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Degree Program at TAU: MBA

Host University: Zhejiang University, Hangzhou, China

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Exchange Experience

About the country and city

China, officially the People's Republic of China (PRC), is the world's most populous country, with a population of around 1.404 billion. China is covering approximately 9,600,000 square kilometers and it is the third or fourth largest country by total area.

Hangzhou is the capital city of Zhejiang province covering an area of 16,596 square kilometers with a population of about 8.8 million.

Hangzhou is located southwest of Shanghai and it is also a well-known tourist city once described by Italian traveler Marco Polo as the finest and most luxurious city in the world.

Hangzhou is famous for its West Lake, a World Heritage listed scenic spot.

Recognized as one of the eight major schools of cuisine in China, Hangzhou food is characterized by its light flavors, enjoyable presentation and delicate cooking methods.

About the Host University

Founded in 1897, **Zhejiang University** was one of the earliest modern academies of higher education established in China.

The School of Management (SoM) consists of seven departments, namely, Innovation, Entrepreneurship and Strategy, Data Science and Engineering Management, Service Science and Operations Management, Leadership and Organization Management, Accounting and Financial Management, Tourism and Hotel Management, and Marketing.

SoM offers undergraduate program, doctoral program as well as MBA and EMBA programs.

The School has achieved the triple-crow accreditations from AACSB, EQUIS and AMBA, and also actively develops academic cooperation and establishes strategic partnerships with business schools in USA, Canada, UK, France, Germany, Italy, Sweden, Korea, Singapore, Japan, Australia as well as Hong Kong and Taiwan.

Zijingang Campus is the largest of seven campuses of the University in Hangzhou and is also where the School is located.

The facilities include one library, three Dining Halls, two supermarkets, one sports store, several grocery stores, coffee shops/tea houses and hair salons.

The campus covers an area of 2.1 square kilometers accommodating 13,000 first- and second-year undergraduates. The main transport for students here is bicycle.

Courses and professors

The program's focus was on Innovation and Entrepreneurship.

Academic lectures were delivered by the Professor Team of Zhejiang University School of Management. It covered important perspectives of being an entrepreneur, such as marketing, finance, economic and so on.

The main courses topics were entrepreneurship in China, doing business in China, market analysis, business model designing, entrepreneurial finance, innovating for good enough markets and intellectual property.

As part of the program we visited at high-tech companies (including Alibaba). It was very enriching, different and interesting.

The ultimate objective of the program was to build up a Business Plan. The Business Plan project included finding a unique idea, exploring new markets, doing market research and finding supporting material. In addition, it required us to work as a team. It was very challenging and required leadership skills, presentations abilities and communication ability.

Accommodation

During our program we stayed at Zijingang International Hotel, the hotel was very close to the University main gate (about 5 minutes by walking), so it was very comfortable.

We shared a standard twin room with another participant, and the breakfast was covered in the accommodation fee.

Visa

Updated information regarding the VISA process can be found on the embassy website: <http://il.china-embassy.org/eng/lsw/visa/>

Tourist VISA is good enough for short term visit in China so there was no need for a Student VISA (although student VISA is also an option).

In general, for **tourist** VISA application you will need:

- Original Passport (with at least 6 months of remaining validity)
- Passport photo
- Flight tickets
- Information on the planned visit
- Accommodation confirmation (at least for the first days)
- 105 ILS

The process takes about 4 days.

Transportation

The metro in Hangzhou is very comfortable and very cheap (around 4 RMB per direction). It is better to buy chargeable metro card (more convenient).

DIDI app is for taxies.

There is a fast train to Shanghai (about 1 hour) and to Beijing (about 4.5 hours)

Insurance and Health Services

The University required us to buy international travel insurance before leaving our home country, I had PassportCard insurance.

There is medical service inside the campus, and in case you will need a hospital there are few hospitals inside the city.

Living expenses

China is affordable compared to Israel.

The accommodation is included in the program fee, so the main expenses are on flights (from\to Israel) and food (that is very cheap, compared to Israel).

- An average lunch cost around 30 RMB (inside the campus it's even cheaper)
- An average dinner cost around 40-70 RMB in a restaurant.
- Metro cost around 4 RMB (per direction) (for the evenings)
- Museums \ tourists' sites cost around 10-30 RMB per site
- A train to Shanghai cost around 80 RMB (per direction)
- Cloths and accessories prices are similar to the prices in Israel (not cheap)
- Laundry inside the campus cost around 20 RMB

- Bubble Tea (you must try it 😊) cost around 12 RMB

Food

The food in China is very cheap (around 30 RMB for simple meal). Most of the dishes will include seafood\meat. The food on the streets may be challenging, but the food in the restaurants is very good and most of the dishes are for sharing. Hot-pot meal is very recommended (for sharing).

Night life

There are a lot of Karaoke places in Hangzhou, as Karaoke is very common in China. In addition, there are nice bars and very good (and big) clubs in Hangzhou. Hangzhou is a modern city and there are lots of students in the campus area.

Tips

- Download google translate before the flight to China. Online translation for Chinese characters (with the phone camera) is very helpful as most of the people does not understand English.
- Download and configure VPN before the flight to China (Google, Facebook, WhatsApp and some other apps are blocked in China). If you'll buy global sim in IL it may work for you without the need to connect through VPN (but it will cost a little bit more than buying Chinese sim in China).
- The Chinese barley use cash and most of the places won't accept credit card. The easiest way to pay would be with WeChat \ Alipay account but it is not so easy to create such account as a tourist.

The best way, as a tourist, will be to use ATM and pay with cash.

- Traveling by train from Hangzhou to Shanghai takes about an hour. It is a great option to go for a short visit in Shanghai during the weekend.
- There are good and cheap places for laundry inside the campus (this is better than the hotel laundry option)

General experience

The student exchange program is a great opportunity to explore new countries and cultures. During my visit in China I studied a lot, it was a very unique experience, and it was a wonderful way to meet amazing people from all over the world.

