

2017 Tamkang Summer Program

Business & Capital Management over Globalization

The Best Way to Learn Business, Taste Culture, Explore Taipei,
and Experience Diversity

	Date	Time	Events	Location	Remarks
1	08/02 Wednesday		Arrival	Tamsui Campus	
2	08/03 Thursday	10:00-12:00	Opening	Tamsui Campus I201	Opening Ceremony Dr. Pei-Wha CHI LEE
		12:00-13:30	Lunch		
		13:30-18:00	Lecture (1)		International Cultural Taste and Appreciation (戲曲大觀園) Dr. Ha,Yi-Ping
3	08/04 Friday	08:00-12:00	Lecture (2)	Tamsui Campus I201	Global Social Changes & Future Developments Dr. Chen, Kuo-Hua
		12:00-13:30	Lunch		
		13:30-17:30	Lecture (3)		International Cooperate Finance Dr. Chen, Hung-Kun
4	08/05 Saturday	9:00-18:00	Culture Trip		Visit Taipei 101 & Elit Book Shop
5	08/06 Sunday	Day off			
6	08/07 Monday	08:00-12:00	Lecture (4)	Tamsui Campus I201	International Financial Markets & Policies Dr. Lin, Joung-Yol
		12:00-13:30	Lunch		
		13:30-17:30	Lecture (5)		Globalizational Taiwan Dr. Ji, Shun-jie
7	08/08 Tuesday	08:00-12:00	Company Visit	Taipei	Visit Kobayashi Optical Co.
		12:00-13:30	Lunch		
		13:30-18:30	Company Visit		Visit Taiwanese Financial Institutes (Taiwan Stock Museum)
8	08/09 Wednesday	08:00-12:00	Lecture (6)	Tamsui Campus I201	International Business Ethics Dr. Chang, Sheng-Hsiung
		12:00-13:30	Lunch		
		13:30-17:30	Lecture (7)		International Consumer & Personal Finance Dr. Lu, I-Ting
9	08/10 Thursday	08:00-12:00	Lecture (8)	Hsinchu	The Future Trend in Marketing Thoughts Dr. Lii, Peir-Chyi
		12:00-13:30	Lunch		
		13:30-17:30	Company Visit		Company Visit ZyXEL (合勤科技)

10	08/11 Friday	08:00-12:00	Lecture (9)	Tamsui Campus I201	Doing Global Business Dr. Jeng-Yan Tsai
		12:00-13:30	Lunch		
		13:30-18:30	Company Visit	Xin Zhuang	Grand Dynasty Industrial Co., LTd (宗瑋工業股份有限公司)
11	08/12 Saturday	12:00-18:00	Cultural Visit		Visit Maokong, Maokong Gondola Service, Experience Tea Culture
12	08/13 Sunday	Day off			
13	08/14 Monday	08:00-12:00	Lecture (10)	Tamsui Campus I201	Technology Innovation and Competitive Advantage Dr. Sun, Chia-Chi
		12:00-14:30	Farewell Party		
14	08/15 Tuesday		Departure		