



浙江大学 国际联合商学院
INTERNATIONAL BUSINESS SCHOOL
ZHEJIANG UNIVERSITY

GCM Program

Global Communication and Management

BACHELOR FOR INTERNATIONAL STUDENTS

全球传播与管理本科留学生项目

I LOVE ZJU

ZHEJIANG UNIVERSITY

浙江大学

#45

QS World University Ranking 2022

#6

Asia University Rankings 2022

Zhejiang University (ZJU) is one of China's top higher education institutions, as well as one of its oldest; its roots can be traced back to 1897 and the founding of the Qiushi Academy.

Located in Hangzhou – one of China's most picturesque cities – the University is organized across seven faculties and 37 schools. It is home to 4,191 full-time faculty members, including 52 members of the Chinese Academy of Sciences and the Chinese Academy of Engineering. ZJU has 60,739 full-time students, over 56% of whom are postgraduate students.

Academic Ranking of World Universities (ARWU)
National Ranking #3
World Ranking #52



ABOUT ZIBS

CONNECTING THE WORLD, SHAPING THE FUTURE

Zhejiang University International Business School (ZIBS) was founded on the ZJU International Campus at Haining in November 2018 to facilitate academic and corporate exchange between the West and the East.

Our newly founded business school has accelerated ZJU global initiatives and is set to become a leading global business school in the era of the new economy. ZIBS is headquartered in the Yangtze River Delta, a hub of innovation and one of the world's most dynamic regions.

Our vision is to become a leading global ecosystem with business education as one of its core pillars, with a particular focus on new technologies, new economy and new finance. We believe that by successfully fulfilling our responsibilities as global educators, new generations of business leaders and entrepreneurs will in turn fulfill their social responsibilities and contribute to the wellbeing of business and society as a whole.

With a legacy of academic excellence, innovation and entrepreneurship from China, ZIBS embraces and embodies the future. The business school prepares responsible and aspiring leaders, and the ecosystem it serves, to face the challenges of an increasingly complex global business environment. By connecting people and ideas, ZIBS shapes the future of business in the new global economic era.



PROGRAM OVERVIEW

Global Communication and Management Program(GCM)

Adhering to the long-standing international teaching philosophy of Zhejiang University, the GCM program is committed to training entrepreneurs and future business leaders who combine interdisciplinary knowledge, expertise in financial and business analysis, and a deep understanding of China's business environment to excel in China and compete globally. Students will graduate with bilingual proficiency in Chinese and English, cross-cultural communication skills and a solid foundation of knowledge about China. Equipped with the fundamentals of communication and management, students will be able to succeed in multinational corporations and Chinese enterprises in the fields of management, business, communications and marketing and will be well-equipped to serve as a bridge between China and the world.

一流教育资源与学习环境

ENGAGEMENT IN A WORLD-CLASS LEARNING ENVIRONMENT

Combine prestigious Chinese and foreign professors and a diverse international student community.

复合型商学国际人才培养

INTERDISCIPLINARY PEDAGOGY

Cross - disciplinary boundaries in management, finance, communication and China studies.

WHY GCM

应用型双语特色课程体系

APPLIED AND BILINGUAL CURRICULUM

English as primary language of instruction, with Chinese used in applied settings and research.

