



Zhejiang University

MBA Program

Entrepreneurship & Innovation

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Associate Dean, School of Management
Zhejiang University

Outline

- Introduction of Zhejiang University
- Introduction of School of Management
- Entrepreneurship & Innovation



1. Introduction of Zhejiang University



Location & Regional Economy



Economic Locomotive
&
Land of
Entrepreneurship



Zheshang – Zhejiang Entrepreneurs

- To the end of 2010, Zhejiang's non-financial ODI is amount 2.62 billion USD (No.1 in China)
- The population of *Zheshang* is more than 3 million on the overseas markets.
- In year 2010, there are 1.5 million oversea *Zheshang* in 170 countries and regions.





浙江大学 管理学院
SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY



Zhejiang University

founded in 1897



Globalization * Innovation * Entrepreneurship * Responsibility



Facts about Zhejiang University

- 7 faculties, 40 schools and school-level departments
- 5 campuses
- 8,241 faculty and staff members
- 22,557 undergraduates
- 13,413 master students
- 7,398 doctoral students
- 2,457 international students

Note: Data at the end of year 2010

National Ranking in Recent Five Years

	Zhejiang University	Zhejiang University Graduate School	Zhejiang University School of Management
2011	1	1	2
2010	3	2	2
2009	3	3	3
2008	3	3	3
2007	3	3	3

*Source: China Management Science Institute
– The most recognized independent ranking institute in China*

2. Introduction of the School



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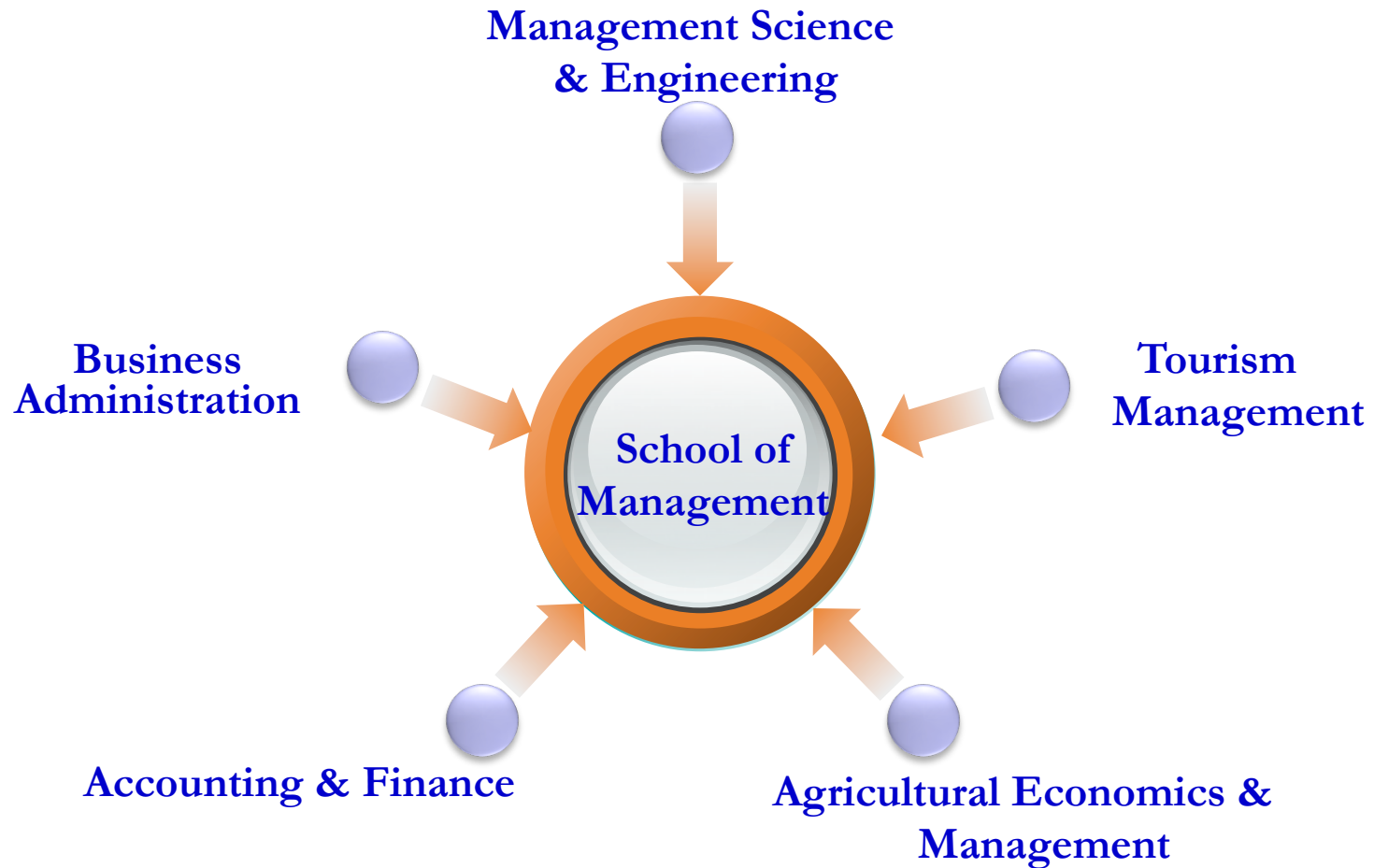
School of Management



