

Entrepreneurship Education with Global Perspective

GXP

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Dean's Conference, Shanghai, 10 Oct. 2014



2014.9.19, NYS. 231.4 B\$

阿里巴巴 NYSE:BABA Alibaba Group Holdin

+ 添加自选

93.89 ↑ +25.89(+38.07%) 实时标准版 极速版 ⚡ 📱
Sep 19 04:00PM EDT

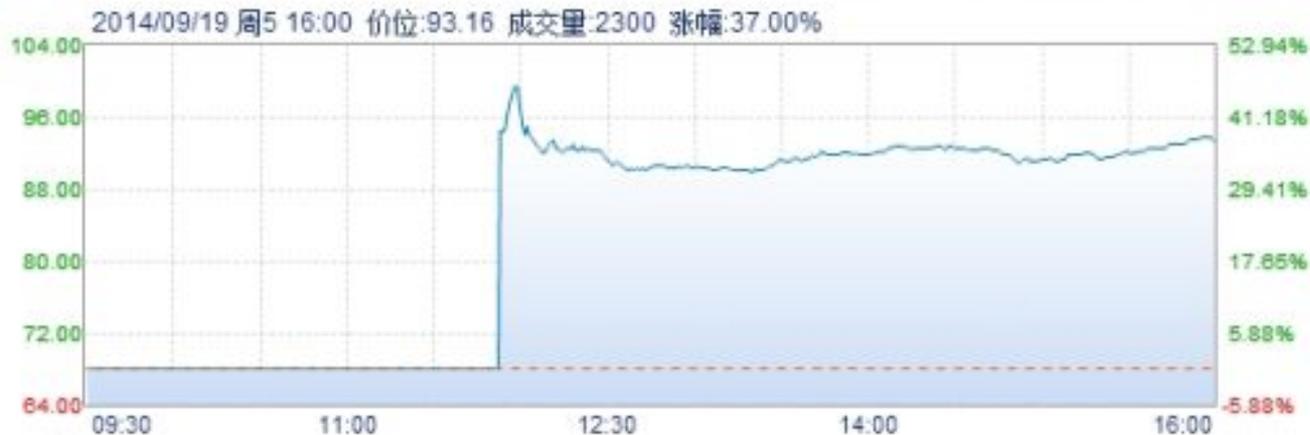
详细行情

基本面摘要

开盘: **92.70** 收盘: **68.00**
成交量: **2.71亿** 区间: **89.95-150.00**
10日均量: **0.00** 52周区间: **0.00-150.00**

市盈率: -- 市值: **2314.39亿**
每股收益: -- 股本: **24.65亿**
贝塔系数: -- 股息/收益率: --/--

分时 5日 1月 3月 6月 1年 3年 5年 YTD | 日K 周K 月K 分钟K 



Map of China

Locations of provinces,
autonomous regions
and municipalities.



Hangzhou:
Economic
Locomotive &
Land of
Entrepreneurship

Zhejiang University

founded in 1897, Hangzhou, China



School of Management at Zhejiang University



Zhejiang Management School wins AMBA accreditation

By Ziming Li

Published: December 21 2006 11:37 | Last updated: December 21 2006 11:37

The **Management School of Zhejiang University** has received accreditation from the **Association of MBAs** (AMBA) for both its MBA and EMBA programmes as an increasing number of Chinese business schools strive for international recognition.

"I'm very happy that we've received accreditation," Professor Wang Zhongming, Executive Dean of the School of Management at Zhejiang University, told the Financial Times. "This is a breakthrough and also a recognition of our education approach that focuses on local and private Chinese SMEs."

"We approved Zhejiang's accreditation on 11 December," confirmed Jeanette Purcell, chief executive of AMBA. "Zhejiang is an excellent school. I'm not surprised."

This is the first time that a Chinese state-run business school has received international accreditation. It is also a milestone in China's march towards internationally recognised standards since it resumed business education after the Cultural Revolution in 1979.

Source: <http://www.ft.com/cms/s/2/501b264c-90e6-11db-b71a-0000779e2340.html>

Financial
Times
21 December 2006

Innovation

National Institute for Innovation Management of Zhejiang University (NIIM)



- The earliest institute in Innovation Management in mainland China since 1982
- The first Fellow of the Chinese Academy of Engineering in Innovation Management
- Father of the innovation management studies in China
- Joint research center with Cambridge University

Entrepreneurship

Global Entrepreneurship Research Center of Zhejiang University (GERC)



- The first PhD program in Entrepreneurship Management in mainland China since 2006
- Joint projects with Stanford University, University of Oxford, and Babson College
- Women Entrepreneurs Development Program, jointly with University of Oxford and Goldman Sachs
- Annual international conference on HRM and Entrepreneurship

Hangzhou: the Paradise City



The World Heritage, UNESCO



Grand Canal

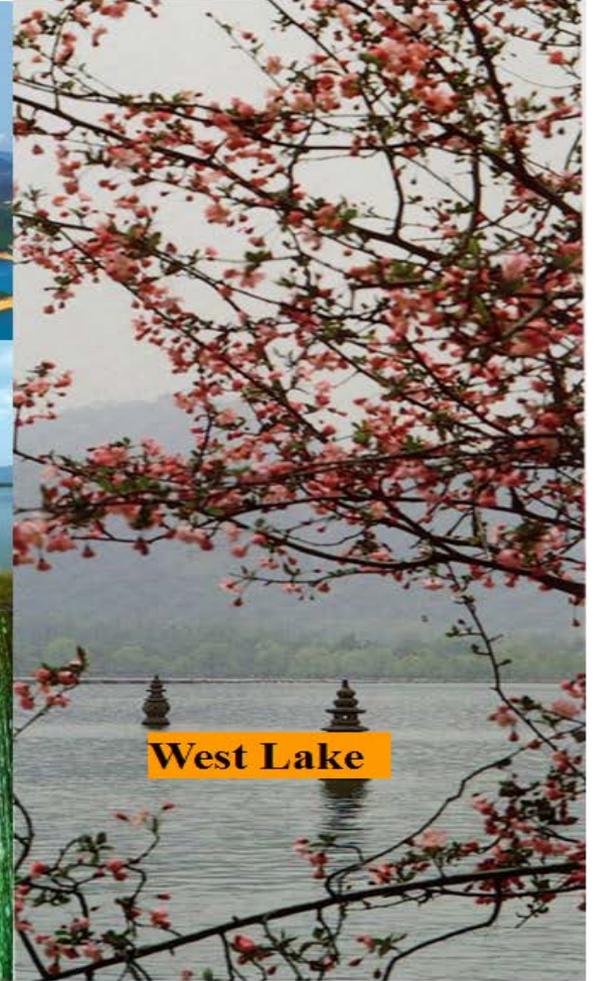
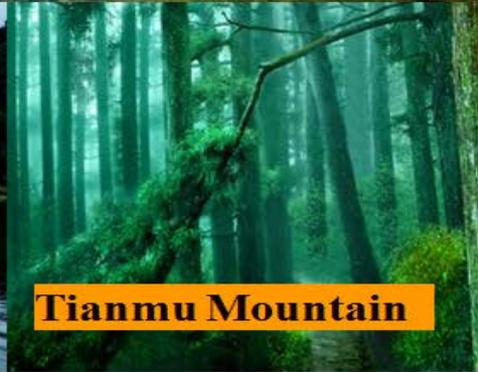
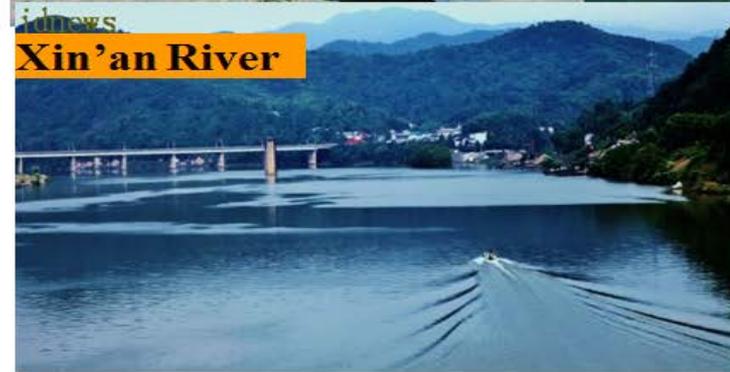


