

ZIBS MCM

Master of Communication and Management

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MCM

Master of Communication and Management

全球传播与商务留学生硕士项目

ZIBS

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.

QS World University Ranking 2023

42

Asia University Ranking 2023

6

ARWU World Ranking

36

PROGRAM OVERVIEW

Zhejiang University International Business School (ZIBS) offers the Master of Communication and Management 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.

ENTREPRENEURSHIP 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.



CONNECTING THE WORLD, SHAPING THE FUTURE

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 newly founded business school has accelerated ZJU global initiatives and is set to become a leading global business school in the era of the new economy. ZIBS is headquartered in the Yangtze River Delta, a hub of innovation and one of the world's most dynamic regions.



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.



Cultural Creativity in Metaverse Industry Research Center (CCMI)

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 (CCMI) is aimed at cultivating first-class talents who are interested in cross-cultural communication and digital culture industry. CCMI 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. CCMI 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

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

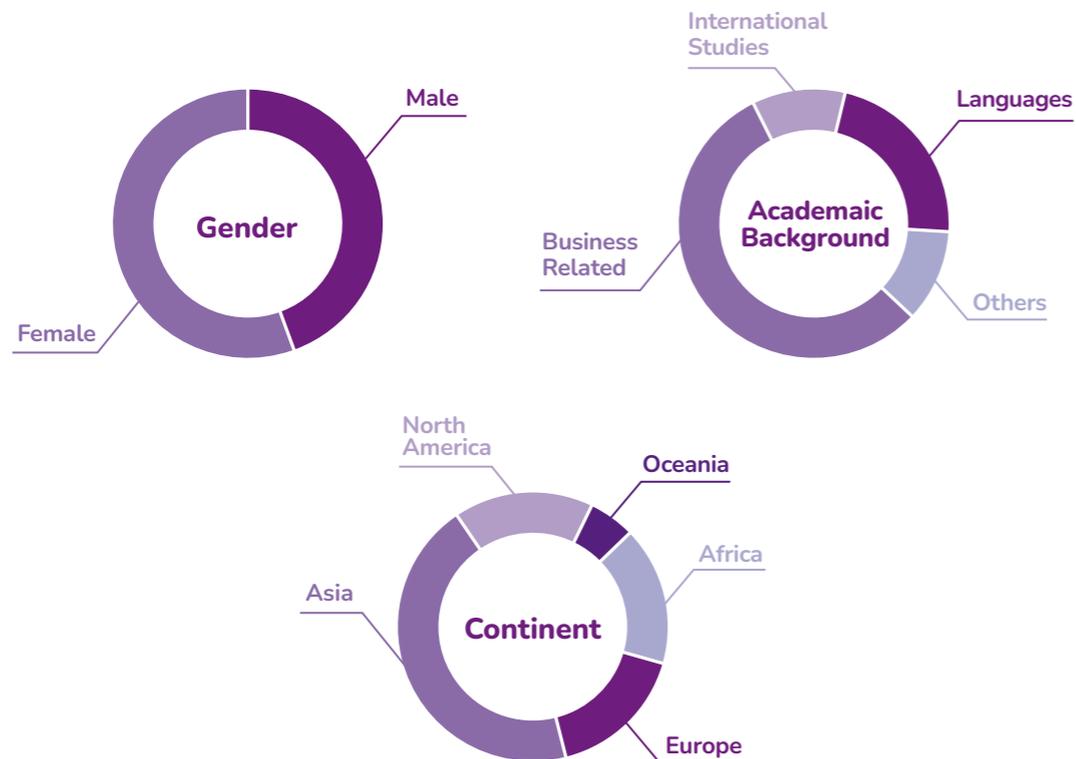
Electives

- 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

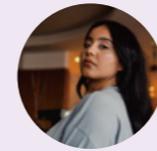
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Please note that the curriculum may be subject to change.

OUR STUDENTS IN THE WORLD



Student Testimonials



Khoudiri Maroua Algeria

The MCM program has been an amazing opportunity to expand my knowledge, network and perception. I've had the chance to learn from wonderful Professors and collaborate with diverse classmates to work on different projects that helped shed light on important topics in today's day and age. Although, we've been performing our degree online, the academic staff has always tried to engage us in activities happening on campus as well as being of immense help at anytime. I am truly grateful to be a part of ZJU and excited for what's coming in the future.

