

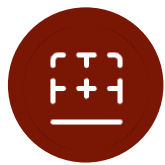
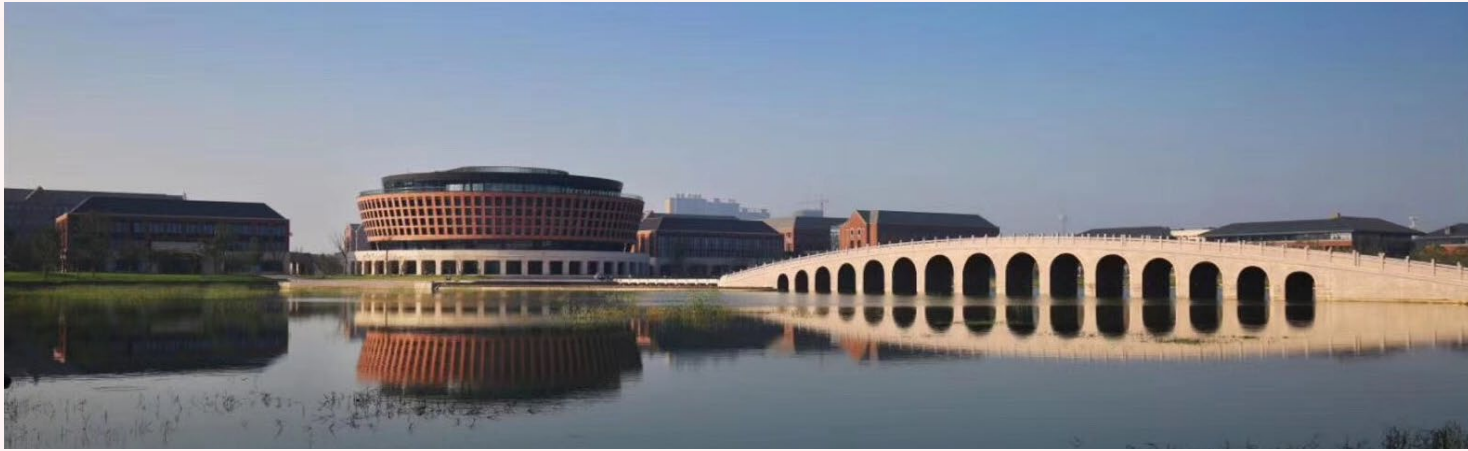


MCS Information Session

Master of China Studies, Zhejiang University

Nov, 2024

WHY China Studies at ZJU?



The most dynamic
region in China



University
Reputation & Alumni
Network



Applied Degree
Master with "1+1"
model

Our Region



YRD (Yangtze River Delta)

- Population: 237 millions
- GDP: 30.51 trillions CNY (about 4.25 trillion USD)