West Lake



Qiantang River

City of beauty and harmony



Hangzhou: the city of entrepreneurs



City of global business





Outline

- The rising demands
- Pattern of **GXP**
- Implications

1. The rising demands

Made in China



- Vuvuzela
- Ex-factory price is \$0.3 in Yiwu, China
- The market price is \$8.0 in South Africa

Made in China?

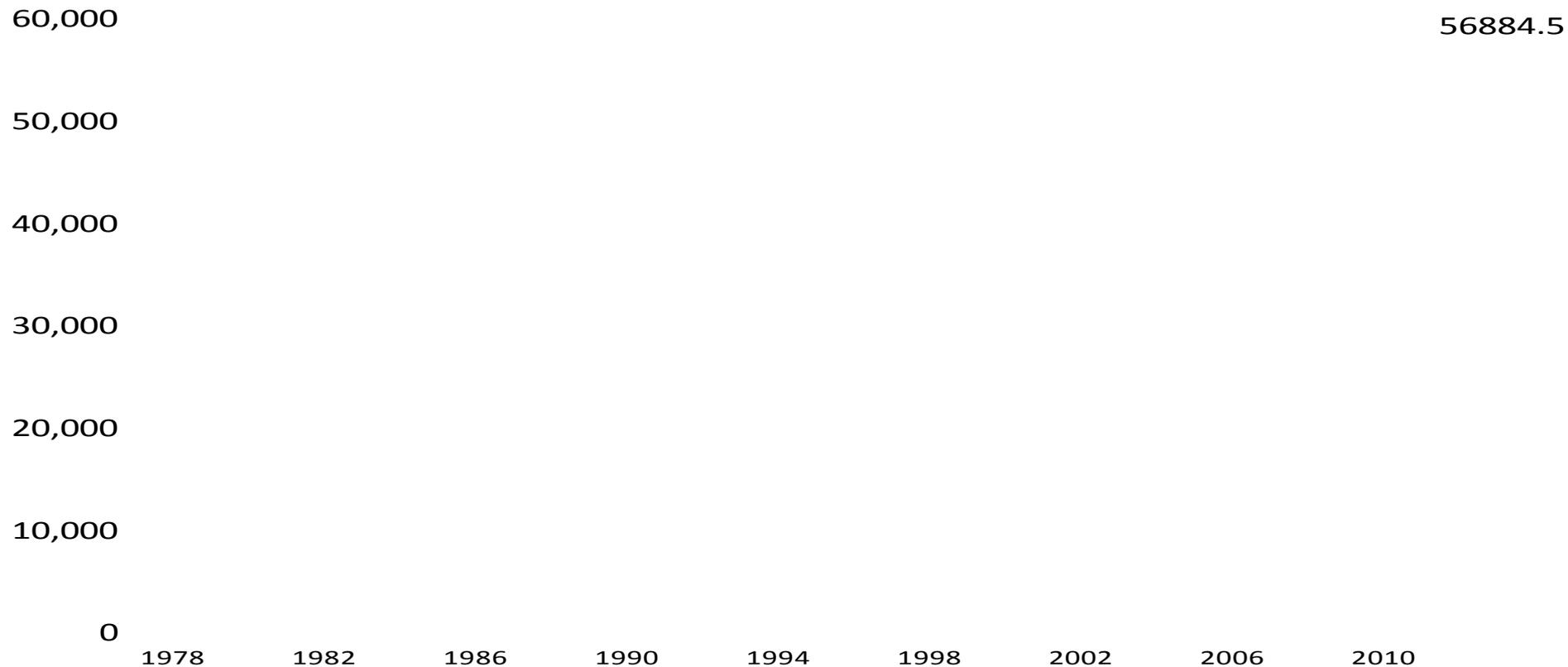


- Fuleco
- Ex-factory price is less than \$3 in Hangzhou, China
- The market price is \$12.99 in Brasil

Things are Changing!

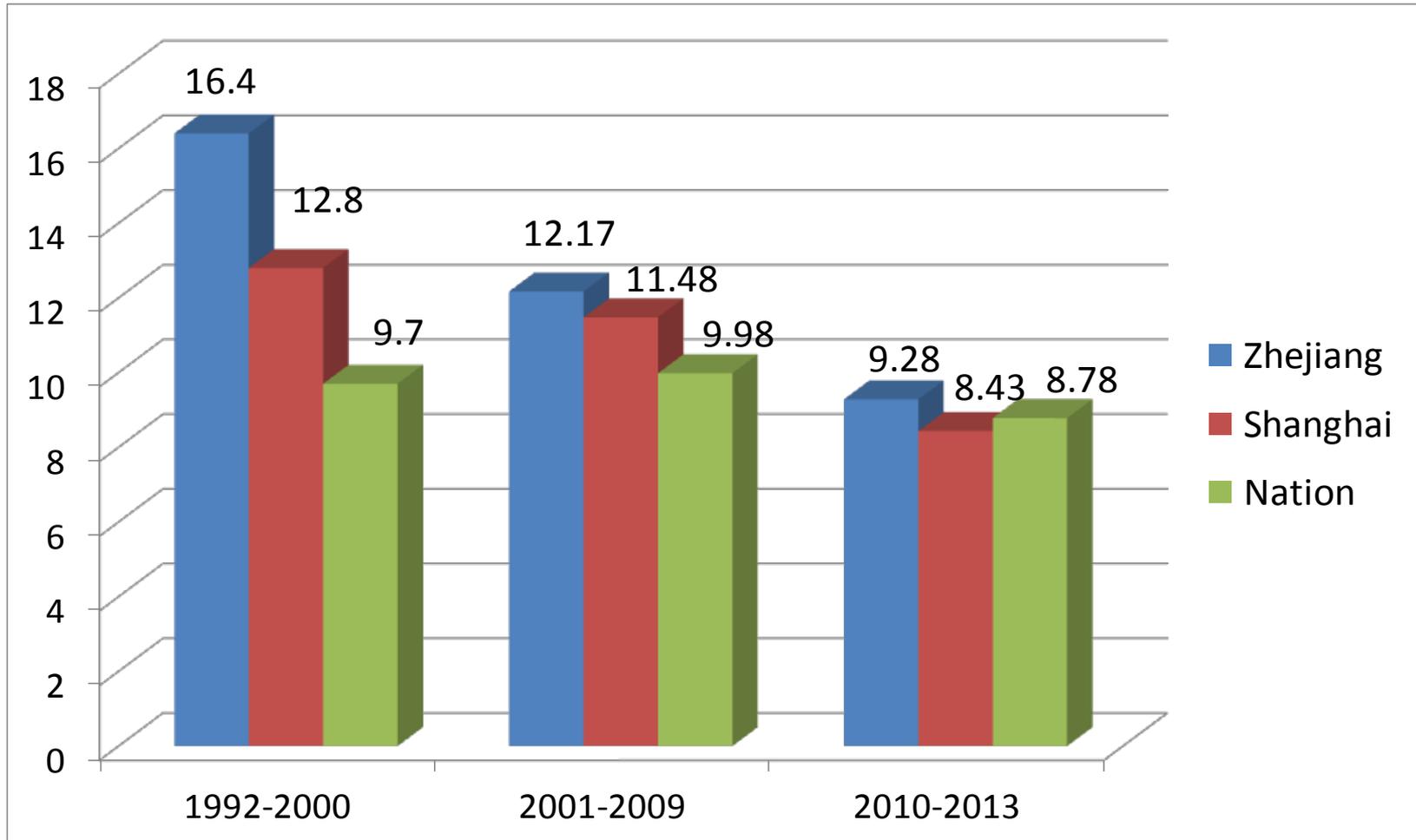
China's GDP Growth (1978-2013)

