

Global Immersion in Asia

Taiwan Insights

Session 1:

May 16th to 21st, 2027

Master Program

Session 2:

July 25th to 30th, 2027

MBA/ EMBA Program



National Chengchi University
College of Commerce





Welcome Message from Professor Dr. Hong-Yi Chen, Associate Dean for International Affairs

The Global Immersion in Asia (GIA) Summer Program at the College of Commerce, NCCU (NCCUC), brings together academic learning, real-world business exposure, and cultural experience. Through lectures, company visits, cultural activities, and interaction with students from diverse backgrounds, participants gain first-hand insights into business and management in Asia.

Centered on the theme Taiwan Insights, the program introduces students to Taiwan's dynamic economy and its remarkable strengths in technology, manufacturing, innovation, entrepreneurship, and international trade. Taiwan provides an ideal setting for exploring how business, culture, and innovation come together in one of Asia's most vibrant economies.

Join us at NCCUC to discover Taiwan, explore Asian business, build international connections, and create an unforgettable summer experience.



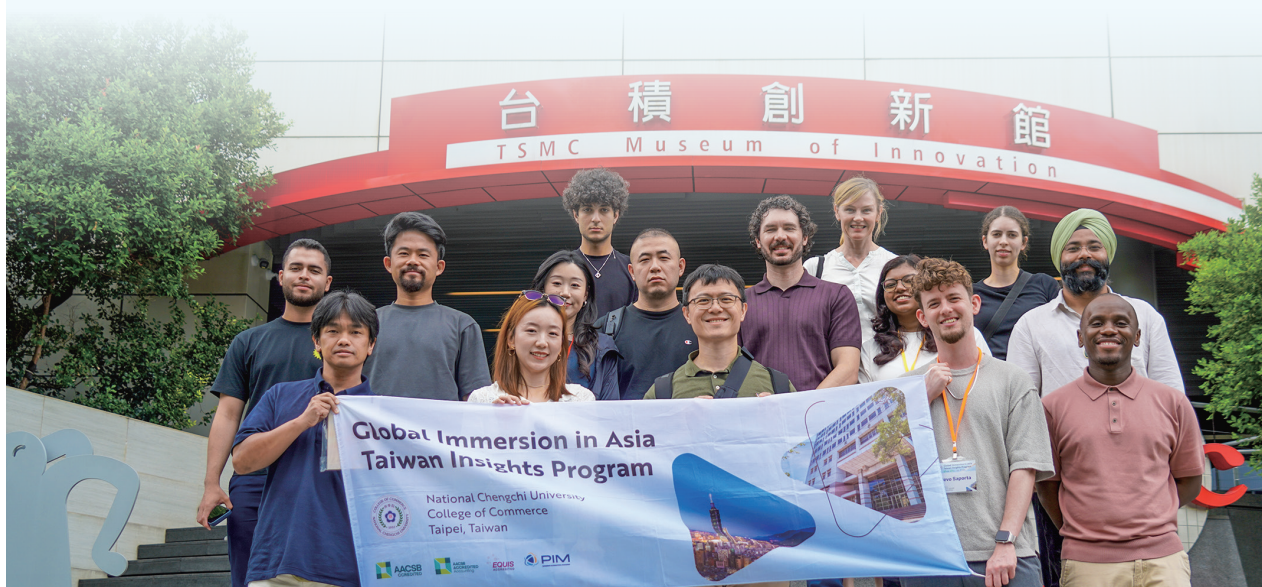
Program Overview

The Global Immersion in Asia: Taiwan Insights Program offers a unique opportunity to explore Taiwan's economic, technological, and cultural significance in the context of globalization. Designed for students from PIM, AAPBS, and NCCU partner schools, the intensive program combines academic learning with immersive experiences to provide a comprehensive understanding of Taiwan's dynamic business environment. Through a multidisciplinary curriculum led by faculty and industry experts, participants will explore Taiwan's economic development, technological innovation, entrepreneurship, leadership, and global business practices.

Building on the 2026 program, the 2027 program will continue to take participants beyond Taipei, introducing them to different cities and industries and offering a broader perspective on Taiwan's diverse industrial landscape and regional economic development. Through lectures, case studies, company visits, group work, cultural activities, and networking opportunities, participants will connect classroom knowledge with real-world experiences, develop cross-cultural perspectives, and gain a deeper understanding of Taiwan's role in the global economy.

