

APPLICATION

MAY 17TH – 30TH, 2020

• **PROGRAM FEE: US\$ 3,700**

• **PROGRAM FEE: US\$ 950**

(Nominated by NCCUC's partner school,
please contact the international office at
your home university.)

Program fee includes:

- Accommodation
- Business lectures
- Course material
- Company visits
- Cultural activities & City tour
- Welcome & Farewell dinner
- Certificate of attendance

**2-WEEK PROGRAM
(7.5 ECTS = 3 CREDITS)**

FINAL DEADLINE: MARCH 2ND, 2020

*For Master students only

CONTACT INFORMATION

Ms. Jean Cheng
Program Manager
Tel: +886-2-2939-3091 ext.65406
Email: jeanch@nccu.edu.tw

Rm. 408, Yi-Xian Building
64, Sec2 Zhi-Nan Road,
Wenshan District,
Taipei 11605, Taiwan (R.O.C.)

<http://cnccusap.nccu.edu.tw/>

NCCU reserves the right to cancel the Summer Program
if we fail to recruit our minimum of enrollments. We
will inform our participants as soon as possible of these
circumstances by email.



SUMMER PROGRAM BUSINESS MANAGEMENT IN ASIA

MAY 17TH – 30TH, 2020



NATIONAL
CHENGCHI UNIVERSITY
TAIPEI, TAIWAN



政大
商學

ABOUT NCCU

NCCU College of Commerce (NCCUC) has achieved national and international recognition as the leading business school in Taiwan that we are the only business school in Taiwan to be fully accredited by the Association to Advance Collegiate Schools of Business (AACSB), AACSB Accounting and the European Quality Improvement System (EQUIS)

We are committed to provide academic excellence to our students with a world class faculty and diverse student body in a multicultural learning environment.



PROGRAM FEATURES

- Program designed with a multicultural approach, encouraging to develop students' cross-cultural awareness
- Engage with business leaders through company visits and seminars
- Develop business skills from Asian perspectives and put theories into practice through lectures
- Enjoy student life with our field trips, experiencing the beauty and culture of Taiwan
- Grasp the latest market trends within 2 weeks by courses taught in English

EXPLORE TAIPEI

Situated in East Asia, Taiwan, the Republic of China, is a modern yet historical country, which a cultural heritage that lives in its people, traditions, and festivals.

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.

In the last few decades, Taiwan has successfully developed itself to become a technological island, initially as an original equipment manufacturer, and today, as the source of world-renowned brands.

“TAIWAN, THE HEART OF ASIA.”



PROGRAM SCHEDULE

May 17 - May 30 (Subject to Change)

Date	Morning (9:00-12:00)	Afternoon (13:00-16:00)	Evening (17:00-21:00)
Day 1	Arrival		
Day 2	Opening Ceremony - Campus Tour - Mandarin Class	Taiwan Economies	Welcome Dinner
Day 3	Corporate Social Responsibility (CSR) in Asia	Company Visit	
Day 4	Business Innovation in Taiwan	Company Visit	
Day 5	Cultural Tour - Experience Tea Farming Culture		
Day 6	FinTech in Taiwan	Company Visit	
Day 7	City Tour		
Day 8	No Arrangement		
Day 9	Supply Chain Management and Business Analytics	Company Visit	
Day 10	Global Marketing : Asian Pacific Perspective	Company Visit	
Day 11	Cross-Straits Political and Business Environment	Chinese Business in Global Perspectives	
Day 12	The Northeast Coast Tour		
Day 13	The Entrepreneurship of SME in Taiwan	Company Visit	Farewell Dinner
Day 14	Departure		

EXTRACURRICULAR ACTIVITIES

Planned excursion and activities will allow students to get to know one another outside of the classroom, on iconic Taiwanese sites such as Taipei 101, Longshan temple, or during the tea picking experience.