



# SPRING PROGRAM

国立台湾大学  
National Taiwan University

- 
- INNOVATION •
  - ENTREPRENEURSHIP •
  - SUSTAINABILITY •
- 

March 06 - March 23, 2018



## Outdoor Activities and Cultural Events

The Spring Program includes a one day tour and a two day trip to different parts of Taiwan. The students will get the chance to explore Taiwanese culture, discover exotic places, and meet locals.

During the program, you will enjoy the beautiful cities and the delicious foods of Taiwan. Taipei is Taiwan's largest city as well as its economic, political, and cultural center. You can take the Taipei Metro to go to many famous spots, such as Tamsui to view the sunset over the Taiwan Strait. Wanhua, one of the oldest districts, is home to historic buildings. The night market is the best place to taste shaved ice, bubble tea, and other goodies.



# Schedule



	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	3/4	3/5	3/6	3/7	3/8	3/9	3/10
AM			 Airport Pick-up Dormitory Check-in	Orientation	Courses	City Tour 	NTU Azalea Festival 
PM				Courses	Company Visit		
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	3/11	3/12	3/13	3/14	3/15	3/16	3/17
AM		Courses	Courses	Company Visit	Courses	Courses	
PM		 Courses	Guest Speech 	Courses	Guest Speech 		
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	3/18	3/19	3/20	3/21	3/22	3/23	3/24
AM						Dormitory Check-out& Departure	
PM		 Taiwan Experience Tour			Awarding Ceremony		

\* The schedule is subject to change.



# NTU Innovation, Entrepreneurship & Sustainability

- Grasp the latest market trend by courses taught in English within 3 weeks.
- Put theory into practice through lectures and company visits.
- Learn Asian business models.
- Explore the beauty and culture of Taiwan.



# Fees

Application Fee	Program Fee	Applicants	Application Period
USD 200	USD 1860	Early bird applicants	2017/10/16 - 2017/12/01
	USD 1860	Applicants from partner schools	2017/10/16 - 2018/01/12
	USD 2060	All other applicants	2017/12/02 - 2018/01/12

- The application fee is non-refundable.
- The program fee includes tuition, lecture materials, airport transportation service, orientation, cultural events, company visits, and field trips.

## English Language Requirement

Innovation, Entrepreneurship & Sustainability Spring Program courses are conducted in English. Students whose first language is not English should have at least an intermediate or above level of English proficiency.

## How to Apply

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



## Course



### **Innovation Management from an Asian Perspective. (2 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 course is included 3 modules:

Module 1: Product Innovation & Opportunity Identification

Module 2: Leadership & Sustainable Entrepreneurship

Module 3: Value Chain Innovation & Platform Strategy



# TAIPEI METRO



Taipei Main Station



Songshan Airport



Office of the President, Taiwan



Chiang Kai-Shek Memorial Hall



Taipei 101



National Taiwan University



## Housing

Housing is around USD650 which is not included in the program fee.

We will arrange rooms for students. Students need to pay the full amount in cash or by credit card when check-in. Please consult the banks in your home country prior to your departure to see whether you can use your credit cards / bank cards to withdraw money in Taiwan and if there is any transaction charge.





# Contact Us

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