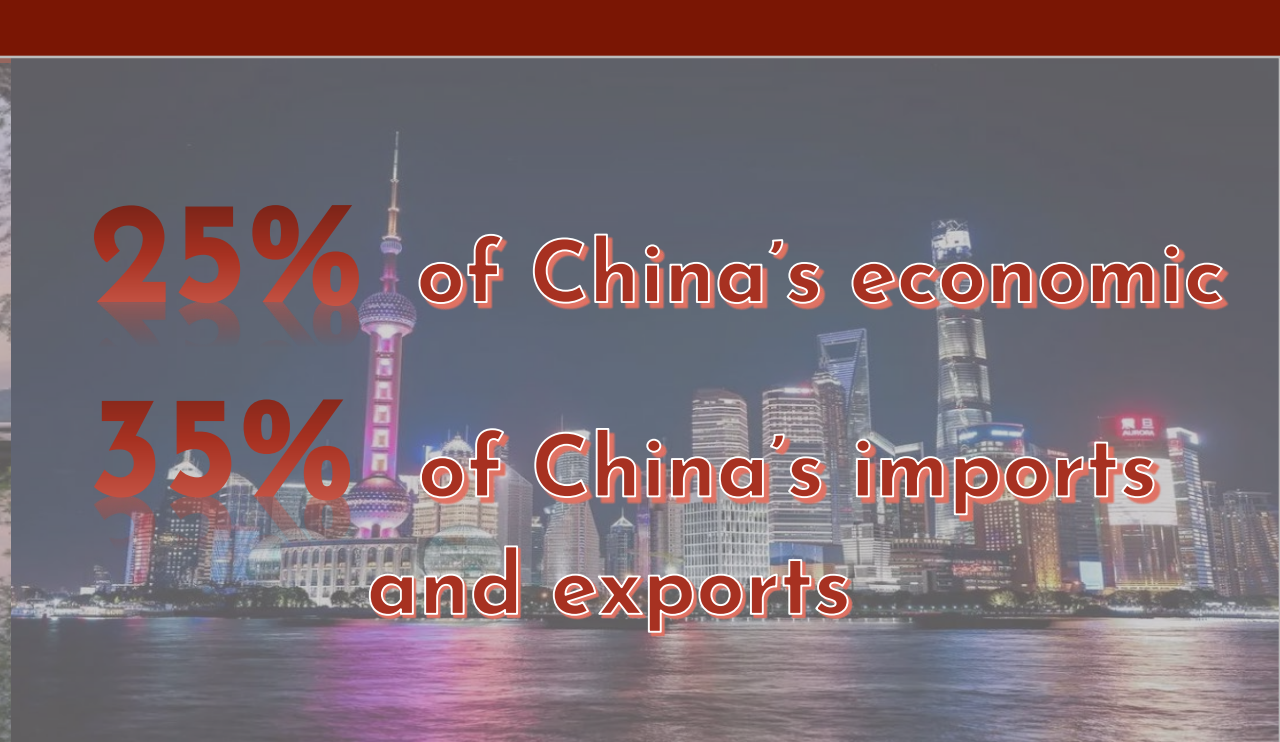


Zhejiang

- Population: 65.8 millions
- GDP: 8.26 trillions CNY (about 1.15 trillion USD)



One of the origins of
Chinese civilization



25% of China's economic
35% of China's imports
and exports



6 UNESCO World
Cultural Heritage



28 Fortune 500
companies

Alibaba



Our University



Zhejiang University



QS Global Ranking #44
U.S. News Global Ranking #51
Top 3 in China

Year founded: **1897**

Colleges and Schools: **42**

Alumni: **600,000+**

Enrollment ▼

Total: **65,821**

International Students: **5,123**



Institute of China Studies

Year founded: **2014**

a leading cross-disciplinary center dedicated to the education and research on China Studies in China.

Most entrepreneurial university in China



PDD: leading e-commerce platform
Founded by ZJU alumnus
HUANG Zheng



OPPO: ranks 4th in global mobile phone market
Founded by ZJU alumnus
CHEN Mingyong



KUKA: China's top 1 furniture brand
Founded by ZJU alumnus
GU Jiangsheng



154 Alumni
Association

In over 20 countries across North
America, Europe, Asia Pacific, Africa





Program Overview

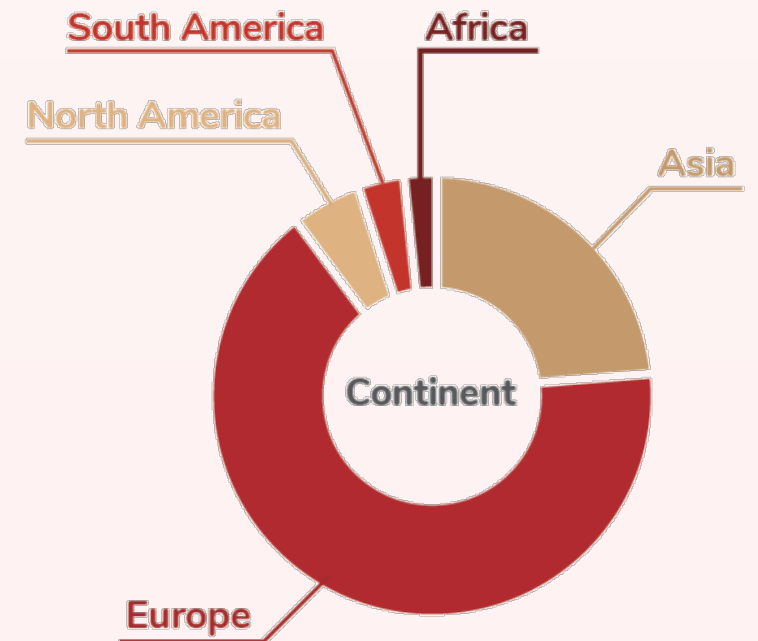
Master of China Studies

The Master of China Studies (MCS) is the first “China Studies” program in China, designed as **an applied professional degree** focusing on cross-culture, business, and digital culture. Delivered entirely in English, with Chinese language courses available, the program aims to foster intercultural competence and prepare students to excel in an increasingly globalized world.

Each Cohort
50-70

Alumni
600+

Countries
70+



Structure

Second Year

Thesis/Project

Practical Experience

internships, practical research, hands-on projects, fieldwork, capstone, case study etc.

