



National Taipei University of Business

Welcome to the NTUB

National Taipei University of Business

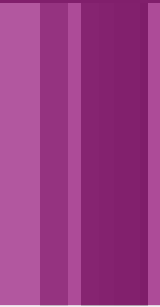




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Welcome to the NTUB National Taipei University of Business

A Warm Welcome

National Taipei University of Business (NTUB) is one of the most prestigious universities in Taiwan, dedicated to providing the best business education to students from all over the world. Founded in 1917, NTUB has been an important part of the economic development in Taiwan. Our alumni are distinguished in both private and public sectors, making contribution to Taiwan's economic growth.

NTUB cooperates closely with not only companies in Taiwan but also many intuitions abroad. Our study programs are internationalized, and most students have internship or work experiences before they graduate.

Our vision is to become one of the leading universities in Asia, offering students opportunities in learning cutting-age business skills and knowledge, and we also wish to help students to explore the best part in themselves.



At NTUB, we believe a business professional of excellence is not only skillful, but also holds principles and characters. We are here to support you to pursue excellence. We sincerely welcome you to join us!

Ruay-Shiung Chang

Prof. Dr. Ruay-Shiung Chang
President
National Taipei University of Business, Taipei,
Taiwan



Why Choose NTUB

Ideal Location for Nurturing the Cream of the Future Commercial Crop

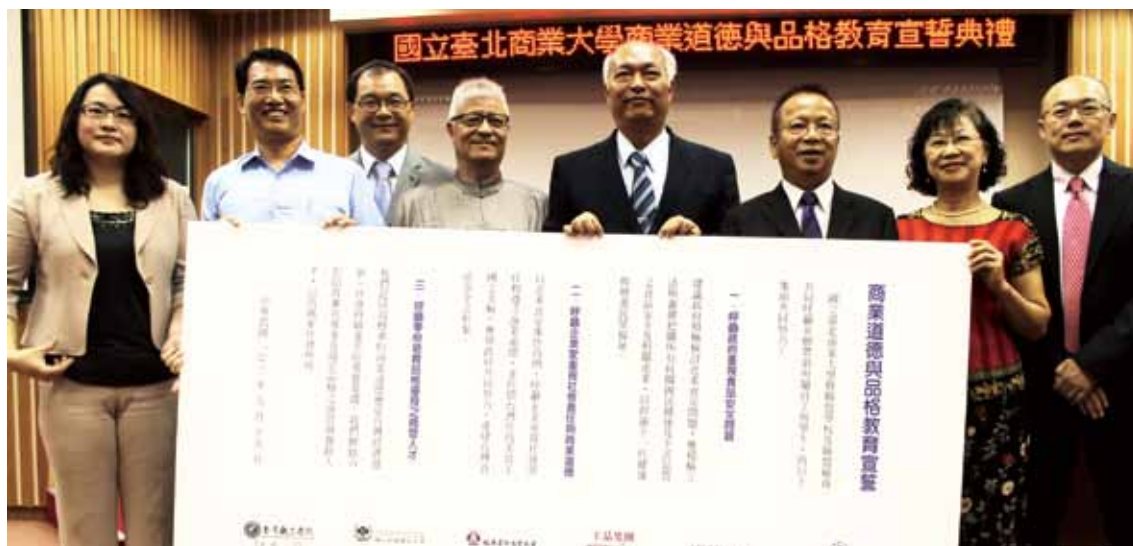
NTUB is situated right in the heart of Taipei City, a thriving and bustling national capital. The Taoyuan campus, located in Pingzhen City, is separated from the main campus by just a short journey via expressway, making travel between the two quick and easy. This secondary location also offers a very important link to Taoyuan County, an area that is home to a rapidly developing airport city and is rich in industrial and commercial resources, thereby further adding to the ideal environment where first class future business professionals can be cultivated.

Favorable Appraisals & Approval from all Sectors

With aspirations of being crowned the top business school in the country, NTUB was awarded no less than eight first ratings in the professional field, and one first rating in the Administrative field, during the 2011 installment of the annual Technical & Vocational College Awards Ceremony.

