



ZJU “Entrepreneurship in China” Winter Programme 2018-19 Pre-Departure Briefing Session





Programme Objective

- ▶ To enhance students' understanding on **Entrepreneurship in China** by providing first-hand experience through living and learning in Hangzhou.





Programme Schedule

Date	Time	Activities	Lecturer	英	Location
2018-12-26 (Wed)	All day	Registration and check-in			
2018-12-27(Thu)	10:30-12:00	Opening Ceremony & Introduction to the Program			
	14:00-16:00	Ice break: Campus tour & Team Play			
2018-12-28(Fri)	9:00-11:30	Lecture: When East Meets West: China Perspective	ZHANG Qiyuan		Campus: Yue Ya Building 208
	13:30-16:00	Culture Visit: Traditional Chinese Hand-made Product			Xixi Wetland
2018-12-29 (Sat)	9:00-11:30	Lecture: Internet Innovation in China (Location: Alibaba Cloud)	HUANG Liqiang		Alibaba Cloud
	13:30-16:30	Company Visit: Alibaba Cloud Visit			Alibaba Cloud
2018-12-30(Sun)	All Day	Business Project: Explore the City (Discovering Hangzhou)			City
2018-12-31(Mon)	All Day	Free Day			
2019-1-1 (Tue)	All Day	Free Day			
2019-1-2 (Wed)	9:00-11:30	Lecture: Consumer Behavioral Economics	CHEN Fadong		Campus: Yue Ya Building 208
	13:30-16:30	Company Visit: Wan Shi Li Silk Company			Wan Shi Li Company
2019-1-3 (Thu)	9:00-11:30	Lecture: Entrepreneurship in China (Location: Dream Town)	ZHENG Gang		Dream Town
	13:30-16:30	Company Visit: Incubators in Dream town	ZHANG Jie		Dream Town
2019-1-4 (Fri)	9:00-11:30	Lecture: Business Model	SUN Yixia		Campus: Yue Ya Building 208
	13:30	Business Project: Group Discussion			
2019-1-5 (Sat)	All Day	Free Day			
2019-1-6 (Sun)	All Day	Free Day			
2019-1-7 (Mon)	9:00-11:30	Networking with Entrepreneurs in Hangzhou	LIU Rongjun		
	13:30-16:30	Business Project: Group Discussion			
2019-1-8 (Tue)	9:00-11:30	Business Project: Presentation	ZHOU Jie		
	13:30-16:00	Closing Ceremony	ZHOU Jie		
2019-1-9 (Wed)	All Day	Departure			



Programme Components

- ▶ 6 Formal Lectures taught by ZJU professors
- ▶ 2 Group Discussion Sessions
- ▶ 3 Firm Visits
- ▶ Group Project (Business Plan Report and Group Presentation)
- ▶ Networking Event with Entrepreneurs
- ▶ Welcome & Closing Ceremony
- ▶ City Exploration



Course Details

ZJU Course Title: Entrepreneurship in China

- ▶ Equivalent to **MGMT3415 Principles of Entrepreneurship (6 credits)**
- ▶ Upon completion of the course, a grade will be given to each student.
 - For students who receive a **PASS** grade, the course will be transferred back as MGMT3415 and 6 credits will be counted towards your graduation requirement.
 - For students who receive a **FAIL** grade, no credit will be transferred back.

Please note that only the credits will be transferred back but not the grade

Course Details



▶ Grade Distribution

10%	Attendance & Participation
90%	Group Project <ul style="list-style-type: none">• Business Plan Report 45%• Group Presentation 45%

Company Visits

Previous year's examples:

- BioClub
- Wensli Group Co., Ltd 萬事利絲綢集團
- Alibaba Group 阿里巴巴集團
- 灣西加速器企業
- 西湖福地創業園





Flight Details

▶ Departing Hong Kong

(Only for students who purchase round-trip tickets through our Faculty)

Date of Departure:	26 December 2018 (Wednesday)
Flight Number:	KA 620 (Cathay Dragon 國泰港龍航空)
Departure Time:	12:10 pm
Arrival Time:	2:30 pm
Meeting time:	9:30 am at Check-in Counter at Aisle H (TBC) of Hong Kong International Airport (Terminal 1)