Digital Culture

- Media China
- Esports Industries
- Digital Media
- Advertising and Media

Cross-cultural Business

- Marketing in China
- Innovation and Entrepreneurship
- Leadership and Management
- China's Economics

First Year

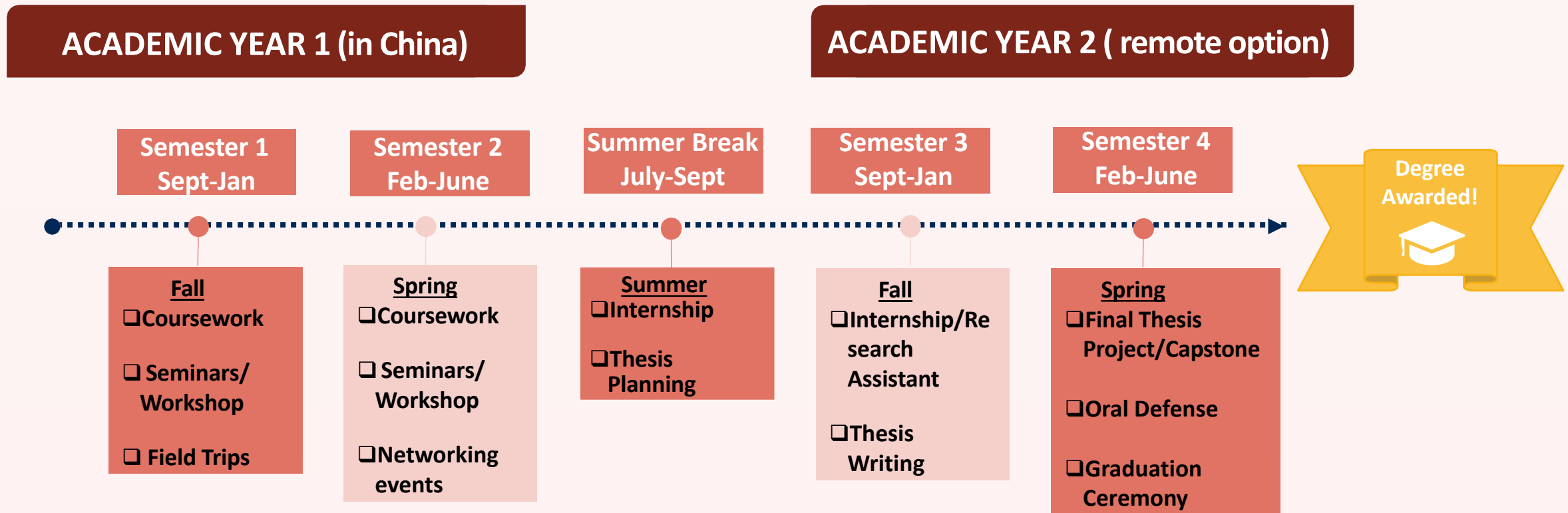
Intercultural Studies

- Intercultural Competence
- Cross-cultural Management
- Business Culture

Chinese Language, Culture and Society

- Contemporary China
- Chinese Language
- China's Foreign Policy
- Chinese Intellectual History

Program Timeline (1+1 model)



*Students are required to live on campus during their first academic year and may choose to remain in China or study abroad during their second academic year to complete their thesis, company project, or capstone.

Field trip & company visit



Me&China Field trips



China National Silk Museum



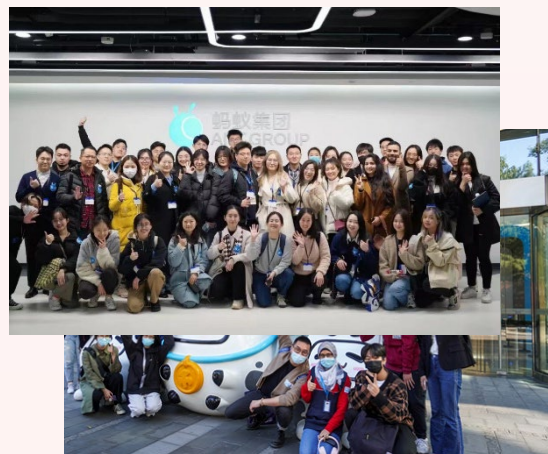
China Rural Construction
Field Research



Chinese Consultative
Democracy Study



Tea Culture Experience



ANT Group

Bilibili



LEGO Manufacturing
Factory



Haining Fashion Industry Park



Intesa Sanpaolo Bank
Shanghai Branch

Company visit

Lecture Series of China Studies



ZIBS

Retail Operations Management in China

Beijing Time
2023.03.15
15:00

Language
English

Join WeWeb meeting

WANG Yiwei
ZIBS Assistant Professor

GUEST

ZIBS

Topic on China's Technological Development- Exploring Strategic Mindsets in the West and in China

