



温州大学
WENZHOU UNIVERSITY

2018 年温州大学国际大学生 暑期创业实训营方案

2018 Wenzhou University Entrepreneurship Training
Program of Summer Vacation For International Students

温州大学

Wenzhou University

2018 年 7 月 10 日-7 月 17 日

温州大学简介

Introduction of WZU



温州大學是一所地方綜合性大學，辦學歷史可追溯到溫州近代著名愛國愛鄉人士黃溯初先生1933年創辦的溫州師範學校，文化底蘊深厚，有着優良的辦學傳統。學校位于浙江省南部美麗的沿海城市溫州。學校占地總面積2352畝，分茶山校區和學院路校區。茶山主校區位于溫州高教園內，南眺羅山群峰，北蘊三垟濕地，山水靈秀與翰墨書香相得益彰，是莘莘學子修身治學的絕佳所在。學校下設17個學院，并舉辦甌江學院、城市學院2個獨立學院。校本部現有全日制在校生14652人，教職工1755人，其中專任教師1069人。學校積極拓展對外合作交流領域，不斷探索國際化辦學之路，已與美國、英國、加拿大、澳大利亞、意大利、德國、日本、韓國、泰國、新加坡等國家以及臺灣地區的58個高等院校、科研機構建立了良好的合作交流關係，與泰國東方大學合作舉辦孔子學院，與美國肯恩大學合作舉辦溫州肯恩大學，與丹麥哥本哈根商學院合作舉辦市場營銷本科專業，與臺灣中華大學合作舉辦電子信息工程本科專業。學校每年接收外國留學生、進修生近300人次，是全國首批華文教育基地，獲得通過“港澳臺僑學生聯合招生考試”招收港澳臺僑學生資格，是中國政府獎學金委托培養院校。學校弘揚“厚培德本、深潛智源”的優良傳統，秉承“求學問是、敢為人先”的校訓精神，遵循“以人為本、質量立校、服務地方、特色取勝、追求卓越”的辦學理念，立足溫州、服務浙江、面向全國，努力建設具有鮮明地域特色、國內知名的教學研究型大學。



Wenzhou University (WZU) is a comprehensive and regional institution of higher learning, which can be traced back to Wenzhou Normal College founded by the patriot Huang Suchu in 1933. It presents an atmosphere rich in culture and fine tradition.

WZU is located in the beautiful and prosperous city of Wenzhou in the south of Zhejiang Province. The Chashan Campus and Xue Yuanlu Campus altogether cover an area of 157 hectares. Its main campus (Chashan Campus) is located in Wenzhou Higher Education Park with Luoshan Mountains to its south and Sanyang wetlands to its north, the picturesque location provides an ideal place for both personal enrichment and academic learning.

The WZU system includes 17 colleges (two of which are independent colleges, i.e. Oujiang College and City College) . The university enrolls 14,652 students which are supported by 1,069 faculty members and 686 administrative and supporting staff.

Wenzhou University is actively expanding international engagement and continuously seeking internationalization in its education offerings. It has established friendly cooperative relations with 58 colleges, universities and research institutes from countries and regions including U.S., U.K.,

Canada, Australia, Italy, Germany, Japan, Korea, Thailand, Singapore and Taiwan etc. Wenzhou University had set up a Confucius Institute with the Burapha University of Thailand, a China-US cooperatively-run school *Wenzhou-Kean University*, a China-Denmark joint undergraduate program in international sales and marketing management undergraduate program in Electronic Information Engineering. WZU enrolls over 300 foreign students every year and is among the first batch of education bases for Chinese language and culture instruction in China.

WZU carries forward its long-standing tradition of “Nurturing Virtues and Exploring Truth” and forges ahead with its motto of “Keep learning and seeking truth with robust pioneering spirits”. The principle of “serving local society by placing people first” gives priority to quality in the development of competitive advantage, based on distinctive features and the pursuit of excellence. The university’s goal is to become a well-known teaching and research institution with distinct regional characteristics that is based in Wenzhou City, serving the broader Zhejiang Province and reaching out to the whole country.

温州大学创业教育简介

Introduction of Entrepreneurship Education, WZU

作为中国市场经济的发源地，温州可以称为一座创业之城，具有深厚的商业文化底蕴和良好的创业环境，拥有丰富的中小企业资源和国际化的商务资源，温州大学立足于独特的区域创业文化，通过通识教育、创业实践、创业教学、创业孵化等途径开展系统的创业人才培养，在国内外产生了较大的影响被政府部门认定为“国家级创业人才培养模式创新实验区”，培养了大量的青年大学生创业者。

As the birthplace of Chinese market economy, Wenzhou, a city of entrepreneurship, boasts profound commercial history, favorable business environment, various small & medium enterprises and international commercial resources. Due to its unique regional culture of entrepreneurship, Wenzhou University carries out systematic entrepreneurial talents program through approaches including general education, entrepreneurial practice, teaching and business incubator, and has been regarded as national innovative trial plot on entrepreneurial talents training models.