Top Class Students & Unrivalled Pass Rates

According to employer satisfaction rate surveys, over 90% of enterprises are fully satisfied with NTUB graduates in terms of their overall appraisal, their professional dedication and performance, and their personal integrity and work ethic. Moreover, surveys conducted by the recruitment database site 104 Job Bank, as well as acclaimed magazines such as Commonwealth and Cheers, found NTUB to be one of the top three schools nationwide in the vocational and professional college category. In 2013, the results of a Global Views Magazine survey conducted for their Graduate School Guide, saw NTUB alumni ranked as the top graduates in the country in the field of Business, Management, Finance & Economics. They were also placed joint fourth overall across all tertiary institutions.





Welcome to the NTUB National Taipei University of Business



Excellent Performance in Regional Contests

Thanks to a unique combination of highly qualified personnel, its comprehensive curricula and other related resources, NTUB students are encouraged to take a diverse range of approaches to studying and to thinking creatively. This has led NTUB students to receiving numerous awards in both national and international vocational competitions.

Emphasis on Ethics & Social Responsibility

Having employed an instructional approach focused on the importance of building character, service learning and the practice of work ethics for nearly a century, NTUB encourages students to actively participate in community service activities and has even formed an International Volunteer Team. The latter is frequently involved in foreign relief projects and time is set aside regularly every year for Volunteer Service training.





Why Choose NTUB

Prominent Alumni & A Wealth of Resources

NTUB has produced over 100,000 graduates, among many of which are success stories in numerous business fields. Apart from showing promise in multiple public and private sector business related endeavors, various alumni have moreover reached great heights in political, educational and social services. Notable NTUB graduates who have all excelled in their respective professional fields include the former Taiwan Control Yuan president Wang Chien-Shien, former Executive Yuan president Frank Hsieh, Commonwealth Publishing Group founder Charles Kao, former Polaris Financial Group chairman Wayne Pai, Lefoofo Tourism Group founder Fu Chuang, Everlight Chemical Industrial Corporation honorary chairman Chen Ding-Chuan, Hweitai Construction Group president Lu Ming-Zhu, Fabulous Group board chairman Lin Zhang-Xun, Hou Cheng Group director-general Chiou Jiunn-Rong, Pxmart Co., Ltd president Lin Min-Xiong, XPEC Entertainment chairman Xu Jin-Long,

Azurewave Technologies CEO Ted Lee and Taipei Motor Corporation director-general Zhou Qin-Xian.

Financial Assistance, Career Guidance & Student Support

NTUB provides a comprehensive range of in-house scholarships (for both academic excellence and underprivileged students), graduate student bursaries, scholarships for students with special needs, part-time study grants, student loans, emergency allowances and subsidized tuition for disadvantaged learners. In addition, the university continually strives to raise greater funding for existing and prospective students by actively drawing upon a broad scope of internal and external resources. These include the Zhong Zheng, Cooperative Society, Professor Wang Ke-Qiu, Alumni Wu Chun-Ming, Multi-Star Project, Alumni Chen Ding-Chuan and the Huang Zuo-Chen Underprivileged Student Scholarships, all of which encourage students to continue and complete their studies with the necessary financial support and peace of mind.



Professional Laboratories

In order to guarantee high quality education for each and every NTUB student, all departments aim to provide unique course content combined with sophisticated laboratories boasting a range of advanced information technology features. The Graduate Institute of Business' RFID Distribution & Supply Chain Applied Demonstration Laboratory, for example, as well as the Institute of Information & Decision Sciences' proposed Optimized Internet, Graphic Algorithm, Smart Business Operations, Moving Objects and Applications in Service Management & Decision Sciences Labs are all fine instances of this vision. Other instances of this vision include the Virtual CPA

Firm (Department of Accounting Information, the Financial Information Lab (Department of Finance), and the Digital Learning and Compound Case Learning Labs (Department of Information Management). The latter department also offers the Commercial Knowledge Research Center for further instruction. Students can also enjoy the excellent facilities provided by the Department of Business Administration: Marketing Distribution and Case Study Classrooms, as well as their Commercial Knowledge and Finance Labs. A final example of these fine educational environments is the Department of Applied Foreign Language's state-of-the-art Interpretation Classroom.





