

※ 注意！！

このプログラムは個人応募ですが、応募する場合は、下記へ連絡してください。

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# 2013 LEADERSHIP LAB

## Technology Development and Culture in Taiwan

### Introduction

The interactive program focuses on introducing the types of industries and innovation development in Taiwan, and fostering a cross-cultural team building through international perspectives and interests in understanding more about Taiwan.



### Dates:

July 15- August 2, 2013  
(3 weeks)

### Application

Deadline: May 31, 2013

### Required documents:

- application form
- copy of passport (the page with photo)

### Features

- ▶ Three main categories: fundamental knowledge, observation & creating, cultural experiences
- ▶ Lecture series: topics in management, cultural and high-tech industries in Taiwan
- ▶ Conceiving and implementing creative projects to present the learning outcome
- ▶ Certificate of Credit Granting: 3 credits
- ▶ 18 hours of survival Chinese and cultural courses
- ▶ Field trips to scenic and cultural spots in Taiwan
- ▶ Chances to visit famous Feng Chia night market

### Content

**Lectures:** Understanding Modern Business and Management, Strategic Management, Marketing Management, Introduction to Taiwanese Culture, High-tech Industry-University Cooperation in Taiwan, R&D vs. Technology Transfer in Taiwan IC, R&D vs. Technology Transfer in Taiwan-Lithium ion battery, Product & Process Innovation: Technology Industry in Taiwan, Service & Channel Innovation: Convenience Stores in Taiwan, Value Chain & Humane Innovation: Agricultural Industry in Taiwan

**Cultural courses:** Rice Dough Figures, Taiji & Qigong, Chinese Knotting, Paper Cutting

**Field Trips:** Hsinchu Science Park, Formosan Aboriginal Culture Village, Wanhua Longshan Temple and National Palace Museum



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