



國立臺北商業大學



國立臺北商業大學  
National Taipei University of Business

# National Taipei University of Business



# Outline

- **Location**
- **History**
- **Goals and Objectives**
- **Reputation**
- **Academic Programs**
- **Alumni**
- **Internalization**
- **Appendix**

國立臺北商業大學

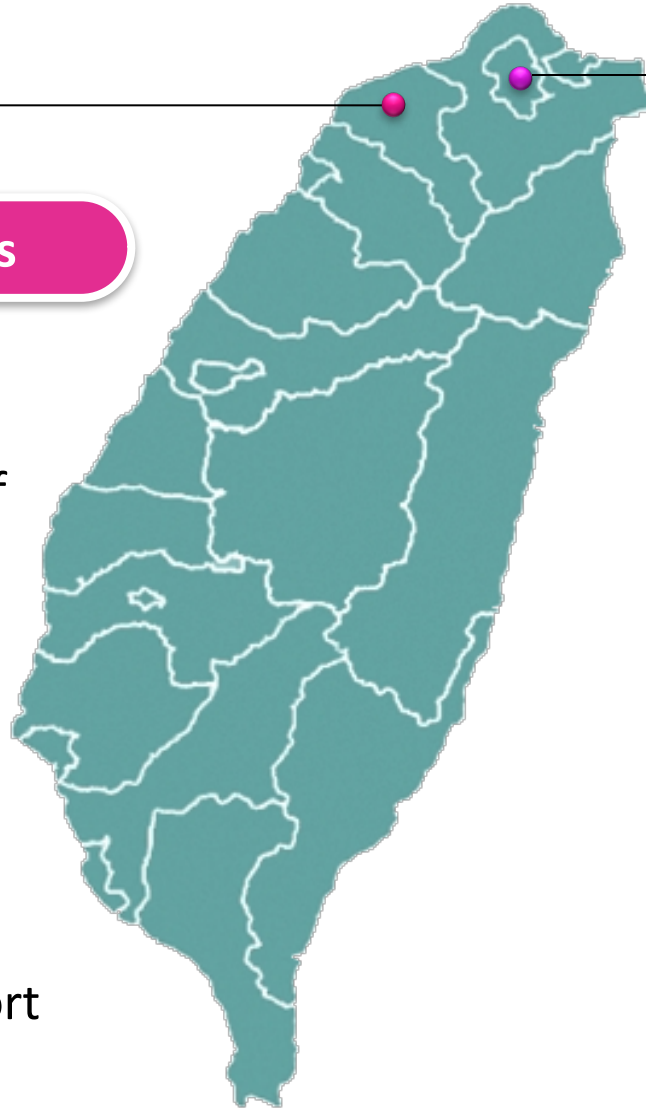
National Taipei  
University of Business



# Location

## Taoyuan Campus

- ❖ Pin Chen City, Tao Yuan County, covering an area of 77,118 square meters
- ❖ Only a 40-minute drive from Taipei City and a 20-minute drive from Taiwan-Taoyuan International Airport



## Taipei Campus

- ❖ Located at central Taipei
- ❖ Only a 5-minute walk from the Shandao Temple MRT Station
- ❖ Only a 10-minute walk from Taipei Main (Train) Station