Why Choose NTUB

Student Associations & Activities

NTUB currently offers 53 school clubs. Through the establishment, and running of these student organizations, students acquire a wide range of skills with regard to interpersonal interaction and communication, efficient resource utilization and crisis management. Additionally, students are also actively encouraged to nurture a sense of responsibility towards the community and social welfare. This ensures that NTUB produces socially involved and responsible graduates who respect life and look to assist those in need, and who are equipped with the combination of sound moral principles and practical know-how required of modern business leaders.



Counseling & Guidance

Having been formally selected by the Ministry of Education to provide the official venue for the Second Northern Taiwan Guidance & Counseling Center, and to also act as the Career Guidance Contact Window for no less than 41 Vocational and Junior Colleges situated across the Second Northern District, NTUB's large team of guidance counselors are highly qualified and highly experienced. Students at this school can therefore expect to be provided with nothing but the finest professional business career guidance services.





School System & Departments

Campus	School System		Graduate School (Master's Program)	2 Year Undergraduate Program		4 Year Undergraduate Program	
				Daytime Courses Division	Advanced Studies Division	Daytime Courses Division	Advanced Studies Division
	College	Department					
Taipei	College of Management	Department of Business Administration & Graduate Institute of Business Administration (EMBA)	●	●	●	●	●
		Institute of Information and Decision Sciences	●				
		Department of Information Management		●	●	●	●
		Department of Applied Foreign Languages		●	●	●	
	College of Business	Department of Accounting Information (with Graduate Institute of Accounting and Taxation)	●	●	●	●	●
		Department of Finance; Graduate Institute of Finance	●	●	●	●	●
		Department of International Business (with Graduate Institute of International Business)	●	●	●	●	
		Department of Public Finance and Tax Administration		●	●	●	
Taoyuan	College of Innovative Management	Department of Commercial Creativity Management		●		●	
		Department of Digital Multimedia Design		●		●	
		Department of Commercial Design and Management		●		●	

© For more information regarding recruitment and applications, please contact the specific school or department in question's administration office.



International Exchange

Our university has established formal partnerships with universities in the United Kingdom, United States, Germany, France, Holland, Australia, Japan, Korea, China, etc. The number of exchange students we recruit and assist increases year by year. Meanwhile, in order to improve global competitiveness, we are actively applying for scholarships from the Ministry of Education for our exchange students.

We arrange irregular bilateral visit to improve mutual cooperation and understanding between sister schools and our university. In addition to in-depth academic exchange and cooperation, we enthusiastically establish channels in order to strengthen faculty-student interaction, such as speeches, discussions, and short-term lectures.

The Department of International Business has set up a whole English program since 2011 to provide exchange students from our sister schools with courses in business, Taiwanese culture, and Chinese languages, etc. Also, our university accommodates exchange students sponsored by the International Rotary Club. Through these exchange programs, we not only improve the global perspective of our local students but also provide opportunities for foreign students to better understand Taiwan.





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National Taipei University of Business

Industry-Academia Collaborations



The core concept of the industry-academia cooperation mechanism is to provide enterprises with the academic resources of our school.

NTUB has not only combined resources with the Center for Regional Industry Academia Collaboration of the M.O.E., but has also embarked on inter-school industry-academia collaboration projects so as to offer small and medium-sized enterprises with management consulting services. Our teachers aid and instruct students on how to do business market research projects, how to build on-line sales platforms for small and medium-sized enterprises and how to assist these businesses in organizing

international exhibitions. These training initiatives are the perfect introduction to common practices in the corporate world and they also provide work placement opportunities in the international purchasing industry through events such as the Chinese Export Commodities Fair and HKTDC Exhibitions.

Our teachers take part in the research of government-owned enterprises and industry projects while our students can pursue internships in Taiwanese companies both in Taiwan and in Vietnam during the semester and summer vacation. NTUB provides privately-owned enterprises with support in information, language testing, and certification services



Educational Resources





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Academic Units

Taipei Campus

College of Management

College of Business



Taoyuan Campus

College of Innovative Management





Taipei Campus

College of Management

- **Department of Business Administration & Graduate Institute of Business Administration**
- **Institute of Information and Decision Sciences**
- **Department of Information Management**
- **Department of Applied Foreign Languages**

College of Business

- **Department of Accounting Information
(with Graduate Institute of Accounting and Taxation)**
- **Department of Finance;
Graduate Institute of Finance**
- **Department of International Business
(with Graduate Institute of International Business)**
- **Department of Public Finance and Tax Administration**



Department of Business Administration & Graduate Institute of Business Administration

Department of Business Administration

Development Goals

The Department aims to cultivate business management executives with a multi-dimensional vision in both business and industry. Our curriculum provides a series of marketing and logistic management disciplines in which the goal is to create high level employment opportunities for our students after graduation.