Unit: Billion RMB



Source: National Bureau of Statistics of China

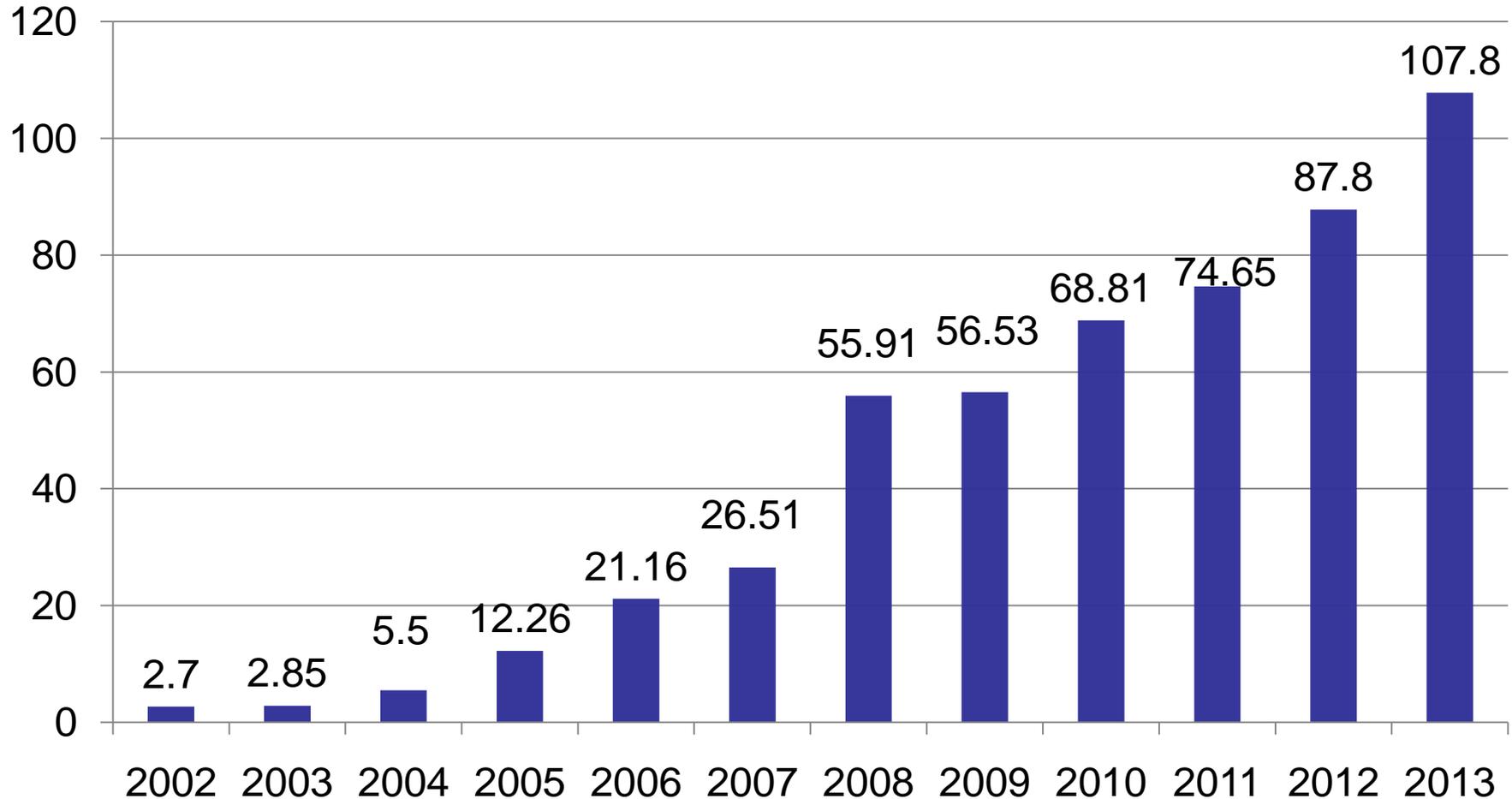
Average Annual GDP Growth Rate



Source: Zhejiang Provincial Bureau of Statistics; Shanghai Bureau of Statistics; National Bureau of Statistics of China