- ❖ *For students who will not be travelling with the group, please make sure that you arrive at **Zijingang International Hotel (紫金港國際飯店)** by **16:00** on 26 Dec to check-in.*

Flight Details



▶ Returning Hong Kong

(Only for students who purchase round-trip tickets through our Faculty)

Date:	9 Jan 2018 (Wednesday)
Flight Number:	KA 621 (Cathay Dragon 國泰港龍航空)
Departure Time:	3:45 pm
Arrival Time:	6:20 pm



CATHAY DRAGON
國泰港龍航空

- ▶ *Please keep the boarding pass of your flights/train tickets as you will need to submit them to us if you apply for insurance claim as well as the Mainland Experience Scheme.*



Insurance

- ▶ HKU undergraduate students travelling abroad as arranged by the University will be covered by the University's Group Travel Insurance Policy which provides basic benefits to students.
- ▶ Details of HKU Group Travel Insurance Plan can be viewed here:
 - http://intraweb.hku.hk/reserved_2/finance/student/insurance.html?v=1543317622027
- ▶ You may also purchase an additional insurance plan yourself if you want to extend the coverage during your stay in Hangzhou.



Zijingang Campus 浙江大學紫金港校區



Hotel Accommodation

Zijingang International Hotel (紫金港國際飯店)

- ▶ Located near the entrance of Zijingang Campus of Zhejiang University
- ▶ Two students will be sharing a standard twin room (with two single beds)
- ▶ Hot shower, air-conditioning and free WIFI will be available in the room
- ▶ Laundry service in the hotel is quite expensive. You may use the self-laundry service in the student dorm on campus. The charge is RMB 3 per wash.
- ▶ Breakfast will be served by the hotel





Facilities in Zhejiang University

- ▶ A rechargeable campus card will be issued to all students.
- ▶ With the student ID card, you can buy meals and shop on campus.
- ▶ You need to pay RMB 20 in cash to get the card upon arrival at ZJU. This is a non-refundable cost for making the card.
- ▶ Please keep your card in good condition. You need to pay a penalty if you lose the card.

Items you need to bring:

- ID card, valid Home Return Permit, passport or tourist visa to Mainland China (if applicable)



- Mobile phone
- Cash (for meals, transportation, leisure activities & etc.)
- Adaptors/Plugs for Mainland China (220 V)
- **Business casual** for company visits and presentations



- Laptop
- Medicine



- Comfortable Clothes (You may check the weather here:

<http://www.accuweather.com/en/cn/hangzhou/106832/weather-forecast/106832>)



Student Conduct

- ▶ Students are required to attend **ALL** programme-arranged activities, including lectures, group discussions, company visits, cultural tour, networking event, welcome and closing ceremonies, etc.
- ▶ Attendance record for all lectures and events will be kept which will affect the final grade of the course.
- ▶ Prior preparation and active participation in all events are expected.
- ▶ Students are required to stay at the Zijingang International Hotel throughout the Programme period.



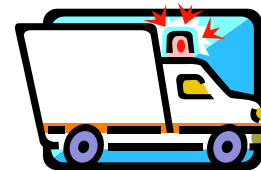
Student Conduct

- ▶ Students are taken as representatives of HKU and FBE while in Hangzhou.
- ▶ You are reminded to behave responsibly and maturely.
- ▶ You are required to follow all rules and regulations as set by Zhejiang University as well as those by the professors and staff in the programme.
- ▶ Please take good care of your personal belongings, such as passport, id card, credit cards, cash, mobile, laptop & etc.



Emergency Support

- ▶ Inform staff in ZJU
- ▶ Contact the local emergency authorities for assistance (Dial 110)
- ▶ Call the Hong Kong Immigration Department
(境外港人求助熱線) **(852) 1868 (24-hour hotline)**
- ▶ Inform your parents/relatives/friends in Hong Kong
- ▶ Inform the FBE Faculty Office
 - Email: chanmon@hku.hk
 - Tel: (852) 3917 4864



Emergency



Students Breakdown

Total no. of students:	40
Year 1 : Year 2 : Year 4	27 : 11 : 2
Male : Female	14 : 26
Local : Mainland : Others	17 : 20 : 3



Please form into teams of 5 students and submit the grouping form to us before you leave.

Thank you!