The Department offers many distinguishing features including: (1) an optimal combination of theory and practice, (2) student support in obtaining licenses or certificates in areas of accounting, finance, foreign languages and/or information technology, (3) a balance between hands-on learning oriented courses and theoretical courses that are designed to meet the needs of the changing marketplace.

Curriculum Features

Our primary expertise lies in Business Management. Information literacy enforces our competitiveness and our ability to meet market trends including the needs of commercial enterprises. The Department offers courses such as strategic management, total quality management, strategic marketing, and other courses related to the marketing and logistic management.

1. Courses focus not only on fundamental management theories, but also on accounting, finance, foreign languages and information technology skills. We encourage students to obtain professional certificates and licenses.
2. The Department offers courses co-instructed by managers in the industry with professors from our school for students to (1) obtain a higher level of knowledge from industry experience, (2) attend lectures and corporate visits related to the logistics field, (3) arrange internships for senior students so as to prepare them for their future career duties.
3. Senior students must take the required course "Corporate Affairs Study". This course is designed to cultivate students' analytical ability, communication techniques and teamwork skills.





Graduate Institute of Business Administration



Development Goals

1. To impart basic management knowledge and cultivate various professional skills.
2. To build integrated management knowledge and skills; preparing management professionals for e-commerce and information application industries.
3. To cultivate students' ability to conduct case studies, to plan and evaluate projects and their performance in the industry
4. To cultivate the ability to pinpoint and solve problems.

Curriculum Features

1. To cope with the trends of liberalization and globalization in the business environments, interdisciplinary integration has become more and more critical. Our Institute helps students develop knowledge in innovation and teaches them integration skills essential to the management of different disciplines. It also aims to integrate and apply the development of e-commerce technology to the cultivation of multidimensional e-commerce management talent.
2. Our courses are thorough and complete: They emphasize both theory and practice. Course reading includes case studies and articles from international journals to maintain up-to-date knowledge and foster better understanding of current topics.
3. Our Institute invites business people and high-ranking executive officers to our school to give lectures, seminars or share their experience in their business careers. We also encourage post-graduate students to participate in collaborative industry-academia projects to balance their theoretical and practical knowledge. We also aim to promote the understanding of current industrial trends.



Taipei Campus

College of Management
College of Business

Taoyuan Campus

College of Innovative Management



Institute of Information and Decision Sciences

Development Goals

The Institute aims to educate students in the skills of integrating information technology and decision making in both theory and practice. We hope that our graduates will devote themselves to business enterprises and exert all efforts toward the following objectives: Implementing and extending the use of information technology to assist businesses and the ability to master and use information resources to increase performance in the conduct of business.

The design of the curriculum design is based on a period of solid training in information technology and decision making. In particular, we focus on seminar, literature discussion and paper publication in order to develop students' problem-solving and communication abilities.

Curriculum Features

1. Strengthening basic capabilities including language proficiency, logical thinking, application of information, independent learning and team work.
2. Emphasizing basic knowledge including information technology, operations research, applied statistics and computational intelligence.
3. Cultivating skills in network programming, designing, and administration.
4. Guiding students to gain the ability to develop and integrate information system technology.
5. Nurturing high-level business administration skills and professional strategic decision-making.



資訊與決策
科學研究所
INSTITUTE OF INFORMATION
AND DECISION SCIENCES





Department of Information Management

Development Goals

1. The dominant teaching goals of the Department of Information Management are to provide our students with integrated training in information technologies and proficiency in management skills. In particular, we provide curricula including courses involving mobile applications, database management, computer networking, electronic commerce and multimedia system design. This courses will hopefully enable students to plan, analyze, design, and operate information systems.
2. Our development goals are to nurture, encourage and provide students with the necessary skills needed to integrate information technologies, management skills and industrial practice. In addition to improving students' ability to execute projects and aiding them in obtaining certificates, we also encourage students to participate in competitions in hopes of improving their ability to integrate information technology application and management skills.
3. The Department of information management currently has 20 faculty members, which include 1 full professor, 13 associate professors and 6 lecturers. Of these, 13 hold Ph. D. degrees and 5 are Ph. D. candidates. The faculty's research interests revolve around a wide range of expertise in terms of information management and information technology.
4. We give our students the option of pursuing graduate studies for working as e-company, software and MIS department professionals in the industry after graduation. In terms of the

direction our department would like to travel in, the curricula, together with special project assignments and internship programs are provided to foster the necessary capabilities in information management and information technology, thus meeting the talent demands of the industry.