China's OFDI 2002-2013

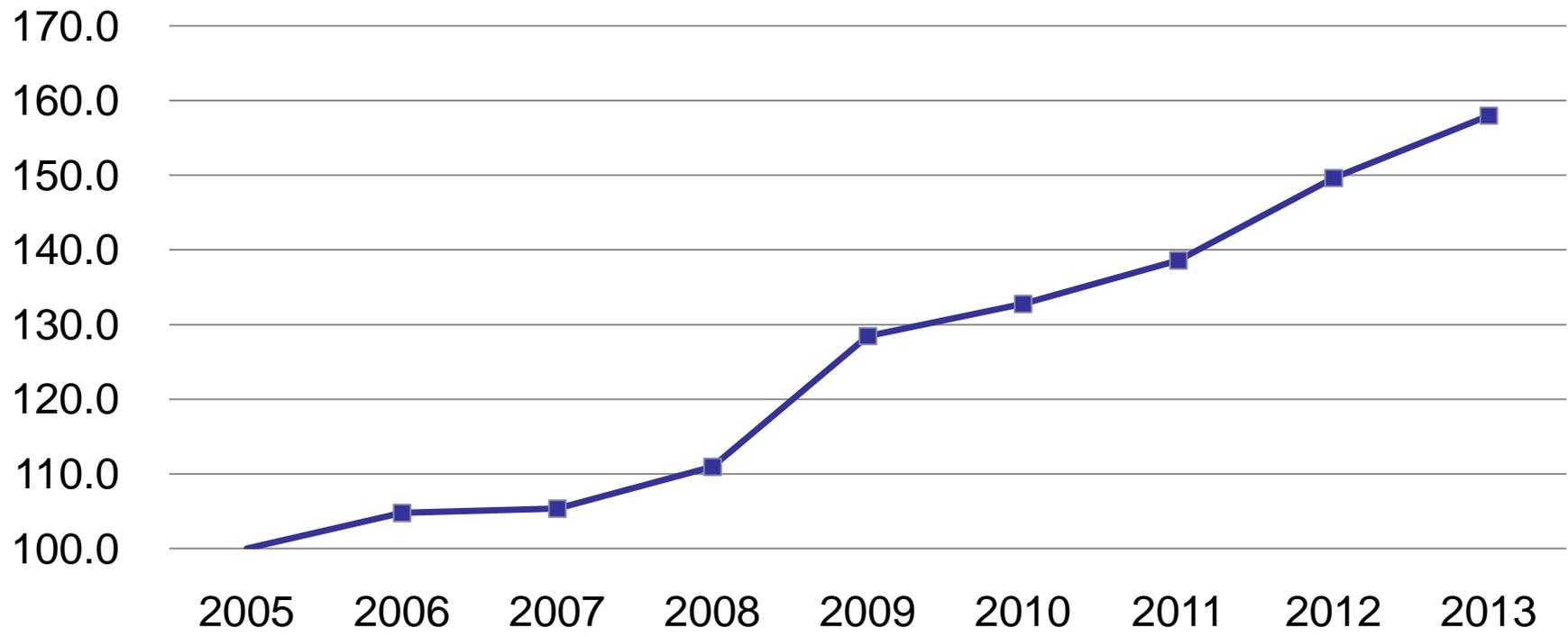
billions of US \$



Data Source: Ministry of Commerce of the People's Republic of China

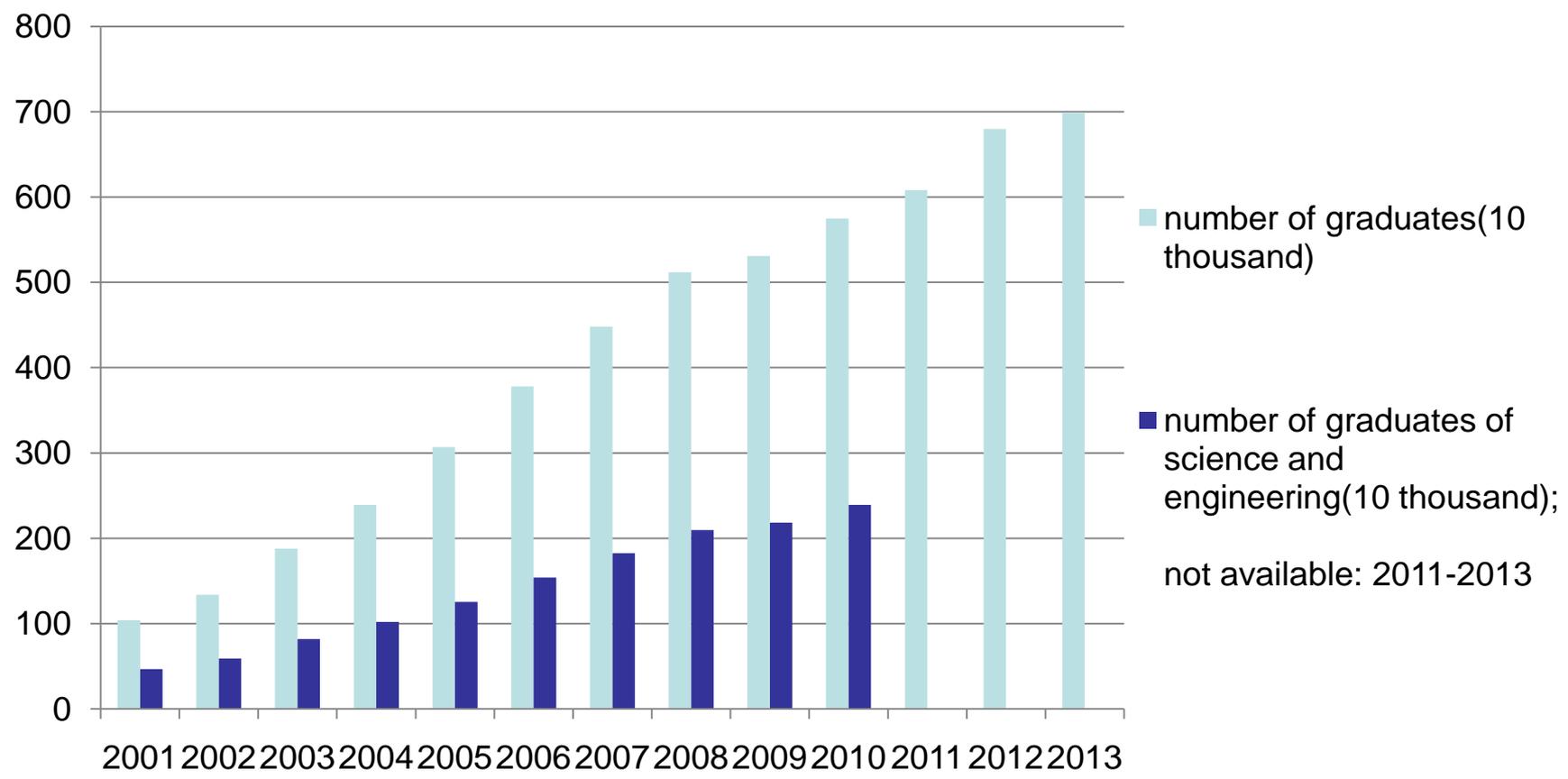
R&D investment

Index of R&D/GDP ratio, 2005 as 100



Source: National Bureau of Statistics of China

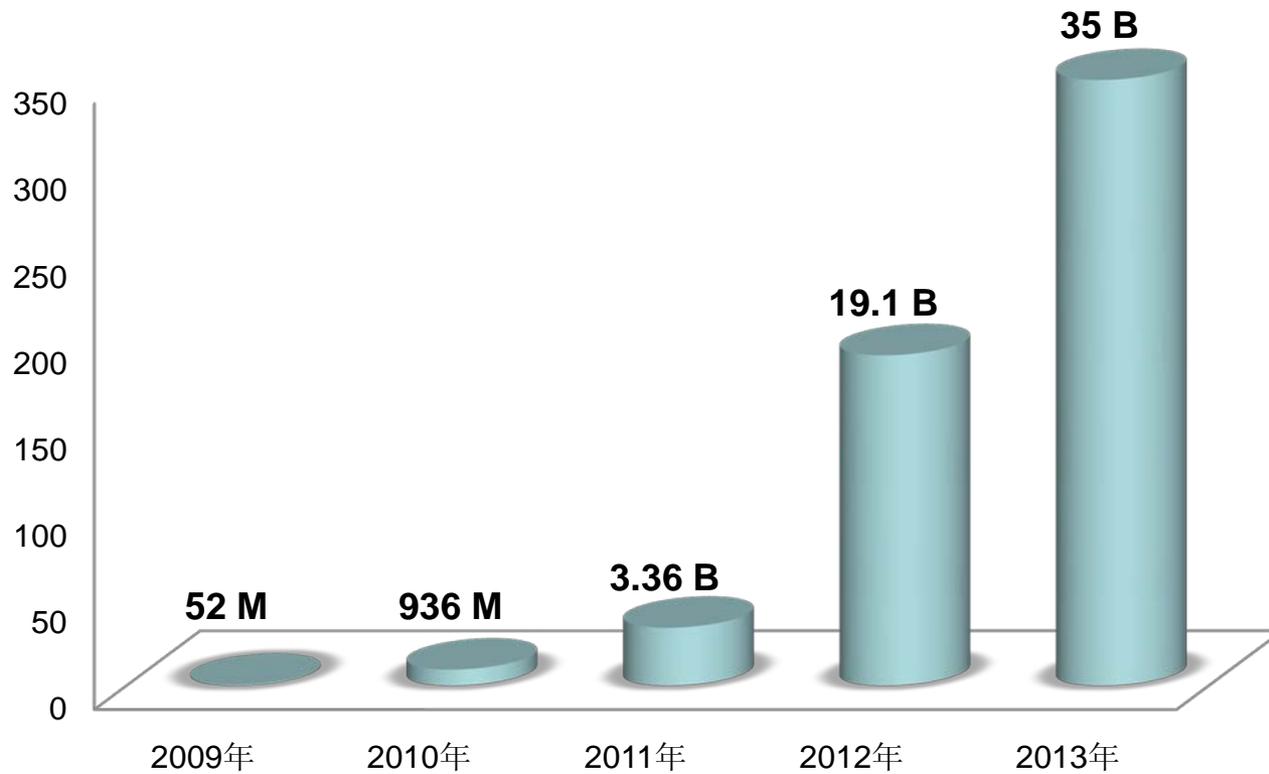
College graduates



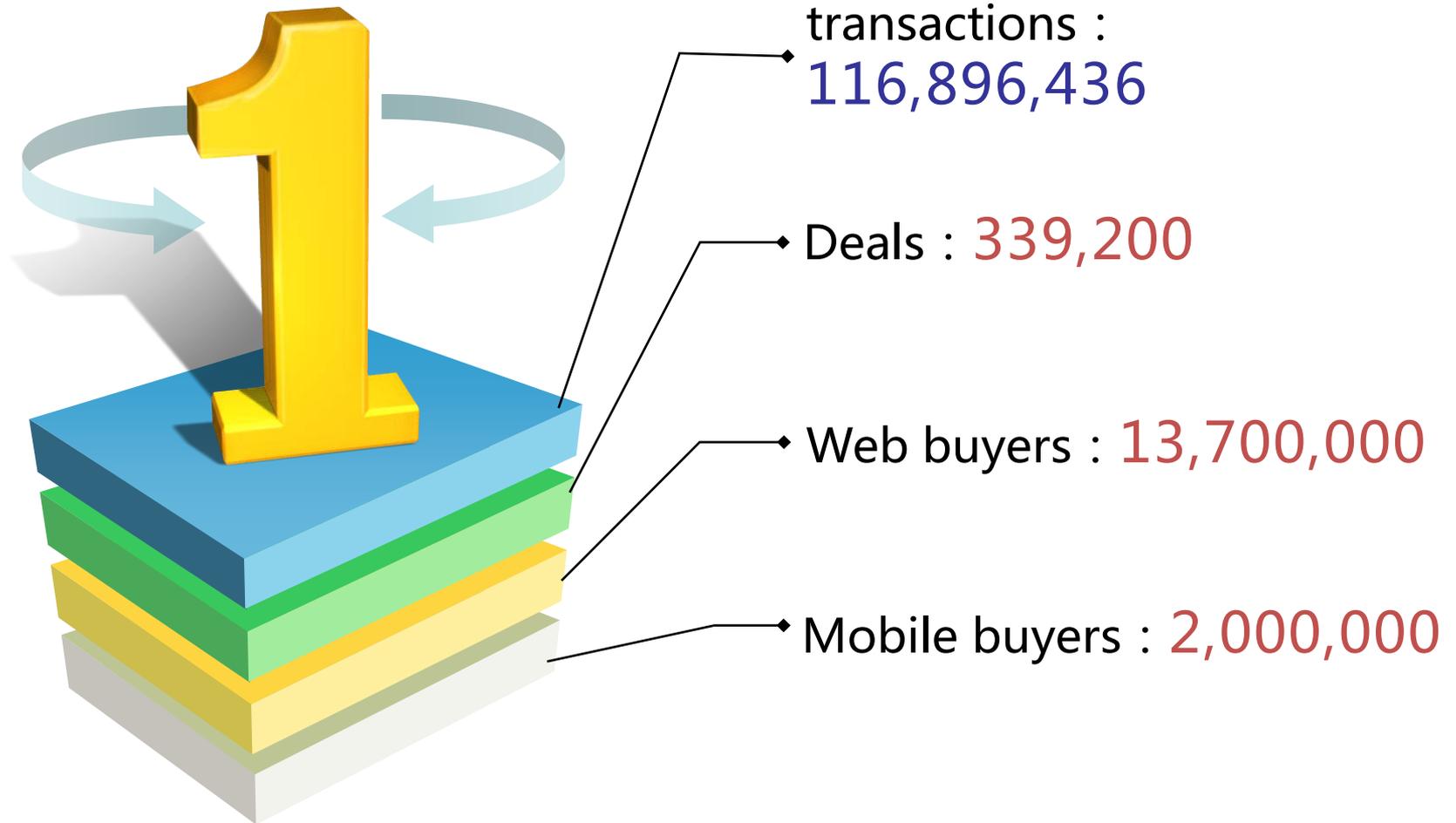
Source: China Statistical Yearbook on Science and Technology

New eco-system and China advantages

5 years 11.11: 1 day Transaction, 2009-2013



“Miracle” in 1 minute!



The changing driving Force for growth