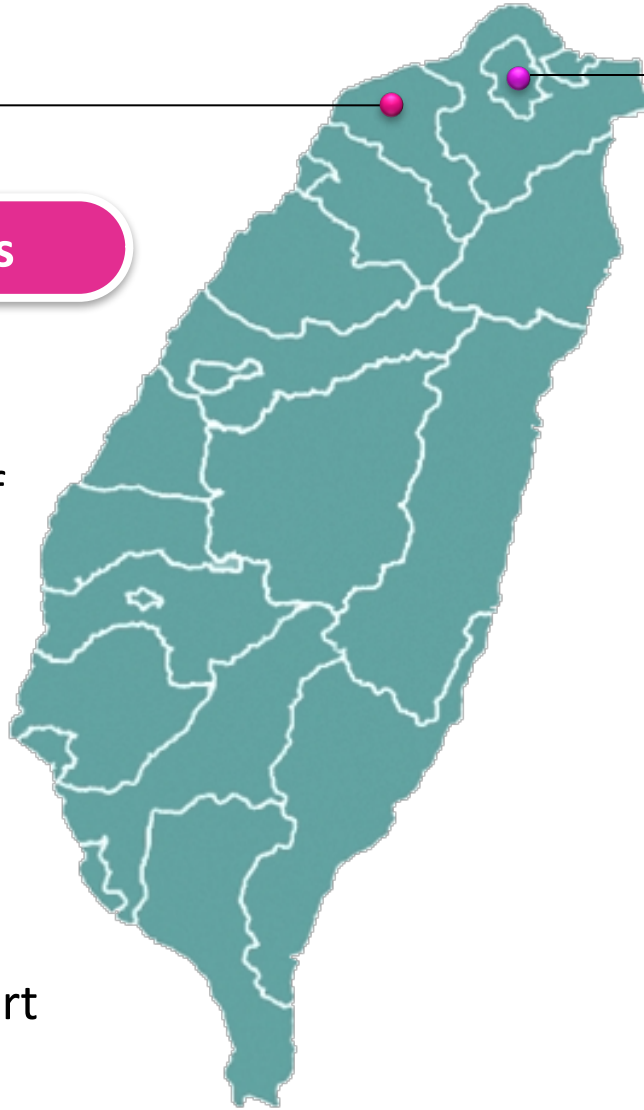
# Taipei Campus



# Location

## Taoyuan Campus

- ❖ Pin Chen City, Tao Yuan County, covering an area of 77,118 square meters
- ❖ Only a 30-minute drive from Taipei City and a 20-minute drive from Taiwan-Taoyuan International Airport



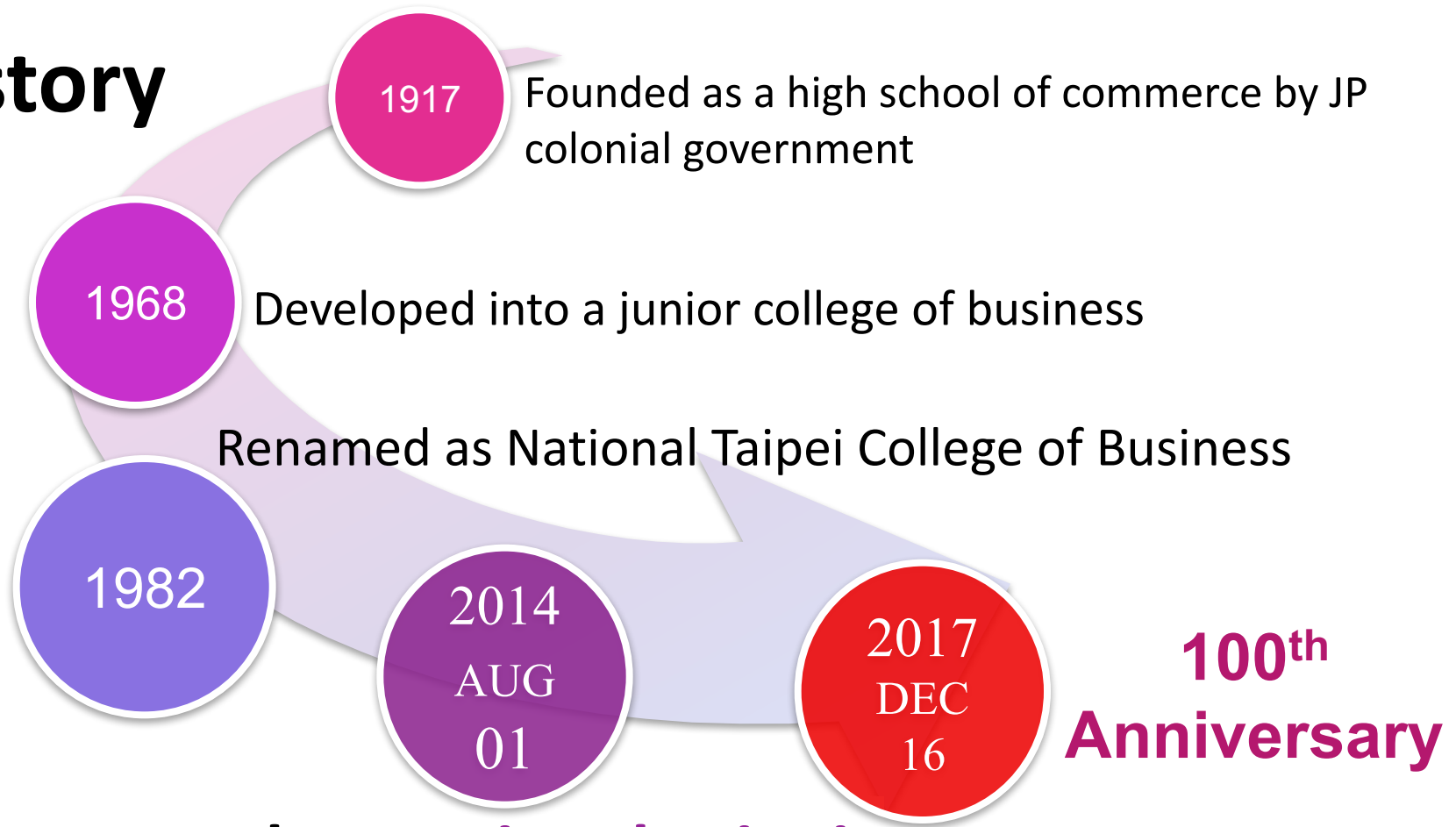
## Taipei Campus

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# Taoyuan Campus



# History



Renamed as **National Taipei University of Business**



北商大100周年校慶  
National Taipei University of Business





# Goals & Objectives for Student Development

Profession &  
Competence

Characters &  
Principles

Professional  
skills

Innovation  
& Creativity

Self-  
Management

Social  
Responsibility

Internationalizing the teaching and learning processes

Cooperating with the industry



# Academic Programs on Taipei Campus

## Undergraduate Programs

### College of Business

- Department of International Business
- Department of Accounting Information
- Department of Finance
- Department of Public Finance and Tax Administration