Curriculum Features

The Department of Information Management aims to provide students with problem-solving skills from both information technology and management perspectives. Additionally, the department also effectively integrates theory and practice. In order to train information management professionals for enterprises, two major curricula have been developed; the information management curriculum and the information technology curriculum. The information management curriculum includes management information systems, internet marketing and mobile commerce, etc. The information technology curriculum includes network, database, programming, language and multimedia system design, etc.

Moreover, students will be able to apply the knowledge and skills they have gained at the Institute problems through a progressive internship program as well as a special project assignment. Besides professional training, the department also provides mandatory business and humanities courses that will hopefully instill give a sense of corporate social responsibility when conducting business.



Department of Applied Foreign Languages



Development Goals

In order to meet the educational objectives and economic-development needs of the country, the Department cultivates its students to become professionals with a superior command of foreign languages as well as knowledge of business, cultural education and computer applications. Students are also encouraged to develop their own skills and interests.

Curriculum Features

1. Cultivating communication skills in foreign languages (majoring in English, and minoring in Japanese, Spanish, French, and German).
2. Emphasizing application of computer skills and practice of business knowledge.
3. Strengthening international and academic exchanges.
4. Placing equal emphasis on theory and practice and encouraging students to work in a wide variety of fields according to individual strengths and interests.

Multi-Dimensional Training

Foreign languages + Business skills + Computer skills + Teamwork





Taipei Campus

College of Management
College of Business

Taoyuan Campus

College of Innovative Management



Department of Accounting Information (with Graduate Institute of Accounting and Taxation)

History

The Department of Accounting Information adopted the current name in 2003 and was founded in 1968. The Department initially offered a five-year junior college program. The Department started offering a four-year college program as well in 2003. In 2014, the Graduate Institute of Accounting and Taxation, founded in 2010, merged with the Department.

Mission Statement

The Department of Accounting Information is committed to providing excellent teaching and services to prepare future accounting elite for business, government, and non-profit organizations.

Development Goals

The educational goal of the Department is to equip the future accountants with integrated knowledge and skills on accounting, information technology, taxation, corporate governance, and finance, in addition to global visions and social responsibility.





Curriculum Features

1. Undergraduate-level courses:

To solidify our mission and educational goal, the features for our undergraduate program are: (1) integrated learning on accounting expertise and information technology skills, (2) putting knowledge into practice during internship, (3) development of analytical thinking and communication ability, and (4) combination of theory and practice through industry-academic cooperation.

In addition to core courses, the Department offers abundant elective courses geared toward different industries, license requirements, ethics, global visions and social care. Interdisciplinary learning from other departments or universities is encouraged.

2. Graduate-level courses:

The features for our graduate program are: (1) combination of theory and practice in accounting and taxation, (2) interdisciplinary integration of practical abilities on intellectual capital, corporate governance and taxation with global visions, and (3) raising students' research potential in analytical thinking and creativity through industry-academic research projects.

The theoretical and practice perspectives of accounting and taxation along with research methodological courses build research abilities for these. Interdisciplinary courses such as intellectual capital, forensic accounting, and business valuation expand the traditional boundary.





Department of Finance; Graduate Institute of Finance

Development Goals

1. Training professionals in the field of finance.
2. Using projects, internships, and certification systems to cultivate professional knowledge in finance.
3. Providing students with solid educational and research resources.
4. Developing risk-management-related courses.
5. Cultivating student expertise and experience in the internationalization of the finance industry.
6. Offering a variety of educational programs (including master's programs, four-year technical programs, two-year technical programs, five-year junior college programs, and two-year junior college programs) to meet the needs of the finance industry.

