

# Global Immersion in Asia Summer Programs: Master Program

## Global Immersion in Asia Session 1:

Corporate Sustainability and Financial Strategy (1 Credit/ 2.5 ECTS)

May 20<sup>th</sup> to May 24<sup>th</sup> 2024

## Global Immersion in Asia Session 2:

Where Advance Technology Meets Rich Culture (2 Credits/ 5 ECTS)

May 27<sup>th</sup> to May 31<sup>st</sup> 2024



National Chengchi University  
College of Commerce





# Welcome from Associate Dean for International Affairs

Welcome to National Chengchi University in Taiwan! I am Professor Dr. Yenn-Ru Chen, the Associated Dean for International Affairs in the College of Commerce at NCCUC, extending a warm invitation to our Summer Programs.

NCCUC's College of Commerce, the pinnacle of business education in Taiwan, holds unique accreditation from AACSB, AACSB Accounting, and EQUIS, achieving national and international recognition.

Established in 1958, NCCUC's College of Commerce is a premier hub offering 8 departments, 1 graduate institute, 3 MBA programs, 17 research centers, and 7 specialized program offices. With 149 faculty members and over 4,300 students, our institution boasts a distinguished alumni network of over 41,000.

Dedicated to cultivating leaders in academia and business administration,

NCCUC emphasizes theoretical knowledge, practical experiences, and a culturally rich environment that merges eastern and western traditions. Through multidimensional innovations, we mold diverse students into future global leaders.

As a member of the esteemed Partnership in International Management Organization, we uphold a commitment to global excellence. Explore Taiwan, known as 'Ilha Formosa', famed for its natural beauty and rich culture, through our Culture tours, offering a wide range of activities.

NCCUC aspires to be Asia's foremost business school, promoting international perspectives, innovation, technological prowess, and humanitarian values, contributing knowledge and service to Taiwan and the global community.

We look forward to welcoming you to NCCUC.



## Introduction to Summer Program

Welcome to the Global Immersion in Asia Summer Program at National Chengchi University, Taiwan. Immerse yourself in a transformative journey where cutting-edge technology converges with a rich cultural tapestry. From May 20<sup>th</sup> to 31<sup>st</sup>, 2024, join us for an intensive exploration of Asian business dynamics and cultural innovation. Our program offers a multi-disciplinary curriculum led by esteemed faculty and industry experts. Engage in courses such as Leadership and Teams, Taiwan's Economies in a Global View, Accounting, Investment Management in the Age of Big Data, Curating Digital Contents through Cultural Technology, and New Product Design & Creativity. Embrace this opportunity to gain insights and practical applications while experiencing the vibrant blend of technology and culture in Asia.



## Program Features

- Immersive Learning Experience
- Focus on Asian Business Dynamics
- Multi-Disciplinary Curriculum
- Distinguished Faculty and Industry Collaboration
- Assessment and Practical Application





## Course Overview

Asia is one of the world's largest regional economies and has the potential to fuel and shape the next phase of globalization. The advancement of technology and the advent of the digital age have further highlighted the importance of the Asian economy.

In light of Asia's critical role in international business, this program aims to equip students with the realization of the changes in the Asian economic environment. Students will visit a company and have conversations with senior executives of this company. Students will understand how companies can use social media in the digital age to enhance their value of products/services, display their creativity and entrepreneurship, and, in turn, improve the company's global competitiveness.

## Learning Objectives

On completion of this program, students will develop the written and oral communication skills necessary for success in their business careers, develop basic technological skills to prepare them for their business careers, acquire a global perspective of the modern business environment, and acquire the basic business knowledge necessary for success in their business careers.

### **Course: Corporate Sustainability and Financial Strategy**

#### **Instructor: Dr. Yenn-Ru Chen**

Corporate sustainability has become an irresistible issue and trend. Although sustainable management is not a new topic, it becomes a common theme because environmental problems have far exceeded our imagination and control. How to follow and develop sustainable goals in this wave is something all companies must face with cautions. This course will discuss about corporate sustainability and financial strategy through an industrial immersion mini-project, lecture, industrial talk, and case study.

