



# SUMMER PROGRAM

國立臺灣大學

College of Management  
National Taiwan University

- INNOVATION•
- ENTREPRENEURSHIP•
- SUSTAINABILITY•

July 15 - August 10, 2018



# Innovation, Entrepreneurship & Sustainability

- 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 15	Arrive in Taiwan	July 25 / Aug. 1	Cultural Event
July 16	Orientation	Aug. 6-8	Taiwan Experience
July 19 / Aug. 2	Company Visit	Aug. 9	Awarding Ceremony
July 20	Taipei Day Tour	Aug. 10	Dorm Check-Out / Departure

•Please note that program dates are subject to change.





## Courses

**The courses are conducted in English.**

### **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.

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 production.

## 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



## Fees

Application Fee	Program Fee	Applicants	Application Period
USD\$ 150	USD\$ 3,150	Early Birds	Jan 10 – Mar 31
	USD\$ 3,150	Partner Schools	Jan 10 – Apr 30
	USD\$ 3,650	All Others	Apr 01 – Apr 30

- The application fee is non-refundable.

## 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

- Current college students or graduates
- Fluent in English



## How to Apply

Contact our office directly or visit us on the website: [www.ment.ntu.edu.tw/en/ia](http://www.ment.ntu.edu.tw/en/ia)





## CONTACT US

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