Do you know China will overtake the US to become world's largest economy by 2028? Do you know China is soon to be world's biggest consumer market? Are you aware of China's unique internet infrastructure and digital landscape? Are you aware of the growing influence of China's digital giants on the rest of the world, including Europe? This programme will provide you all the latest trends and insights from professionals about digital China at the dawn of an unprecedented digital era.

China's rapid technological development, a large and exponentially growing digital consumers base and social media penetration has fuelled tremendous growth of its digital ecosystem. Silicon Valley was the source of technology firsts, and China now has been taking over this role.

Our minor Digital China is an intensive study on the mind-boggling Chinese digital and technological innovation, as well as Chinese creative business development. It also offers the students a dive-in experience of China's unique digital ecosystem, which is completely different from the rest of the world.

Teaching format and methods include lectures, workshops with guest speakers from industries, field trips to companies, individual assignments and group tasks.

Learning goals
The minor will prepare you with up-to-date and hands-on knowledge and skills on China's digital landscape and creative business.

Together with the mindset and thinking methods explored and trained throughout all courses, you will be able to develop creative and critical thinking with competitiveness and compatibility for any working environment, from startups, international companies and businesses that want to enter or already entered China, to join Chinese companies that want to enter or already entered European/global market.

The programme structure
This minor is going to be a real-time excursion throughout the unique and more and more globally influential Chinese digital ecosystem. The courses are designed to be practical and fun, with lots of showcases and guest lectures from industries: think about Alibaba, Wechat, Tiktok, Huawei, Xiaomi, also think about Western creative businesses or brands that succefully entered China such as Mediamonks, Dept agency, Cluse, Rituals..

The courses & the course descriptions

China's Digital Ecosystem
Channels and platforms, Chinese digital media landscape and censorship, super apps, social commerce, creative digital marketing practices, new retail

New Silicon Valley
China's technology innovation such as AI, 5G application, robotics, smart manufacturing, fintech, smart city and introduction about China's blockchain development trends

Doing business with Digital China
Business culture, intercultural communication, practical skills in doing business with/in digital China

Practical work
This course consists of applied research tasks for a real client

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The minor "Digital China" is offered during 20 weeks, with 2 courses in period A (Sept-Nov) and 2 in period B (Nov-Jan). It can be chosen as a whole, a unit of 30 ects, or per course (for the given number of ects). In that case, these individually chosen courses (1 to 3) can be combined with the courses of the programmes Creative Business and Media Psychology.

period	course code	course name	ects
A	JM-DCDCE-21	China's Digital Ecosystem	10
A	JM- DCNSV-20	New silicon valley	5
B	JM-DCDBDC-20	Doing business with Digital China	5
B	JM-DCPRRT-20	Practical/research tasks	10

Entry requirements
Curiosity and open-mindedness are the most important qualifications.

Language requirements
Since all the courses are taught in English and guest lectures will all be in English, you are expected to have attained good practical English speaking and writing skills.

More information
If you want to know about this programme , please check: https://www.digitalchina.university/
Do you have any specific questions? Please contact the programme coordinator Bei Wang (bei.wang@hu.nl)