Beijing Time
2023.04.14
09:30

Venue
ZIBS Building Room 123&125

Language
English

Join WeWeb meeting

Douwe van den Oever
Lecturer of Duale Hochschule Baden-Wuerttemberg, Stuttgart

GUEST

ZIBS

Industrial Clusters in China

Beijing Time
2023.04.18
14:00

Venue
ZIBS Building Room 123&125

Language
English

Join WeWeb meeting

LUO Lingli
ZIBS Assistant Professor

GUEST

ZIBS

Relational Constructivism: A Chinese approach to International Relations

Beijing Time
May 15, 2023
10:00

Venue
Room 123&125
ZIBS Building

Language
English

Join WeWeb meeting

Patricio Giusto
Associate Professor and Researcher at Pontificia Católica University of Argentina, Executive Director of the Observatory on China-Argentina Relations

GUEST

ZIBS

Towards Common Prosperity in a Multipolar World

Beijing Time
May 16, 2023
14:00

Venue
Room 123&125
ZIBS Building

Language
English

Join WeWeb meeting

Jaya Josie
Visiting Professor of ZIBS, Adjunct Professor of Nanbu University, The former Head of the Human Sciences Research Council (HSRC) BRICS Research Centre

GUEST

ZIBS

Comparison of Sustainable Mobility Projects in China and EU - Similar Trends, Divergent Implementations

Beijing Time
May 23, 2023
15:00

Language
English

Join WeWeb meeting

Outi Luova
Adjunct Professor of the Centre for East Asian Studies in the University of Turku, Director of the Finnish University Network for Asian Studies

GUEST

ZIBS

Perspectives on China-Italy people to people relations: the case of philanthropy

Beijing Time
June 13, 2023
09:30

Host
Fan FANG
Professor, School of International Studies, Zhejiang University

Venue
359 Lecture Hall, ZIBS Building

Language
English

Giovanni B. ANDORNINO
Assistant Professor of International Relations of East Asia at the University of Torino

GUEST

ZIBS

Displaying the Elephants, Feeling the Great Qing: Animals and the Imagination of the Qing Tributary System

Beijing Time
Oct 8, 2023
10:00

Venue
Room 205&207
ZIBS Building

Language
English

REN Zhijun
ZIBS Visiting Professor

GUEST

ZIBS

Cultural & Historical Context of the English Gentlemen, Myth or Reality?

Beijing Time
Nov 3, 2023
13:30

Venue
359 Lecture Hall
ZIBS Building

Language
English

Hosted by
Member of China Studies Program ZIBS

Language Center
International Campus

Nicholas Chrimes
Writer/ Guest Professor

GUEST

ZIBS

**中国的休闲，文化与幸福
Leisure, Culture and Happiness in China**

Beijing Time
Nov 10, 2023
13:30

Venue
Room 215/217
ZIBS Building

Language
English

刘慧梅 LIU Huimei
Associate Professor, School of International Studies, Professor of Leisure Studies, Dean of the Institute of Tourism and Culture, Zhejiang University, President of Zhejiang Leisure Association