Curriculum Features

1. Foreign language ability: to enhance students' foreign language ability in order to cope with established language trends around the globe.
2. Research and innovation: to cultivate systematic thinking and analytical skills of the students and equip them with R&D capabilities.
3. International finance knowledge: to cultivate students' ability to analyze international financial trends and apply their knowledge through internships/work placements
4. Finance and banking courses: to develop expertise in students planning on working in finance and banking industries and to prepare them for their chosen work environment.
5. Financial information ability: to cultivate knowledge and integrate the ability to think independently, allowing students to follow global economic trends and encourage innovative thinking.
6. Financial services license: to actively encourage students to obtain licenses, and to actively participate in related training courses. The acquisition of certain licenses is a graduation requirement.
7. Social awareness: to promote students' interest in and appreciation for the arts, encouraging them to care for the society we live in and to participate in community service.





Department of International Business (with Graduate Institute of International Business)



Development Goals

1. To sign a double degree and a student exchange program with Hong Kong Baptist University.
2. To develop the international, technological and innovative abilities of multi-dimensional management personnel.
3. Strengthen students' hands-on experience through expert industrial presentations, corporate visits and internships.

Curriculum Features

1. Curricula is divided into three main areas: international business, international finance and international trade finance.
2. We have integrated an international degree program to recruit international European students through courses taught entirely in English.
3. We have also set up international business courses to enhance students' ability of applying what has been learnt in the classroom to the workplace.





Department of Public Finance and Tax Administration

Development Goals

Our aim is to cultivate middle- and high-level professionals with capabilities in tax planning and audits. In addition to assisting students in passing the state exams for tax officers in the public sector, the Department also encourages students to obtain professional tax-related certificates.

1. We stress the analysis and application of tax law, civil and commercial law, and tax accounting, so that students may become professionals in taxation audit, planning, and practice.
2. We enforce training in foreign languages, basic computer skills, and software applications. Courses in globalization, the economic situation in mainland China, and taxation systems are also offered to meet the needs of the employment market.

Curriculum Features

1. Focuses on the combination of theory and practice. Offers basic courses such as Accounting, Economics, Public Finance and Civil Code. Our aim is to foster students' skill in both analytical and application aspects of taxation law, civil and commercial law, and taxation accounting.
2. In order to meet the needs of internationalization and the development of cross-strait relations, we enforce training in foreign languages, basic computer skills, and software applications.
3. Increasing courses in Accounting and Taxation, in order to enhance students chances of passing the qualifying exams required by the public sector. Moreover, for students who wish to pursue further studies in graduate schools in finance or economics, we offer courses such as advanced economics and statistics.

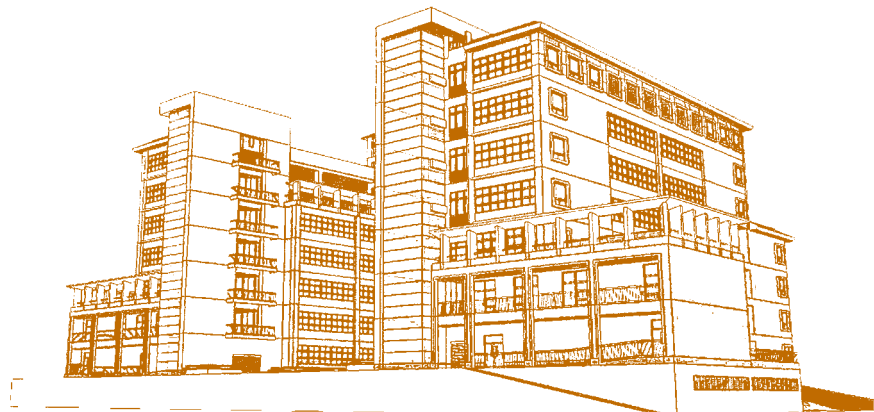




Taoyuan Campus

College of Innovative Management

- Department of Commercial Creativity Management
- Department of Digital Multimedia Design
- Department of Commercial Design and Management



The construction of Taoyuan Campus has new teaching buildings, various kinds of professional classrooms, libraries, computer classrooms, student dormitories, sport field, space for club activities, and facility for indoor sports.

Department of Commercial Creativity Management

Development Goals

We cultivate our students through culture, creativity and business management training to become commercial elites who are socially responsible and who are able to provide the world marketplace with innovative vision. In the promotion of product design management and culturally innovative businesses, we focus on three main aspects which include art, business and technology.

