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Message from the IEP Director

Greetings from the College of Commerce at National Chengchi University!

CNCCU prides itself on its excellent academic and professional reputation; it has long been dedicated to business education by offering a learning environment characterized by diversified curricula blending oriental and western intellectual traditions. The International Exchange Programs at our College was set forth in 1999 with the aim of providing incoming international students from our partner schools with the opportunities to acquire direct exposure and training within an Asian context, and nurturing our local students’ aspiration for globalization.

Annually, hundreds of exchange students from over 100 top business schools representing over 38 countries on four continents join the CNCCU International Exchange Programs and are enrolled in our college’s academic programs. In 2013 alone CNCCU received 368 students and sent out 237 students as these numbers are expected to grow steadily. The college's next step is to broaden our dual degree arrangements with partner schools as we have established several and are pursuing further collaboration on scholar exchanges, joint research programs, and incoming customized short-term programs.

The perfect combination of the college atmosphere, made unique by its refined mixture of cultures, with the alluring environment of Taiwan, is sure to draw one in. Taiwan is a beautiful island known for its assortment of cuisine and culture, which is deeply rooted in Chinese tradition. To those visiting, the Taiwanese have always shown a welcoming heart.

CNCCU is entering a very exciting stage and we would like to invite global-minded students to partake of the rich blend of Asian management thought, culture and traditions that we have to offer. Grasp every opportunity that comes your way at our College and we are confident that it will be fruitful and memorable experience because we know that CNCCU will not only touch your mind but also touch your heart.
Welcome to Taiwan, the Republic of China!

Taiwan, the Republic of China, is geographically situated at the point where the Asian continental shelf meets the vast Pacific Ocean. First known to the West as Ilha Formosa, or Beautiful Island, Taiwan’s unique geology and topography has given rise to the beautiful landscapes and coastal scenes that can be found all over the country.

In the last few decades, Taiwan has successfully developed itself to become a technological island, initially as an original equipment manufacturer, and today, as the source of world renowned brands such as Acer, ASUS and hTC. Many visitors are surprised to find that despite the technological development and advancements it has achieved, the modest island of twenty three million people has managed to preserve not only a wide array of its ecological resources, but also its culture and traditions.

<table>
<thead>
<tr>
<th>Area</th>
<th>36,000 square kilometers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>23 million</td>
</tr>
<tr>
<td>Capital City</td>
<td>Taipei</td>
</tr>
<tr>
<td>People</td>
<td>Ethnic Chinese, Taiwanese, Aboriginal Asian</td>
</tr>
<tr>
<td>Languages</td>
<td>Mandarin (Chinese), Taiwanese, Hakka, Indigenous Languages</td>
</tr>
<tr>
<td>Religions</td>
<td>Buddhism, Taoism, Christianity, Islam</td>
</tr>
</tbody>
</table>
The government has established eight national parks and thirteen national scenic areas to preserve Taiwan’s natural ecological environment and cultural sites. Take a hike in the splendor and sheer heights of the cliffs at Taroko Gorge; take a ride on the Alishan train – one of only three mountain railways in the world – and experience the breathtaking sunset and sea of clouds; hike up to the summit of Northeast Asia’s highest peak, Jade Mountain. You can also soak up the sun in Kending, Asia’s version of Hawaii; stand at the edge of Sun Moon Lake; traipse through the East Rift Valley; or visit the offshore islands of Kinmen and Penghu. It’s fun and awesome journey of natural discovery!

The cultural aspects are also not to be missed. The blending of Hakka, Taiwanese, and ethnic Chinese cultures has produced a rich plethora of cultural and social color. Whether it is religion, architecture, language, living habits, or food, it’s just one big exciting melting pot! Food is the best representative of this cultural mixing and matching. Aside from cuisines from different parts of the mainland such as Zhejiang, Hunan, Guangdong, Yunnan, Shanghai, Beijing, Sichuan, and others, there is also local Taiwanese cuisine as well as local delicacies from various areas of the island.

Taiwan’s strategic location in Asia makes it an ideal gateway to the rest of the region. Many airlines fly directly to Taiwan, making it a perfect travel destination.
Climate
Taiwan enjoys warm weather all year round. The strongest fluctuations in weather conditions occur during spring and winter, while the weather is relatively stable during summer and autumn. Taiwan is an ideal travel destination since the annual average temperature is a comfortable 22 degrees Celsius with lowest temperatures ranging from 12 to 17 degrees Celsius (54-63 degrees Fahrenheit). With the exception of a few mountain areas where some traces of snow can be found during winter, snow is seldom seen in Taiwan. When summer approaches (March to May), continuously drizzling rain will sometimes fall on Taiwan while typhoons are known to reach the island during summer (June to August) so it is best to remember to carry an umbrella at all times.

Language
The official language of Taiwan is Mandarin (Chinese), but because many Taiwanese are of southern Fujian descent, Min-nan (the Southern Min dialect or Heluo) is also widely spoken. The smaller groups of Hakka people and aborigines have also preserved their dialects. Many elderly people can also speak some Japanese because before the return of Taiwan to Chinese rule in 1945, they were subjected to Japanese education as a result of the Japanese occupation, which lasted for half a century.