卓越实习实践与发展通道

HUB FOR ENTREPRENEURSHIP AND INNOVATION

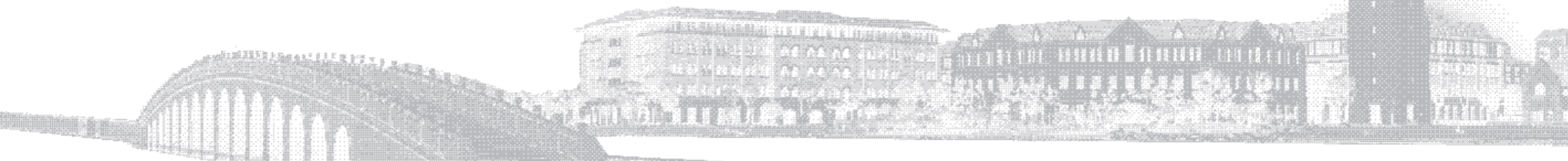
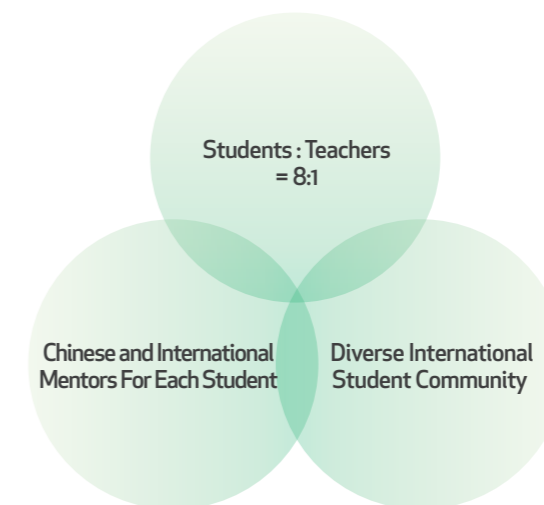
Provide exceptional opportunities for practical insights, professional experience, internships and cultural exposure.

PROGRAM STRUCTURE

The Global Communication and Management Program (GCM) offers a Bachelor of Arts degree in Communication for international students. It is a full-time program with a duration of 4 years. Students are required to earn at least 140 credits. A final thesis is required.

Duration and Location	Credit Requirements	Diploma and Certificate
<ul style="list-style-type: none">• 4 years• Full-time• English-taught• International Campus	<ul style="list-style-type: none">• 140+• General Courses: 120+• Internship and Practice:20	<ul style="list-style-type: none">• Bachelor of Arts Degree• Graduation Certificate• Study Certificate in Business and Management

HIGH-QUALITY EDUCATION



COURSE MODULES

GLOBAL CORPORATION AND ACADEMIC PARTNERSHIPS

Module 1

Chinese Language and China Studies

Students will acquire proficiency in spoken and written Chinese and develop an understanding of modern Chinese culture. Students will master the research methods of Chinese Studies and be able to apply them to analyzing concrete problems.

Module 2

Global Communication and Intercultural Competence

Students will understand the fundamentals of communication and be knowledgeable of leading theories and research trends in communication. Students will receive practical training in communication research methods, and media convergence.

Module 3

Economics, Finance and Management

Students will acquire the fundamentals of management, finance, accounting and mathematics, receive systematic training in current management and business methods and learn the analytical tools of management. Students will be skilled in economic analysis, business forecasting and comprehensive management methods.

