



APRU（環太平洋大学協会）学生サマープログラム2011  
学内募集要項

東京大学が加盟している大学連合 APRU（Association of Pacific Rim Universities：環太平洋大学協会）では、学生交流の一環として、学部生を対象とした短期のサマープログラムを実施しています。

応募を希望する学生は、本学内募集要項及び2011年の主催校である中国・浙江大学からの Call for Paper をよく確認の上、所属する学部を通じて申請してください。

1. テーマ “Developing Entrepreneurial and Innovative Talent in 21<sup>st</sup> Century”
2. 日程 平成23年7月6日（水）－7月17日（日）
3. 開催校 中国・浙江大学(Zhejiang University)
4. 対象者 学部生
  - ・申請時及び派遣期間を通じて本学学部正規課程に在学する者
  - ・休学者は対象外
5. 募集人数 全学で2名（原則として各学部1名まで）
6. 応募方法 7. の提出書類を揃え、4月1日以降の所属学部担当係に提出すること
7. 提出書類 以下4点
  - ① 参加申込書（所定様式）
  - ② 参加希望理由書（様式任意，A4 サイズ1 ページ程度）
  - ③ 英語能力を証明できるもの（英語の能力試験成績証明書の写し等）
  - ④ 大学入学以降の成績証明書（写し）
7. 提出期日 平成23年4月6日（水）
  - ・原本1部と写し1部を教務課後期課程係へ提出すること。
  - ・浙江大学からの Call for Paper 記載の期日（5月10日）とは異なるので注意すること
9. 選考 本学において審査を行い、所属学部を通して結果を通知する
10. 参加費の補助 採用学生について、本学から参加費の一部を助成する

〈参考〉

APRU（環太平洋大学協会）学生サマープログラム公式 URL：

<http://www.apru.org/activities/ugp-apru.htm>

浙江大学公式 URL：

<http://www.zju.edu.cn/english/>



**6<sup>th</sup> APRU Undergraduate Summer Program**

**Developing Entrepreneurial and Innovative Talent in 21<sup>st</sup> Century**

**Zhejiang University, China**

**July 6 –17, 2011**



## **PROGRAM DESCRIPTION & OBJECTIVES**

Zhejiang University (ZJU) will host the 6<sup>th</sup> APRU Undergraduate Summer Program (USP) on “Developing Entrepreneurial and Innovative Talent in 21<sup>st</sup> Century” from July 6 to 17, 2011.

Taking full advantage of the well-developed private and entrepreneurial economy of Zhejiang province, the proposed program will provide a series of lectures in the field of innovation and entrepreneurship with a focus on the Zhejiang Model of family business.

This year’s USP will include a variety of activities such as sessions on the Chinese language and traditional Chinese culture, study visits to several famous local companies and commodity markets, as well as visits to renowned cultural venues and places of interest in and around Hangzhou. In addition, students will have the opportunity to meet with outstanding ZJU alumni-entrepreneurs and to engage in group presentations and stimulating discussions.

The last day will feature a Model United Nations Experience Day and end with a performance party involving all participants.

### **PROGRAM OBJECTIVES**

The program at ZJU aims to achieve the following:

- Offer students the opportunity to learn about innovation and entrepreneurship;
- Provide practical approaches to examining critical issues and global challenges of the 21<sup>st</sup> Century in the fields of innovation and entrepreneurship;
- Provide students a unique opportunity to experience traditional Chinese culture and gain insights into the rapid economic development of contemporary China;
- Provide opportunities for networking, exchanging interdisciplinary perspectives and sharing best practices on innovation and entrepreneurship; and
- Strengthen the mutual understanding and friendship among the students from different APRU member universities.

## **AREAS OF FOCUS**

### **TARGET AUDIENCE**

Undergraduate students from any discipline are welcome to participate and the following can act as guidelines in the selection of undergraduate students for the program. We are looking for undergraduates who:

- Hope to better understand innovation and entrepreneurship in the context of globalization;
- Have experience in doing part-time jobs or have aspirations towards starting their own businesses in an innovative way;
- Are keen to learn from individual successful entrepreneurs as well as to know more about Chinese entrepreneurship in general;
- Are eager to explore approaches to entrepreneurial leadership in addressing new challenges faced by today’s young people;
- Are interested in the Chinese language and culture; and
- Possess a good command of the English language.

## ACADEMIC CREDIT

Students will be awarded a certificate at the end of the two weeks for their participation in the program. While academic credit will not be awarded by ZJU for completion of the program, home universities may choose to award credit to their students upon completion of the program.

## PROGRAM EXPENSES

### REGISTRATION FEE

The program registration fee is USD 250. Payment should be made by wire transfer to:

BENEFICIARY: ZHEJIANG UNIVERSITY (388 Yuhangtang Road, Hangzhou, 310058)

ACCOUNT NO: 800100120218094014

ACCOUNT: BANK OF CHINA, ZHEJIANG BRANCH,

SWIFT CODE: BKCHCNBJ910

ZJU will provide a receipt to each participant upon his/her arrival (please note that bank transfer administrative fees are to be borne by the participant).