The most popular foreign language in Taiwan is English and it is part of the regular school curriculum. However, to be on the safe side, it is advisable to prepare a note with basic phrases and particular places of destination, such as the school, or your living quarters written in Chinese so that people can assist you if needed.
Life in Taipei City

Taipei is a lively and diversified modern cosmopolitan metropolis serving as Taiwan’s economic, political and cultural center. Its buildings provide much architectural splendor and visitors who are fond of historic sites and old streets will not want to miss the work of traditional master builders evident on Dihua Street in the Dadaocheng area or the Longshan Temple in the Wanhua district. The internationally renowned National Palace Museum has an inexhaustible collection of precious historical Chinese arts and artifacts that no visitor can afford to miss; Taipei is also home to many other fine museums such as the Taipei Fine Arts Museum, National Museum of History, and the Postal Museum. On the city’s outskirts is the Yangmingshan National Park, which features a unique volcanic terrain, a rich variety of forest vegetation, and an extensive network of hiking trails; Yangmingshan is one of the few places in the Taipei area where you can indulge yourself in a hot mineral bath, making it a popular destination for visitors, whether they are seeking physical activity or relaxation. Taipei also has the largest zoo in Taiwan, you can see the rare Formosan black bear, the giant pandas, cuddly koalas, and stately king penguins in this zoo. The city’s comprehensive rapid transit system takes you quickly to the zoo or just about any place you might want to go in the metropolitan area.

Above information and photos are courtesy of the Taiwan Tourism Bureau, MOTC, R.O.C., please visit their website to learn more about Taiwan. www.taiwan.net.tw
National Chengchi University

Since its founding some 88 years ago, National Chengchi University (NCCU) has earned a reputation as an institution of higher education celebrated for its studies in the humanities, social sciences, and management sciences. Although it has changed its name and constitution twice in its history, the goals and ideals of the university have always remained steadfast: the search for truth, the commitment to academic research, the cultivation of future generations of leaders, and the ability to recognize and respond to the changes shaping society and the academia.

The university finds its roots in the central government’s 1927 founding of the Central Party Affairs School, presided over by the President Chiang Kai-shek in China. The victory of “the Northward Expedition” in 1929 was accompanied by a name change to the Central Political School. A further progression, its integration with the Central Political School, was an immediate prelude to the founding of National Chengchi University, which followed shortly after the conclusion of the Sino-Japanese War in 1946.

Over the decades, NCCU has developed and refined itself into nine colleges including Commerce, Communication, Education, Foreign Languages, International Affairs, Law, Liberal Arts, Science, and Social Sciences, forty-eight independent graduate institutes, and thirty-four departments. More than 675 full-time professors and over 350 part-time lectures, scholars and experts conduct instruction and research in this prestigious institution.
National Chengchi University
Campus Map

01 Social Sciences Information Center
02 JingTang Building
03 CiSian Building
04 Syuesih Building
05 Yi-Xian Building
06 Main Library
07 JhihSi Building
08 GuoFu Building
10 FongYu Building
11 SihWei Hall
12 Student Activity Club
13 University Co-op
14 Information Building / Computer Center
15 Health Center
16 Administration Building
17 JiYing Building
18 Journalism Building
19 DaJhih Building
20 DaRen Building
21 DaYong Building
22 Mail Room / Security
23 Swimming Pool
24 Gymnasium
25 Research Building
26 College of Commerce Building
27 General Building of Colleges
61 JhuangJing Residence Hall No. 1
62 JhuangJing Residence Hall No. 2
63 JhuangJing Residence Hall No. 3
64 JhuangJing Residence Hall No. 4
65 JhuangJing Residence Hall No. 5 and 6
66 JhuangJing Residence Hall No. 7 and 8
67 JhuangJing Residence Hall No. 9
73 Rose Hall
31 College of Communication Building
32 DaoFan Building
33 BaiNian Building
34 JiTao Building
36 International Building
37 Art & Culture Center
38 Art & Culture Center Auditorium
39 Back Entrance Security Office
68 ZihCiang Residence Hall No. 5 and 6
69 ZihCiang Residence Hall No. 7 and 8
70 Male Graduate Students’ Residence Hall
71 ZihCiang Residence Hall No. 9
72 ZihCiang No.10 Residence Hall
University Campus

The main campus of National Chengchi University (NCCU) is located in the southeastern suburbs of Taipei. The University commands a beautiful view, in a peaceful setting, at the foot of Mt. Chihnan and is close to many tourist spots including the Chihnan Temple, the Tea Display Museum, and the Taipei Zoo.

Our campus boasts of an excellent balance between modern infrastructure and nature. The scenery formed by the Jing-Mei and Zhi-Nan Rivers running through the campus, is a beautiful verdant landscape of upper and lower campus set in surrounding hills and vegetation.