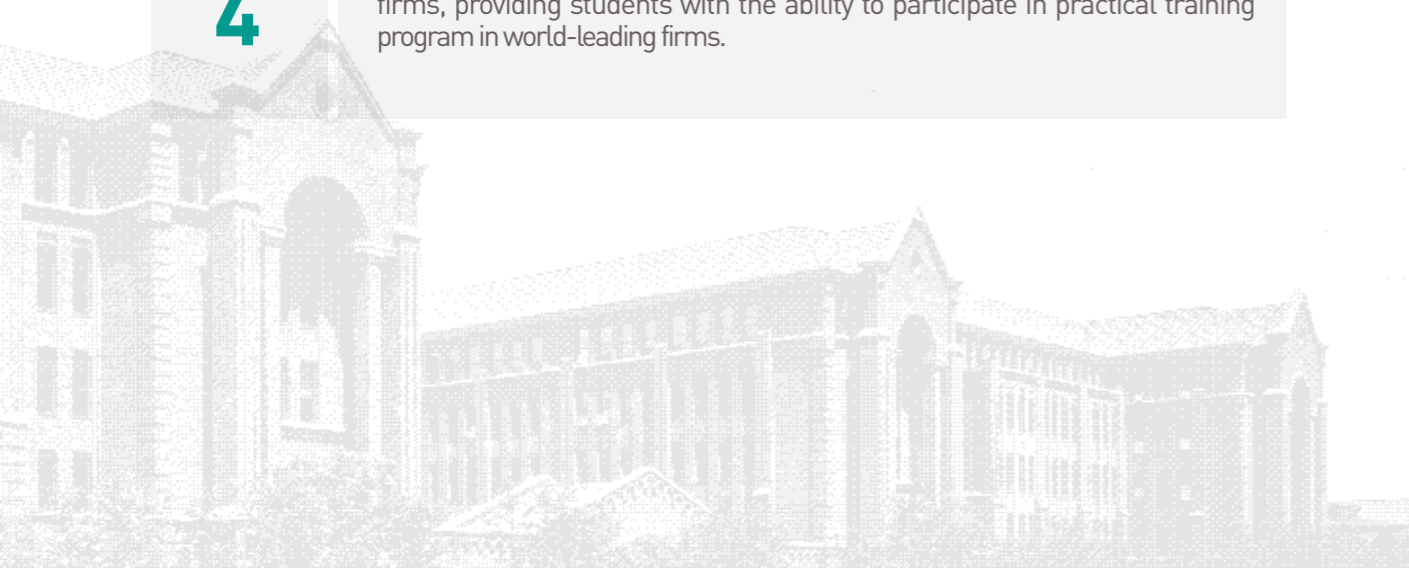
Module 4

Business Practice and Internship

ZIBS has established strategic partnerships with Ant Group and other leading firms, providing students with the ability to participate in practical training program in world-leading firms.



Cambridge Centre for Alternative Finance



European & Middle East Region

- Cambridge Judge Business School (Cambridge)
- University of London (UoL)
- ESCP Business School (ESCP)
- European School of Management and Technology (ESMT)
- Imperial College London (Imperial)
- University of Glasgow (Glasgow)
- Durham University (Durham)
- Centre for European Policy Studies (CEPS)
- University of Zurich (UZH)
- National Research University Higher School of Economics (HSE)
- Frankfurt School of Finance and Management (FS)
- University of Zagreb (Zagreb)

American Region

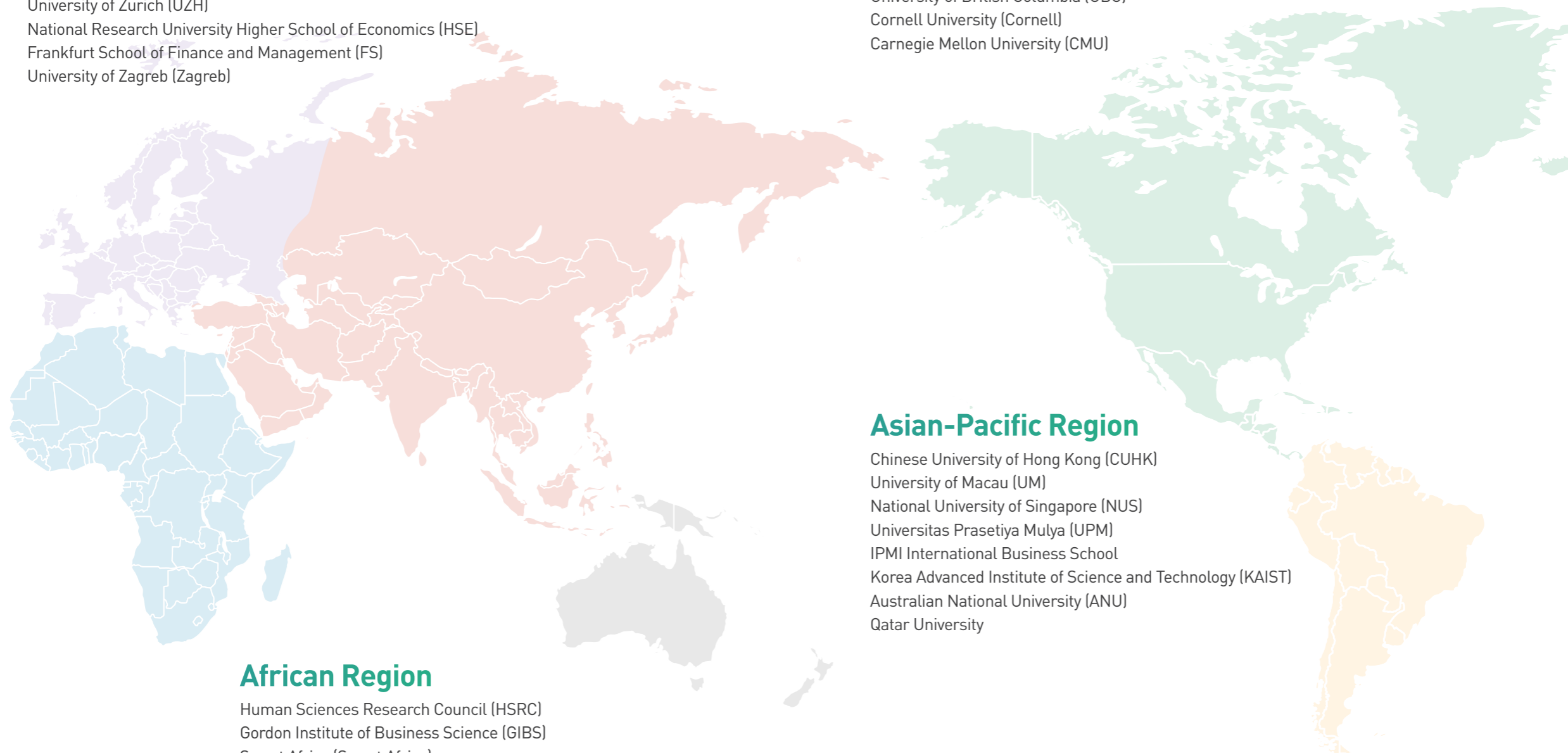
- The Wharton School of the University of Pennsylvania (Wharton)
- University of Illinois at Urbana-Champaign (UIUC)
- Thunderbird School of Global Management (Thunderbird)
- Vassar College (Vassar)
- Simon Fraser University (SFU)
- University of British Columbia (UBC)
- Cornell University (Cornell)
- Carnegie Mellon University (CMU)