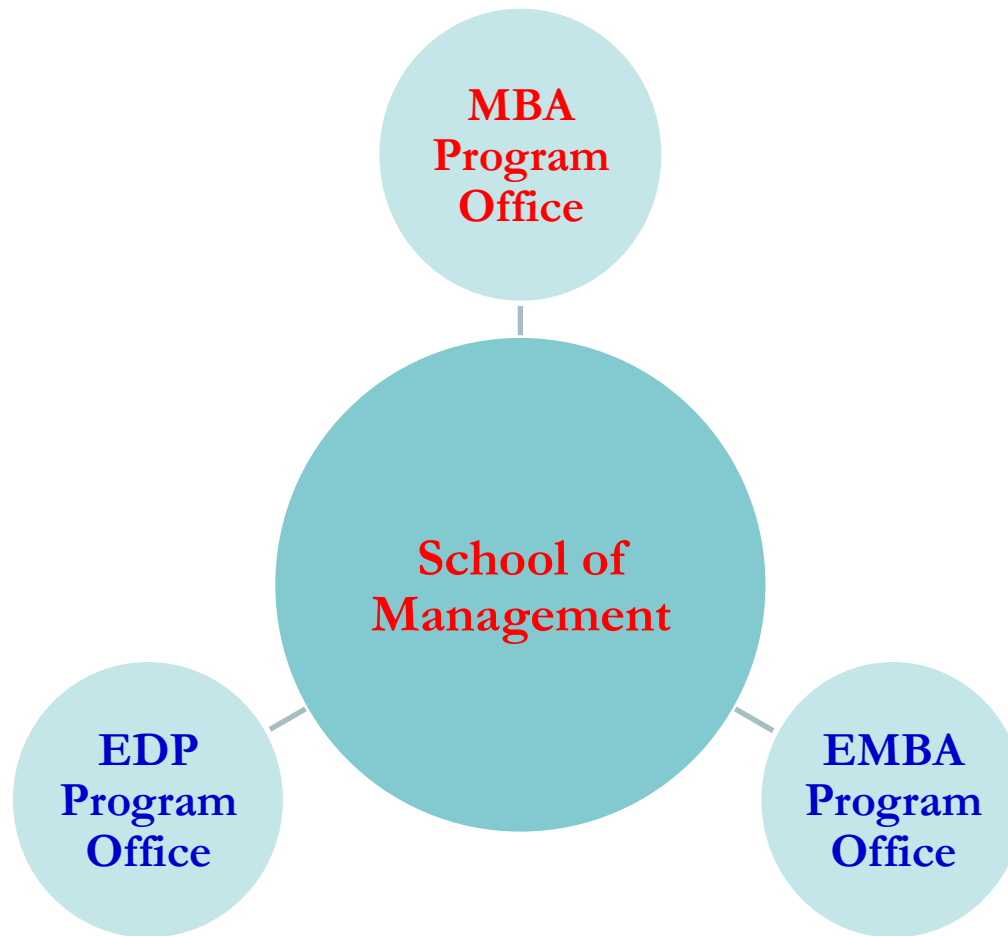
Globalization * Innovation * Entrepreneurship * Responsibility



Five Departments



Three Program Offices



Numbers

■ Faculty members	125
■ Enrolment of students in 2012	
— MBA	308
— EMBA	135
— Undergraduates	242
— Master in Science	104
— Ph.D. students	49
— Other professional degrees	134
■ Management training (EDP)	5000+

First International Accredited Business Schools in Mainland China



Thanks to the leadership of the University and the School,
the school was
the 1st Chinese institute to gain AMBA accreditation in 2006
and the 1st Chinese institute to pass
the 2nd cycle AMBA accreditation in 2012