### **Course: Leadership and Teams**

#### **Instructor: Dr. Dennis Hsu**

Leadership is a natural and yet critical phenomenon across various forms of social groups and teams. How to lead successful teams is especially an important challenge in modern organizations. The goal of this course is to impart, develop, and enhance students' knowledge and skills in leadership behaviors and team dynamics. Through a series of class exercises and lectures, the course aims to help students gain insights into essential leader-follower relationships and team-evoked issues. The lessons learned from the course are expected to prepare students to lead high-performing, successful firms and to effectively steer their own careers in the future.

### **Course: Investment Management in the Age of Big Data**

#### **Instructor: Dr. Douglas Chung**

**Outline:** Some say, "Data is the new oil of the digital economy." Thanks to innovations in information technology, there is now an abundance of financial data online. Hence, quantitative investment is no longer proprietary know-how for institutional investors. Individuals who possess data science skillsets and financial knowledge will better prepare themselves to make investment decisions in today's market. This course will introduce the framework and tools to invest systematically in the big data era. Students will learn how to gather data across global markets, visualize and analyze data, optimize portfolios, and back-test investment strategies through the popular programming language "Python."

## **Course: Curating Digital Contents by Using the Cultural Technology**

**Instructor: Dr. Yu-Chien Chang**

**Outline:** The creative economy has become a powerful transformative force today. A greater proportion of the world's intellectual capital and creative resources is now being invested in both cultural and creative industries (CCIs). It is one of the most rapidly growing sectors in terms of income generation, job creation, and export earnings. Since the museum sector plays a crucial role in CCIs, this course will work with the world-renowned museum, the National Palace Museum, to provide an introduction to how the museum operates in the digital era and how digital tools are used in museum activities.

## **Course: New Product Design & Creativity**

**Instructor: Dr. Sungjun (Steven) Park**

**Outline:** Can creativity be nurtured? As not all individuals are creative, this class aims to foster individuals' creativity by taking an experiential learning approach. Students will design and present a new product in class. Altogether, this class will be filled with discussions to facilitate creative mindsets relevant to new product innovation.

## **Course: Accounting in Taiwan**

**Instructor Dr. Stephanie Tsui**

**Outline:** The main objective of this course is to enhance students' ability to use and understand accounting information. This course aims to further prepare students to understand managerial accounting: the process of identifying, measuring, analyzing, interpreting, and communicating information to managers for the pursuit of an organization's goals in the changing era. The course also aims to provide students with an understanding of the tax system in Taiwan, as it is one of the most important factors when making business decisions.

## **Course: The Dynamics of Taiwan Economies in a Global View**

**Instructor: Dr. Chen-Yu Pan**

**Outline:** Since the 1950s, Taiwan's economy has grown rapidly from an underdeveloped country into a high-income, developed economy. The economy has gone through different stages, from an agricultural economy to a labor-intensive maker, then to one of the most concentrated high-tech hubs today. After joining WTO in 2002, Taiwan has also woven itself deeply into the global trade network, making it the 16th largest trader in the world. This course introduces the past and present of Taiwan's economy and the challenges brought by its economic and geopolitical prominence in a new era of globalization.



# Schedule of Events



## Session 1 May 20<sup>th</sup> – 24<sup>th</sup> 2024

1 Credit/ 2.5 ECTS

Summer Program Session 1					
Global Immersion in Asia - Corporate Sustainability and Financial Strategy/ 1 Credit (2.5 ECTS)					
Time: 7:10PM to 10:00PM May 20 <sup>th</sup> - May 24 <sup>th</sup> 2024					
Program Schedule (subject to change)					Time Zone: Taipei Time (UTC+8)
Time	5/20/2024 Monday	5/21/2024 Tuesday	5/22/2024 Wednesday	5/23/2024 Thursday	5/24/2024 Friday
1:30PM - 5:30PM (UTC+8)		Company Visit 1:00PM - 6:00PM  Dr. Yenn-Ru Chen			
7:10PM - 10:10PM (UTC+8)	Opening Reception 5:30PM - 7:00PM  In-Class Lecture on Sustainability and Finance 7:00PM - 10:00PM  Dr. Yenn-Ru Chen		Industrial Talk 7:00PM - 10:00PM  Dr. Yenn-Ru Chen	Case Study: Impact Investment in Asia 7:00PM - 10:00PM  Dr. Yenn-Ru Chen	Reception and Networking 6:00PM - 7:00PM  Mini-project Presentation 7:00PM - 9:00PM  Industrial Comments and Award Ceremony 9:00PM - 10:00PM  Dr. Yenn-Ru Chen