The area of the main campus is approximately 103 hectares, with 80 hectares of it divided between the lower campus, where the main portion of colleges and infrastructure are located, and the higher campus. The lower campus is comprised of historical buildings such as the Zhi-Shi Building, the Guo-Fu Building and the Si-Wei Hall. Modern buildings have also been constructed around campus including the Chung-Cheng Main Library, the Social Science Information Center, the General Research Building, the Commerce Building and the General-Purpose Building. On the other hand, the upper campus also houses several colleges, centers, the men’s dormitory and several tourist and hiking attractions. These include the Communication College Building, the Dao-Fan Building, the Century Building and the Ji-Tao Building, all of which have wonderful views of the beautiful, winding Jing-Mei River from the hillside.

The vibrant academic scene at the hill foot and the beautiful scenery of the hill side combined set the university apart from other universities in northern Taiwan.
The College of Commerce

The College of Commerce at National Chengchi University (CNCCU) is highly regarded nationally and internationally as the leading business school in Taiwan. It is the first and the only business school in Taiwan to be fully accredited by the Association to Advance Collegiate Schools of Business (AACSB) and the European Quality Improvement System (EQUIS) and holds the distinction of being ranked among the top 70 programs around the world in the Financial Times Masters in Management ranking in 2012.

Our reputation is based on the caliber of our academics and students. With eight departments, one graduate institutes, three specialized offices, and fourteen national-level research centers, CNCCU has achieved an outstanding record in academic research, providing consulting services not only in the development of government policies, but also to businesses and the community. The College boasts of more than 148 professors who have earned Ph.D. degrees from world-renowned universities.

CNCCU was founded in the fall of 1957 with the aim of cultivating the entrepreneurial competencies of students as well as pioneering research in all areas of business. The faculty of CNCCU is highly respected and has developed a strong research culture. Its diverse research agenda focus on finding solutions to real-world problems through its collaboration with industry and government. Extensive links with the business community enable the faculty to integrate theory and practice, earning CNCCU the reputation of being “a college for the real world”, providing courses that are practical and relevant.

CNCCU is ideally located in Metropolitan Taipei: a center of international trade, finance and banking, which has witnessed the exponential growth of Taiwan's high-tech industries. CNCCU leverages on its strategic position in emerging economies to offer a series of creative programs that connect the local business community and numerous overseas Chinese organizations through research, courses and extra-curricular activities. CNCCU has a cooperative and team-oriented culture, mirroring the best business practices today and leading the way in preparing its graduates to respond to new challenges and opportunities.

For more information, please visit www.commerce.nccu.edu.tw/index.php?lang=en
World Class Faculty

Instructors of the English-taught business courses are drawn from the large pool of faculty at the College of Commerce, there are 148 outstanding professors who have earned Ph.D. degrees from world-renowned universities.

Aside from CNCCU faculty, the program further invites industry senior executives and renowned scholars from top overseas business schools to be its visiting instructors. Not only does this reflect the program’s effort in maintaining a meaningful balance between theoretical and practical learning, it also reflects the internationalization of the program. Below is a short list of the distinguished visiting educators, in the past and present, who have helped make our program so excellent:

- Prof. Glen H. Brodowsky, California State University, USA
- Prof. David Chang, President of China Credit Information Service Ltd., Taiwan
- Prof. Andrew C. Chu, California State University, USA
- Prof. Chester Ho, former Secretary General, Monte Jade Science & Technology Association, Taiwan
- Prof. Foo-Ni Ho, San Francisco State University, USA
- Prof. Joseph Hu, former Managing Director of Standard & Poor’s, USA and Visiting Professor at Cheung Kong Graduate School of Business, China
- Prof. S.H. Lee, former Vice President of Human Resources Dep., Taiwan Semiconductor Manufacturing Co. (TSMC), Taiwan
- Prof. Lynn Y.S. Lin, President of Lynn Y.S. Lin Consulting, Inc. U.S.A. and Visiting Professor at Haas School (Berkeley-Columbia MBA and EW MBA), UC-Berkeley, USA
- Prof. Sandra Liu, Purdue University, USA
- Prof. William Reinfeld, CEIBS and Fudan University, China
- Prof. Kwei Tang, Dean of the College of Commerce, Taiwan
Our International Academic Network

To enable students to become globally competitive graduates, CNCCU gives its students the opportunity to participate in outbound exchange programs to leading universities in the Americas, Europe, Asia, and Oceania. The international recognition that CNCCU has achieved has made possible the establishment of reciprocal exchange programs with 108 prestigious business schools worldwide. Beginning in 2012, CNCCU also offers dual-degree programs with select partner schools further expanding the education opportunities of our students. Spending one term at CNCCU allows students to enrich their studies by learning about Asian management thought and practices from industry experts and personally experiencing a different cultural and business environment.
Currently, we have established exchange programs with the world's leading business schools including:

**Asia**

**China**
- Antai College of Economics & Management, Shanghai Jiao Tong University
- Graduate University of Chinese Academy of Sciences
- Guanghua School of Management, Peking University
- Huazhong University of Science & Technology School of Management
- School of Business, Renmin University of China
- School of Economics and Management, Tsinghua University
- School of Management, Fudan University
- School of Management, Zhejiang University
- Shanghai Advanced Institute of Finance Shanghai Jiao Tong University
- Sun Yat-Sen Business School
- Sun Yat-Sen University Lingnan College