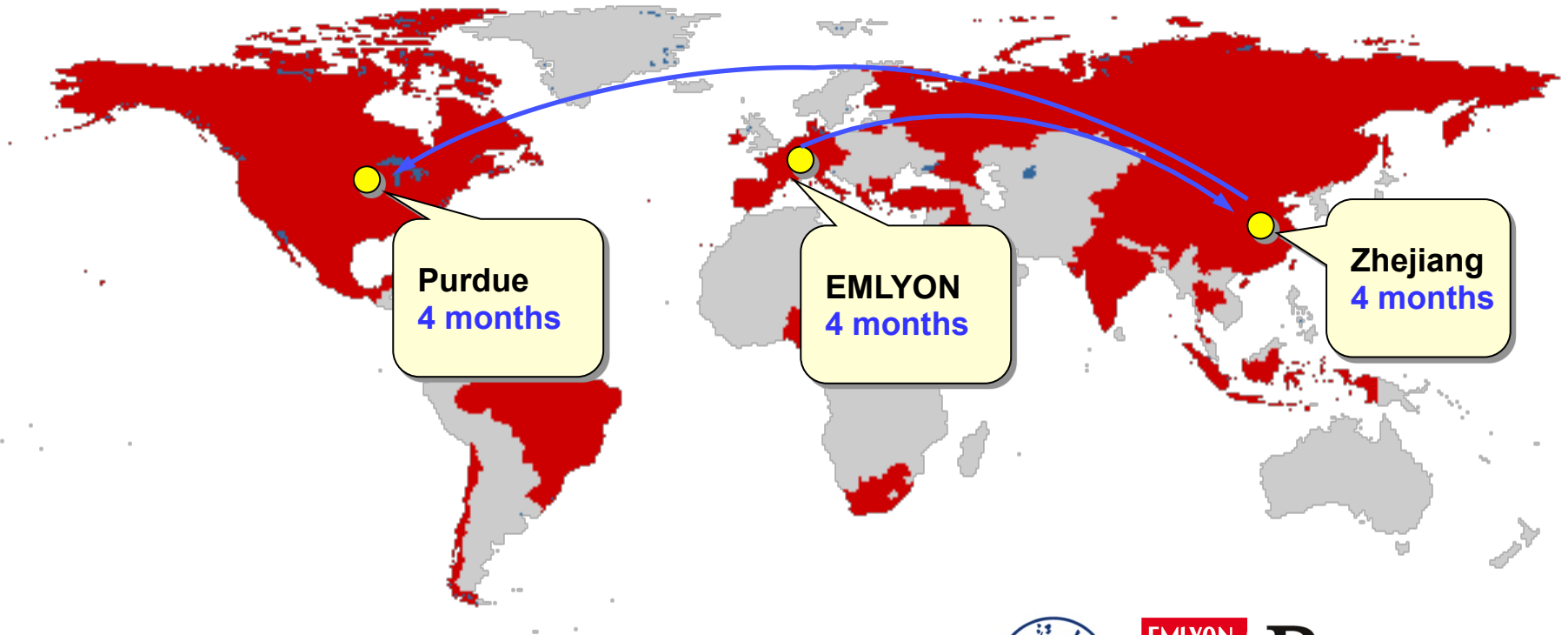
3. Entrepreneurship & Innovation

Global MBA Programs

	Program	Partners
GEP	Global Entrepreneurship Program	EMLYON, Purdue
GLBM	Global Luxury Business Management	EMLYON
GMSCM	Global Manufacturing and Supply Chain Management	McGill



Global Entrepreneurship Program



Curriculum - France

No.	Course	Credit
EMLYON Business School		
1	Innovation Bootcamp	3
2	Corporate Entrepreneurship	1.5
3	European Business and Legal Environment	1.5
4	Advanced Financial Management	1.5
5	New Venture Creation	1.5
6	Entrepreneurial Marketing	1.5
7	Teams, Culture, and Negotiations	1.5
8	European Projects	3

Curriculum - China

No.	Course	Credit
Zhejiang University		
1	Asian Business Environment and Economy	2
2	Advanced Strategic Management	2
3	Business Research Methods	2
4	Family Business Growth and Operations	1
5	Human Resource Management	2
6	Innovation Management	1
7	Managerial Economics	2
8	Operations Management	1
9	Chinese Projects	2



Curriculum - USA

No.	Course	Credit
Babson College		
1	Entrepreneurial Finance	1.5
2	North American Business Environment and Economics	1.5
3	Advanced Global Marketing	1.5
4	Global Entrepreneurship Capstone	1.5
5	Entrepreneurial Leadership in a Global Context	1.5
6	Managing Growing Businesses	1.5
7	Global Venture Feasibility	1.5
8	Design Thinking and Social Entrepreneurship	1.5
9	North American Project	1.5