© EG365



Bamboo capitalism

- China's success owes more to its entrepreneurs than its bureaucrats. Time to bring them out of the shadows



Economist > Mar 10th 2011

Zhejiang SMEs Entrepreneurs



Private Co's: 1.19 M



Self-employed : 2.80 M



Over 4 M "Boss"



6.4 M doing buz outside ZJ
(1.5 M outside China)



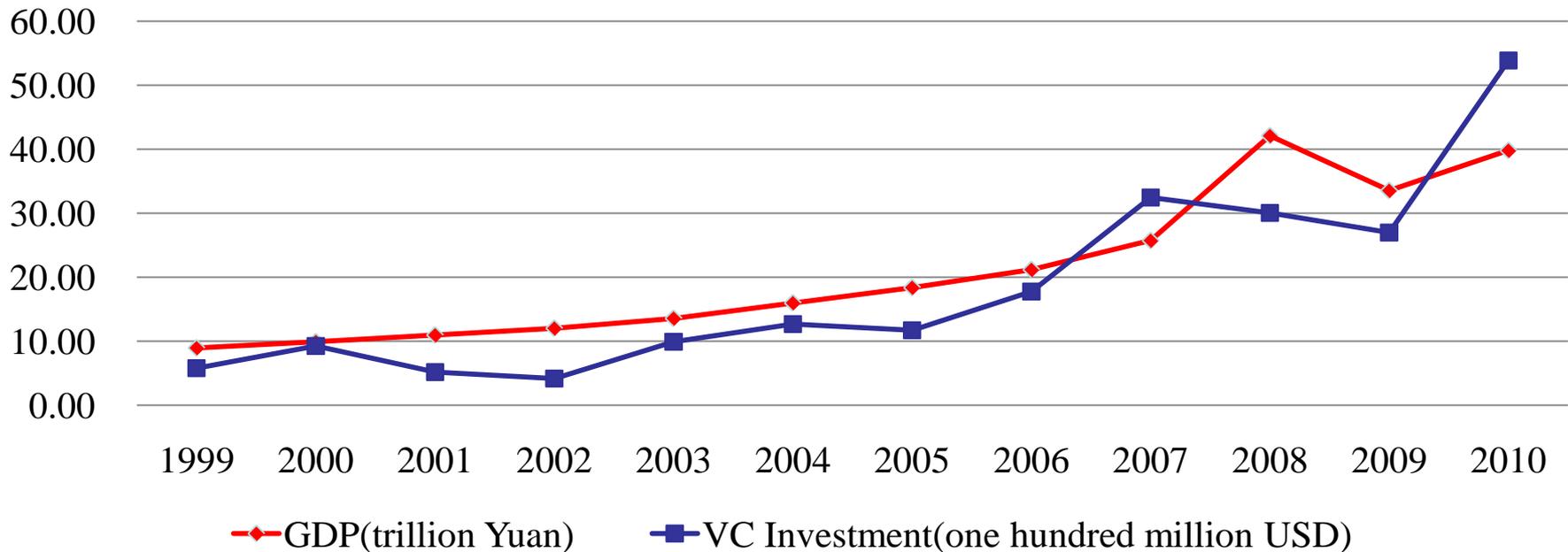
SMMEs over 10 M

The population of Zhejiang Province is 50 M, every 5 people a Boss

Entrepreneurship

- China has benefited from entrepreneurship passion such as Wenzhou, and have also promoted its development.

