

# Bachelor in Global Communication and Management

全球传播与管理本科留学生项目

## Zhejiang University

**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 42 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.

# 3

National Ranking 2024

# 6

Asia University  
Ranking 2024

# 44

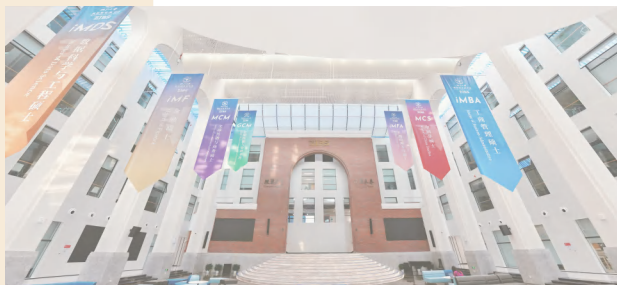
QS World University  
Ranking 2024

## ZHEJIANG UNIVERSITY INTERNATIONAL BUSINESS SCHOOL (ZIBS)

Based in China with global ambition, **ZIBS** aims to build a science & technology-focused premier global business school from China, by upholding the 5“i” philosophy of being “international, interdisciplinary, innovative, inclusive and integrative”, with continued emphases on 3 strategic pillars - Globalization, Digitalization, and the ZIBS Ecosystem.

**ZIBS** offers five postgraduate programs, namely Master of China Studies (MCS), international Master of Business Administration (iMBA), international Master of Finance (iMF), international Master of Fine Arts (iMFA) and international Master of Data Science (iMDS), and one undergraduate program in Global Communication and Management (GCM) for international students, as well as executive education programs and customized training programs.

Connecting the World · Shaping the Future  
改变世界 引领未来



## 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, communication and marketing and will be well-equipped to serve as a bridge between China and the world.

### STRUCTURE

#### Duration and Location

- 4 years
- Full-time
- English-taught
- International Campus, Haining, Zhejiang Province

#### Credit Requirements

- 140+
- General Courses: 120+
- Field Visit and Practice:20

#### Diploma and Certificate

- Bachelor of Arts Degree
- Graduation Certificate
- Study Certificate in Business and Management

### HIGH-QUALITY EDUCATION

Students: Teachers  
= 8:1

Chinese and International  
Mentors for Each Student

Diverse International  
Student Community

## CURRICULUM

### • Management Courses

- Fundamentals of Management
- Management Research Methods
- Marketing
- Accounting
- Innovation Management
- Strategic Management

### • Economics Courses

- Macroeconomics
- Microeconomics
- Econometrics
- Fundamentals of Finance
- International Trade
- Intro to FinTech

### • Communication Courses

- Marketing in Social Media
- Communication Studies I
- Communication Studies II
- Global Communication
- Media Convergence
- Cross-cultural Communication

### • Foundation Courses

- Academic English Writing
- Mathematics & Statistics
- Mandarin Series Courses
- China Survey
- Topics on Globalization
- Topics on Chinese History and Culture

\*Courses listed above are subject to change

### CORPORATION & PARTNERSHIPS





# PROGRAM HIGHLIGHTS

## Interdisciplinary Pedagogy

Global Communication and Management is an undergraduate program executed by ZIBS and the College of Media and International Culture (CMIC). It is the first undergraduate program that recruits international students at Zhejiang University. The trailblazing program is also the first to combine management, finance, communication and China studies into an interdisciplinary platform for students.



## Applied Bilingual Curriculum System



Practical courses in Chinese language and culture, communication, finance, and global business are offered. English is the primary language of instruction, with Chinese being used in applied settings and research. Cross-cultural communication is stressed throughout the program.

## Engagement in World-class Learning Environment

The Zhejiang University International Campus, where the program is offered, is a model for international cooperation and integration of Eastern and Western styles of education. The campus brings together prestigious Chinese and foreign professors and a large international student community and admits several hundred highly qualified Chinese high school students each year.



## Hub for Entrepreneurship and Innovation



Beyond the classroom, ZIBS provides exceptional opportunities for professional practice, industry internships and cultural experiences. ZIBS has established strategic partnerships with world leading firms, which will provide students with various field visit opportunities.

# FEES & SCHOLARSHIPS

## FEES

Application Fee	800 RMB (Non-refundable)
Tuition Fee	65,000 RMB/Year
Accommodation Fee	8,000-10,000 RMB/Academic Year
Insurance	800 RMB/Year

Living expenses vary depending on family situation, personal standards and financial means.  
\*The program lasts for four years.  
\*Tuition fee is subject to change according to the latest regulation.

## Scholarship

ZIBS international students are eligible to apply for the ZIBS Hai Scholarship. This is a one-time scholarship that will be paid to students after they physically arrive on the international campus. However, students are required to pay the tuition in full upon registration.

\*The final interpretation of the ZIBS Hai Scholarship belongs to the ZIBS Admission Office.

## ZIBS Hai Scholarship

The ZIBS Hai Scholarship was established to reward individuals with outstanding potential. It is open to all ZIBS international applicants. Applicants should fill out the Hai Scholarship Application Form and submit it along with other application materials via the application system. Exceptional students will automatically be granted the Hai Scholarship even without an application.

**Amount:** 5,000-30,000 RMB

# 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. Please refer to our official website for details.

3.If applicants' native language is not English, they should provide score report of English language test, such as TOEFL (80 or higher), IELTS (6.5 or higher), or other proof of proficiency.

4.Chinese language proficiency is NOT required for application.

\*After enrolling in the GCM program, students can choose Chinese language courses ranging from elementary to advanced levels, depending on their proficiency in Mandarin.

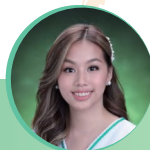
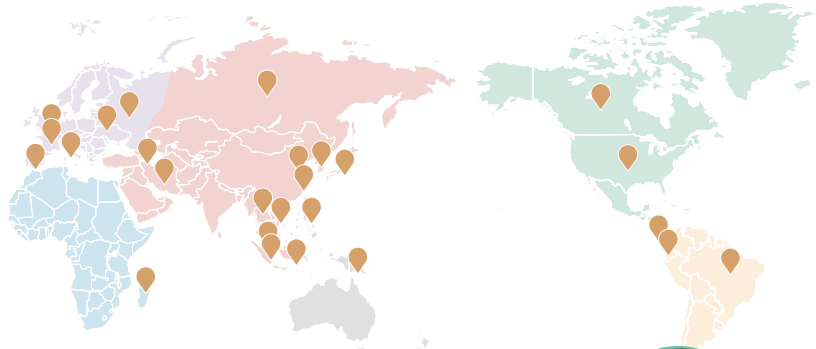
# Timeline

- 1
- November, 2024 – February 28, 2025  
Early Action Application
- 2
- May 31, 2025  
Final Deadline for Applications
- 3
- November 2024 – June 2025  
Interview Stage
- 4
- July, 2025  
Official Offer Package (including the JW201/2 Form for a student visa)
- 5
- September, 2025  
Enrollment

\*Note: The assessment result is usually released by email within 4-8 weeks after the interview.

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

# CULTURAL DIVERSITY AT GCM



**Julianne Sherese Tanlimco Go** Philippines

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.



◀ Watch the video

**Egor Gnutov** Russia

In ZIBS, I joined various field trips and workshops, and the more I was attending the classes in GCM program, the more I better know China. Especially we have a lot of courses in the international communication which allows me to try different things and get the deeper understanding of cultural differences.

Watch the video ▶



**Miran Ka** Japan

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.

international  
interdisciplinary  
integrative  
inclusive  
innovative

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