An International perspective and world-class citizenship are qualities we pride in ourselves and our students whom we try to help become the best in the industry. Situated next to Taoyuan International Airport, considered the doorway of the nation to the global community, we have a competitive advantage in staying on top of the nation's future economic development. Industrial design management candidates who graduate from our school are well prepared both in theory and practice.

Curriculum Features

1. Our courses emphasize the integration of cultural innovation, product design and business management.
2. Our courses enhance cultural and artistic appreciation for students who wish to specialize professionally in the cultural and creative industries.
3. Our courses emphasize the application of product design and also encourages students to develop multiple skill sets and take part in various competitions.
4. Our courses cultivate communication skills in Chinese and English, which strengthen commercial internationalization and academic exchange.
5. Professional courses combine practice and theory so that students may obtain the necessary corporate skills.
6. Professional courses offer co-instructed curriculum by designers and managers from the industry in order for students to gain direct knowledge.
7. Professional courses link regional characteristics in order to combine Taoyuan aerotropolis and the local industry. These courses lay the foundations for establishing strategies for the development and innovation of cultural product industries.





Department of Digital Multimedia Design

Development Goals

The Department of Digital Multimedia Design (DMD) focuses on two fields: digital game design and animation design. The foundation of digital game design involves programming techniques while the basis of animation design focuses on multimedia skills. We produce interactive products, which can be executed in both desktop and mobile computers. Our designs are a combination of stories, characters, videos, music, text, and sound. These functions are used to express student's creative ideas.



The Department of DMD cultivates students and provides them with professional skills, cultural knowledge and creative minds. We place an emphasis on specialized lab classes, raising the quality of design and extending its utilization. In addition, we also provide specialized environments and courses to expand our students' global vision. Our training begins with the basics and concentrates on program coding ability and multimedia design expertise. We work to present new ideas through digital technology without constraints.

Curriculum Features

We offer digital game design related courses, including digital game programming, mobile phone programming, game engine utilization, interactive design, augmented reality application, and so on. In addition, there are also courses related to animation design, such as digital image processing, sketching, video processing, film script, digital music production, webpage design, 3D modeling, and so on.





Department of Commercial Design and Management



Development Goals

In order to train the students to become professionals in the industry of commercial design and applied arts in business, the emphasis of our developmental goals is to apply theory to practice. This application enables students to hone their skills and adapt to the rapid development of new industries as well as to understand the trend of the design market.

1. Strengthen knowledge and creativity in product innovation while enhancing the ability to integrate in multiple fields.
2. Increase ability to think from diverse points of view and to manage commercial products.
3. Improve foreign language proficiency and cross-cultural communication.
4. Integrate local resources for the development of practical teaching.





Taipei Campus
College of Management
College of Business
Taoyuan Campus
College of Innovative Management



Curriculum Features

1. Product design and development.
2. Management of innovation and creativity.
3. Study plans in cooperation with commercial design institutions and other related institutes for research.
4. "Educational Innovation and Creativity Program" and summer vacation internships to increase practical experience in related fields.





Visions for the Future

Founded over ninety years ago, NTUB boasts a proud and illustrious history and an excellent reputation. Having nurtured and instructed over 100,000 local and international students, the school can not only be seen as a breeding ground for a wealth of talent, but also as one of society's most distinguished contributors. In aid of achieving its ultimate aim of continued development and progress, this first class business institution moreover attaches equal importance to both theoretical knowledge and practical application. Owing to the limited space afforded by the original, comparatively small Taipei campus, NTUB has thrived since the recent opening of the secondary campus in Taoyuan, which is now home to the College of Innovative Management. The latter was, in turn, founded on the core ideals of a healthy sense of humanity, and the integration of innovative design and existing know-

ledge. Its three distinguished departments, which have been open to students as of 2014, are that of Product Innovation, Digital & Media Design and Commercial Design Management.