Please provide the participant's complete name (including the English name, if any for Chinese and other participants) and the name of university, and indicate "APRU Undergraduate Summer Program 2011" in the remarks column when you send in your payment. The copy of the bank transfer receipt should be sent to the following staff members by email or by fax by **June 10, 2011**:

Ms. QIAO Liqing

Program coordinator

International Relations Office, Zhejiang University

Tel: 86-571-88981000, Fax: 86-571-87951315 E-mail: [qiaoliqing@zju.edu.cn](mailto:qiaoliqing@zju.edu.cn)

or

Ms. CHEN Feng

Program coordinator

International Relations Office, Zhejiang University

Tel: 86-571-88981035, Fax: 86-571-87951315 E-mail: [chenfeng@zju.edu.cn](mailto:chenfeng@zju.edu.cn)

The registration fee covers accommodation from July 5 to 18 (13 nights), transportation to and from event venues, program materials, welcome and farewell dinners, social activities and field trips.

## OTHER EXPENSES

Participants will need to pay for airfare, food (except organized dinners), laundry, extra-day accommodation if applicable, and other personal expenses. **It is highly recommended that participants buy insurance before their departure.**

The average cost of a meal on ZJU campus is CNY 5-8 (approx. USD 0.8 to 1.2). The food cost will be relatively higher off-campus. Local bus fares cost CNY 2-3 (approx. USD 0.4).

## ACCOMMODATION

For the convenience of participating students, accommodation near the campus at Jindu Hotel has been reserved from July 5 to 18, 2011 (13 nights). **Two students will share one standard room with free internet access and breakfast.** The participants who would like to book a single room (one bed) will need to pay an extra fee of CNY140 per day. Please note that rooms are subject to availability. For more information please contact Ms. QIAO Liqing ([qiaoliqing@zju.edu.cn](mailto:qiaoliqing@zju.edu.cn)) or Ms. CHEN Feng ([chenfeng@zju.edu.cn](mailto:chenfeng@zju.edu.cn)).

## APPLICATION INFORMATION

Interested undergraduates from member universities must:

- 1) Apply to the relevant office (e.g. International Relations Office) at their home university;
- 2) Be nominated to participate by their home university (Each APRU member university may nominate up to two (2) undergraduate students to participate in the Undergraduate Summer Program 2011).
- 3) Complete the registration form in **Annex A** and send it to ZJU by **May 10, 2011** by:
  - (i) email : [qiaoliqing@zju.edu.cn](mailto:qiaoliqing@zju.edu.cn), [chenfeng@zju.edu.cn](mailto:chenfeng@zju.edu.cn); or
  - (ii) fax: +86-571-87951315 (Attention to: Ms. QIAO Liqing or Ms. CHEN Feng)

## VISA APPLICATION

Participants should indicate on their registration form whether they require a visa to enter China. ZJU will send each participant an invitation letter for their visa application at the Chinese Embassy/Consulate in the participant's home country.

## CONTACT INFORMATION

Ms. QIAO Liqing  
Program Coordinator  
International Relations Office, Zhejiang University  
Tel: 86-571-88981000  
Fax: 86-571-87951315  
E-mail: [qiaoliqing@zju.edu.cn](mailto:qiaoliqing@zju.edu.cn)

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Tel: 86-571-88981035  
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E-mail: [chenfeng@zju.edu.cn](mailto:chenfeng@zju.edu.cn)

## Annex A

**Registration Form**  
**6<sup>th</sup> APRU Undergraduate Summer Program**  
**Developing Entrepreneurial and Innovative Talent in 21<sup>st</sup> Century**  
**Zhejiang University, China**  
**July 6 – 17, 2011**

<b>Name of University</b>			
<b>Participant Information</b>			
Family Name		First Name	
Gender (M / F)		Date of birth (dd-mm-yyyy)	
Place of Birth		Email	
Telephone <small>(country code – area code – tel no.)</small>			
Mailing Address			
<b>Passport Information</b>			
Full Name as in Passport		Nationality	
Passport No.		Place of Issue	
Date of Issue		Date of Expiry	
Visa letter required	<input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Other Information</b>			
Special Dietary Requirements (i.e. vegetarian, halal, etc.)			
<b>Flight Details and Period of Stay (for accommodation purposes)</b>			
Flight no.		Time & Date of Arrival	
Check-in Date		Check-out Date	
<b>Next-of-Kin (NOK)</b> <i>Should there be a need to contact your next-of-kin during an emergency, the person below will be contacted immediately.</i>			
Name		Relationship with Participant	
Address			
Contacts:	(a) Home tel no. <small>(country code – area code – tel no.)</small>		
	(b) Mobile no. <small>(country code – mobile no.)</small>		
	(c) Email		
<b>Official Contact Person in University for the Program</b>			
Name		Email	
Telephone <small>(country code – area code – tel no.)</small>		Fax <small>(country code – area code – fax no.)</small>	
Mailing Address			

