



浙江大学 国际联合商学院  
INTERNATIONAL BUSINESS SCHOOL  
ZHEJIANG UNIVERSITY

# MCM Program

Master of Communication and  
Management

全球传播与商务留学生硕士项目

# I LOVE ZJU

## ZHEJIANG UNIVERSITY

## 浙江大学

# #45

**QS World University  
Ranking 2022**

Zhejiang University International Business School (ZIBS) was founded on the ZJU International Campus at Haining in November 2018 to facilitate academic and corporate exchange between the West and the East.

Our ambition is to be the premier international business school from China in the new global economic era. We believe that by successfully fulfilling our responsibilities as global educators, new generations of business leaders and entrepreneurs will in turn fulfill their social responsibilities and contribute to the wellbeing of business and society as a whole.

**Academic Ranking of World Universities  
(ARWU)**

**National Ranking #3**

**World Ranking #52**

# #35

**QS Graduate  
Employability Ranking 2022**



# PROGRAM OVERVIEW

Zhejiang University International Business School (ZIBS) offers the Master of Communication and Management Program Program, enrolling students from 2021. The length of the full-time program is 2 years. The degree of Master of Arts in Communication will be conferred upon completion.

Created in collaboration with Zhejiang University College of Media and International Culture (CMIC) and building on the longstanding international teaching philosophy of Zhejiang University, MCM (Master of Communication and Management) is an interdisciplinary program committed to training leaders who combine global vision, intercultural competence and understanding of China to position themselves as globally-competitive China business experts. Through this program, students will develop Chinese language abilities, intercultural communication competence, research and analysis skills and practical experience in business and management. Graduates will be well-equipped to build successful careers in China in management, international business, intercultural communication and other fields.

## TRAILBLAZER PROGRAM IN CHINA STUDIES

THE initiative taken by ZIBS to partner with CMIC in China business studies builds on the foundations of China Studies, designed for international students pursuing career in China business and media.

## ENGAGEMENT IN GLOBAL CITIZENSHIP

We form a diverse and interdisciplinary community which empowers students with cultural awareness and international-mindedness in the most diverse learning community in China.

## WHY MCM

### INTERDISCIPLINARY PEDAGOGY

AN interdisciplinary program grounded in learning of theory and practical application, MCM cuts across disciplines in China studies, intercultural communication, business and management subjects.

### ENTREPRENURSHIP HEARTLAND

LOCATED in China's most innovative and dynamic region, we collaborate with world-renowned firms to provide students with outstanding internship opportunities and platforms for business research, and exposure to best practice.



# PROGRAM STRUCTURE

## Duration

2 Years of full-time study

## Degree

Master of Arts in Communication

## Graduation Requirements

24 Course Credits

Thesis

Internship



# CURRICULUM



## Common

- Mandarin Chinese
- China Survey

## Core

- Communication Theory
- Media China: New Media and Society
- Quantitative Research Methods in Social Science
- Research Methodology
- Intercultural Competence
- Academic Writing
- Lecture Series of China Studies

## Electives

- Intercultural Management in China
- Management of Innovation
- Women, Media and Chinese Society
- Media Convergence
- Social Security and Social Policy
- Topics on China Marketing
- Topics on China's International Trade
- ...

Please note that the curriculum may be subject to change.

# CAMPUS LIFE

**International Campus**, Zhejiang University is located at No. 718 Haizhou East Road of Haining City, Zhejiang Province. The design of the International Campus is based on the neoclassicism borrowing from European-style architecture, while retaining traditional Chinese architectural elements. The blend of East and West, classic and modern, represents the values of cooperation in a globalized world: diversity in harmony, creativity progression and internationalization.



## Haining

Located in the Yangtze Delta Area close to Shanghai and adjoining Hangzhou, Haining is at the core of the Hangzhou Metropolitan Economic Circle and the Greater Hangzhou Bay Rim Area. The city benefits from the "One-hour Economic Circle" of Shanghai, Hangzhou and Suzhou with a well-developed transportation network.