**Hong Kong**
- City University of Hong Kong College of Business
- Hong Kong University of Science and Technology Business School
- The Chinese University of Hong Kong Faculty of Business Administration

**India**
- Indian Institute of Management Bangalore
- Indian Institute of Management Kozhikode
- Indian School of Business

**Israel**
- The Recanati Business School, Tel Aviv University

**Japan**
- Graduate School of Management, Kyoto University
- Hitotsubashi University Graduate School of Commerce and Management / Faculty of Commerce and Management
- International University of Japan Graduate School of International Management
- Nagoya University of Commerce and Business
- The School of Commerce, Waseda University

**Malaysia**
- Putra Business school

**Philippines**
- Asian Institute of Management

**Singapore**
- Nanyang Technological University Nanyang Business School
- National University of Singapore Business School

**South Korea**
- KAIST College of Business
- Sungkyunkwan University School of Business
Central & South America

**Thailand**
- Chulalongkorn University
- Chulalongkorn Business School
- Sasin Graduate Institute of Business Administration of Chulalongkorn University

**Turkey**
- Bilkent University
- Faculty of Business Administration

**Central & South America**

**Brazil**
- FGV-EAESP
- University of Brasilia

**Colombia**
- Universidad de los Andes School of Management

**Costa Rica**
- INCAE Business School

**Honduras**
- Universidad Tecnologica Centroamericana

**Mexico**
- ITAM

Europe

**Austria**
- University of Innsbruck School of Management
- WU (Vienna University of Economics and Business)

**Belgium**
- Louvain School of Management
- Solvay Brussels School of Economics & Management, ULB

**Czech Republic**
- University of Economics, Prague

**Denmark**
- Copenhagen Business School

**Finland**
- Aalto University School of Business

**France**
- Audencia Nantes School of Management
- EDHEC Business School
- EMLYON Business School
- ESCP Europe Business School
- France Business School
- Grenoble Ecole de Management
- IÉSEG School of Management
- KEDGE Business School
- NEOMA Business School
- SKEMA Business School
# International Exchange Programs

<table>
<thead>
<tr>
<th>Country</th>
<th>Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Germany</strong></td>
<td>EBS Business School&lt;br&gt;Leipzig Graduate School of Management&lt;br&gt;University of Cologne, Faculty of Management, Economics and Social Sciences&lt;br&gt;University of Hamburg Hamburg Business School&lt;br&gt;University of Mannheim Business School&lt;br&gt;WHU Otto Beisheim School of Management</td>
</tr>
<tr>
<td><strong>Hungary</strong></td>
<td>Corvinus University of Budapest Faculty of Business Administration</td>
</tr>
<tr>
<td><strong>Italy</strong></td>
<td>SDA Bocconi School of Management</td>
</tr>
<tr>
<td><strong>Norway</strong></td>
<td>BI Norwegian Business School&lt;br&gt;NHH - Norwegian School of Economics</td>
</tr>
<tr>
<td><strong>Poland</strong></td>
<td>The Warsaw School of Economics (SGH)</td>
</tr>
<tr>
<td><strong>Portugal</strong></td>
<td>CATÓLICA-LISBON School of Business and Economics</td>
</tr>
<tr>
<td><strong>Russia</strong></td>
<td>Graduate School of Management University of St. Petersburg</td>
</tr>
<tr>
<td><strong>Slovenia</strong></td>
<td>Faculty of Economics, University of Ljubljana</td>
</tr>
<tr>
<td><strong>Spain</strong></td>
<td>EADA&lt;br&gt;ESADE Business School&lt;br&gt;IE Business School&lt;br&gt;University of Navarra School of Economics and Business Administration</td>
</tr>
<tr>
<td><strong>Switzerland</strong></td>
<td>University of St. Gallen</td>
</tr>
<tr>
<td><strong>The Netherlands</strong></td>
<td>Maastricht University School of Business and Economics&lt;br&gt;Rotterdam School of Management Erasmus University&lt;br&gt;Tilburg School of Economics and Management&lt;br&gt;University of Amsterdam Faculty of Economics and Business&lt;br&gt;University of Groningen Faculty of Economics and Business</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td>Aston Business School&lt;br&gt;Bradford University School of Management&lt;br&gt;Lancaster University Management School&lt;br&gt;Loughborough University, School of Business and Economics&lt;br&gt;University of Essex Business School&lt;br&gt;University of Exeter Business School</td>
</tr>
</tbody>
</table>
North America

Canada

McMaster University DeGroote School of Business
Queen’s School of Business
Simon Fraser University Beedie School of Business
The Schulich School of Business, York University
University of Calgary Haskayne School of Business
Western University Ivey School of Business

USA

Brandeis International Business School
Claremont Graduate University, the Center for Information Systems & Technology (CISAT)
Freeman School of Business, Tulane University
George Mason University School of Management
Purdue University Krannert School of Management
The George Washington University School of Business
The Ohio State University Fisher College of Business
University of Florida Warrington College of Business Administration
University of St. Thomas
University of Washington Foster School of Business

Oceania

Australia

Griffith Business School, Griffith University
Queensland University of Technology
The University of Queensland

New Zealand

The University of Waikato, Waikato Management School

For more information, please visit http://iep.nccu.edu.tw
The Student Exchange Programs

Candidates who have been selected by their home universities can participate in the student exchange programs at our College. Therefore, interested students are advised to contact their school’s exchange programs office for details regarding the qualification and selection process at their school. Whether the exchange is at the undergraduate or the graduate level depends on the agreement between schools.