Bui Phuong Linh Vietnam

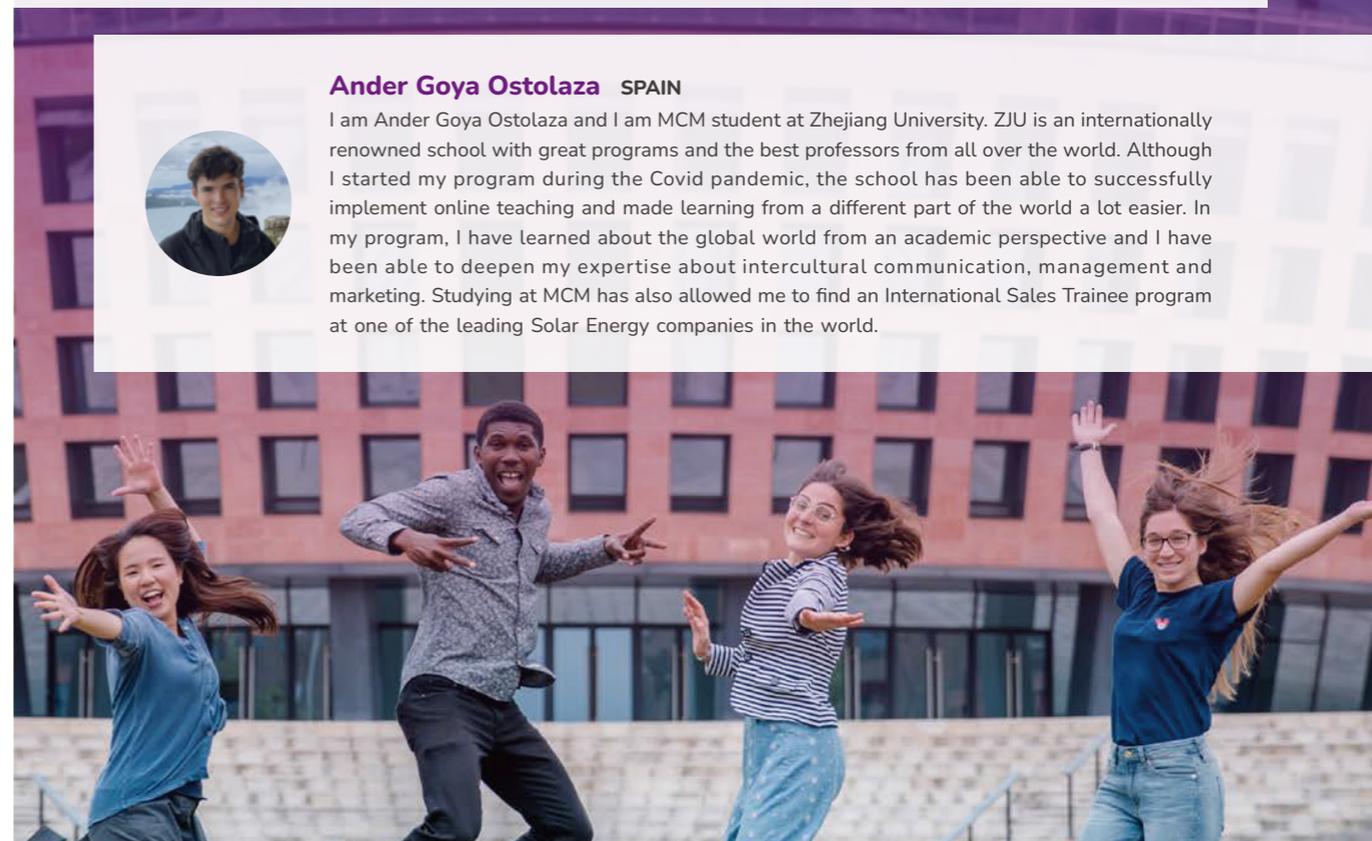
Being a part of MCM is one of my precious experiences in my life. I have gone through my first year at ZIBS via online studying due to the effect of the pandemic. Even though we were separated by a computer screen and lived in different time zones, it did not make the classes seem distant and unfamiliar. On the contrary, the courses are very interesting for international students like me. Our MCM program is well designed. It not only gives us comprehensive knowledge about communication-related theories but also provides in-depth insights into Chinese people, culture, as well as market through diverse optional courses which I think is very helpful for students who want to study and work in China. In addition, all lecturers, professors, and staff at ZIBS let us feel a warm welcome and support. They are really like friends, who accompany me closely throughout my journey of conquering knowledge. I hope that in the near future, very soon, all international students will be able to meet each in China and weave together the best dreams and memories at ZIBS and MCM.



Ander Goya Ostolaza SPAIN



I am Ander Goya Ostolaza and I am MCM student at Zhejiang University. ZJU is an internationally renowned school with great programs and the best professors from all over the world. Although I started my program during the Covid pandemic, the school has been able to successfully implement online teaching and made learning from a different part of the world a lot easier. In my program, I have learned about the global world from an academic perspective and I have been able to deepen my expertise about intercultural communication, management and marketing. Studying at MCM has also allowed me to find an International Sales Trainee program at one of the leading Solar Energy companies in the world.





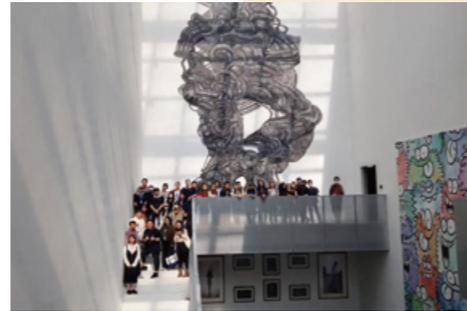
Wensli Silk Museum



Bilibili Inc.



Mutton and Yellow Wine Festival of Xinshi Town



Future Stitch Inc.



Me&China – Yan Fen Cottage



Traditional Chinese Culture Carnival

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

| | |
|-----------------|--------------------------|
| APPLICATION FEE | 800 RMB (Non-refundable) |
| TUITION | 66,000 RMB/year |
| ACCOMMODATION | From 8,000 RMB/10 Months |
| INSURANCE | 800 RMB/year |

*The program lasts for two years.

Scholarship



Chinese Government Scholarship
Zhejiang Government Scholarship

[Learn More](#)



Hai Scholarship

[Learn More](#)

Timeline



- 1 **November, 2022 – April, 2023**
Deadline:
1st round:
28th February 2023
2nd round:
31st March 2023
3rd round:
30th April 2023

- 2 **Rolling Basis**
Evaluation

- 3 **Rolling Basis**
Interview

- 4 **July, 2023**
Offer Package

- 5 **September, 2023**
Enrollment