GUEST

ZIBS

Chinese tea culture seen from the perspective of an aesthetics of life

Beijing Time
Dec 8, 2023
13:30

Venue
海纳层 Hai Club

Language
English

Volker HEUBEL
Associate Professor of Tongji University

GUEST

ZIBS

Global Trends in VUCA Era & New Opportunities for Chinese Enterprises

Beijing Time
JAN 2, 2024
10:30

Venue
Room 219&221
ZIBS Building

Language
English

贡圣林 BEN Shenglin
Professor, Dean of ZIBS

GUEST

ZIBS

China 1908: Sidney D. Gamble & Brother Clarence Discover China

Beijing Time
JAN 5, 2024
14:00

Venue
Room 219&221
ZIBS Building

Language
English

SHEN Hong
Professor of English
Zhejiang University

GUEST

ZIBS

Chinese Economic Development and FDI Opportunities

Beijing Time
Mar 12, 2024
13:30

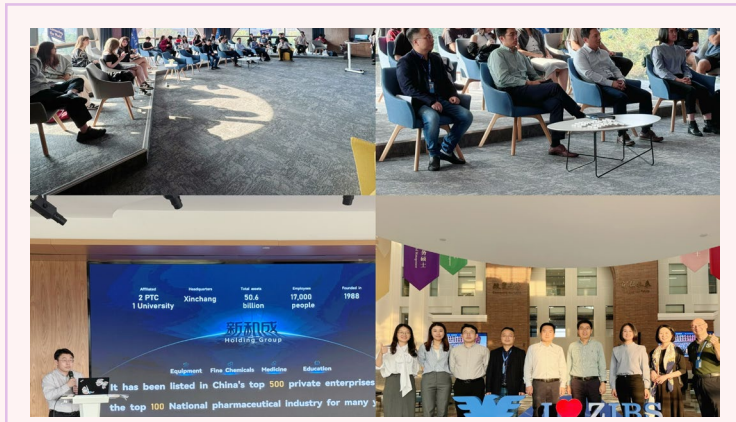
Venue
Room 123/125
ZIBS Building

Language
English

WEI Longbao
Quish/ Chair Professor
School of Public Affairs
Zhejiang University

GUEST

Career Service and Activities



Job Fairs



Career Talks & Workshops



Career Counseling

Internship opportunities



Tencent 腾讯

CAI
NIAO 菜鸟

數碼港
Cyberport

ByteDance

KINGDOM
KINGDOM HOLDINGS LIMITED
金达控股有限公司

Marriott
INTERNATIONAL

AIIB
ASIAN INFRASTRUCTURE
INVESTMENT BANK



Alibaba.com

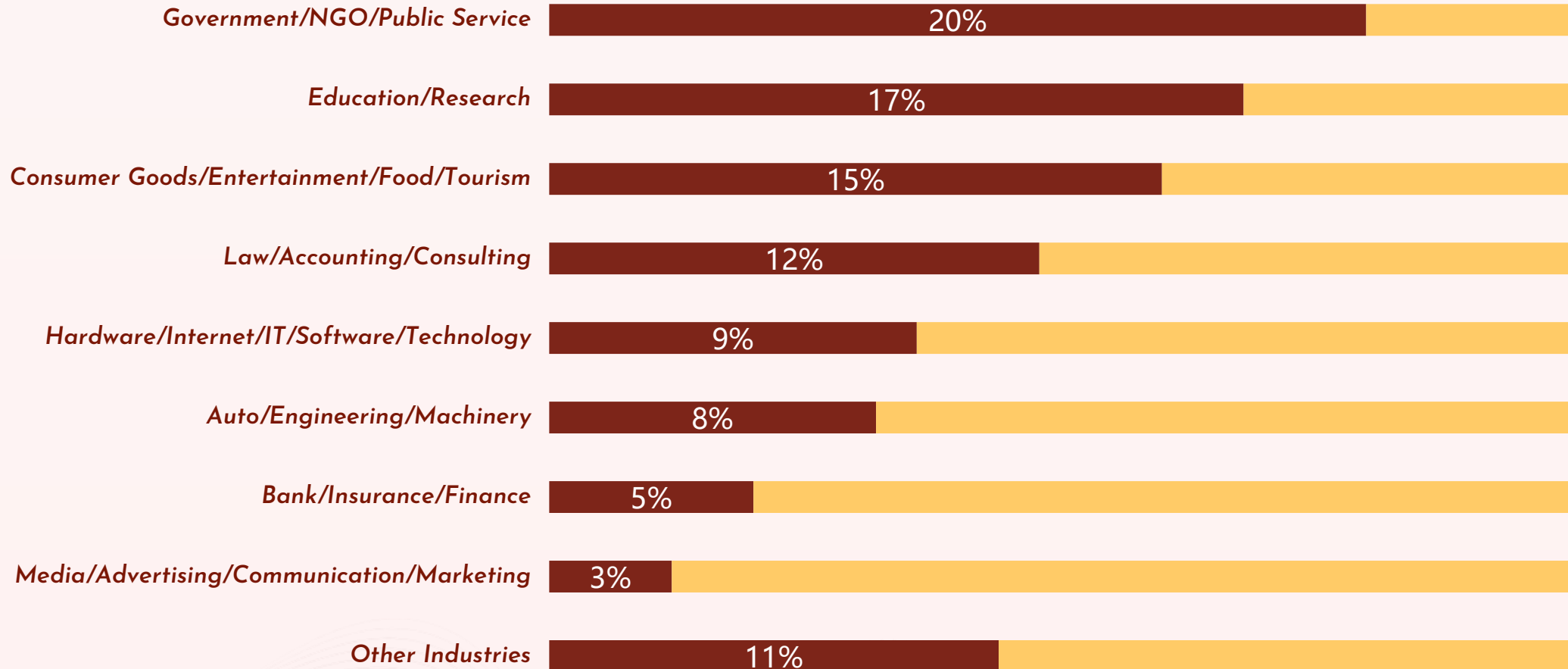


吉利汽车
GEELY AUTO

Johnson
Controls

TDG

Alumni Employment



***20% of alumni are engaged in roles or projects connected to China.**

Our Alumni Network Over 600 alumni



Francesco Silvestri, Italy
Deputy Trade Commissioner
of the Italian Trade Agency
in Beijing



