

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 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.

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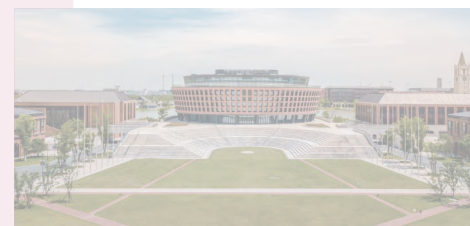
National Ranking 2023

6

Asia University
Ranking 2023

42

QS World University
Ranking 2023



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 six postgraduate programs, namely Master of China Studies (MCS), Master in Communication and Management (MCM), international Master of Business Administration (iMBA), international Master of Finance (iMF), international Master of Fine Arts (iMFA) and international Master of Data Science (iMDS), 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 (iMFA)

The international Master in Fine Arts Program (Digital Culture Direction) is a three-year full time master program. Created in collaboration with Zhejiang University College of Media and International Culture, equips students with practical skills like script writing, film and television production, and new media audio-visual editing .The program focuses on cultivating outstanding film and television media talents with international perspective. The main courses related to film and television production,marketing and management., etc. This program aims to develop students' intercultural communication competence, digital media skills and practical experience in business and management. The programme enables you to contribute to timely discourses on digital culture, conduct innovative research projects, and engage in media practices.

STRUCTURE

Duration

3 Years of full-time study

Degree

Master of Fine Arts

Graduation Requirements

Minimum 50 Credits Thesis, Project and Works Internship



CURRICULUM

· Core course

- Film and Television Research Methodology
- Audiovisual Media Management
- Research On Artistic Creation Methods
- Film and television Color Research
- Screenplay Making
- Cross-cultural Communication
- Analysis of Classic Works
- Film and Television Directing Theory and Practice
- Mobile Storytelling

· Elective courses

- Women, Media and Chinese Society
- Media China :New Media and Society
- Research Methodology
- Topics on Chinese History and Culture
- Global Communication

*curriculum may be subject to change

COLLEGE OF MEDIA AND INTERNATIONAL CULTURE ZHEJIANG UNIVERSITY



College of Media and International Culture of Zhejiang University was established in 2006. Its Department of Journalism, founded in 1958, however, is one of the earliest journalism education departments in China.

Adhering to the motto of “Virtue, knowledge, freedom and tolerance”, the College devotes itself to constructing cross- cultural communication research and teaching mechanism and cultivating cultural communication elites with solid cultural foundation, commendable communication skills, high moral merits and broad international horizon.

international Master of
Fine Arts

戏剧与影视硕士项目

CULTURAL CREATIVITY IN METAVERSE INDUSTRY RESEARCH CENTER(CCFMI)

ZIBS and CMIC highly value the opportunities in the field of digital economy and digital culture development. The foundation of Cultural Creativity in Metaverse Industry Research Center(CCFMI) is aimed at cultivating first-class talents who are interested in cross-cultural communication and digital culture industry. CCFMI regularly invites experts and scholars well-known at home and abroad to seminars and lecture series, so that the teachers and students of ZIBS and CMIC can see the big picture of the trend in industries like metaverse, cross-cultural communication, meta human and e-sports. CCFMI intends to inspire students to dig into cutting-edge digital fields and promote the communication between domestic and overseas academia on relevant research topics.



CCMI has held the "Z Talk" lecture series and invited guests from:

- Global Media and Communications at Cardiff University
- Imperial College Business School
- University of Wisconsin
- University of Nottingham
- School of Journalism and Communication, Tsinghua University
- School of Journalism and Communication, Peking University
- Queen Mary, University of London
- ByteDance
- Department of Economics, Stanford University

CAMPUS LIFE



APPLICATION

Entry Requirements

1. Minimum bachelor's degree at any given major
2. Applicants must have an internet-based TOEFL test score 80 (or above) or IELTS test score 6.5 (or above) or other proof which can reflect the applicants' English proficiency (except for English native speakers, or those who obtained their bachelors' degree in English-taught programs)
3. Applicants must have HSK certificate of level 5 or above

Additional Materials for Application

Applicants who have individual works could send short video works/script or video clips to zibs-imfa@intl.zju.edu.cn, with the attachments named by applicants' full name (Cloud link is also recommended).

FEES

APPLICATION FEE >

800 RMB (Non-refundable)

TUITION >

40,200 RMB/Academic year

ACCOMMODATION >

8,000 - 10,000 RMB/Academic year

INSURANCE >

800 RMB/Year

* The program lasts for three years

* Tuition fee is subject to change according to the latest regulation

STUDENTS TESTIMONIALS

Timeline

- 1 November, 2023 – March, 2024
Application
- 2 December 2023 – April 2024
Screening Stage
- 3 December 2023 – May 2024
Interview Stage
- 4 July, 2024
Official Admission Notice
- 5 September, 2024
Enrollment

2021 IMFA student Dai Qing



The iMFA program was targeted and exactly what I was looking for in a Masters program. The instructors in each course were patient, understanding and highly skilled. My experience at ZIBS was full of learning and grooming. It gave me an opportunity to meet different kind of people from around the world and leant many things from them.



2022 IMFA student Gao Lyumuzhuo

As a member of the ZIBS family, we have made many new friends and met responsible teachers. ZIBS offers diverse courses and activities that students are pretty interested in. These always make us broaden our horizons and improve our English communication ability. Everyone here offered the greatest help for us and we gained a lot!

international
interdisciplinary
integrative
inclusive
innovative

CONTACT

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