# APPLICATION

## Entry requirements

- Minimum bachelor's degree in any given major
- Applicants must have an internet-based TOEFL test score 90 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)
- No Chinese language proficiency is required for the program

## Fees

TUITION	ACCOMMODATION	INSURANCE
30,800 RMB/YEAR	From 8,000 RMB / 10 months	800 RMB/YEAR

Application Fee: 800 RMB (Non-refundable)

## Scholarship



[Learn More](#)

Chinese Government Scholarship  
Zhejiang Government Scholarship



[Learn More](#)

Hai Scholarship

TIME  
MAGAZINE

November - 28<sup>th</sup> February 2022  
**Application**

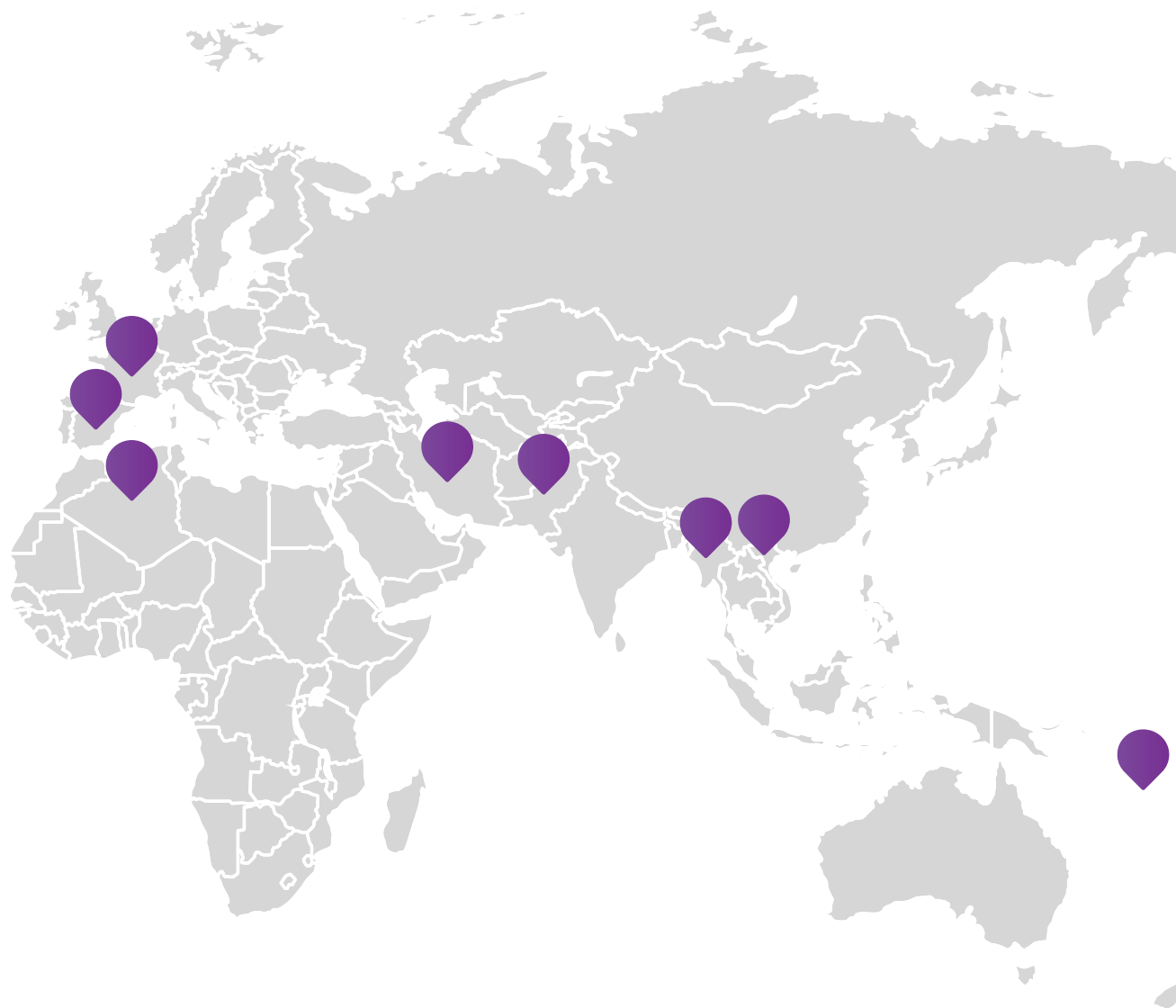
Rolling Basis  
**Evaluation**

Rolling Basis  
**Interview**

July 2022  
**Offer Package**

September 2022  
**Enrollment**

# OUR STUDENTS IN THE WORLD



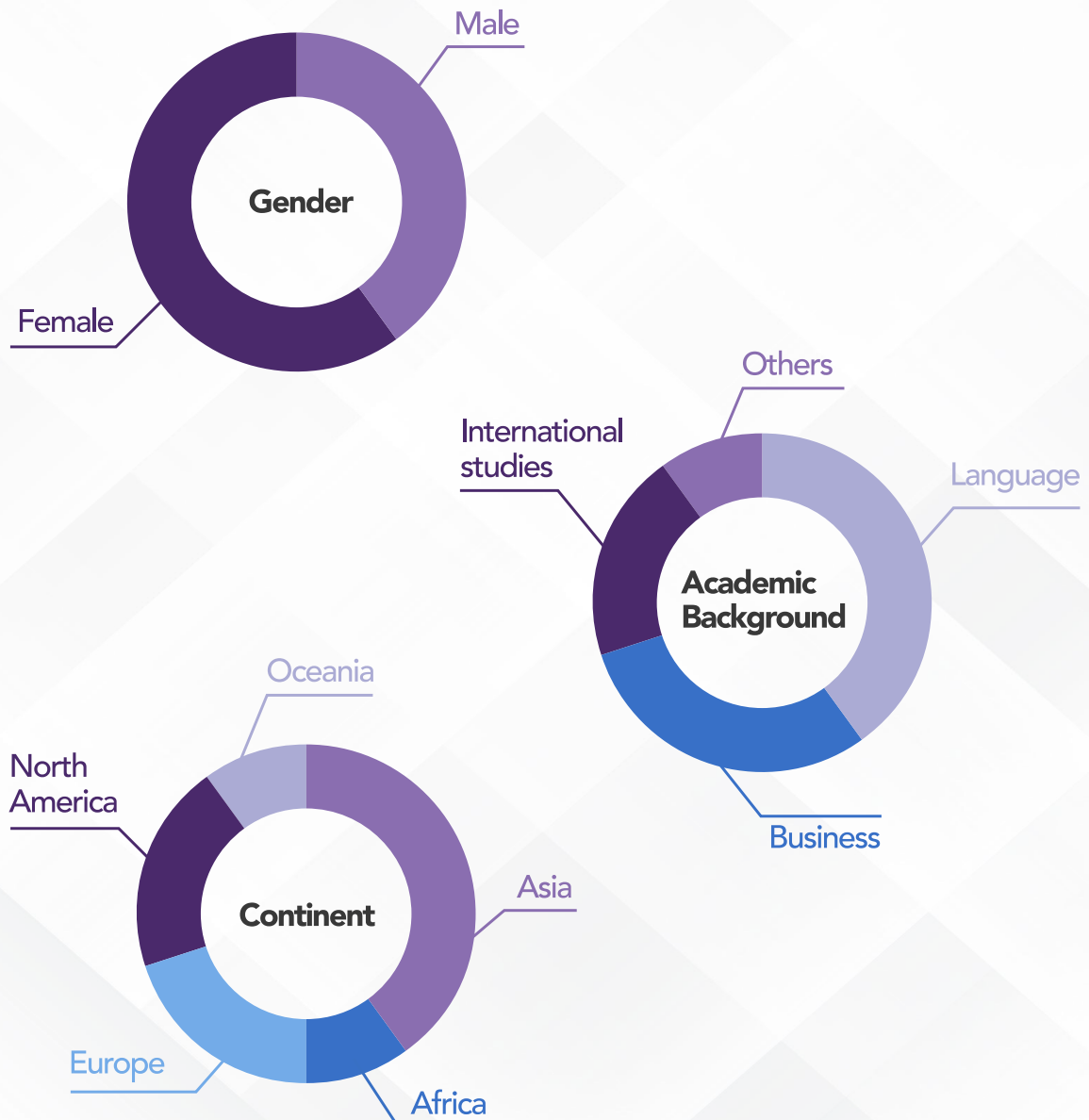


# E WORLD



# PROFILE OF CLASS 2021

Among the freshmen admitted in 2021 by the International Campus, there are 133 international students from 43 countries in Asia, Europe, Africa, North America and South America. We form a large, diverse, and interdisciplinary learning community. We welcome applications from a broad range of disciplines and do not require prior knowledge in certain fields. Below is the profile of MCM Class 2021.





# ZIBS

## CONTACT

Tel.: +86 571-8757 2611

Email: [zibs-mcm@intl.zju.edu.cn](mailto:zibs-mcm@intl.zju.edu.cn)

<https://zibs.zju.edu.cn/eng/mcm>

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**Zhejiang University International Business School**

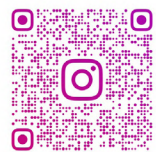
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ZIBS WeChat



Instagram