**2016 Tamkang Summer Program**

**Future Mindset and the Evolution of Global Business**

**The Best Way to Learn Business, Taste Culture, Explore Taipei,**

**and Experience Diversity**

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| **The Classroom will be at B701 ( The Business and Management Building)** | | | | | |
|  | **Date** | **Time** | **Events** | **Location** | **Remarks** |
| **1** | 08/03  Wednesday |  | Arrival & Welcome | Tamsui Campus |  |
| **2** | 08/04  Thursday | 10:00-12:00 | Opening Ceremony | Tamsui Campus  Open Ceremony will be at B301a.  The rest classes will be at B701 | Dr. Jeng-Yan Tsai |
| 12:00-13:00 | Lunch |  |
| 13:00-15:00 | Lecture (1) | International Cultural Taste and Appreciation  Office of International & Cross-Strait Affair |
| **3** | 08/05  Friday | 08:00-12:00 | Lecture (2) | The Changing World and Innovation Strategy  Dr. Tsai, Jeng-Yan |
| 12:00-13:00 | Lunch |  |
| 13:30-17:00 | Lecture (3) | The development of International Cooperate Finance  Dr. Chen, Hung-Kun |
| **4** | 08/06  Saturday | 09:00 – 18:00 | Culture Trip | Visit Maokong, Maokong Gondola Service, Experience Tea Culture, Taipei 101, & Elit Book Shop |
| **5** | 08/07  Sunday | Day off |  |  |
| **6** | 08/08  Monday | 08:00-12:00 | Lecture (4) | Technology Innovation and Competitive Advantage  Dr. Sun, Chia-Chi |
| 12:00-13:00 | Lunch | Hsinchu |  |
| 13:00-18:00 | Company Visit | Company Visit ZyXEL (合勤科技) |
| **7** | 08/09  Tuesday | 08:00-12:00 | Lecture (5) | Tamsui Campus B701 | Globalizational Taiwan  Dr. Ji, Shun-jie |
| 12:00-13:00 | Lunch |  |
| 13:30-17:00 | Lecture (6) | The Future Trend and Marketing Thought  Dr. Lii, [Peirchyi](http://msdm.ms.tku.edu.tw/info/20) |
| **8** | 08/10  Wednesday | 08:00-12:00 | Lecture (7) | Tamsui Campus B701 | Global Social Changes & Future Developments  Dr. Chen, Kuo-Hua |
| 12:00-13:00 | Lunch |  |
| 13:00-17:00 | Lecture (8) | Big Data for Business Applications  Dr. [Chang, Wei-Lun](http://teacher.tku.edu.tw/PsnProfile.aspx?u=t902820) |
| **9** | 08/11  Thursday | 08:00-12:00 | Company Visit | Taipei | Visit Grape King Bio. Company |
| 12:00-13:00 | Lunch |  |
| 13:00-18:00 | Culture Trip | Visit Taiwanese Financial Institutes (Taiwan Stock Museum) |
| **10** | 08/12  Friday |  | Departure |  |  |