



Schedule of Events

Session 1

Date: May 17th – 22nd, 2026

Session 2

Date: July 26th – 31st 2026

Session 1 MS/ NCCUC IMBA 3 Credit (7.5 ECTS)/ USD 600

Program Schedule (subject to change)

2026/ 5/ 17 Sunday	2026/ 5/ 18 Monday	2026/ 5/ 19 Tuesday	2026/ 5/ 20 Wednesday	2026/ 5/ 21 Thursday	2026/ 5/ 22 Friday
	Opening Ceremony 9:00AM About Taiwan + NCCU/ NCCUC + Introductions Session + Group Picture + Campus Tour Break (~10 mins) Team Building Activities 10:30AM - 12:30PM Leadership and Teams Dr. Dennis Hsu	Lecture 09:00AM - 12:00PM The Dynamics of Taiwan's Economy in a Global Context Dr. Chen-Yu Pan	Lecture 09:00AM - 12:00PM International Business: The Taiwan Perspective Dr. Weichieh Su	Lecture 9:00AM - 12:00PM From Taipei to Tech: Understanding IT in Business Dr. Chih-Yuan Chou	Lecture 09:00AM - 12:00PM The Analytics Edge: Taiwan's Big Data & ML for Global Competitiveness Dr. Elizabeth Pei-Ting Chou
	Lunch & Networking 12:00PM - 1:30 PM				
Pre-Session Sghtseeing & Welcome Reception 3:00PM - 8:00PM	Lecture + Sight Visit 2:00PM - 7:00PM Marketing in the Digital Era (Xinyi District Area including Taipei 101 and Night Market) Dr. Kuan-Ju Chen	Company Visit 1:00PM - 6:00PM Dr. Yenn-Ru Chen	Lecture 1:30PM - 4:30PM Technological Entrepreneurship in Taiwan Arena Dr. Chien-Wei Ho Group Work for Mini Project 4:30PM - 5:30PM Dr. Chen-Yu Pan	Industrial Talk 1:30PM - 4:30PM Group Work for Mini Project 4:30PM - 5:30PM Dr. Chen-Yu Pan	Presentations for Mini Project & Closing Remarks 1:30PM - 5:30PM Dr. Chen-Yu Pan Dr. Yenn-Ru Chen Industrial Representative
			Networking with NCCU Students 5:30PM - 8:30PM		Farewell Dinner 5:30PM - 8:30PM

Session 2 MBA/ EMBA 3 Credit (7.5 ECTS) / USD 980

Program Schedule (subject to change)

2026/ 7/ 26 Sunday	2026/ 7/ 27 Monday	2026/ 7/ 28 Tuesday	2026/ 7/ 29 Wednesday	2026/ 7/ 30 Thursday	2026/ 7/ 31 Friday
	Opening Ceremony About Taiwan + NCCU/ NCCUC + Introductions Session + Group Picture + Campus Tour Break (~10 mins) 10:00AM - 12:30PM The Dynamics of Taiwan Economies in a Global View Dr. Chen-Yu Pan	Group Discussion Lecture 09:00AM - 12:00PM International Business: The Taiwan Perspective Dr. Weichieh Su	Group Discussion Industrial Talk 09:00AM - 12:00PM Overview of semiconductor industry basic science, technology, and supply chain ecosystem	Departing at 8:00AM Visiting TSMC Museum of Innovation Prof. Yenn-Ru Chen Dr. Chen-Yu Pan 10:45AM Transiting to Central Taiwan	Company Visit in Central Taiwan II Dr. Yenn-Ru Chen Dr. Chen-Yu Pan
	Lunch & Networking 12:00PM - 1:30 PM			Lunch 12:00 - 1:00 pm	Farewell Lunch
Pre-Session Sightseeing & Welcome Reception 3:00PM - 8:00PM	Lecture 1:30PM - 3:20PM Marketing in the Digital Era Dr. Kuan-Ju Chen Lecture 3:40PM - 5:30PM The Analytics Edge: Taiwan's Big Data & ML for Global Competitiveness Dr. Elizabeth Pei-Ting Chou	Company Visit I 1:00PM - 6:00PM Dr. Yenn-Ru Chen Dr. Chen-Yu Pan	Group Discussion Industrial Talk on Biotech Alex Chang	Guest Talk 1:00PM - 2:30PM Where Culture Meets Innovation: The Taiwan Experience Dr. Ming-Hsien Ehan Hsueh Company Visit in Central Taiwan I 3:00PM - 5:00PM Dr. Yenn-Ru Chen Dr. Chen-Yu Pan Group Work 7:00PM - 9:00PM	Group Work 1:30PM - 2:30PM Group Presentation & Closing Remarks 2:30PM - 5:00PM Dr. Yenn-Ru Chen Dr. Chen-Yu Pan

Contact Information

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Global Immersion in Asia Taiwan Insights –

Session 1:

May 17th to 22nd 2026

Master Program

Session 2:

July 26th to 31st 2026

MBA & EMBA Program



National Chengchi University
College of Commerce





Welcome Message from Professor Dr. Yenn-Ru Chen, Associate Dean for International Affairs

Welcome to National Chengchi University (NCCU) in Taiwan! On behalf of the College of Commerce at NCCU (NCCUC), I would like to extend a warm invitation to our Global Immersion in Asia Shortened Program.