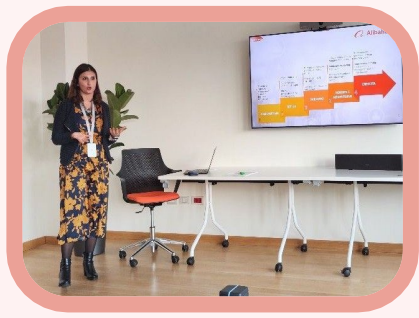
Matteo Polistina, Italy
Senior Advisor for
Innovation and
Technology at Ambers



Patricio Giusto, Argentina
Associate Professor and Researcher at
Pontifical Catholic University of Argentina
Executive Director of the Observatory on
China-Argentina Relations



Gary Michael, U.S.
Director of Investment and
Business Development at Tencent
Games



Ilaria Gallo, Italy
EU Business Services
Operations Manager at
Alibaba Group (Italy)



Luca Sandron, Italy
Chief Representative of
La Liga's China Office



Florian Weigle, Germany
Head of Human
Resources at Hamburg
Commercial Bank



Sandra Koerger Germany
Director of Sustainability
Strategy Department at
AUDI Holding Group

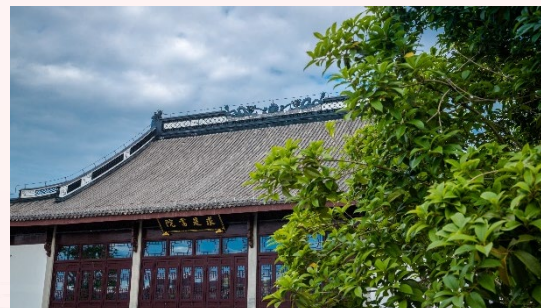
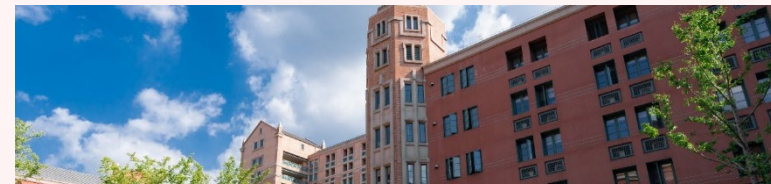