China GDP and Venture Capital investment

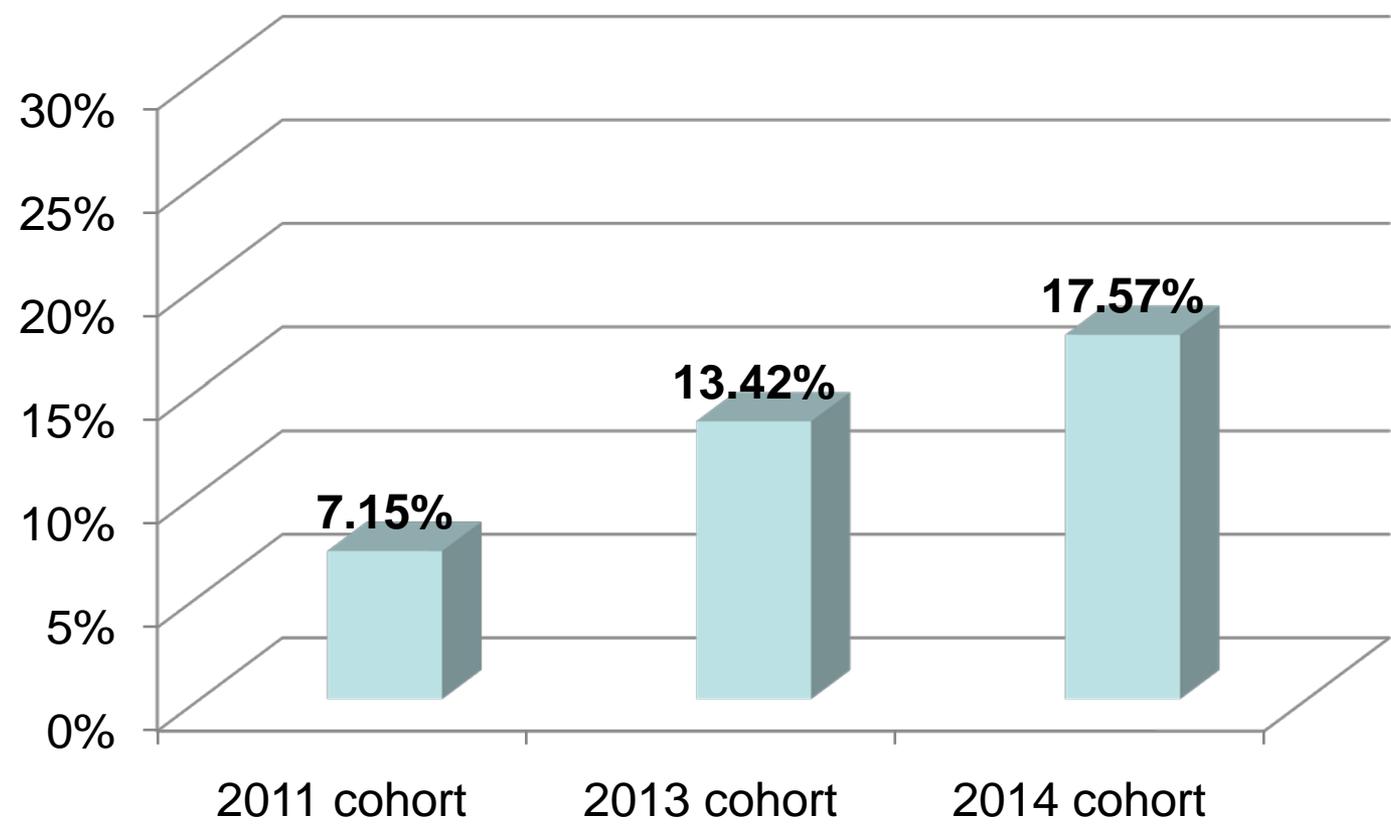


Data source: Zero2IPO Research Center

xbwu@zju.edu.cn

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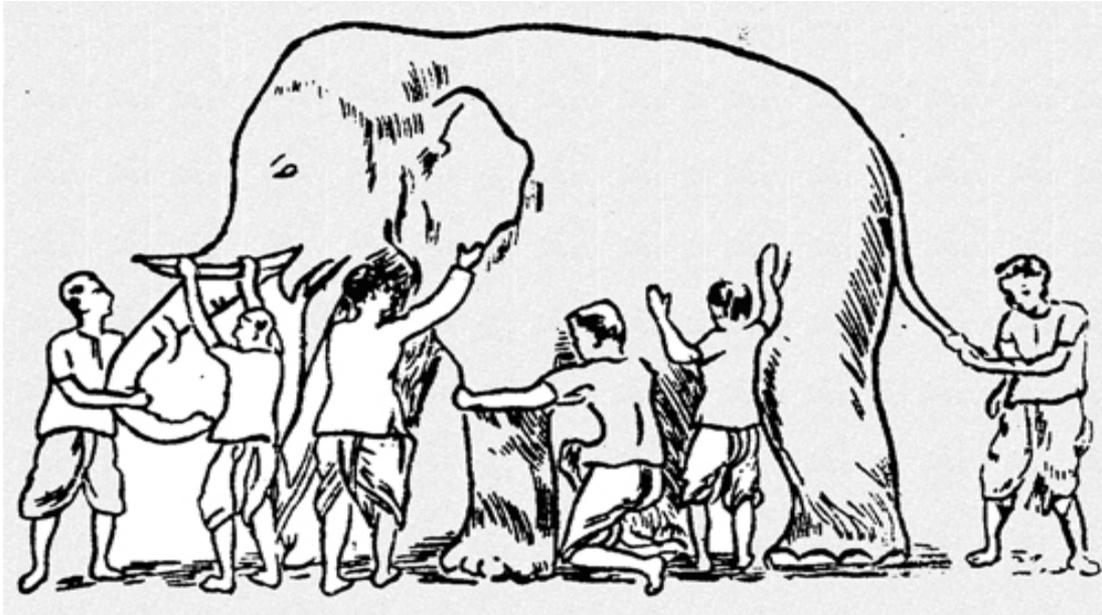
Entrepreneur MBA Students



