SUMMER PROGRAM
College of Management
National Taiwan University

July 5 – August 1, 2020
• INNOVATION •
• ENTREPRENEURSHIP •
• SUSTAINABILITY •
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

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>3%</td>
</tr>
<tr>
<td>Singapore</td>
<td>9%</td>
</tr>
<tr>
<td>North America</td>
<td>10%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>11%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>3%</td>
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<tr>
<td>Macao</td>
<td>3%</td>
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<tr>
<td>Japan</td>
<td>3%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>5%</td>
</tr>
<tr>
<td>France</td>
<td>3%</td>
</tr>
<tr>
<td>China</td>
<td>36%</td>
</tr>
<tr>
<td>Australia</td>
<td>2%</td>
</tr>
<tr>
<td>Others</td>
<td>12%</td>
</tr>
</tbody>
</table>
## Fees

<table>
<thead>
<tr>
<th>Application Fee</th>
<th>Program Fee</th>
<th>Applicants</th>
<th>Application Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>USD 150 (non-refundable)</td>
<td>USD 3,700</td>
<td>International Students</td>
<td>Apr 1 - Apr 30, 2020</td>
</tr>
<tr>
<td></td>
<td>USD 3,300</td>
<td>Partner University Students</td>
<td>Jan 10 - Apr 30, 2020</td>
</tr>
<tr>
<td></td>
<td>USD 3,300</td>
<td>Early Bird Before Mar 31</td>
<td>Jan 10 - Mar 31, 2020</td>
</tr>
</tbody>
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• +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
Contact Information
Office of International Affairs
Email: hysung@ntu.edu.tw

Scan QR Code for Registration