



浙江大学 管理学院

SCHOOL OF MANAGEMENT  
ZHEJIANG UNIVERSITY

A grayscale photograph of a modern university building with a courtyard, featuring multiple arched entrances and a central courtyard area.

# MASTER PROGRAM IN INNOVATION, ENTREPRENEURSHIP AND GLOBAL LEADERSHIP

# 2022



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 (China) has devoted itself to offering the Program in Innovation, Entrepreneurship and Global Leadership (PIEGL). The 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, the students 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 peoples across a multicultural context, and get practical, hands-on experience, so the students can learn to solve business problems in an innovative and entrepreneurial way. The students 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 the students will get access to business consulting projects from excellent corporate partners.

## INDUSTRIAL ENGAGEMENT AND EXPERIENCE

The program offers the students great opportunities to dialogue with the most influential entrepreneurs and executives from famous Chinese companies.

## ENTREPRENEURIAL STUDY AND LIFE

The program is delivered by SOM professors, visiting scholars and adjunct professors who are internationally recognized as leading experts in their fields. Living in Hangzhou, the most innovative and entrepreneurial city in China enables you to open their mind and broaden their vision.

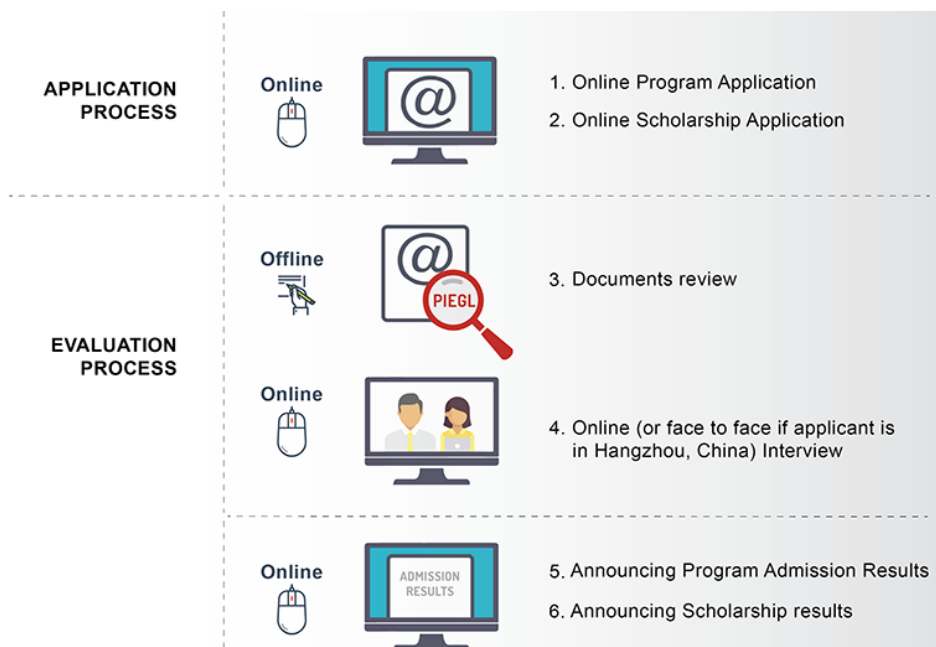
## GLOBAL COMMUNITY AND LEARNING

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

# ADMISSION PROCESS

## ADMISSION REQUIREMENTS

Applicants must be non-Chinese citizens with proper moral conduct, in good health with no infectious disease or any physical or mental diseases that may affect the normal study, have a bachelor's degree (Applicant who has not got the degree certificate when applying shall provide the pre-graduation certificate first, then provide the academic degree certificates no later than registration) and be under the age of 35 (Age limit is flexible for healthy applicants with certain work experience and high academic ability).





## DOCUMENTS FOR APPLICATION

1. Application Form for Admission to Zhejiang University pasted with a recent photograph (white background, 35mm×45mm in size). Applicants shall fill in and submit the application form via the online application system first, then print and sign the Application Form produced by the online application system. Link: <http://isinfosys.zju.edu.cn/recruit/login.shtml>.

