

SUMMER PROGRAM

College of Management
National Taiwan University

July 5 – August 1, 2020

- INNOVATION •
- ENTREPRENEURSHIP •
- SUSTAINABILITY •

國立臺灣大學





Program Highlights

- Grasp the latest market trends within 4 weeks by courses taught in English
- Put theories into practice through lectures and company visits
- Learn about Asian business models
- Explore the beauty and culture of Taiwan

Program Dates

July 5	Arrive in Taiwan / Dorm check-in
July 6	Orientation
July 15-21	Company Visit and Cultural Event
July 23	Taipei City Tour
July 27-29	Taiwan Experience
July 31	Awarding Ceremony / Farewell
August 1	Departure / Dorm check-out

*Please note that all schedules are subject to change.



Courses

Innovation Management from an Asian Perspective (3 Credits)

This course focuses on recent trends in three key areas – exploring human value, formulating business strategy, and developing technology platforms for innovation. Learning is facilitated through lectures, case studies, group exercises, guest speeches, company visits, and a group project.

The 3-credit courses include the following modules (Tentative):

Module 1: Product Innovation & Opportunity Identification

Module 2: Leadership & Sustainable Entrepreneurship

Module 3: Value Chain Innovation & Platform Strategy

Module 4: Business Model Innovation & Strategic Alliances

Discovering Taiwan through Musical Culture: Tradition and Innovation (1 Credit)

This one-credit module introduces students to important musical genres and their historical and social contexts in Taiwan, and shows how Taiwanese musical heritage can be transformed into contemporary creative ideas.

Explore Taipei

Taipei is the capital city of Taiwan, which has more than 2.5 million inhabitants. It is Taiwan's largest city as well as its economic, political, and cultural center. From skyscrapers to the biggest collection of Chinese arts, Taipei is a city filled with fascinating contrasts - a mix of the modern and traditional, of the urban and the natural.

Outdoor Activities

To supplement learning in class lectures, the Innovation, Entrepreneurship & Sustainability Summer Program has designed a number of off-campus activities. Students will attend company visits to influential corporations in Taiwan. The field trips will take students to explore the attractions and historic spots of Taipei.

Countries/Regions where the International Students Originally from

Switzerland
3%



Singapore
9%



North America
10%



Netherlands
11%



Malaysia
3%



Macao
3%



Japan
3%



Hong Kong
5%



France
3%



China
36%



Australia
2%



Others
12%



Fees

Application Fee	Program Fee	Applicants	Application Period
USD 150 (non-refundable)	USD 3,700	International Students	Apr 1 - Apr 30, 2020
	USD 3,300	Partner University Students	Jan 10 - Apr 30, 2020
	USD 3,300	Early Bird Before Mar 31	Jan 10 - Mar 31, 2020

- +S2 Innovation, Entrepreneurship & Sustainability (4 weeks, 4 credits) Jul 5 - Aug 1

All-Inclusive Program Fee

The program fee includes tuition, lecture materials, orientation, accommodation, travel insurance, cultural events, company visits, and field trips.

Admission Requirements

- Current college students or graduates
- Fluency in English

How to Apply

Contact our office directly or visit us on the website:
www.management.ntu.edu.tw/en/ia



Scan QR code
to Apply



Contact Information

Office of International Affairs
Email: hysung@ntu.edu.tw



Scan QR Code
for Registration