Program Features

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





Schedule of Events

Session 1

Date: May 16th – 21st, 2027

Session 2

Date: July 25th – 30th, 2027

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

May 16, 2027 Sunday	May 17, 2027 Monday	May 18, 2027 Tuesday	May 19, 2027 Wednesday	May 20, 2027 Thursday	May 21, 2027 Friday
	Opening Ceremony 9:00 AM - 10:20 AM Break 10:20 AM - 10:30 AM Team Building Activities 10:30 AM - 12:30 PM Leadership and Teams <i>Dr. Dennis Hsu</i>	Lecture 9:00 AM - 12:00 PM The Dynamics of Taiwan's Economy in a Global View <i>Dr. Chen-Yu Pan</i>	Lecture 9:00 AM - 12:00 PM International Business: The Taiwan Perspective <i>Dr. Weichieh Su</i>	Lecture 9:00 AM - 12:00 PM From Taipei to Tech: Understanding IT in Business <i>Dr. Chih-Yuan Chou</i>	Lecture 9:00 AM - 12:00 PM The Analytics Edge: Taiwan's Big Data & ML for Global Competitiveness <i>Dr. Elizabeth Pei-Ting Chou</i>
	Lunch & Networking				
Pre-Session Sightseeing & Welcome Reception 3:00 PM - 8:00 PM	Lecture & Site Visit 2:00 PM - 7:00 PM Marketing in the Digital Era (Xinyi District, Including Taipei 101 and a Night Market) <i>Dr. Kuan-Ju Chen</i>	Company Visit 1:30 PM - 5:00 PM <i>Dr. Hong-Yi Chen</i> <i>Dr. Chen-Yu Pan</i>	Lecture 1:30PM - 4:30PM Technological Entrepreneurship in Taiwan Arena <i>Dr. Chien-Wei Ho</i> Group Work for Mini Project 4:30 PM - 5:30 PM <i>Dr. Chen-Yu Pan</i>	Industrial Talk 1:30 PM - 4:30 PM Group Work for Mini Project 4:30 PM - 5:30 PM <i>Dr. Chen-Yu Pan</i>	Presentations for Mini Project & Closing Remarks 1:30 PM - 5:30 PM <i>Dr. Hong-Yi Chen</i> <i>Dr. Chen-Yu Pan</i> <i>Industrial Representative</i>
			Networking with NCCU Students 5:30 PM - 8:30 PM		Farewell Dinner 5:30 PM - 8:30 PM

* The program schedule is subject to change.

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

July 25, 2027 Sunday	July 26, 2027 Monday	July 27, 2027 Tuesday	July 28, 2027 Wednesday	July 29, 2027 Thursday	July 30, 2027 Friday
	Opening Ceremony 8:30 AM - 9:50 AM Break 9:50 AM - 10:00 AM Lecture 10:00 AM - 12:30 PM The Dynamics of Taiwan Economies in a Global View <i>Dr. Chen-Yu Pan</i>	Group Discussion 8:30 AM - 9:00 AM <i>Dr. Chen-Yu Pan</i> Lecture 9:00 AM - 12:00 PM International Business: The Taiwan Perspective <i>Dr. Weichieh Su</i>	Group Discussion 8:30 AM - 9:00 AM <i>Dr. Chen-Yu Pan</i> Lecture 9:00 AM - 12:00 PM Technology Innovation & Intellectual Property Management: Curating Digital Contents by Using the Cultural Technology <i>Dr. Yu-Chien Chang</i>	Company Visit 9:00 AM - 12:00 PM <i>Dr. Hong-Yi Chen</i> <i>Dr. Chen-Yu Pan</i>	Company Visit 9:00 AM - 12:00 PM <i>Dr. Hong-Yi Chen</i> <i>Dr. Chen-Yu Pan</i>
	Lunch & Networking				
Pre-Session Sightseeing & Welcome Reception 3:00 PM - 8:00 PM	Lecture 1:30 PM - 5:30 PM Accounting in Taiwan <i>Dr. Stephanie Tsui</i>	Group Discussion 1:00 PM - 2:00 PM <i>Dr. Chen-Yu Pan</i>	National Palace Museum Visit 1:00 PM - 5:00 PM <i>Dr. Yu-Chien Chang</i>	Guest Talk 2:00 PM - 5:00 PM	Group Presentation & Closing Remarks 2:30 PM - 5:00 PM <i>Dr. Hong-Yi Chen</i> <i>Dr. Chen-Yu Pan</i>
		Industrial Talk 2:00 PM - 5:00 PM		Group Discussion 5:00 PM - 7:00 PM	

* The program schedule is subject to change.



Learning Objectives

Upon completion of this program, students will:

- Understand Taiwan's Economic Landscape
- Explore Technological and Industrial Advancements
- Evaluate Entrepreneurship and Innovation
- Develop Leadership and Team Dynamics
- Apply Data and Systems Thinking
- Navigate Global Business Practices
- Experience Taiwan's Cultural Heritage
- Build Professional Networks



Courses and Instructors

Course: Leadership and Teams

Session 1

Instructor: Dr. Dennis Hsu

Outline: 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: Business Administration: Marketing in the Digital Era

Session 1

Instructor: Dr. Kuan-Ju Chen

Outline: This course looks at the advertising, entertainment, and communication channels that make up digital marketing and explains how these tools fit into a company's integrated marketing communication strategies. Using examples from large corporations and small businesses, students will explore how marketing professionals embrace online social networks, digital content, and other practices (e.g., SEO/SEM, eWOM, mobile, location-based, in-game advertising, etc.) to create brand awareness, buzz, and desired consumer behavior. Students will be acquainted with the practical knowledge and analytical skills necessary to create, evaluate, and execute digital and social media marketing campaigns in order to solve real-world marketing issues.