2. A photocopy of passport biographic page.

3. Highest degree certificates (photocopy of original document or notarized copies) If applicants are 4th year university students, they shall provide an official pre-graduation certificate showing their student status and stating expected graduation date. Documents in languages other than Chinese or English must be attached with notarized translations in Chinese or English.

4. 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.

5. Photocopies of English proficiency certificates (TOEFL or IELTS; Not required for English native speakers and applicants hold degree delivered in English).

6. Personal statement in English including: 1/Brief study and work experience 2/Reasons for application and expectation of the program 3/Master thesis research proposal/plan 4/Additional materials (i.e. evidence of awards, social activities or published academic papers, dissertations, ...)

7. Two recommendation letters in English with the referrer's business card/contact phone number and email address.

8. If the applicant has acquired foreign citizenship automatically at the time of birth in a foreign country, whose parents are both Chinese citizens, or one of the parents is a Chinese citizen, please provide.

[1]documents certifying acquiring foreign citizenship at the time of birth;

[2]documents certifying parent's (with Chinese citizenship) permanent residence in foreign country before the birth of applicants.

## ONLINE INTERVIEW

Once paper-application documents are received, PIEGL office will shortlist the candidates for online interview. Interview schedule will be sent by email.

## ENROLLMENT

- The pre-admission result will be made on the basis of competitive selection according to the students' academic performance, study plan and interview performance. The University admission office will conduct final review before issuing the official admission result.
- New cohort will register around early September, please refer to the official admission notice.

## APPLICATION DEADLINE: 28 February 2022

- Please fill out online application before deadline
- The incomplete application materials or the application submitted by email will NOT be processed.
- Additional documents may be required when necessary.



## FEES FOR THE PROGRAM

- Application fee: CNY 800
- Tuition fee: CNY 73600 (2-year)
- Accommodation on campus: CNY 18000 (Zijingang campus, twin-room, 2-year)
- International student medical insurance: CNY 1600. (Relevant medical insurance items can be found at [www.lxbx.net](http://www.lxbx.net))
- Living expenses: approximately CNY 2000 per month
- Basic learning materials

### Notes:

1. *Costs of the laboratory experiments or internships beyond the university's arrangements should be self-funded.*
2. *Fee for basic learning materials ONLY covers the necessary learning materials prescribed by Zhejiang University. Other textbooks and materials shall be self-funded.*
3. *Self-funded students need to pay tuition fee, accommodation fee, International student medical insurance, learning materials and living expenses.*

*Payment: Applicants are recommended to make the payment for application fee and tuition fee via ZJU Online Application System*

## SCHOLARSHIP APPLICATION

Application for scholarships will be processed according to the schedules of different types respectively.

Scholarship Type	Information Link
Chinese Government Scholarship-Bilateral Program(CSC A type)	<a href="http://iczu.zju.edu.cn/english/redir.php?catalog_id=41595">http://iczu.zju.edu.cn/english/redir.php?catalog_id=41595</a>
Chinese Government Scholarship-Chinese University Program (CSC B Type)	<a href="http://iczu.zju.edu.cn/english/redir.php?catalog_id=22232">http://iczu.zju.edu.cn/english/redir.php?catalog_id=22232</a>
Zhejiang Provincial Government Scholarship	<a href="http://iczu.zju.edu.cn/english/redir.php?catalog_id=35627">http://iczu.zju.edu.cn/english/redir.php?catalog_id=35627</a>

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

Students will be awarded a master degree in Enterprise Management from Zhejiang University, if they successfully finish all the requirements prescribed by the University.

## CURRICULUM

The program places great emphasis on global leadership development by integrating the essence of innovation management and entrepreneurship. Through the two years, students will study, live and work with peers from all over the world. They will immerse themselves into cultural experience as well as 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.

### LEADING FOR GLOBAL IMPACT (5 CREDITS)

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This part provides students with an in-depth understanding of the key challenges and opportunities in the global market.