Asian-Pacific Region

- Chinese University of Hong Kong (CUHK)
- University of Macau (UM)
- National University of Singapore (NUS)
- Universitas Prasetiya Mulya (UPM)
- IPMI International Business School
- Korea Advanced Institute of Science and Technology (KAIST)
- Australian National University (ANU)
- Qatar University

African Region

- Human Sciences Research Council (HSRC)
- Gordon Institute of Business Science (GIBS)
- Smart Africa (Smart Africa)



FEES AND FINANCIAL SUPPORT

Fees

Application Fee	800 RMB (Non-refundable)
Tuition	65,000 RMB/ year
Accommodation Fee	From 8,000 RMB/ year
Insurance	800 RMB/ year

Living expenses vary depending on family situation, personal standards and financial means.

Scholarships

All new students are eligible to apply for a ZIBS Undergraduate Entrance Scholarship. The scholarship will be awarded based on applicants' transcripts in senior high school, interview performance and potential contributions.

ZIBS Undergraduate Entrance Scholarship

Rewarding applicants with outstanding potentials.

Criteria: Transcripts in senior high school, interview performance and potential contributions.

Amount: 5,000-30,000 RMB

Coverage: Up to 50%

ZIBS Excellent GCM Student Award

Rewarding GCM students with outstanding academic performance.

Criteria: Academic performance in the last academic year.

Amount: 5,000-20,000 RMB

Coverage: Up to 50%

Part-time administration positions are available at International Campus, Zhejiang University.

APPLICATION

Eligibility

1. Applicants must be non-Chinese citizens, have graduated from high school (Graduating high school students can provide pre-graduation certificates first, then provide the graduation certificates no later than registration) and be under the age of 25.

2. Requirements of the regulations set in the Document No. 12 (2020) of Ministry of Education of the PRC should be met:

Requirements of the regulations set in the Document No. 12 (2020) of Ministry of Education of the PRC should be met. Please refer to GCM's official website for details: <https://zibs.intl.zju.edu.cn/eng/gcm>.

3. If applicants' native language is not English, they should provide score report of English language test, such as TOEFL (80 or higher), IELTS (5.5 or higher) or other proof of proficiency.

4. Chinese language proficiency is NOT required for application.

*If the applicants do not have basic Chinese language skills, GCM program can provide Chinese language pre-courses.