New MBA enrollment with their own start-up firms

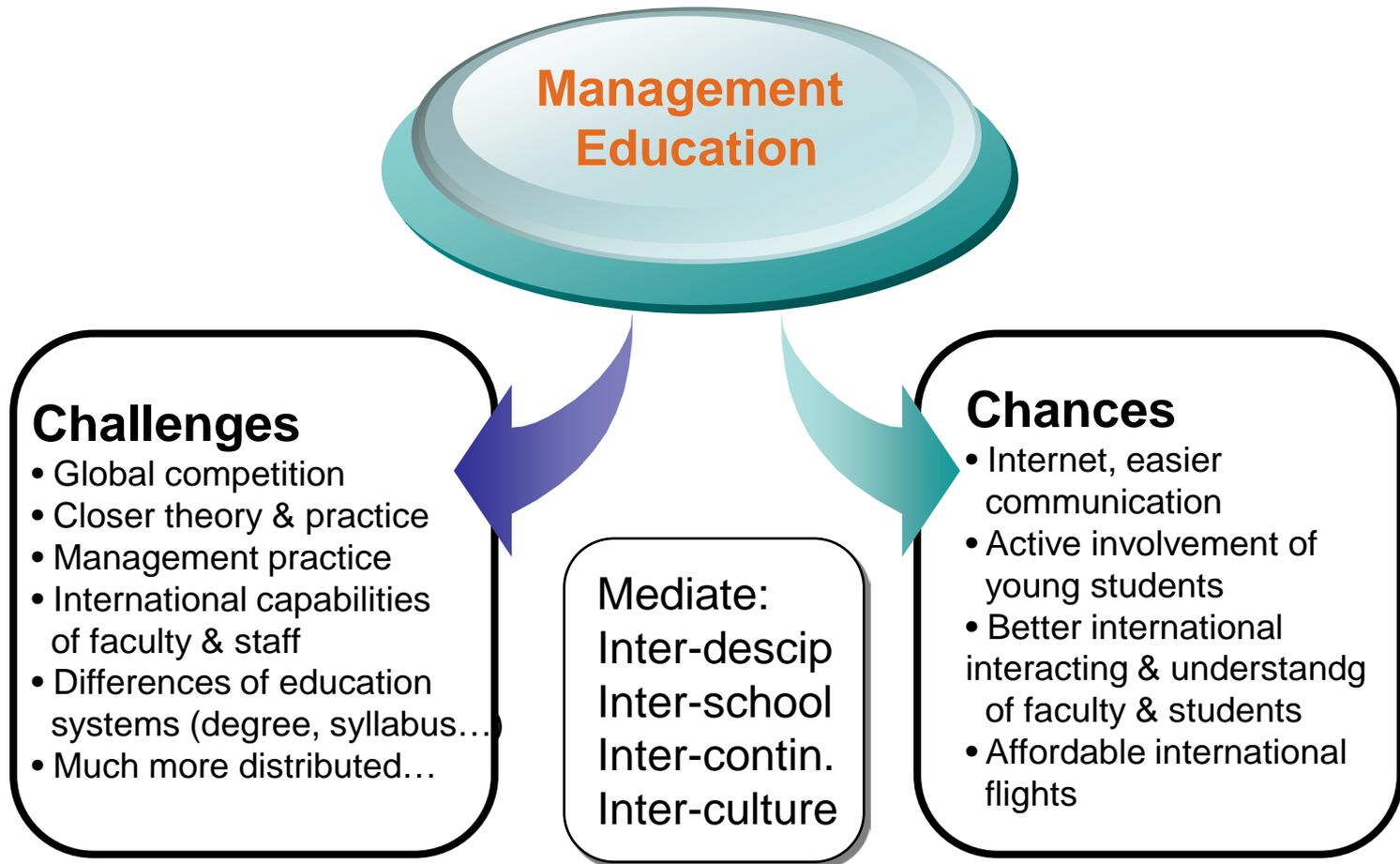
Challenges

- When confronted with value network which then will reinvent firms business model, management education mainly focusing on different management functions will have difficulties.



A system view will be much more important

Paradigm shift in business operation & management education



2. GXP

Global Entrepreneurship Program

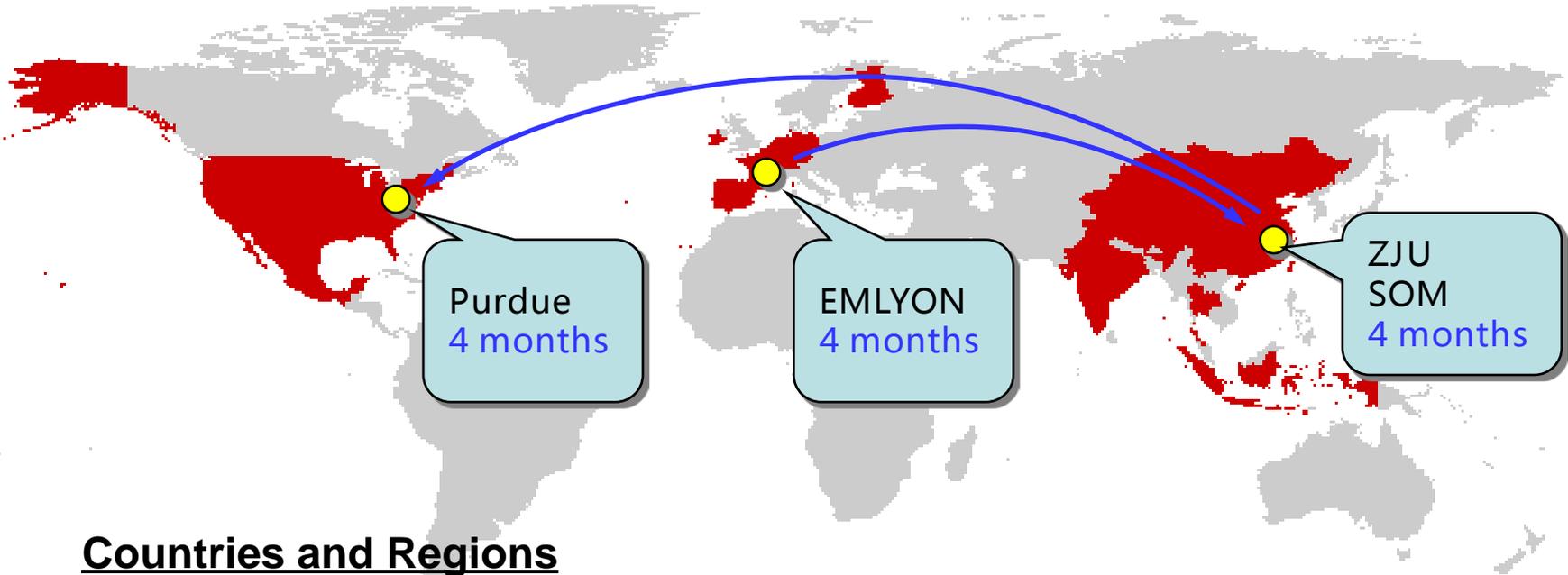


The Program was launched in 2009, and in 2010 it was awarded 'Most Innovative International Cooperation Program of the Decade'. In China



GEP, a unique program offered on three continents, is delivered by Zhejiang University School of Management (China, Asia), Purdue University Krannert School of Management (USA, North America), and EMLYON Business School (France, Europe).