There are two terms in every academic year in which students can apply for exchange to CNCCU, the fall term and the spring term. The deadlines for submitting applications are May 1 and November 1 of each year.

### Semester Schedule

<table>
<thead>
<tr>
<th>Term</th>
<th>Term starts from</th>
<th>Term ends in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Term</td>
<td>Mid September</td>
<td>Mid January</td>
</tr>
<tr>
<td>Spring Term</td>
<td>Mid February</td>
<td>Late June</td>
</tr>
</tbody>
</table>

### Deadlines

<table>
<thead>
<tr>
<th>Term</th>
<th>Nomination</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Term</td>
<td>April 15</td>
<td>May 1</td>
</tr>
<tr>
<td>Spring Term</td>
<td>October 15</td>
<td>November 1</td>
</tr>
</tbody>
</table>
We require the following documents to process applications:

1. A nomination letter
2. A copy of passport
3. A current resume
4. A passport-sized photograph
5. A health report, with a photo

Please complete the online application form at http://iep.nccu.edu.tw

The academic assessment methods at CNCCU frequently come in the form of class participation, attendance, examinations, quizzes, projects, assignments, case studies, and presentations for each individual course. We maintain a 100-point grading scale system with the corresponding evaluation indicated in the charts to the right.

<table>
<thead>
<tr>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade</td>
<td>Explanation</td>
</tr>
<tr>
<td>90 and above</td>
<td>Excellent</td>
</tr>
<tr>
<td>80~90</td>
<td>Very Good</td>
</tr>
<tr>
<td>70~80</td>
<td>Good</td>
</tr>
<tr>
<td>60~70</td>
<td>Amply Sufficient</td>
</tr>
<tr>
<td>60</td>
<td>Passing grade</td>
</tr>
</tbody>
</table>
Course Overview

There are no minimum requirements as to the number of courses or credit hours an exchange student must take; however, they must verify with their home university office for their university’s requirements.

English Business Courses

Undergraduate Level

<table>
<thead>
<tr>
<th>Course name</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Policy</td>
<td>3.0</td>
</tr>
<tr>
<td>Cultural and Creative Entrepreneurship : Case Studies</td>
<td>3.0</td>
</tr>
<tr>
<td>Digital Media and E-Marketing</td>
<td>3.0</td>
</tr>
<tr>
<td>Financial Mathematics</td>
<td>2.0</td>
</tr>
<tr>
<td>Fixed Income Securities: Analytics and Derivatives</td>
<td>3.0</td>
</tr>
<tr>
<td>Global Leadership</td>
<td>3.0</td>
</tr>
<tr>
<td>International Bargaining</td>
<td>2.0</td>
</tr>
<tr>
<td>International Business Management</td>
<td>3.0</td>
</tr>
<tr>
<td>International Finance</td>
<td>3.0</td>
</tr>
<tr>
<td>International Political Economy</td>
<td>2.0</td>
</tr>
<tr>
<td>Investments</td>
<td>3.0</td>
</tr>
<tr>
<td>Linear Algebra</td>
<td>3.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course name</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macroeconomics</td>
<td>3.0</td>
</tr>
<tr>
<td>Management Science</td>
<td>3.0</td>
</tr>
<tr>
<td>Managerial Economics</td>
<td>3.0</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>3.0</td>
</tr>
<tr>
<td>Money and Banking</td>
<td>3.0</td>
</tr>
<tr>
<td>Nego &amp; Case Study in International Business English</td>
<td>2.0</td>
</tr>
<tr>
<td>Operations Management</td>
<td>3.0</td>
</tr>
<tr>
<td>Public Finance</td>
<td>3.0</td>
</tr>
<tr>
<td>R Computing for Business Data Analytics</td>
<td>3.0</td>
</tr>
<tr>
<td>Risk Management and Insurance</td>
<td>3.0</td>
</tr>
<tr>
<td>Strategic Cost Management (I)</td>
<td>3.0</td>
</tr>
</tbody>
</table>
### Graduate Level