Marcianna Green, U.S.
Office of the United
States Trade
Representative

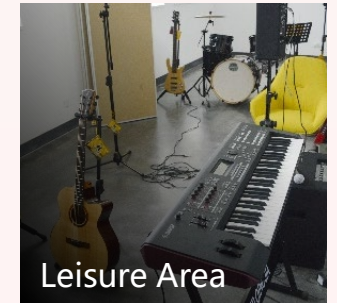
Campus Facilities

Diversified, International, Innovative & Harmonious

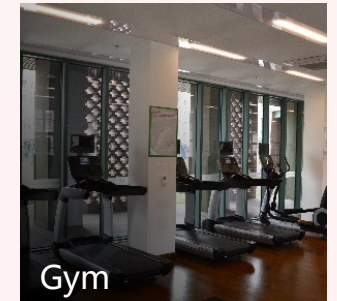
Single/Double Room for every student



Design of Multi-functional Architecture

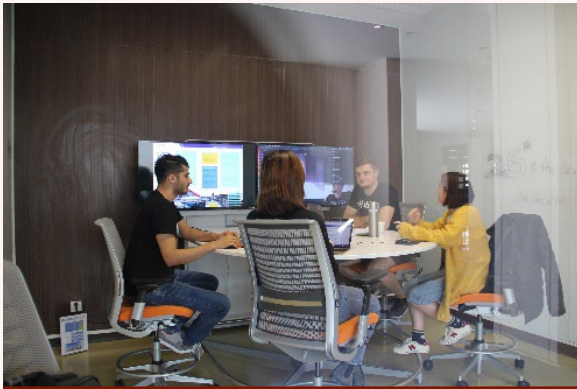


Leisure Area



Gym

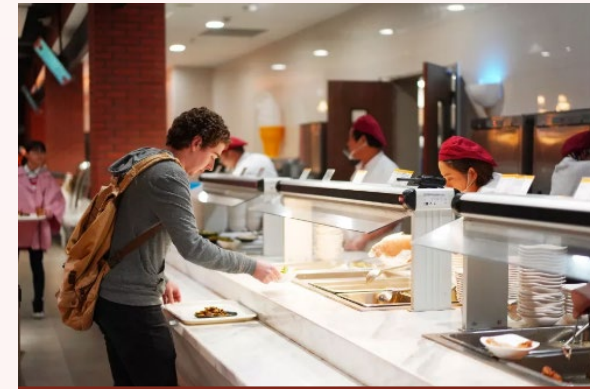
International Community



Group Discussion Room



Gymnasium



Canteen



Library

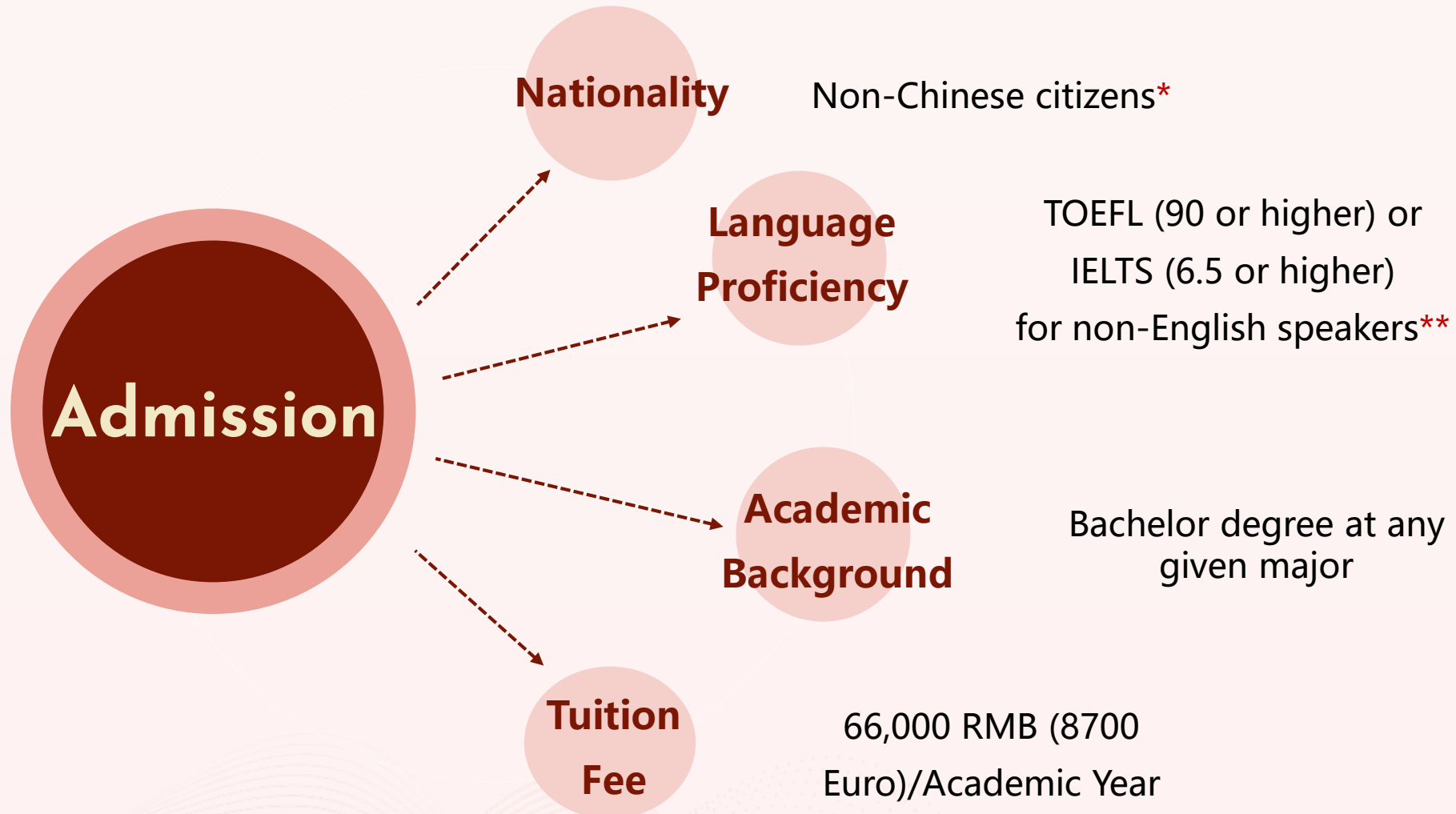


Individual Study room



Recreation Space

MCS Admission Information





When and How to Apply

Application Process

(Please select “China Studies Center” as your “First Preference College” in the ZJU portal system)