### College of Management

- Department of Business Administration
- Department of Information Management
- Department of Applied Foreign Languages

## Postgraduate Level

### College of Business

- Master in International Business
- Master in Accounting and Taxation
- Master in Finance
- Master in Law and Negotiation for Global Trade

### College of Management

- Master in Business Administration
- Master in Information and Decision Sciences



# Academic Programs on Taoyuan Campus

## Undergraduate Programs

### College of Innovation Management

- Department of Commercial Design and Management
- Department of Commercial Creativity Management
- Department of Digital Multimedia Design
- Master in Creative Design and Management



# Reputation



The best university specializes in business and management among the vocational universities in Taiwan.



NTUB actively cooperating with the industry, develops students' professional and vocational skills leading to full employment.



Newly established College of Innovation Management specializes in innovation of commercial design.

Innovation



NTUB graduates have been ranked No.1 in terms of overall appraisal among enterprises over years.



# Distinguished Alumni Community

NTUB has produced over 100,000 graduates, among many of whom are social elites and successful figures in business and political economy fields.



**Dr. Charles Kao**

Former Economics Professor at University of Wisconsin & Founder of Global Views- Commonwealth Publishing Group



**Mr. Chien-shien Wang**

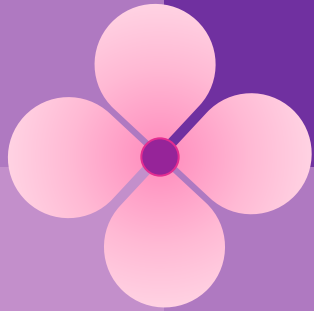
Former President of Control Yuan, Republic of China (Taiwan)



**Dr. Frank Hsieh**

Representative of Taipei Economic and Cultural Representative Office in Japan





# Internalization

# International Partnerships



**Total: 35 universities in 16 countries**



# NTUB Exchange Program (International Business Track)

- This International Business program combines theory with practice and aims to equip students with professional skills.
- Courses include: Chinese Language, Business Chinese, International Finance, International Advertising, Business Strategy, E-commerce, E-marketing, Global Industry Analysis, Corporate Communications, Intercultural Service Learning & Leadership, etc..





# International MBA in Law and Negotiation for Global Trade

- LNGT provides a broad intellectual foundation, combining practical legal knowledge of global trade and business with rigorous practice in discussion, debate, and negotiation.
- The Program offers three different paths to completing the degree. Students can choose the schedule that best meets their needs:
  - (1) two-year on-campus
  - (2) one-year on-campus plus one-year internship
  - (3) one-year in Taiwan with NTUB plus one-year at a prominent overseas law school (University of Technology Sydney - dual degree program).



# NTUB Summer Program

- NTUB summer program provides connections for university students from partner institutions to study Mandarin and experience Taiwanese culture.
- Courses include: Mandarin Study, Taiwan Business Topics
- Cultural activities include: Taipei walking tours, corporate visits, calligraphy, martial arts, Chinese crafts, etc..
- 2018 NTUB Summer Program : August (12 days)



# Student Exchange Program (Outbound)

Saxion University of Applied Science,  
Netherlands



Pittsburg State University,  
United States



Avans University of Applied  
Science, Netherlands



Hanze University of Applied  
Science, Netherlands



Chiba University, Japan



Aschaffenburg University of Applied  
Sciences, Germany



# Student Exchange Program (Inbound)



International Food Festival



Field Trip to Yilan



Calligraphy class



Diabolo experience

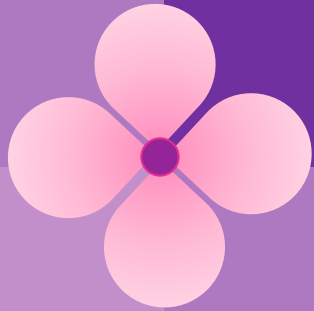


Hakka Tea experience



Excursion-Confucius Temple



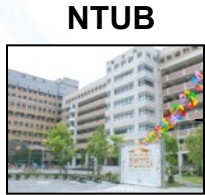


# Appendix

*Cultural Spots around NTUB*



# Taipei Metro Map



Taipei 101

# Government Institutions *(within 15 mins walking distance)*

## Office of the President

### Ministry of Education



### Ministry of Foreign Affairs



### Control Yuan



### Executive Yuan



### Legislative Yuan



# Cultural Resources *(within 15 mins walking distance)*

**National Concert Hall**



**National Theater**



**National Library**



**National Taiwan Museum**





# Recreation *(within 10 mins walking distance)*

**Huashan 1914 Creative Park**



**Chiang Kai-shek Memorial Hall**



**228 Peace Memorial Park**



**Ximending (Shopping Area)**



# NTUB

## National Taipei University of Business



### THANK YOU FOR LISTENING!!