Course: The Dynamics of Taiwan's Economy in a Global View

Session 1

Session 2

Instructor: Dr. Chen-Yu Pan

Outline: Since the 1950s, Taiwan's economy has undergone a remarkable transformation, evolving from an underdeveloped country into a high-income, developed economy. Over the decades, it has progressed through distinct stages—shifting from an agricultural base to a labor-intensive manufacturing hub, and eventually becoming one of the world's most concentrated centers of high-tech innovation. After joining the WTO in 2002, Taiwan further integrated into the global trade network, emerging as the world's 16th largest trader. This course explores both the historical trajectory and the current state of Taiwan's economy, while also examining the challenges posed by its growing economic and geopolitical significance in an era of globalization.



Course: International Business: The Taiwan Perspective

Session 1

Session 2

Instructor: Dr. Weichieh Su

Outline: This course offers an exploration of international business concepts through the lens of Taiwan's economic experience. Students will analyze how a vibrant, high-tech island economy navigates complex global supply chains, regional politics, and market entry strategies in international markets.

Course: Technological Entrepreneurship in Taiwan Arena

Session 1

Instructor: Dr. Chien-Wei Ho

Outline: Ranked #3 globally in the Global Entrepreneurship Monitor's National Entrepreneurship Context Index, Taiwan offers a distinctive policy-enabled, infrastructure-rich arena for venture creation. The high-tech backbone, anchored by dense semiconductor clusters, world class manufacturing, and science parks, gives entrepreneurs unparalleled access to specialized suppliers, rapid prototyping, and scale ready production. This course introduces the ecosystem features, context-fit business models, and policy-aware growth paths tailored to Taiwan's infrastructure and regulatory environment for technological entrepreneurship.

Course: From Taipei to Tech: Understanding IT in Business

Session 1

Instructor: Dr. Chih-Yuan Chou

Outline: Discover how technology and business come together in one of Asia's most innovative economies. In this course, we cover the essentials of IT and management information systems while grounding the discussion in Taiwanese cases. Students will learn how local organizations adapt, compete, and thrive through digital tools. By connecting concepts with Taiwan's practices, students will gain insights that reach far beyond the classroom.

Course: The Analytics Edge: Taiwan's Big Data & ML for Global Competitiveness

Session 1

Instructor: Dr. Elizabeth Pei-Ting Chou

Outline: This course examines how Taiwan leverages Big Data and Machine Learning to fuel business innovation and strategic decision-making. Participants will explore real-world applications across industries, gaining practical insights into data-driven transformation and competitive advantage. The session highlights emerging opportunities that define Taiwan's position in the evolving global digital economy.

Course: Accounting in Taiwan

Session 2

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: Technology Innovation & Intellectual Property Management: Curating Digital Contents by Using the Cultural Technology

Session 2

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. This course aims to provide an introduction to CCIs and innovative practices in the world. In addition, we will explore the development of CCIs in Taiwan as well as the important issues in CCIs management.





Admissions Procedures

1. The home university sends an **official nomination** to slan@nccu.edu.tw, including the student's name and email address.
2. Nominated students will receive a **welcome letter** with application instructions.
3. Students are required to complete the **online application** and upload a copy of their passport.
4. Once the application is approved, students will receive a digital copy of their **acceptance letter**.



Important Deadlines

	Session 1	Session 2
Nomination Deadline	March 1 st , 2027	May 3 rd , 2027
Application Deadline	March 15 th , 2027	May 17 th , 2027
Program Fee for Partner Schools, PIM Members, and AAPBS Members	USD 600	USD 980
Reduced Tuition and Program Fee for Non-Partner Schools	USD 1,500	USD 2,500
Accommodation	Not Provided	Only the 5 th night is provided

Travel, Accommodation, and Insurance

Students shall be responsible for their own travel and accommodation arrangements, except for the accommodation provided on the 5th night of Session 2 as part of the program. Students shall also be responsible for obtaining adequate personal and health insurance covering themselves and their belongings throughout the duration of the program.

Contact Information

Ms. Sue Lan, Program Manager
 Tel: +886 -2-2939-3091 ext. 65406
 Email: slan@nccu.edu.tw
 Address: Room 607, Yi Xian Building,
 No.64, Sec. 2, Zhinan Rd., Wenshan Dist.,
 Taipei City 11605, Taiwan
 Website: <https://cnccusap.nccu.edu.tw/>