<table>
<thead>
<tr>
<th>Course name</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actuarial and Financial Engineering Studies</td>
<td>3.0</td>
</tr>
<tr>
<td>Asian Political Economy</td>
<td>3.0</td>
</tr>
<tr>
<td>Case Studies on Entrepreneurship and Finance</td>
<td>3.0</td>
</tr>
<tr>
<td>China and Regional Economic Integration</td>
<td>3.0</td>
</tr>
<tr>
<td>Chinese Business in Global Perspective</td>
<td>3.0</td>
</tr>
<tr>
<td>Conflict Management</td>
<td>3.0</td>
</tr>
<tr>
<td>Consumer Behavior</td>
<td>3.0</td>
</tr>
<tr>
<td>Cross Border Strategic Alliances</td>
<td>2.0</td>
</tr>
<tr>
<td>Cross-Cultural Communication and Negotiation</td>
<td>3.0</td>
</tr>
<tr>
<td>Digital Media and E-Marketing</td>
<td>3.0</td>
</tr>
<tr>
<td>Economic Development of Mainland China</td>
<td>3.0</td>
</tr>
<tr>
<td>Economic Development of Taiwan</td>
<td>3.0</td>
</tr>
<tr>
<td>Experimental Design and Statistical Inference</td>
<td>3.0</td>
</tr>
<tr>
<td>Externship: International Business Law</td>
<td>1.0</td>
</tr>
<tr>
<td>Finance and Risk Management of Financial Institutions</td>
<td>3.0</td>
</tr>
<tr>
<td>Financial Policy of Asian Pacific Countries</td>
<td>3.0</td>
</tr>
<tr>
<td>Fixed Income Securities: Analytics and Derivatives</td>
<td>3.0</td>
</tr>
<tr>
<td>Global and Cross Cultural Marketing</td>
<td>2.0</td>
</tr>
<tr>
<td>Global Leadership</td>
<td>3.0</td>
</tr>
<tr>
<td>Innovation Entrepreneurship Forum</td>
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</tbody>
</table>

### Course name

<table>
<thead>
<tr>
<th>Course name</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>International Corporate Governance</td>
<td>2.0</td>
</tr>
<tr>
<td>International Financial and Investment Law</td>
<td>2.0</td>
</tr>
<tr>
<td>International Media Strategic Management</td>
<td>3.0</td>
</tr>
<tr>
<td>International Perspective of Insurance Regulation</td>
<td>3.0</td>
</tr>
<tr>
<td>International Political Economy</td>
<td>3.0</td>
</tr>
<tr>
<td>Investment Decisions and Management</td>
<td>3.0</td>
</tr>
<tr>
<td>Investment</td>
<td>3.0</td>
</tr>
<tr>
<td>Macroeconomic Theory</td>
<td>3.0</td>
</tr>
<tr>
<td>Marketing Communications</td>
<td>3.0</td>
</tr>
<tr>
<td>Marketing Management for International Managers</td>
<td>3.0</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>2.0</td>
</tr>
<tr>
<td>Practical New Product Development and Marketing</td>
<td>3.0</td>
</tr>
<tr>
<td>Real Estate Finance and Asset Investment</td>
<td>3.0</td>
</tr>
<tr>
<td>Real Estate, Related Financial Derivatives and Financial Crises</td>
<td>3.0</td>
</tr>
<tr>
<td>Research Methods</td>
<td>3.0</td>
</tr>
<tr>
<td>Small and Medium Size Enterprises</td>
<td>3.0</td>
</tr>
<tr>
<td>Special Topics on Profit Models</td>
<td>2.0</td>
</tr>
<tr>
<td>Strategy and Business Modeling</td>
<td>3.0</td>
</tr>
<tr>
<td>Venture Capital</td>
<td>3.0</td>
</tr>
</tbody>
</table>
## Estimated Expenses

Normally, tuition is paid at the exchange student’s home university. Aside from tuition, exchange students will need to budget their living expenses as well as travel cost to and from Taiwan. Fees that will be incurred by an exchange student include: dormitory fees (free internet access), books, medical insurance, and other miscellaneous items.

Just to give you an idea of how much things cost in Taipei*

<table>
<thead>
<tr>
<th>Food</th>
<th>NTD</th>
<th>Approx. USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milk</td>
<td>$100/L</td>
<td>$3.3/L</td>
</tr>
<tr>
<td>Water</td>
<td>$18/600ml</td>
<td>$0.6/600ml</td>
</tr>
<tr>
<td>Restaurant Meals:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E.g. McDonald’s Hamburger</td>
<td>$120</td>
<td>$4.0</td>
</tr>
<tr>
<td>E.g. Traditional Chinese Meal</td>
<td>$100</td>
<td>$3.3</td>
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</table>

<table>
<thead>
<tr>
<th>Transportation</th>
<th>NTD</th>
<th>Approx. USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus</td>
<td>$15</td>
<td>$0.5</td>
</tr>
<tr>
<td>Subway</td>
<td>$12-65</td>
<td>$0.4-2.17</td>
</tr>
<tr>
<td>Taxi/cab in Taipei Area</td>
<td>$70 for the first 1.25 km Afterwards $5 for every 0.25 km</td>
<td>$2.3 for the first 1.25km, Afterwards $0.16 for every 0.25km</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Communication</th>
<th>NTD</th>
<th>Approx. USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public SIM Card</td>
<td>$300</td>
<td>$10</td>
</tr>
<tr>
<td>Local Call Per Second</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International call per second</td>
<td>$0.09-0.15</td>
<td>$0.003-0.005</td>
</tr>
<tr>
<td>(Depends on distance)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Phone (IC Card from 7-11)</td>
<td>$2/minute</td>
<td>$0.06/minute</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Others</th>
<th>NTD</th>
<th>Approx. USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text Book</td>
<td>$900-2500</td>
<td>$30-83</td>
</tr>
</tbody>
</table>

*NTD:USD=30:1
Study Abroad Programs (SAPs)

Study Abroad Programs (SAPs) in CNCCU are exclusive one to four-week academic events organized by CNCCU. Each year, we give student groups from partner schools an unforgettable experience that combines high quality academic courses with a wide range of cultural and social activities. Our special Asian featured lectures aim to provide students a conduit for gaining Asian perspectives of business and learning all about this growing region.

