

Courses

This is a four-week summer program. You will take not only the academic courses with three credits but also survival Chinese and cultural classes with one credit earned. It also offers an opportunity to make new friends around the world.

Students choose one of three themes:

TAIWANESE CULTURE: The culture of Taiwan is a blend of aboriginal cultures, Taiwanese folk cultures, Chinese classical culture, and Western-influenced modern culture, which are often perceived in both traditional and modern understandings. Over four-fifths of Taiwanese are descendants of Han Chinese settlers from southeastern China. The island's original inhabitants, who are related to Malayo-Polynesian peoples of Southeast Asia, have lived on the island for thousands of years. Through the lectures, students will learn the history, life styles, religions, architectures, traditional & modern arts, foods in Taiwan.

BRAND & INNOVATION: The interactive program focuses on introducing the types of business models and innovation development in Taiwan. Students will learn agriculture innovation in the rural community, the evolution of marketing best-practice for market research, development and placement of new products, brand development strategy & innovation, etc. Furthermore, students will visit several world known companies to receive a deeper approach of Taiwan world class facilities, for example, Franz Collection Inc and Ferro-Carbon.

GREEN LIFE: This program provides the knowledge of green life, including renewable energy technology, low-carbon life and corporate social responsibility (CSR). The innovative green technologies of bioenergy production, microbial fuel cell, solar, nanotechnology and microfluidics. The visit to the National Sun Yat-sen University Center for Green Energy allows you to experience the bioenergy, solar energy and wind power energy plants in Taiwan.

THUMP

TAIWANESE CULTURE

BRAND & INNOVATION

GREEN LIFE

• Introductions of Taiwan's History and

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• Introduction of