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|--------------------------------------|-------------|
| - Globalization and emerging markets | (1 credit)  |
| - International business             | (2 credits) |
| - E-business and China's experience  | (1 credit)  |
| - Social entrepreneurship            | (1 credit)  |
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### LEADING FOR COMPETITIVE ADVANTAGE (5 CREDITS)

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This part develops the advanced knowledge and skills needed to understand and manage organizations in the global context.

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|---|-------------|
| - Global strategy and innovation                  | (2 credits) |
| - Leadership and organizational management        | (2 credits) |
| - Technology leadership and intellectual property | (1 credit)  |
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## LEADING FOR ENTREPRENEURIAL SPIRIT (9 CREDITS)

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This part equips students with an entrepreneurial mindset and skills necessary for a global career.

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- Entrepreneurship (2 credits)
  - Family business in emerging markets (2 credits)
  - Design thinking (2 credits)
  - Doing business in emerging markets (2 credits)
  - Marketing in China (1 credit)
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## ACTION LEARNING (2 CREDITS)

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Students will be divided into different consulting project teams. Together with faculty and company executives, they will have opportunities to provide business consulting services for selected corporate partners.

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## GENERAL COURSES (8 CREDITS)

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- Overview of China (3 credits)
  - Chinese Language (2 credits)
  - Management Research Methods (2 credits)
  - Academic Thesis Writing (1 credits)
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## SEMINARS (2 CREDITS)

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

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## MASTER THESIS

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Students are required to write their master thesis under the supervision of ZJU-SOM professors.

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# CORPORATE INVOLVEMENT

Based on the strategic cooperation with the school, there is a high corporate involvement during PIEGL learning process. For instance, students will be able to go field visits, hear guest lectures and participate in action learning projects.

## COURSES EMBEDDED LECTURES AND VISITING



PIEGL structures every course with lecture sessions, case study, guest speaker or company visits.

## ACTION LEARNING



PIEGL provides a milestone course (Action Learning) which allows students to synthesize the knowledge obtained from individual courses and apply appropriately to solve a managerial issue from a particular company. Action learning course provides a triangular learning experience among the student, the academic supervisor and the corporate manager.

# PIEGL LIFE

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.

## CITY AND CAMPUS

Zhejiang University has 5 campuses in Hangzhou city. PIEGL students will be allocated at the main campus: zi-jin-gang (紫金港) campus. There are varieties of activities and international student associations/clubs. Students have opportunities to join entrepreneurial competitions to explore the possibility of your entrepreneurial ideas, racing a dragon boat with your classmate on the Qizhen Lake, socializing during international week with the School of Management partners and exchange students, performing on stage at the New Year Gala and enjoying student matrix on the Student Day.

## OVERSEAS OPPORTUNITIES

PIEGL provide students opportunities to go overseas for competitions, study tours and conferences.

### Competition

School of Management encourages students to join competitions, including case competition and entrepreneurial/road-show competition, sports competition, etc. Students can team within PIEGL or across programs to join competition. Extra prize and bonus provided.

### Summer/Winter camps

Focusing on different topics, School of Management will offer short-term study tours to partner universities. The available camps will be released according to semester plan. Students will be teaming with peers from different programs.

### International conferences

University encourages students to present at international conferences taking place overseas. If one's paper is accepted for oral presentation, university will grant the return trip flight tickets once during his/her study.

# 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.







# ZHEJIANG UNIVERSITY

Zhejiang University is a comprehensive national university. Founded in 1897, it was one of the earliest modern academies of higher learning established in China. In September 1998, a new Zhejiang University was established on the basis of the amalgamation of the four former individual universities, namely Zhejiang University, Hangzhou University, Zhejiang Agricultural University and Zhejiang Medical University. The new Zhejiang University is a key comprehensive university whose fields of study cover eleven branches of learning, namely philosophy, literature, history, education, science, economics, law, management, engineering, agriculture and medicine. At present, the total number of full time students has reached over 39,000, including more than 22,900 undergraduates, over 9,500 postgraduates working for master's degrees and over 6,600 Ph.D. candidates.





*We are pioneers  
not followers, and we  
are creators not users.*



# CONTACT US

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