## Session 2 May 27<sup>th</sup> – May 31<sup>st</sup> 2024

2 Credits/ 5 ECTS

Summer Program Session 2					
Global Immersion in Asia - Where Technology Meets Culture / 2 Credits (5 ECTS)					
Time: 9:00AM to 5:30PM May 27 <sup>th</sup> - May 31 <sup>st</sup> 2024					
Program Schedule (subject to change)					Time Zone: Taipei Time (UTC+8)
Time	5/27/2024 Monday	5/28/2024 Tuesday	5/29/2024 Wednesday	5/30/2024 Thursday	5/31/2024 Friday
9:00AM - 12:00PM (UTC+8)	Opening Ceremony 9:00AM  Workshop Leadership and Teams 10:30AM - 12:30PM  Dr. Dennis Hsu	Lecture  International Business: Investment Management in the Age of Big Data  Dr. Douglas Chung	Lecture  Business Administration: New Product Design & Creativity  Dr. Steven Park	Lecture  Accounting: Accounting in Taiwan  Dr. Stephanie Tsui	Final Presentations & Closing Session
12:00PM - 1:30PM (UTC+8)	Welcome Lunch 12:45PM - 2:00PM	Lunch	Lunch	Lunch	
1:30PM - 4:30PM (UTC+8)	City Tour 2:00PM - 8:00PM  • National Chiang Kai-shek Memorial Hall • Longshan Temple • Ximending • Taipei 101 Observatory • Night Market	Lecture  Technology Innovation & Intellectual Property Management: Curating Digital Contents by Using the Cultural Technology  Dr. Yu-Chien Chang	Company Visit  O'right Incorporation  Dr. Steven Park	Seminar 1:30PM - 3:30PM  The Dynamics of Taiwan Economies in a Global View  Dr. Chen-Yu Pan	
5:30PM - 8:00PM (UTC+8)					Farewell Dinner





# Program Details

## Session 1

Date: May 20<sup>th</sup> – May 24<sup>th</sup> 2024

## Session 2

Date: May 27<sup>th</sup> – May 31<sup>st</sup> 2024

### Admission Procedure:

1. An official nomination to jeanch@nccu.edu.tw with student's name and email from home university
2. Nominated students will receive a welcome letter for application details
3. Fill out online application and upload a copy of passport
4. Receive a digital copy of acceptance letter when application is approved

### Nomination Deadlines:

March 20<sup>th</sup>, 2024

### Application Deadline:

March 31<sup>st</sup>, 2024

### Assessment Methods of National Chengchi University

The academic assessment methods are frequently in the forms of class participation, attendance, examinations, quizzes, projects, assignments, case studies, and presentations for each individual course. We maintain a 100-point grading scale system as below:

- \* 1 credit equals to 16 lecture hours and it could be converted into 2.5-3 ECTS.

### Graduate

Grade	Explanation
90 and Up	Excellent
80 ~ 90	Good
70 ~ 80	Amplly Sufficient
70	Passing Grade

Score	100-90	89-85	84-80	79-77	76-73	72-70
Grade	A+	A	A-	B+	B	B-
GAP	4.3	4.0	3.7	3.3	3	2.7
Score	69-67	66-63	62-60	59-50	49-1	0
Grade	C+	C	C-	D	E	X
GAP	2.3	2	1.7	1	0	0

### Travel and Accommodation:

Participants are required to make their own travel and accommodation arrangements.

### Insurance:

Students are personally responsible for arranging personal and health insurance for themselves and belongs for the duration of the program.

### Program Fee:

#### Session 1

\$150 USD (1-Credit/ 2.5 ECTS Course)

#### Session 2

\$300 USD (2-Credit/ 5 ECTS Course) including City Tour / Welcome Lunch and Farewell Dinner

#### Session 1 + Session 2

\$450 USD (3-Credit/ 7.5 ECTS Courses)

Students participating in our program have the flexibility to select 1 or 2 session and corresponding pricing options. Moreover, when nominated by their home university, our program offers a unique opportunity for exchange quotas. Specifically, four summer school programs equate to one semester exchange quota.

### Contact Information

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