Dedicated to developing future business leaders, NCCUC GIA Summer Program emphasizes the balance between business knowledge and practical exposure in a culturally rich environment that merges Eastern and Western traditions. Through multidimensional innovations, we mold diverse students into future global leaders. This year, the theme of GIA is set to be Taiwan Insights. A small island with 23.4 million population creates a GDP (nominal) of US\$34,920 or a GDP (PPP) of US\$82,610, the cultural creativity and comprehensive education drive Taiwan to be a globally solid economic partner. The power of economic development can be observed in every aspect of society in Taiwan.

As a longtime member of the esteemed global organizations, AACSB, EFMD-EQUIS, PIM, IBNet, etc., we uphold a commitment to global excellence. 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 the Summer Program

Welcome to the Global Immersion Program in Asia – Taiwan Insights at National Chengchi University (NCCU), Taiwan. This intensive program is designed for members of PIM, AAPBS, and all partner schools, offering an enriching opportunity to explore Taiwanese business dynamics and cultural innovation. Through a multi-disciplinary curriculum and guided by esteemed faculty and industry experts, participants will gain valuable insights into the economic landscape, innovation, and leadership practices that define Taiwan's place in the global market.

The program blends academic coursework with practical applications, enabling participants to engage in various business fields such as leadership, entrepreneurship, innovation, and international business strategies. Additionally, cultural experiences and company visits will allow participants to connect classroom knowledge with real-world applications in Taiwan's business and cultural settings.

Program Features

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



Program Overview

The Global Immersion in Asia – Taiwan Insights Program offers a unique opportunity to understand Taiwan's economic, technological, and cultural significance in the context of globalization. Taiwan, a leader in the high-tech industry, plays a pivotal role in global business and innovation. This program provides a comprehensive exploration of Taiwanese business dynamics, focusing on its evolution from a manufacturing hub to a key player in digital innovation, sustainability, and biotech advancement.

In 2026, the program has been thoughtfully enriched to reflect Taiwan's evolving role in global business and innovation. This session deepens the academic and cultural experience, integrating new perspectives from emerging industries and expanding opportunities for interdisciplinary learning. Participants will benefit from enhanced faculty engagement, content aligned with current global trends, and immersive activities that connect Taiwan's economic strengths with its cultural heritage.

Participants will engage in a series of academic courses covering topics such as leadership and teams, new product design and creativity, technology innovation and intellectual property management, sustainability transitions, and international tax issues. These courses, led by a diverse faculty of experts, aim to foster critical thinking, problem-solving, and cross-cultural collaboration. Complementing the academic curriculum, the program includes visits to Taiwanese companies, interactive cultural activities,

and opportunities to build professional networks with peers, faculty, and industry leaders.

Through lectures, case studies, group work, and practical projects, participants will enhance their understanding of Taiwan's strategic role in the global economy and develop skills that are essential for navigating complex international business environments.

Learning Objectives

Upon completion of this program, students will:

- **Understand Taiwan's Economic Landscape**
Develop a comprehensive understanding of Taiwan's economy, from its historical transformation to its current status as a global high-tech and biotech leader.
- **Analyze Technological and Industrial Advancements**
Explore how Taiwan's semiconductor and biotech industries drive innovation and competitiveness. Understand the science, technology, and supply chain ecosystems that support these sectors.
- **Explore Leadership and Team Dynamics**
Gain insights into effective leadership strategies and team dynamics in modern organizations, particularly within Taiwan's business culture, through experiential learning and case studies.
- **Evaluating Entrepreneurial and Innovation Strategies**
Examine the role of creativity, entrepreneurship, and innovation in product development and business growth. Learn how Taiwanese companies foster innovation to maintain a competitive edge.
- **Apply Data and Systems Thinking**
Utilize statistical tools and management information systems to support business decision-making and strategic planning in a digitally driven environment.
- **Understand Global Business Practices**
Learn about international tax challenges and globalization strategies of Taiwanese firms. Develop strategic thinking to navigate the complex regulatory and cultural landscape affecting global businesses.
- **Engage with Taiwan's Cultural Heritage**
Deepen cultural understanding through immersive experiences in Central Taiwan, connecting business insights with Taiwan's rich artistic and historical traditions.
- **Build Professional Networks**
Cultivate a global network by connecting with fellow participants, faculty, and industry professionals. These relationships will foster potential collaborations and career opportunities across diverse business sectors.



Admissions Procedures:

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 with 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

Important Deadlines:

	Session 1:	Session 2:
Nomination Deadline	March 1 st , 2026	May 1 st , 2026
Application Deadline	March 16 th , 2026	May 15 th , 2026
Program Fee for Partner Schools, PIM Members, and AAPBS Members	\$600 USD / TWD\$19,200	\$980 USD / TWD\$31,360
Reduced Tuition and Program Fee for Non-Partner Schools	\$1,500 USD / TWD\$48,000	\$2,500 USD / TWD\$80,000
Accommodation	Not Provided	Only the 5 th night is provided

Travel and Accommodation:

Students shall be responsible for their own travel arrangements and for obtaining adequate personal and health insurance covering themselves and their belongings throughout the duration of the program.