The Program has since evolved into a more mature and flexible format involving closer coordination with visiting programs that begins with an in-depth understanding of the visiting program’s needs; a discussion on the possible options under the SAPs commences and based on careful consideration of the visiting program’s specific requirements and CNCCU’s previous experiences, the SAPs Coordinator provides a firm recommendation on a tailored program design for the visiting program. The effective SAPs Execution Team then follows this through with pre-arrival preparations that ensure a smooth flow from the visiting students’ arrival to their departure.

SAPs build upon CNCCU’s business expertise and network in the Asian region to provide students with the essential fundamental knowledge on doing business in Asia. This is complemented by the real-life experiences offered through the SAPs Buddy Program. The SAPs buddies are a select group of CNCCU students who first introduce the visiting program’s students to the ins and outs of daily life in Taiwan; it has typically been SAPs’ experience that the visiting program’s students and their SAPs buddies become lifelong friends after the short program.

For more information on the CNCCU SAPs, please visit [http://sap.nccu.edu.tw](http://sap.nccu.edu.tw).
Many of our exchange students interested in the Chinese language also apply to the Mandarin Study Program offered by the university. A special arrangement of twice weekly courses totaling 60 hours a semester has been arranged for beginners including listening, speaking, reading, and writing or only speaking and listening. Students may also join the regular Mandarin Study program which offers daily classes. Students are initially required to pay their tuition of about NTD 9,200 (approx. USD 306) for special courses or NTD 27,500 (approx. USD 917) for regular courses, and upon completion of the Mandarin courses, if a student has less than 10% absences and a final score of above 80, a scholarship (NTD 9,200 in maximum) will be granted in the form of a refund.

NTD:USD=30:1
Regular courses are designed to enhance listening, speaking, reading, and writing skills at different levels and the Mandarin Studies Program also offers a variety of non-credit elective courses for regular course participants while they are available for those who already know the language and would like to sharpen their skills in listening and speaking or to learn Classical Chinese, Business Chinese, or Taiwanese. Workshops, activities and field trips are organized to provide students with opportunities to integrate culturally and socially with local students. Instructors in the program are highly qualified professionals with years of experience in teaching Mandarin Chinese as a foreign language to individuals with various linguistic and cultural backgrounds.

For more information, please visit our Chinese Language Center website at
Housing and Facilities

Housing

The university provides the on-campus dormitory and off-campus i-House for incoming students to choose. The dormitory accommodates 2-4 students in one room and there are individual buildings for males and females. Laundry facilities and lounges are available, but cooking is not allowed in the dormitory. The i-House is a modern and well-furnished building with 65 single suites and 30 double suites. Laundry, lounge and kitchen facilities are all available. Please be advised, space is limited at both the University dormitory and the i-House so guaranteeing a space is becoming more difficult. Further assistance will be provided for students who wish to find a flat outside of the campus through our Buddy program which is described in more detail later.

Computer Facilities

The Commerce Building was meticulously designed to fully link its 31 different laboratories and research facilities to the classrooms via a high-speed fiber optic network. In this building alone, there are more than 500 computers in the 15 computer rooms accommodating 40 - 80 persons each. Aside from this, majority of the academic buildings on campus are fully equipped with secured wireless internet service that can be accessed using personal computers and laptops. High-speed Ethernet LAN is also provided in students’ dormitory rooms at no extra cost.

Other Student Facilities (Lounge & Seminar Rooms)

The Office of International Programs provides a student lounge with computer facilities and seminars rooms which may be used as a general meeting or study area. In addition, NCCU also provides the Hillside Learning Lodge located uphill of campus for students with a rich, diverse residential experience. The design of the Hillside Learning Lodge's open reading and discussion environment was inspired by Harvard University's Bureau for Study Counsel:
Center for Academic and Personal Development and provides enthusiastic, knowledgeable student mentors to help new students understand the undergraduate curriculum and solve any problem they encounter.

**Libraries**

The libraries at NCCU house over 4.1 million books/e-books, periodicals, and more than 430 newspapers. These materials can be found in the Chung-cheng Main Library, the Social Sciences Materials Center, the Center for Public and Business Administration Education, the Institute of International Relations, and various branch libraries on campus.

The Commerce Library located on the fourth floor of the Commerce Building holds about 100,000 volumes of books/e-books, 14,000 volumes of bound periodicals, 1,370 audio-visual tapes, 250 reading seats, and 76 network ports.

**Sports Facilities**

Students have access to all kinds of sport facilities, including a multi-purpose sports stadium, gymnasium, table tennis room, billiards, martial art rooms, fitness center, weight-lifting and training room, track and field, football and soccer field, swimming pool, tennis courts, rock climbing wall, baseball fields, and basketball courts among the many facilities provided at the sporting complex.

