Innovation (BAI@QTEM)

Being a member of QTEM (Quantitative Techniques for Economics and Management) network, this program highlights teaching and learning in business analytics and quantitative techniques that support students in future careers as decision makers. Students get QTEM certificates upon completion of the required level of quantitative and analytical courses, one QTEM module, and mandatory academic exchange at partner universities and internship participation of at least 300 hours.

Master in Innovation, Entrepreneurship and Global Leadership (PIEGL)

This two-year program aims to nurture future business leaders with deep understanding of the emerging markets and work in global or multicultural contexts. Students will be able to discover their inner entrepreneurship by tapping into a range of inspiring courses and co-curricular activities, and to develop entrepreneurial mind-sets and leadership by interacting with entrepreneurs and business leaders.



PROFESSIONAL PROGRAMS

MBA

Our 2-year full-time/part-time MBA program aims to provide students with relevant, innovative and inspiring business education and to cultivate entrepreneurial spirit that enables students to tackle current and critical business and management issues and challenges. Apart from offering courses on key areas of general management, the program has developed different tracks for students to specialize in a sector or industry of particular interest.

Master in Global Manufacturing and Supply Chain Management (GMSCM)

The double degree program was co-founded with McGill University. Students completing the program will be awarded an MBA degree from Zhejiang University and a Master in Management degree from McGill University. The program targets high-potential managers in manufacturing, services and logistics industries as well as entrepreneurs and takes place at Zhejiang University with options for a semester of courses in Montreal and a summer trip.

Master of Professional Accounting (MPAcc)

This is a double degree program collaborated with Tulane University. It gathers the nation's most exceptional students with nearly 70% of the current student body selected from students who are exempt from National Postgraduate Entrance Exam in Management. The program is designed to transfer concepts and practical knowledge of professional accounting to help students develop their conceptual and analytical abilities for the attainment of professional accounting qualifications.



Executive MBA

Our Executive MBA program pools together a faculty of leading professors and practitioners with both business acumen and academic rigor.

01

Innovation and Entrepreneurship Program

This program has been developed to improve students' overall leadership and management ability and boosts their companies' business transformation and upgrading.

02

Finance Program

The program focuses on new financial modes, venture finance and Internet finance and epitomizes characteristics of regional finance, small and medium finance and private finance.

03

New-Generation Program

Supported by the most potential in China—ZheShang (Zhejiang entrepreneurs), this program aims to cultivate the new economy representatives with international perspective and all-embracing strategic ability.

04

Professionals Program

Being the first tailor-made Executive MBA program for China's new social stratum, the program combines the actual demand of the new era of economic development and the structural features of the new social stratum.

Student cohort



39

average age



17

year

Working experience



14

year

Management experience



70%

Work in private operated or private holding companies



85%

Business owners or general managers and above

EXECUTIVE EDUCATION

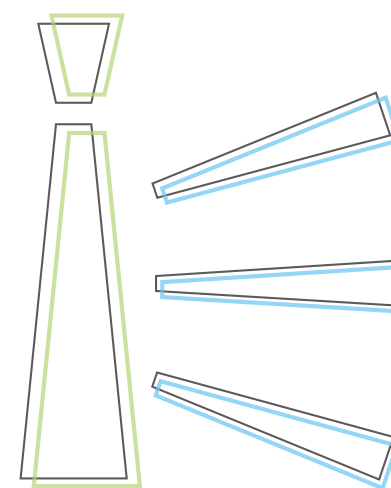
Our executive education intends to provide quick responses to social demands and integrates the latest management theories and best business practices. It strengthens the connection between the School, enterprises and government agencies, and provides abundant opportunities for faculty members to interact with business community in discovering best market practices and disseminating knowledge to various stakeholders.

Customized Programs

The architecture and content of the training modules in executive customized programs are designed in close collaboration with the clients concerned, fostering a spirit of co-creation to optimize the added values. Apart from national partners, the School also has a large number of international clients such as Panasonic, Bosch, Citibank, Hong Kong Special Administration Region Government, and Hong Kong Mass Transit Railway Corporation etc.

Open Programs

Our open programs are ideal for SMEs and private businesses. The programs offer high-impact courses covering both basic modules on general management issues and special modules to accommodate specific needs. The programs enable senior managers and executives to adopt new business models and develop the managerial skills necessary to meet the challenges in their organizations.



"Idea Explorer" Innovation & Entrepreneurship Global Summer Camp

Explore entrepreneurial China and have fun!

This 3-week intensive but stimulating summer camp allows students to experience an enriching summer in the most entrepreneurial region of China.

The academic part of the program covers different facets of "entrepreneurship". Immersed in the region's thriving innovation and entrepreneurial atmosphere, participants also 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 successful completion of the program.



COMMUNITY OUTREACH

We integrate responsibility and sustainability in both research and educational agenda and promote public engagement and inclusive initiatives.



Green Pepper Association, consisting of our junior faculty members, established close relationship with local SMEs to recognizes their specific needs and help them develop in a faster and smarter way.



"Big Brother" welfare program is initiated by MBA students, aiming to narrow the educational gap between remote areas and the developed regions.



"Bee Club" by alumni working in the real estate industry initiated Rural Child Welfare Project to support rural children with serious illness.



"Rose Club" of women entrepreneurs from our Executive MBA program established long-term relationships with kids living in poverty.



Our faculty make sustained efforts to fortify close interactions with business world and utilize academic expertise to contribute to the continuous development of our community.



Reports released annually since 2012, analyzing the status quo of Chinese enterprises and mapping out routes for continuous development

- "Index for Healthy China Business"
- "Index for Healthy Chinese Family Business"



Study on Zheshang's global competitiveness under economic globalization as well as new opportunities opened up for Zheshang under the nation's B&R initiative

- *Annual Developmental Reports of Global Zheshang*



Our research team has been tracking the developments of innovation in manufacturing industry in China since 2015, with in-depth investigations on the innovation capability and operational efficiency of China's top 100 listed companies in manufacturing industry

- "Innovation Index for Manufacturing Enterprises in China"



Research depicting regional features of innovation and entrepreneurship from different facets including its activity level, product and technology innovation, eco-system, finance and human resources.

- *Entrepreneurship and Development in Zhejiang Province*

REACHING THE WORLD

We encourage our future leaders to be adaptable to rapidly changing contexts and diverse cultures.



*72% of our exchange partners are international accredited



SOM-ZJU Exchange Partners

The School engages actively with world leading business schools to encourage overseas exchanges.





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