

# Bachelor of Arts in Global Communication and Management

全球传播与管理本科留学生项目(GCM)

## 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 with the founding of the Qiushi Academy.

Located in Hangzhou – one of China's most picturesque cities – the University has 7 faculties and 43 schools. It is the home to 4628 full-time faculty members, including 48 members of the Chinese Academy of Sciences and the Chinese Academy of Engineering. ZJU has 70,035 full-time students, over 59% of whom are postgraduate students.

# 3

Best Chinese Universities  
Ranking 2025

# 8

QS Asia University  
Rankings 2025

# 47

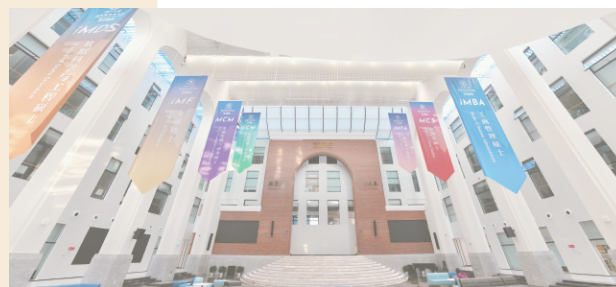
QS World University  
Rankings 2025

## 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 one undergraduate program in Global Communication and Management (GCM) for international students, and 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), as well as executive education 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

#### Graduation Requirements

- Minimum Graduation Credit: 140
- General Courses
- Practice Courses
- Graduation Dissertation

#### Diploma and Certificate

- Zhejiang University BA Degree
- Zhejiang University Graduation Certificate

### CORPORATION & PARTNERSHIPS



## CURRICULUM

### • Management Courses

- Fundamentals of Management
- Fundamentals of Marketing
- Innovation Management
- Strategic Management
- Operations Management
- Technology and Organization
- International Business Management
- Corporation Social Responsibility
- Organizational Behaviour and Leadership
- Research Methods
- Business Law

### • Economics Courses

- Microeconomics
- Macroeconomics
- Econometrics
- Finance
- Introduction to Fintech
- Principles of Corporate Finance
- Accounting
- Financial Products & Markets

### • Communication Courses

- Communications Studies I
- Communications Studies II
- Global Communication
- Social Psychology of New Media
- Social Media Marketing
- Intercultural 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

### EXCHANGE PROGRAMS





# 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.

5. Requirements on China Scholastic Competency Assessment (CSCA): All international applicants to our Global Communication and Management program must provide a valid CSCA Mathematics report (test in English). Specific times and arrangements will be released through the official website ([www.cscacn.com](http://www.cscacn.com)).

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

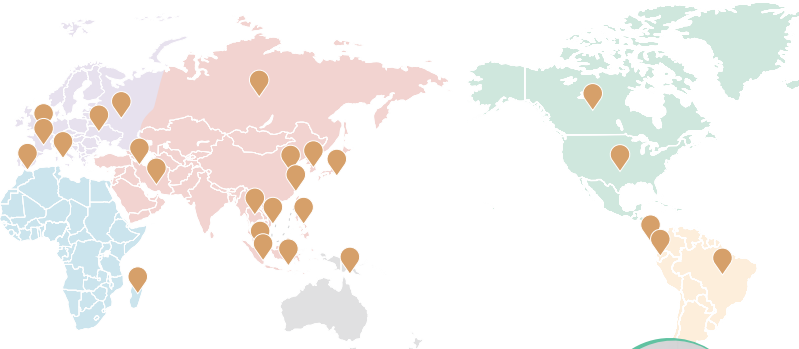
# Timeline

- 1 November, 2025 – February 28, 2026  
Early Application
- 2 May 31, 2026  
Application Deadline
- 3 November 2025 – June 2026  
Interview Stage
- 4 July, 2026  
Official Offer Package (including the JW201/2 Form for a student visa)
- 5 September, 2026  
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



**Helena Kwik Sindelar** Indonesia

I chose the GCM Program in ZIBS because it offers so much both inside and outside the classroom. I enjoy learning not only from classes but also through guest speakers, networking events, and connecting with industry professionals. China is rapidly shaping the future of innovation and business, and by studying at one of its most prestigious universities, I know I will be challenged to grow, broaden my perspective, and develop the skills needed to succeed internationally.



◀ 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

## CONTACT

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