

Explore entrepreneurial China and have fun

# " Idea Explorer "

## Innovation & Entrepreneurship Global Summer Camp

June 14 – July 11, 2020

School of Management, Zhejiang University  
Hangzhou, China



### Contact Us

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For more information:

<http://www.som.zju.edu.cn/en/international/explorer.aspx>



Welcome to our 3-week intensive but stimulating summer camp and have an enriching summer in the most entrepreneurial region of China.



- Spend the morning time with ZJU professors to learn about innovation and entrepreneurship and then head into the city to visit tech giants and aspiring startups.
- Have fun with your classmates in practicing Chinese language skills, writing Calligraphy, and performing Taiji.
- Explore evidence of modern-ancient exchanges in Hangzhou, a city that Marco Polo called "the finest and the most splendid in the world."



### How to apply

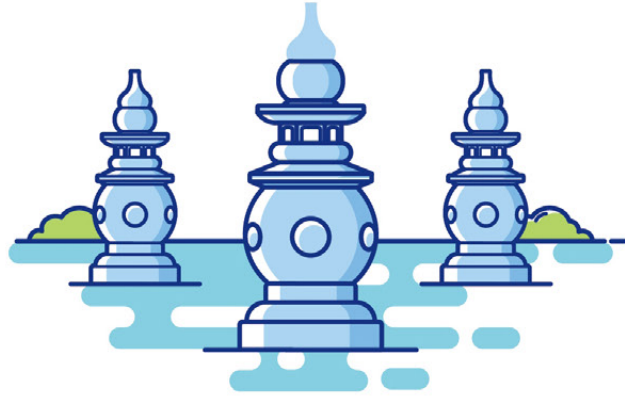
- Applicants from partner universities please apply to your home institution and nomination will be submitted through university coordinator.
- All applicants shall provide the following documents and email to [internationalsom@zju.edu.cn](mailto:internationalsom@zju.edu.cn) in due course.
  - A completed application form
  - A copy of your resume
  - An ID photo (48mm\*33mm)

### 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.







## What's in it for me?

**Enhancing academic standing:** Through exposure to the knowledge sets covering different facets of entrepreneurship, you will gain an understanding of what innovation and entrepreneurship look like and mean.

**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.

**Tasting entrepreneurial China:** Immersed in the region's thriving innovation and entrepreneurial atmosphere, you will observe and learn from the business settings via onsite visits and networking events with entrepreneurs. **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.

## Courses

- Doing Business in China: An Economic Perspective
- Doing Business with China: A Cultural Perspective
- Innovating for Good Enough Markets
- Entrepreneurship in China
- Market Analysis in China
- Business Model Designing and Innovation
- Entrepreneurial Finance
- Intellectual Property Business in China

## Program Dates

- Day 1 Arrival & Registration
- Day 2 Opening & Orientation
- Day 3 Courses begin
  - 8-10 Courses
  - 3+ Company visits
  - 5+ Cultural activities
- Day 27 Final presentation
- Day 28 Farewell & Departure

Please note that program dates are subject to change.

