

INTERNATIONAL SUMMER PROGRAMMES (i-SP)

IMPORTANT NOTE

Before applying for any summer/winter programme, read the **GRO** website for important information on:

- General Eligibility Requirements and Application Process
- Module Mapping and Financial Aid
- Visa Application, Travel Advisories and Student Insurance

Zhejiang University 2021 "Idea Explorer" Innovation & Entrepreneurship Global Summer Program (Online)

Host University Website: http://en.som.zju.edu.cn/international/explorer.aspx

Programme Location: Online

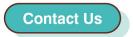
Programme Dates: 17 Jun – 2 Jul 2021
Application Deadline: 10 June 2021
No. of Placements: Unlimited

ESTIMATED COST OF PARTICIPATION			
Programme Fee	Free for NUS students		
Projected Expenditure	N/A		
Financial Aid	N/A		
PROGRAMME DETAILS			
Academic Content	The programme includes more than 10 interesting mini lectures, several cultural e-visits etc. and most of the sessions will be recorded. There are certificate track (30 places only) and non-certificate track for students to choose. For the certificate track, students need to complete a group project in the end of the program. Details about the academic content and other aspects of this programme are included in the brochure attached at the end of this information sheet.		
Eligibility Requirements	 NUS' generic eligibility requirements apply, please see <u>GRO website</u> for details. Zhejiang University's requirement: College students with basic business/economic knowledge are eligible to apply. 		
Accommodation	N/A		
Application Procedure	 Students <u>must</u> first apply and accept the programme offer in <u>NUS Education</u> Records System (EduRec) in order to be nominated to Zhejiang University School of Management (ZJU SOM) Refer to programme information at http://en.som.zju.edu.cn/international/explorer.aspx and submit an application to ZJU SOM at http://form.zju.edu.cn/#/dform/genericForm/MBuOew2r using NUS student email address Final acceptance to the summer programme is decided by ZJU SOM. 		
	Programme Fee Projected Expenditure Financial Aid DGRAMME DETAILS Academic Content Eligibility Requirements Accommodation Application		



8	Module Mapping	This is a non-credit bearing programme.
ADDITIONAL INFORMATION		
9	Visa Application	N/A
10	Travel Advisories	N/A
11	Student Insurance	N/A
12	Contact Information	Questions about the programme? Contact the host university at: internationalsom@zju.edu.cn Questions specific to NUS GRO? Contact us at: askGRO





Email: internationalsom@zju.edu.cn
Tel: 0086 571 88208867
For more information:
http://en.som.zju.edu.cn/international/explorer.aspx



Apply Here



Embrace Digital World





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."

Courses

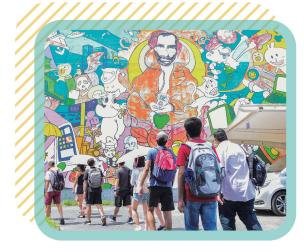
Introduction:

- 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.