Application Process	International Applicants
Application Period	November 2024—May 2025
Early Action Deadline	February 28, 2025
Pre-Selection	Rolling-basis
Interview (Online)	December 2024 – May 2025
Admission	June-July 2025
Enrollment	September 2025

ZJU Online Application System for International Students
<https://isinfosys.zju.edu.cn/recruit/login.shtml>

Type of Scholarship

Scholarships	Coverage	Deadline
Chinese Government Scholarship	<ul style="list-style-type: none"> Tuition Waiver (66,000 RMB/8700 Euro per year) Free Accommodation Monthly Living Stipend (3,000 RMB/400 Euro per month) Medical Insurance 	December 31, 2024
EU Window Scholarship		February 7, 2025
Zhejiang Government Scholarship for New International Master's Degree Students	The funding amount of this scholarship is RMB30,000 yuan, and the funding period is one year.	February 28, 2025
Hai Scholarship	<ul style="list-style-type: none"> Tuition Waiver (66,000 RMB/8700 Euro per year) Free Accommodation Monthly Living Stipend (1,700 RMB/220 Euro per month) Medical Insurance 	May 31, 2025



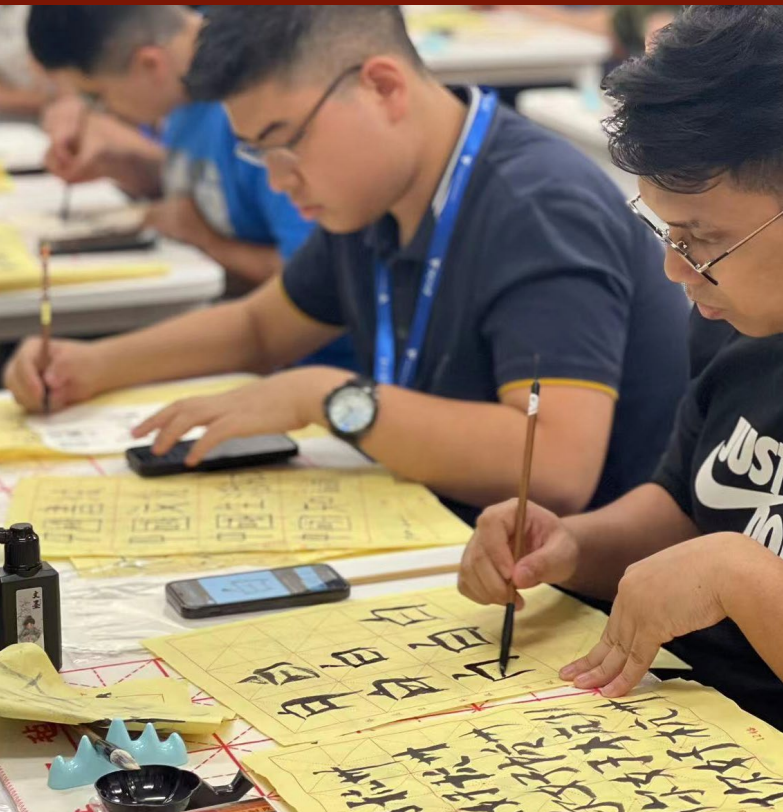
Short-term Business Program

CMBP: China Management & Business Program

Date: June 2-June 21, 2025 (3 weeks)

Location: Haining, Hangzhou, Shanghai, Shenzhen, Hong Kong

Format: formal lectures + team project work + case studies analysis + business model testing + start-up business plan simulations + company visits + cultural activities



TDG Science and Technology



LEAP Global Summer Program

Date: July 13-July 25, 2025 (2 weeks)

Location: Haining, Shanghai, Hangzhou, Jiaxing

Format: mandarin classes+ formal lectures + company visits + cultural activities + fieldtrips



Join us at MCS Zhejiang University!

CONTACT US



mcs.intl@zju.edu.cn



University Website:
<https://www.zju.edu.cn/eng>

School Website:
<https://csp.intl.zju.edu.cn/>

Zhejiang University
International Business School
(ZIBS)



718 Haizhou East Road, Haining,
China



THANKS

Institute of China Studies
at Zhejiang University