As of February 23, 2011

**6<sup>th</sup> APRU Undergraduate Summer Program**  
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**Zhejiang University, Hangzhou**  
**July 6 -17, 2011**

**Preliminary Schedule**

*\*tbc- To be confirmed*

Date	Time	Courses & Activities	Lecturer	Venue
6 <sup>th</sup> , July Wed.	10:00-10:20	Opening Ceremony: Welcome Speeches and Group Photo	Prof. Li Min Deputy Director of International Relations Office  APRU Secretary General or APRU Secretariat Representative	
	10:20-12:00	Orientation: Zhejiang University & APRU Undergraduate Summer Program 2011	International Relations Office (IRO)	
	12:00-13:30	Lunch Break		
	13:30-15:00	Lecture: Innovation Education	Prof. Gilsun Song School of Education	
	15:00-15:45	Transfer from Xixi Campus to Zijingang Campus		IRO

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	15:45-17:30	Zijingang Campus Tour (University History Museum, Exhibition on Scientific and Technological Achievements, etc.)	IRO	
	17:30-19:00	Welcome Dinner	Hosted by Vice-President Wu Ping (tbc)	
7 <sup>th</sup> , July Thu.	09:00-09:30	Survival Chinese I	IRO	
	09:30-09:45	Break		
	09:45-11:15	Lecture: Globalization of Manufacturing and Innovation	Prof. Wu Xiaobo School of Management	
	11:15-13:00	Lunch Break		
	13:00-16:00	Visit to West Lake and Lingyin Temple	IRO	
8 <sup>th</sup> , July Fri.	09:00-10:00	Approach to Chinese Martial Arts	Prof. Wu Jian School of Education	
	10:00-10:15	Break		
	10:15-11:45	Lecture: Chinese Economic Development and FDI Opportunity	Prof. Wei Longbao School of Management	
	11:45-13:15	Lunch Break		
	13:15-16:00	Meeting with one or two outstanding entrepreneurs (Zhejiang University alumni)	IRO	
9 <sup>th</sup> , July Sat.	8:30-17:00	Field trip to Yiwu Commodity Market	Hosted by local representatives (tbc)	
10 <sup>th</sup> , July Sun.	<i>Free time</i>			
11 <sup>th</sup> , July Mon.	09:00-10:00	Approach to Chinese Painting and Calligraphy	IRO	
	10:00-10:20	Break		



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	10:20-11:50	Lecture: Succession and Entrepreneurship of Chinese Family Business	Prof. Chen Ling School of Management	
	11:50-13:20	Lunch Break		
	13:20-16:20	Company Visit: Alibaba Group Co.	IRO	
12 <sup>th</sup> , July Tue.	09:00-09:30	Survival Chinese II	IRO	
	09:30-09:45	Break		
	09:45-11:15	Lecture: International New Ventures: Cases from Chinese Private Companies	Prof. Chen Xudong School of Management	
	11:15-13:00	Lunch Break		
	13:00-16:00	Visit to Southern Song Dynasty Guan Kiln Museum & Chinese Pottery Making or Visit to Wang Xing Ji Fan Factory & Chinese Fan Making		
13 <sup>th</sup> , July Wed.	09:00-10:00	Approach to Beijing Opera	International College	
	10:00-10:15	Break		
	10:15-11:45	Lecture: The story behind China's catching-up: a perspective of learning and innovation	Prof. Guo Bin School of Management	
	11:45-13:00	Lunch Break		
	13:00-17:00	Reflections and Preparations for Group Presentations: Students could make use of this time to reflect on their experiences and lessons learned from the lectures and various visits. Students could also make use of this time to write their essays and prepare for their group presentations on July 16.		
14 <sup>th</sup> , July Thu.	09:00-17:00	Day trip to Wuzhen Town	IRO	

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15 <sup>th</sup> , July Fri.	09:00-09:30	Survival Chinese III	International College	
	09:30-09:45	Break		
	09:45-11:15	Lecture: The Zhejiang Model of Innovation and Entrepreneurship	Assoc. Prof. Zhang Gangfeng School of Management	
	11:15-13:00	Lunch Break		
	13:00-14:30	Lecture: Firm Innovation Capability and Regional Development	Prof. Wei Jiang School of Management	
16 <sup>th</sup> , July Sat.	09:00-09:30	Survival Chinese IV	IRO	
	09:30-09:45	Break		
	09:45-11:15	Lecture: Entrepreneurial Leadership in China	Assoc. Prof. Zhou Fan School of Management	
	11:15-13:00	Lunch Break		
	13:00-17:00	Group Presentations (Business Plan Contest)	Presided by student representatives	
17 <sup>th</sup> , July Sun.	09:00-12:00	Model United Nations Experience Day Theme: Internet and Business	Zhejiang University Model United Nations Association	
	12:00-13:00	Lunch Break		
	17:30-20:00	Performance with ZJU students & Farewell Dinner	Hosted by President Yang Wei (tbc)	