Projects

Europe	China	USA
Nexenture	Holley International	Bantam Cider
Obiz	Cybernaut Investment	Ariett Business Solutions
TsiMamas	Hangzhou Zhongshang Holding Group	CPUsage
RMS	Zaixin Technology	Vertex Pharmaceuticals
Geroco	Torch Center	Collabora
HangerAd	Hydraulic Power	La Capoise Galerie
Alaska Energies	Zheda Anda Sciene & Technolgy	Zebra PR
CAPSEO	TechBridge	ArtsEditor
Ahimsa Partners	Dahua Technology	Energy Efficient Products
VeryCook	Zhenqi Sanitary Products	GetHuman.com
Sivalex	Allied Machinery	Altranex Energy
CrownCeram	EDC Translation	Cambio Coffee



Second GEP in Zhejiang University, China (59 students from 19 countries)







Related Courses

- **A new compulsory course of *Entrepreneurship***
 - 1 credit
 - 16 teaching hours
 - Including 3 speeches by entrepreneurs
- **Elective courses on Entrepreneurship & Innovation**
 - *Innovation Management*, 2 credits, by faculty
 - *New Product Development*, 1 credit, by adjunct professor
 - *Family Business*, 2 credits, by faculty
 - *New Venture Capital*, 1 credit, by adjunct professor
 - *International Entrepreneurship*, 1 credit, by faculty
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Guest Speech by Entrepreneurs



Part-time Entrepreneur Mentors

Name	Title	Name	Title
Peireng FAN	Chairman of the Board, Zhejiang Yangfan Holding Group	Xing PENG	President, Fapai Group
Zukang FU	General Manager, Kuajishan Rice Wine Co., Ltd.	Jinxin QI	Chairman of the Board, Bingjiang Real Estate Group
Xiaoping GEN	Chairman of the Board, Zhejiang Expressway Co.,Ltd.	Deliang SUN	Chairman of the Board, Zhejiang Net Sun Co., Ltd.
Zhengxin JIANG	Vice-general manager, China Unicom	Yongsen SUN	Chairman of the Board, Zhejiang Provincial Energy Group Company Ltd.
Deshui JIN	Secretary of the Party Committee, Zhejiang University	Licheng WANG	Chairman of the Board, HUALI GROUP
Jianhua LI	President, Wensli Group	Hui WANG	Chairman of the Board, ENJOYOR GROUP
Lanfang LING	Chairman of the Board, China Silkroad Holding Group	Heming WANG	Chairman of the Board, GUANGYU GROUP
Budong LU	General Manager, Zhejiang Tour Group	Jianyi WANG	Chairman of the Board, FUTONG GROUP
Chaoxin OUYANG	Executive Director, Morgan Stanley	Shuifu WANG	Chairman of the Board, XIZI UHC

MBA Clubs

- MBA clubs for students and alumni
- A series of professional clubs, for example
 - *Zhejiang University MBA Club of Start-up*
 - *Zhejiang University MBA Club of Venture Capital*
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MBA Club Events

浙大MBA
mba.zju.edu.cn

浙江大学MBA俱乐部-创业协会

2012

※求是悟道 ※创新登高

创业型企业法律风险防范

——浙大MBA创业交流沙龙

创业过程中常见的法律风险有哪些？
创业者如何才能防范和规避此类风险？
浙大MBA俱乐部创业协会特邀易法务联合创始人徐群丰校友
与多位高级合伙人、资深律师为您解答。

易法务 www.efawu.com
浙江大学MBA俱乐部
浙江大学MBA教育中心
浙江大学MBA联合会

参加人员：正在创业、有创业意向以及从事企业法务相关工作的
浙江大学MBA校友、同学
时 间：2012年4月22日（周日）14:00
地 点：M+BAR
浙江大学紫金港校区港湾家园20幢8号

浙大MBA网站：mba.zju.edu.cn/mba
浙大MBA官方微博：weibo.com/zjumba
浙大MBA俱乐部创业协会QQ群号：198386523

[@浙大MBA Association](http://weibo.com/zjumba)





Start-up Competitions



Reengineering of our MBA Program

- **More specific tracks**
 - Agribusiness
 - Hospitality and Tourism Management (HTM)
 - Management of Technology (MOT)
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- **More international partners are welcome**
 - Joint program
 - MBA student exchange
 - International internship project
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Thank You!