为推进系统化的创业教育，学校于 2009 年 6 月成立了实体运作的创业人才培养学院，现有专职人员 15 人，校内外兼职专家、教授、教师 70 多人，主要负责全校大学生的创业教育教学管理、创业实践与创业研究等工作。开发了创业教育融入专业人才培养方案，开发了全校创业教育模块课程资源，开设了创业管理专业学位班、创业先锋班、经理成长班、企业接班人培训班、3+1 创业精英班等创业人才培养新模式。

To further improve entrepreneurship education, WZU established the academy of entrepreneurship education in June, 2009. The academy owns 15 full-time staff, over 70 part-time experts, professors and teachers, and is responsible for entrepreneurial teaching management, entrepreneurial

practice and research for all our students. Besides, the academy combines entrepreneurship education with professional talents training program, develops modular courses for entrepreneurship education and other new models.

学校建有 5000 多平方米的大学生创业园区，是国内最早建设的大学生创业园区，专门免费供大学生创新创业团队进行创业实务训练与实践营运，已累计孵化学生团队 120 个，孵化存活率达 80%以上。为促进学生创新成果的科技转化，学校还建设国家级众创空间，在二级学院还建有 18 个分布式创客空间，主要用于学生创意发展、科技创新、创业孵化、技术转化等功能。

The start-up incubator of WZU covers an area of over 5000 square meters, the earliest one established in China. It is set up to specialize in practical training and operation for student entrepreneurship teams for free, and it owns 120 teams, with survival rate of over 80%. What's more, the university also boasts maker space for students to develop creativity, technology innovation, technology transfer, etc.

学校贯彻国家“一带一路”发展战略，积极拓展创业教育国际化，在意大利成立中国地方高校在欧洲的第一所分校；联合全球创业硅谷（GSV）等孵化器在纽约曼哈顿成为温州大学纽约创业孵化器；与韩国国立群山大学联合培养创业博士，并于 2017 年 6 月招收第一届国际创业博士生；与美国康奈尔大学、美国阿帕拉契大学、以色列布劳福德学院等高校在创业教育领域有密切的合作。学校从 2016 年开始针对留学生举办创业教育硕士项目，目前该项目有来自美国、韩国、孟加拉国、哈萨克斯坦、坦桑尼亚、塞拉利昂等 10 多个国家的 30 余位在读硕士留学生。

Based on the “Belt and Road” Initiative, WZU established Italy Campus, the 1st Chinese campus set up in Europe, a WZU Start-up incubator in New York, a joint entrepreneurship PhD program with Kunsan National University, and close collaboration with Cornell University, APP State

and Browford college in Israel. Since 2016, WZU started MA program on entrepreneurship education for overseas students. At present, the program has attracted over 30 overseas students from countries including USA, South Korea, Bangladesh, kazakhstan, Tanzania and Sierra Leone,



2018 温州大学国际大学生创业实训营课程

Curriculum on 2018 Entrepreneurship Training Program for International Students of Wenzhou University

Date: 10th, July, 2018-17th, July, 2018 (tentative)

Participants: Undergraduates from Sister School of WZU who are willing to start business (preferably be under 28 years old)

Contents: Teaching, Investigation, Practice, Cultural Exchange and Experience

Quota: 30

Deadline: 18th, June, 2018

How to apply: Please send the application and your CV in English to Mrs.

Ilaria Mundula ilaria.mundula@pin.unifi.it mobile:

366-4348187.

2018 创业实训营日程安排

Schedule on 2018 Entrepreneurship Training Program

日期 Date	项目 Item	内容 Content
10-7	抵达温州 Arrival	报到接机 Check in & Airport pick up
11-7	开营仪式 Opening Ceremony	实训营启动仪式 The Launch of Training Program
	参观 Visits	发绣馆、校史馆、创业园 Hair Embroidery Institute, History Museum of WZU, Start-up Incubator
	午餐 Lunch	欢迎午餐 Welcoming Lunch
	讲座 1 Lecture 1	“大众创业 万众创新”背景下的中国高校创新创业教育发展 Mass Entrepreneurship & Innovation Overview on Entrepreneurship Education among Chinese universities under the background of “Mass Entrepreneurship & Innovation”
12-7	讲座 2 Lecture 1	商业模拟画布的制作与运用 Production & Application of commercial simulated canvas
	交流活动 Exchanges	各国大学生创业的异同 Views shared by various students on entrepreneurship
13-7	参观 Visits	温州城市规划馆、生命健康小镇 City Planning Exhibition Hall, Lift Health Town
	文化考察 Cultural Visits	游览南塘、江心屿 Visits to Nantang Street, Jiangxinyu Island
14-7	讲座 3 Lecture 3	创意市场营销 Creative Marketing
	体育竞赛活动 Sports Competition	篮球友谊赛 Friendly Basketball Match
15-7	讲座 4 Lecture 4	精益创业 Lean Entrepreneurship
16-7	商业模拟分享 Commercial Simulated Exchange	各小组心得分享、项目评比、颁奖典礼 Experience Sharing, Program Evaluation, Award Ceremony

	分享与交流 Idea Exchanges	自由讨论 Free Discussion
	欢送晚餐 Farewell Dinner	欢送晚餐 Farewell Dinner
17-7	返程 Departure	送机 Airport Drop-off

备注：具体时间及长度可根据各国学生实际情况做相应调整

Note: Adjustments of specific time and arrangements are available.