Global Entrepreneurship Program (GEP)



Countries and Regions

Bahrain	Germany	Netherland
Belgium	India	Portugal
China	Indonesia	Spain
Taiwan, China	Ireland	Switzerland
Finland	Mexico	Thailand
France	Mongolia	USA

4 Gs

■ 4Gs:

- Globally design;
- Globally organize;
- Globally operate;
- Globally developing

■ Practice

- Each party recruit it's own students
- Each part host four months
- Student get one degree and two certificates
- United Alumni

Curriculum – France – Start up

No.	Course	Credit
EMLYON Business School		
1	Innovation Bootcamp	3
2	Corporate Entrepreneurship	1.5
3	European Business and Legal Environment	1.5
4	Advanced Financial Management	1.5
5	New Venture Creation	1.5
6	Entrepreneurial Marketing	1.5
7	Teams, Culture, and Negotiations	1.5
8	European Projects	3

Curriculum – China – Fast growing

No.	Course	Credit
Zhejiang University		
1	Asian Business Environment and Economy	2
2	Advanced Strategic Management	2
3	Business Research Methods	2
4	Family Business Growth and Operations	1
5	Human Resource Management	2
6	Innovation Management	1
7	Managerial Economics	2
8	Operations Management	1
9	Chinese Projects	2

Curriculum – USA - Harvest

No.	Course	Credit
Babson College		
1	Entrepreneurial Finance	1.5
2	North American Business Environment and Economics	1.5
3	Advanced Global Marketing	1.5
4	Global Entrepreneurship Capstone	1.5
5	Entrepreneurial Leadership in a Global Context	1.5
6	Managing Growing Businesses	1.5
7	Global Venture Feasibility	1.5
8	Design Thinking and Social Entrepreneurship	1.5
9	North American Project	1.5

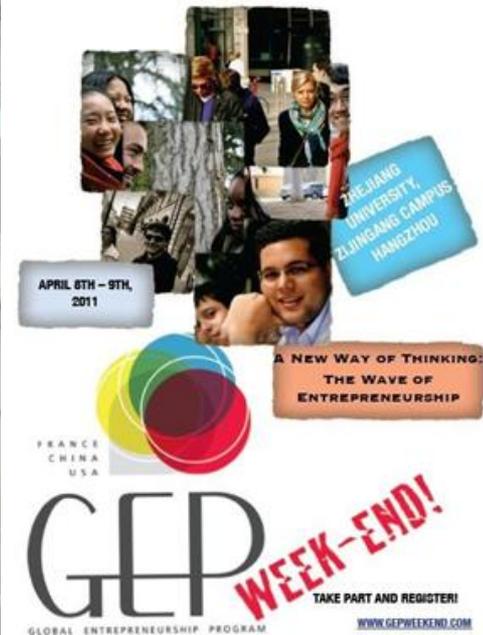
Company related Projects

Europe	China	USA
Nexenture	Holley International	Bantam Cider
Obiz	Cybernaut Investment	Ariett Business Solutions
TsiMamas	Hangzhou Zhongshang Holding Group	CPUsage
RMS	Zaixin Technology	Vertex Pharmaceuticals
Geroco	Torch Center	Collabora
HangerAd	Hydraulic Power	La Capoise Galerie
Alaska Energies	Zheda Anda Sciene & Technolgy	Zebra PR
CAPSEO	TechBridge	ArtsEditor
Ahimsa Partners	Dahua Technology	Energy Efficient Products
VeryCook	Zhenqi Sanitary Products	GetHuman.com
Sivalex	Allied Machinery	Altranex Energy
CrownCeram	EDC Translation	Cambio Coffee

In GEP, students learn from social activities.

GEC (Global Entrepreneurship Club)

GEP weekend



Internship Companies and mentors



浙江大华技术股份有限公司



HG Entertainment



ZOTYE AUTO



Guest Speech by Entrepreneurs



Part-time Entrepreneur Mentors

Name	Title	Name	Title
Peireng FAN	Chairman of the Board, Zhejiang Yangfan Holding Group	Xing PENG	President, Fapai Group
Zukang FU	General Manager, Kuajishan Rice Wine Co., Ltd.	Jinxin QI	Chairman of the Board, Bingjiang Real Estate Group
Xiaoping GEN	Chairman of the Board, Zhejiang Expressway Co.,Ltd.	Deliang SUN	Chairman of the Board, Zhejiang Net Sun Co., Ltd.
Zhengxin JIANG	Vice-general manager, China Unicom	Yongsen SUN	Chairman of the Board, Zhejiang Provincial Energy Group Company Ltd.
Deshui JIN	Secretary of the Party Committee, Zhejiang University	Licheng WANG	Chairman of the Board, HUALI GROUP
Jianhua LI	President, Wensli Group	Hui WANG	Chairman of the Board, ENJOYOR GROUP
Lanfang LING	Chairman of the Board, China Silkroad Holding Group	Heming WANG	Chairman of the Board, GUANGYU GROUP
Budong LU	General Manager, Zhejiang Tour Group	Jianyi WANG	Chairman of the Board, FUTONG GROUP
Chaoxin OUYANG	Executive Director, Morgan Stanley	Shuifu WANG	Chairman of the Board, XIZI UHC

Start-up Competitions



Dedicated Alumni



3. Lessons and Improvements

Global Entrepreneurship Program

1

Three world-class institutes focusing on entrepreneurship education.

2

Across three continents: Asia, North America and Europe.

3

Three global consulting projects in three countries.

4

Deep interaction with students from more than 20 countries, stimulating entrepreneurial inspiration.

5

A variety of extracurricular activities.

Reengineering of our MBA Program

- More specific tracks as **GXP**
 - Manufacturing Management
 - Logistic and Supply Chain Management
 - Agribusiness
 - Hospitality and Tourism Management
 - Management of Innovation and Technology Strategy
 - e-Business and Internet Financing
 -

Global Manufacturing and Supply Chain Management (GMSCM)

- Double-degree program
- Intensive part-time study
- 50% courses are delivered in Hangzhou by professors from McGill University
- Overseas summer school in McGill campus
- **Corporate sponsorship**
- Abundant internship
- World-wide alumni network



Fundamental Course
(6 Credits)

Core Course
(34 Credits)

Module Course
(18 Credits)

- Management Consulting (6 Credits)
- Investment and Finance (6 Credits)
- Marketing Strategy Consulting (6 Credits)

Elective Course
(26 Credits)

- Business Law (2 Credits)
- Corporate Ethics (2 Credits)
- ...
- Quality Management (2 Credits)
- International Business (2 Credits)

15 Courses



Fundamental Course
(6 Credits)

Core Course
(26 Credits)

Module Course
(12 Credits)

- Management Consulting (6 Credits)
- Investment and Finance (6 Credits)

Elective Course
(57 Credits)

- Track 1: Innovation and Entrepreneurship
- Track 2: Human Resource Management
- Track 3: Investment Finance
- Track 4: Manufacturing and Management
- Track 5: Marketing and Brand Management
- ...

36 Courses



Fundamental Course
(5 Credits)

Core Course
(26 Credits)
Business Ethics
International Business

Module Course
(8 Credits)

- Management Consulting (2 Credits)
- Investment and Finance (6 Credits)

Elective Course
(63 Credits)

- Track 1: Innovation and Entrepreneurship
- Track 2: Human Resource Management
- Track 3: Investment Finance
- Track 4: Manufacturing and Management
- Track 5: Marketing and Brand Management
- ...

44 Courses

Venture lab@Silicon Valley



Established in May 2014



Keys for the **GXP**

- Vision-led and shared
- Friendship and trust beyond the borders
- Hybrid Teams
- Field experience with cross cultural interacting
- Intensive communications among administrations and faculty are needed
- Not just partners, but even more strategic alliances, **corporate sponsors**

Practice Orientation & Soft Skill

■ Adjunct Professors

- Experienced professional managers or consultants

■ Company-based mentors

- Entrepreneurs

■ Case-based teaching and case-based dissertation writing

- Case teaching by lecturers and company-based part-time lecturers
- Field visits, case studies, group presentations
- **Case centre:** two professors won first National Teaching Case Competition

■ Soft Skill Courses

- Orientation, Managerial Communication, Leadership, Negotiation, etc

■ Contracted internship companies

- 33 internship companies

Grounded in China, Operating Globally

Q&A?

Thank You!



Welcome to visit our University & our School

www.zju.edu.cn

www.som.zju.edu.cn