

# 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.



**# 3**  
National Ranking 2023

**# 6**  
Asia University Ranking 2023

**# 42**  
QS World University Ranking 2023



## ZHEJIANG UNIVERSITY INTERNATIONAL BUSINESS SCHOOL (ZIBS)

Based in China with global ambition, **ZIBS** aims to build a science & technology-focused premier global business school from China, by upholding the 5“i” philosophy of being “international, interdisciplinary, innovative, inclusive and integrative”, with continued emphases on 3 strategic pillars - Globalization, Digitalization, and the ZIBS Ecosystem.

**ZIBS** offers six postgraduate programs, namely Master of China Studies (MCS), Master in Communication and Management (MCM), international Master of Business Administration (iMBA), international Master of Finance (iMF), international Master of Fine Arts (iMFA) and international Master of Data Science (iMDS), one undergraduate program in Global Communication and Management (GCM) for international students, as well as executive education programs and customized training programs.

Connecting the World · Shaping the Future  
改变世界 引领未来

## PROGRAM OVERVIEW

Global Communication and Management Program (iMFA)

The international Master in Fine Arts Program (Digital Culture Direction) is a three-year full time master program. Created in collaboration with Zhejiang University College of Media and International Culture, equips students with practical skills like script writing, film and television production, and new media audio-visual editing .The program focuses on cultivating outstanding film and television media talents with international perspective. The main courses related to film and television production,marketing and management., etc. This program aims to develop students' intercultural communication competence, digital media skills and practical experience in business and management. The programme enables you to contribute to timely discourses on digital culture, conduct innovative research projects, and engage in media practices.

### STRUCTURE

<b>Duration</b>	<b>Degree</b>
3 Years of full-time study	Master of Fine Arts

### Graduation Requirements

Minimum 50 Credits   Thesis, Project and Works   Internship



## CURRICULUM

### Core course

- Film and Television Research Methodology
- Audiovisual Media Management
- Research On Artistic Creation Methods
- Film and television Color Research
- Screenplay Making
- Cross-cultural Communication
- Analysis of Classic Works
- Film and Television Directing Theory and Practice
- Mobile Storytelling

### Elective courses

- Women, Media and Chinese Society
- Media China :New Media and Society
- Research Methodology
- Topics on Chinese History and Culture
- Global Communication

\*curriculum may be subject to change

### COLLEGE OF MEDIA AND INTERNATIONAL CULTURE ZHEJIANG UNIVERSITY



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.

international Master of  
**Fine Arts**

戏剧与影视硕士项目

# 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

## CAMPUS LIFE



## APPLICATION

### Entry Requirements

1. Minimum bachelor's degree at any given major
2. Applicants must have an internet-based TOEFL test score 80 (or above) 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)
3. Applicants must have HSK certificate of level 5 or above

### Additional Materials for Application

Applicants who have individual works could send short video works/script or video clips to [zibs-imfa@intl.zju.edu.cn](mailto:zibs-imfa@intl.zju.edu.cn), with the attachments named by applicants' full name (Cloud link is also recommended).

## FEES

### APPLICATION FEE >

800 RMB (Non-refundable)

### TUITION >

40,200 RMB/Academic year

### ACCOMMODATION >

8,000 - 10,000 RMB/Academic year

### INSURANCE >

800 RMB/Year

\* The program lasts for three years

\* Tuition fee is subject to change according to the latest regulation

## Timeline

- 1 **November, 2023 – February 29, 2024**  
Early Action Application
- 2 **May 31, 2024**  
Final Deadline for Applications
- 3 **November 2023 – May 2024**  
Interview Stage
- 4 **July, 2024**  
Official Offer Package (including the JW201/2 Form for a student visa)
- 5 **September, 2024**  
Enrollment

\*Note: The assessment result is usually released by email within 4-8 weeks after the interview.

**Application Submission:**  
via application system (<http://isinfosys.zju.edu.cn/recruit/login.shtml>)

## STUDENTS TESTIMONIALS

### 2021 IMFA student Dai Qing



The iMFA program was targeted and exactly what I was looking for in a Masters program. The instructors in each course were patient, understanding and highly skilled. My experience at ZIBS was full of learning and grooming. It gave me an opportunity to meet different kind of people from around the world and leant many things from them.



### 2022 IMFA student Gao Lyumuzhuo

As a member of the ZIBS family, we have made many new friends and met responsible teachers. ZIBS offers diverse courses and activities that students are pretty interested in. These always make us broaden our horizons and improve our English communication ability. Everyone here offered the greatest help for us and we gained a lot!

international  
interdisciplinary  
integrative  
inclusive  
innovative

## CONTACT

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