● November - March 2023
Application

● Rolling Basis
Evaluation

● Rolling Basis
Interview

● July 2023
Offer Package

● September 2023
Enrollment

Application Submission:
via application system
(<http://isinfosys.zju.edu.cn/recruit/login.shtml>)

CAMPUS LIFE

International Campus, Zhejiang University is located at No. 718 Haizhou East Road of Haining City, Zhejiang Province. The design of the International Campus is based on neoclassicism borrowing from European-style architecture, while retaining traditional Chinese architectural elements. The blend of East and West, classic and modern, represents the values of cooperation in a globalized world: diversity in harmony, creativity progression and internationalization.

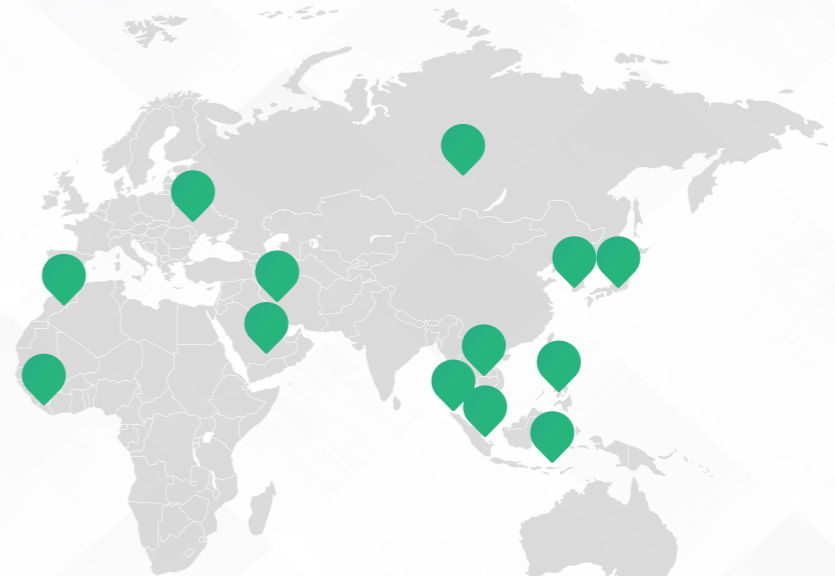


Transport

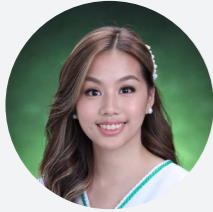
- Inter-city Railway: the station of Zhejiang University International Campus of Hangzhou Metro Line 9
- Railway: Haining Station, Haining West Station & Tongxiang Railway Station
- Airports: Hangzhou Xiaoshan Airport (HGH), Shanghai Hongqiao Airport (SHA) & Shanghai Pudong Airport (PVG)



CULTURAL DIVERSITY AT GCM



LEARNING EXPERIENCE



Julianne Sherese Tanlimco Go

Ever since I stumbled upon the course Global Communication and Management, it became my only choice. I chose this because I'm very interested in all the aspects of the course — from looking at things from a global perspective, having better communication skills, and learning more about management. Besides this, I also want to engage myself more in Chinese culture.



Philippines

Dastin Wu

I chose the program GCM because I think this program suits me the most, where communication, business, finance, and Chinese culture are taught by international educators, alongside international students.



Indonesia

Miran Ka

One of the reasons why I chose GCM program, is because out of all the universities I applied to, Zhejiang University (ZJU) best fits my future aspirations of becoming a globally competent person. Also, ZJU is one of the best universities in China, which has outstanding professors and facilities. Moreover, simply studying in China, a center of technology and business, will build a strong foundation and develop essential skills to thrive in a global setting.



Japan



Peerasak Atsawathaweebun

International Campus of Zhejiang University (ZJU), where the program is located, is a model for international cooperation and integration of Eastern and Western styles of education. Students of the program will graduate with bilingual proficiency in Chinese and English, and I believe that ZJU can lead me to reach my own goals as a good businessman in the future.



Thailand



ZIBS

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gcm@intl.zju.edu.cn

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Zhejiang University International Business School

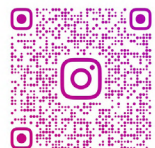
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Instagram