

<p>Master of Management in Innovation, Entrepreneurship and Global Leadership (PIEGL)</p>
<p>School of Management, Zhejiang University (The program is offered at Haining International Campus, Zhejiang University) www.som.zju.edu.cn</p>
<p>Introduction</p>
<p>G-20 leaders reached an important consensus at the Hangzhou Summit 2016, which is to take innovation as a key driver and foster new driving force of growth for the global economy. The economic growth is now occurring mostly in emerging markets, and today’s global challengers, fast-growing fast-globalizing companies, are from emerging markets. These trends and characteristics provide a new set of opportunities for entrepreneurs and investors in both the developed and developing worlds. Therefore, it is time to get the globalization story right and understanding the rise of emerging and frontier markets, especially China, is the way to do it.</p> <p>To share opportunities and interests through opening-up and achieve win-win outcomes, the School of Management, Zhejiang University has devoted itself to offering a new Master degree program in Innovation, Entrepreneurship and Global Leadership (PIEGL). The new program is designed for recent graduates from international prominent universities, with the aim of nurturing future business leaders who can obtain a deeper understanding of the emerging markets and work in global or multicultural contexts.</p> <p>In this program, you are expected to acquire comprehensive knowledge about leadership philosophy and frontier management practices in China and other emerging markets, think systemically and collaborate with diverse people across a multicultural context, and get practical, hands-on experience, so you can learn to solve business problems in an innovative and entrepreneurial way. You will sharpen not only leadership skills, but also perspectives indispensable for a true global innovator.</p>
<p>Curriculum</p>
<p>The PIEGL program is a 2-year (4 semesters) full-time program, fully taught in English. The program places great emphasis on global leadership development by integrating the essence of innovation management and entrepreneurship. Through the two years, you will study, live and work with students from all over the world. You will immerse yourself into a cultural experience far beyond pure academic studies. A mixture of case studies, lectures, action learning projects, company visits and cultural events ensure a rigorous and complete learning experience. The program consists of seven parts (28 credits in total).</p> <p>1. LEADING FOR GLOBAL IMPACT (5 CREDITS)</p> <p>This part is designed to provide you with an in-depth understanding of the key challenges and opportunities in the global market.</p> <ul style="list-style-type: none"> • (1 credit)- Globalization and emerging markets • (2 credits)- International business • (1 credit)- E-business and globalization • (1 credit)- Social entrepreneurship <p>2. LEADING FOR COMPETITIVE ADVANTAGE (5 CREDITS)</p> <p>This part develops the advanced knowledge and skills needed to understand and manage</p>

organizations in the global context.

- (2 credits)- Global strategy and innovation
- (2 credits)- Leadership and organizational management
- (1 credit)- Technology leadership and intellectual property

3. LEADING FOR ENTREPRENEURIAL SPIRIT (7 CREDITS)

This part is designed to equip you with an entrepreneurial mindset and skills required to pursue a global career.

- (2 credits)- Creativity, innovation & entrepreneurship
- (2 credits)- Family business in emerging markets
- (1 credit)- Design thinking
- (2 credits)- Doing business in emerging markets

4. ACTION LEARNING (2 CREDITS)

You will be divided into different consulting project teams. You will have opportunities to provide business consulting services for selected corporate partners, such as Alibaba, together with faculty and company executives within three months.

5. GENERAL COURSES (7 CREDITS)

- (3 credits)- Overview of China
- (2 credits)- Chinese
- (2 credits)- Management Research Methods

6. SEMINARS (2 CREDITS)

You are required to attend at least 6 research or practice seminars.

7. MASTER THESIS

You will work on master thesis under the supervision of ZJU-SOM professors.