

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

1	Programme Fee	Free for NUS students
2	Projected Expenditure	N/A
3	Financial Aid	N/A

PROGRAMME DETAILS

4	Academic Content	<p>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.</p> <p>Details about the academic content and other aspects of this programme are included in the brochure attached at the end of this information sheet.</p>
5	Eligibility Requirements	<p>NUS' generic eligibility requirements apply, please see GRO website for details.</p> <p>Zhejiang University's requirement:</p> <ul style="list-style-type: none"> • College students with basic business/economic knowledge are eligible to apply.
6	Accommodation	N/A
7	Application Procedure	<ol style="list-style-type: none"> 1. Students must first apply and accept the programme offer in NUS Education Records System (EduRec) in order to be nominated to Zhejiang University School of Management (ZJU SOM) 2. 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 3. Final acceptance to the summer programme is decided by ZJU SOM.

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	<p>Questions about the programme? Contact the host university at: internationalsom@zju.edu.cn</p> <p>Questions specific to NUS GRO? Contact us at: askGRO</p>

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."

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.



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.

