



SUMMER PROGRAM

國立臺灣大學

College of Management
National Taiwan University

- INNOVATION•
- ENTREPRENEURSHIP•
- SUSTAINABILITY•

July 3 – July 29, 2023



Innovation, Entrepreneurship & Sustainability

- Grasp the latest market trends within 4 weeks through 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 3

Arrive in Taiwan

July 4

Orientation

July 28

Awarding Ceremony

July 29

Dorm Check-Out / Departure

•Please note that program dates 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.

Innovation in Entertainment Management (1 Credit)

In this course, you will learn some useful principles of economics and apply them to discuss various issues regarding creative management and innovation in the entertainment industry. This course will also showcase some of the most noticeable entertainment companies in Taiwan and their projects, including STR Network's live comedy and YouTubers, Greener Grass Production's film & TV series, and Pili International Media's traditional glove puppetry.

The courses are conducted in English.

1 NTU Credit is approximately 2 ECTS. (For Reference Only)

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 art, 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.

Location



Taipei Main Station



Songshan Airport



Office of the President, Taiwan



Taipei 101



Chiang Kai-Shek Memorial Hall



National Taiwan University

Fees

Application Fee	Program Fee	Applicants	Application Period
USD\$ 150	USD\$ 2,850	Early Birds	Feb 25 – Mar 31
	USD\$ 2,850	Partner Schools	Feb 25 – May 12
	USD\$ 3,350	All Others	Feb 25 – May 12

- The application fee is non-refundable.

All-Inclusive Program Fee

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

Admission

- Current college students or graduates
- Fluent in English



How to Apply

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





CONTACT US

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