



### 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 8	Arrive in Taiwan / Dorm check-in
July 9	Orientation
July 10-20	Company Visit
July 12	Taipei Day Tour
July 11-12	Cultural Event
July 26-31	Taiwan Experience
August 2	Awarding Ceremony / Farewell
August 3	Departure / Dorm check-out

\*Please note the program dates are subject to changes.



## Contact Information

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## Summer Program

國立臺灣大學

College of Management  
National Taiwan University

July 8 – August 3, 2019

- INNOVATION •
- ENTREPRENEURSHIP •
- SUSTAINABILITY •



## Fees

Application Fee	Program Fee	Applicants	Application Period
TWD 4,300 (\$ USD 160)	TWD 94,300 (\$ USD 3,750)	Early bird applicants	Jan 10 - Mar 31
	TWD 94,300 (\$ USD 3,750)	Applicants from partner schools	Jan 10 - Apr 30
	TWD 108,600 (\$ USD 4,140)	All other applicants	Apr 01 - Apr 30

\* The application fee is non-refundable. Current Exchange Rates from USD to TWD is 1.80 (November, 2018)

## All-Inclusive Program Fee

The program fee includes tuition, lecture materials, airport transportation service, 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/ta



Scan QR code to register



## 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:

- 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 (2016-2018)



Australia  
3%



Canada  
3%



China  
50%



France  
6%



Hong Kong  
8%



Japan  
6%



Macao  
5%



Morocco  
2%



Singapore  
8%



Swaziland  
3%



Thailand  
2%



USA  
4%