

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, IBSnet, 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 explore Taiwan's economic, technological, and cultural significance in the context of globalization. This intensive program blends academic rigor with immersive experiences, guiding participants through Taiwan's transformation from a manufacturing hub to a leader in digital innovation, sustainability, and biotech advancement. In 2026, the curriculum has been thoughtfully enriched to reflect emerging industries and evolving global trends, with deeper cultural engagement including a special visit to Central Taiwan.

Participants will engage in academic courses led by a diverse faculty of experts, aimed at fostering critical thinking, problem-solving, and cross-cultural collaboration. Complementing the classroom experience are company visits, cultural activities, and networking opportunities with peers, faculty, and industry leaders.

Through lectures, case studies, group work, and practical projects, participants will gain a deeper understanding of Taiwan's strategic role in the global economy and leave with the insights, connections, and confidence to lead across borders.



Learning Objectives

Upon completion of this program, students will:

- **Understand Taiwan's Economic Landscape**
Gain insight into Taiwan's transformation into its status as a global high-tech leader.
- **Analyze Technological and Industrial Advancements**
Explore how Taiwan's semiconductor and biotech sectors drive innovation and competitiveness.
- **Explore Leadership and Team Dynamics**
Learn effective leadership strategies and team dynamics within Taiwan's business culture.
- **Evaluate Entrepreneurial and Innovation Strategies**
Examine the role of creativity and entrepreneurship in product development and business growth.
- **Apply Data and Systems Thinking**
Use statistical tools and information systems to support strategic decision-making.
- **Understand Global Business Practices**
Navigate the complex regulatory and cultural landscape of international business.
- **Engage with Taiwan's Cultural Heritage**
Deepen cultural understanding through immersive experiences in Central Taiwan.
- **Build Professional Networks**
Connect with peers, faculty, and industry professionals across global sectors.



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: Administration: Marketing in the Digital Era Session 1 Session 2

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 Context

[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.

Industrial Talk: Overview of Semi-conductor Industry Basic Science, Technology, and Supply Chain Ecosystem

[Session 1](#)[Session 2](#)

Outline: This course offers a foundational exploration of the semiconductor industry, integrating core scientific principles, advanced manufacturing technologies, and the global supply chain ecosystem. Students will examine the physics of semiconducting materials, the design and fabrication of microelectronic devices, and the strategic roles of key industry players across regions. The program highlights how innovation, geopolitics, and business models converge to shape one of the world's most critical and dynamic industries.

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](#)[Session 2](#)

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: Where Culture Meets Innovation: The Taiwan Experience

[Session 1](#)[Session 2](#)

Instructor: Dr. Ming-Hsien Ethan Hsueh

Outline: This visiting will guide the delegation into the heart of Taiwan's cultural and creative industries as well as its place-based revitalization efforts. From cultural brands and design aesthetics to distinctive local communities, participants will gain insights through case studies and policy contexts into how Taiwan integrates culture, industry, and community to foster innovative models that embody both economic vitality and cultural value. The course is designed to inspire participants to consider how cultural assets can be transformed into sustainable competitiveness, while also offering perspectives conducive to international exchange and collaboration.





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 Con- text 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: Under- standing 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 Sightseeing & Welcome Reception 3:00PM - 8:00PM	Lecture + Sight Visit 2:00PM - 7:00PM Marketing in the Digital Era (Xingyi 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, tech- nology, 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					
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 Ethan Hsueh Company Visit in Central Taiwan I 3:00PM - 5:00PM Dr. Yenn-Ru Chen Dr. Chen-Yu Pan	Group Work 1:30PM - 2:30PM Group Presentation & Closing Remarks 2:30PM - 5:00PM Dr. Yenn-Ru Chen Dr. Chen-Yu Pan
				Group Work 7:00PM - 9:00PM	



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.

Contact Information

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