**Other Facilities**

The University provides other facilities including a health clinic, a counseling center, a career placement center, a fine arts center, a language center, parking lots, cafeteria and restaurants, bookshops, and a retail cooperative. Living on-campus is of utmost convenience as banks, convenience stores, Western and Asian restaurants, supermarkets, and a post office are available within walking distance from the campus.
Buddy Program

The OIP provides a Buddy Program where every exchange student is provided with one to three NCCU students who have volunteered to become “buddies” to help new students settle into their environments. These local “buddies” will assist them in any problems that they may encounter upon arrival and help them adjust to life in Taipei. We encourage students to work with buddies for assistant with dormitory arrangements as well as various academic and non-academic activities.
The buddy program is not just a way to meet and mingle with local Taiwanese students, but a way to make lasting friendships and learn of the culture and heart of Taiwan from real Taiwanese people. The buddy program also gives our local students an opportunity to practice their interactive skills with people from various backgrounds and cultures all around the world. Over the years, the buddy program has been a huge success and we encourage every incoming student to utilize it.
Lucie Bc. Kozáková  
*University of Economics, Prague/ Czech Republic*
I am glad that I have chosen all my courses from within the IMBA programme. The fact that NCCU allows us to take IMBA classes is simply great! The quality of courses was beyond my expectations - very useful, very practical, and in the end, I can definitely say that I have learnt a lot. And I can say the same about the mandarin classes. Although I was little bit confused at the beginning, after passing through I am glad that I took the course. I have never imagined that one day I would be able to understand basic Chinese! I would like to thank NCCU and the College of Commerce for giving us the opportunity and for taking care of us! Thank you very much!

Harri Liimatainen  
*Aalto University School of Business/ Finland*
One of the best things during my exchange studies at NCCU has been my Mandarin lectures. At first it was really scary to dive into learning a new language, but thanks to our sweet teacher, she made it fun and easily approachable to all of us. I will always remember the terror when she would take us to the café and group us with local students to order something, in Mandarin of course. Luckily I soon realized that it is nothing to be afraid of and actually starting to use even basic language in everyday situations helps a lot. It has been especially fascinating to learn about Taiwanese culture, and find out simple, small habits in everyday life that are self-evident here but totally different from what I am used to. That is the beauty of exchange studies, which gives you the opportunity to live the everyday life and discover these fascinating things.

Nathan Mesnildrey  
*Rotterdam School of Management/ Netherlands*
Campus life at NCCU made me re-discover long-time passions. During my semester abroad, the campus allowed me to re-connect with swimming which took a big part of my childhood and that I had abandoned for a few years. What better place than a warm Olympic-sized swimming pool to start again? I also really enjoyed the campus environment. On one side, the urban aspect of it: various little shops, sports facilities or hang-out spots; and on the other: nature all around you. Bring a camera, a desire to experience, and you will be more than suited for your exchange in Taipei. So yes, NCCU was an enjoyable student exchange experience.
Nutchitra Kovichsakul  
Chulalongkorn University/ Thailand

My time as an exchange student at NCCU was a great opportunity to get an insight into the local culture that differs in many kind of my culture. Within the last months, I did not only get an insight in the higher education system of Taiwan, but also gain an insight into the everyday life of the local people and students. I stayed at I-House, an off-campus dormitory, close to walk to campus. The crew at I-House is very nice one thing that I am impressed is that no matter how many students staying here at I-House so very special. They're willingness to help me with anything I needed, to teach me about their country and their culture and to be so much fun to hang out with contributed a great deal to my experience overall. I will miss NCCU and Taiwan very much after I return home and carry with me memories that will last a lifetime. My wish is that every student whoever has the opportunity to study here will make the effort to make the most out of every day and have as great a time here at NCCU as I did.

Nathan Morris  
George Washington University / United States

As a foreign student who doesn't speak Chinese, it was sometimes difficult to get around, figure out prices, or order some of the delicious looking food. I have never traveled anywhere where the people were so friendly and willing to help than Taiwan. My "official" NCCU buddies were also spectacular. I must give them special recognition because they truly contributed a great deal to making my time here at NCCU so very special. They're willingness to help me with anything I needed, to teach me about their country and their culture and to be so much fun to hang out with contributed a great deal to my experience overall. I will miss NCCU and Taiwan very much after I return home and carry with me memories that will last a lifetime. My wish is that every student whoever has the opportunity to study here will make the effort to make the most out of every day and have as great a time here at NCCU as I did.

Sara Moritz  
Lancaster School of Management/ United Kingdom

My exchange semester in Taipei has not only allowed me to explore a foreign culture in depth, but it also provided me with a lot of valuable professional knowledge. I had the chance to choose exactly the courses I was interested in, complementing and extending the high quality education I had already received in my home university. The classes were very interactive and I enjoyed various discussions arising in class and during group work and projects. I deeply enjoyed my stay at NCCU and in Taiwan overall. I feel that this stay definitely broadened my horizon and provided me with valuable experiences for my future career in a multinational environment.
Contact Us

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Email: crhuang@nccu.edu.tw

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