Thanks to the tireless efforts of the school's administrative and teaching personnel, as well as the invaluable contribution made by current and former students, the National Taipei College of Business became the National Taipei University of Business in August, 2014. Despite facing numerous local and international challenges, such as that of an ever-decreasing national birthrate, stiff competition from-and constant appraisal based on comparisons with-leading foreign tertiary institutions in the field, recognition now given to Mainland China tertiary qualifications, and an ever-changing educational environment, NTUB consistently looks to the future and



Welcome to the NTUB

National Taipei University of Business



upholds the proud principles and ideals we have always cherished. These include a firm belief in a foundation of outstanding education, the continual strive for excellence in all disciplines, and a determination to maintain its creative and visionary edge. Complementing these core strengths is the university's continued integration of in-house, as well as alumni-related and external resources, all of which should contribute to the establishment of NTUB as a major metropolitan Business Institution.

Apart from the underlying future objectives of "Nurturing the Commercial Elite" and of "Driving Prospective Business Initiatives", NTUB furthermore aims to ensure professional accomplishment through nurturing talented graduates with sound characters. In addition, the school constantly pursues improvement with regard to its educational, research and advanced studies facilities and programs, and for continued elevation of its educational standards and quality. The ongoing strengthening of our personnel structure and the preservation of the uniqueness of

our curricula constitute two more of our long-term goals, while we shall always look to enhance cooperation between the realms of academia and the business world by combining the abundance of resources available within the Greater Taipei and Taoyuan areas. Finally, NTUB aims to stay abreast with the pulse of global educational development and policy-making, to remain as competitive as possible, to march towards sustained prominence and growth and flourish for many years to come.



Maps & Directions

Taipei Campus

•**Campus Address:**

No.321, Sec. 1, Ji-nan Rd., Taipei City 10051,
Taiwan (R.O.C.)

•**Contact Number:**

886-2-3322-2777

•**MRT:**

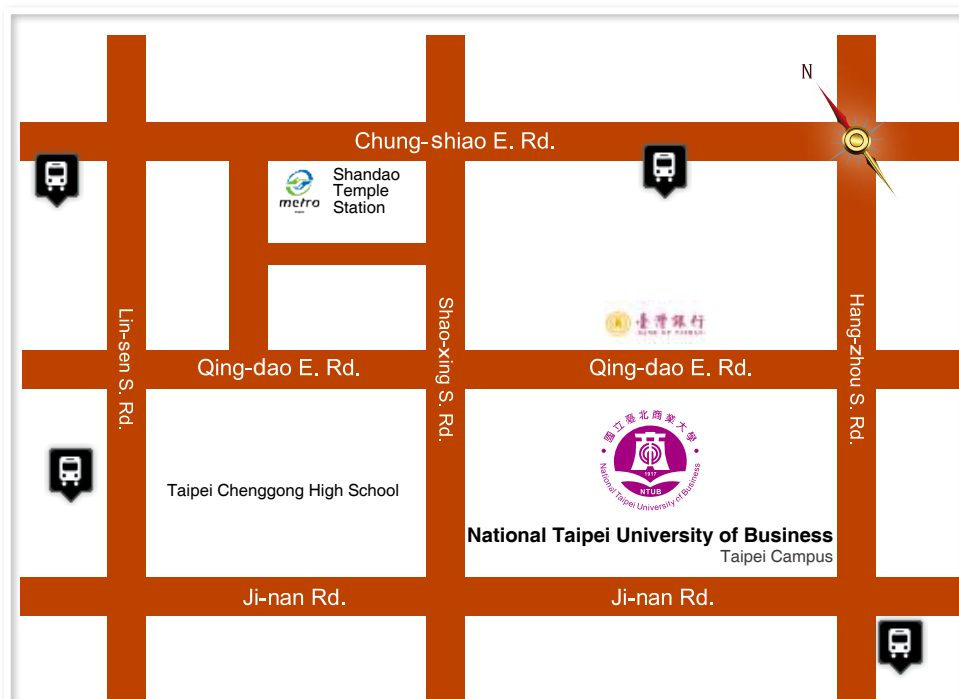
Shandao Temple Station (Exits 4 & 5) on
Ban-Nan (Blue) Line

•**HSR (High Speed Rail):**

15 min walk from Taipei Station

•**Bus:**

NTUB stop, National Audit Office stop,
Taipei Chenggong High School stop



Taoyuan Campus

•Campus Address:

No.100, Sec. 1, Fu-long Rd., Taoyuan City
32462, Taiwan (R.O.C.)

•Contact Number:

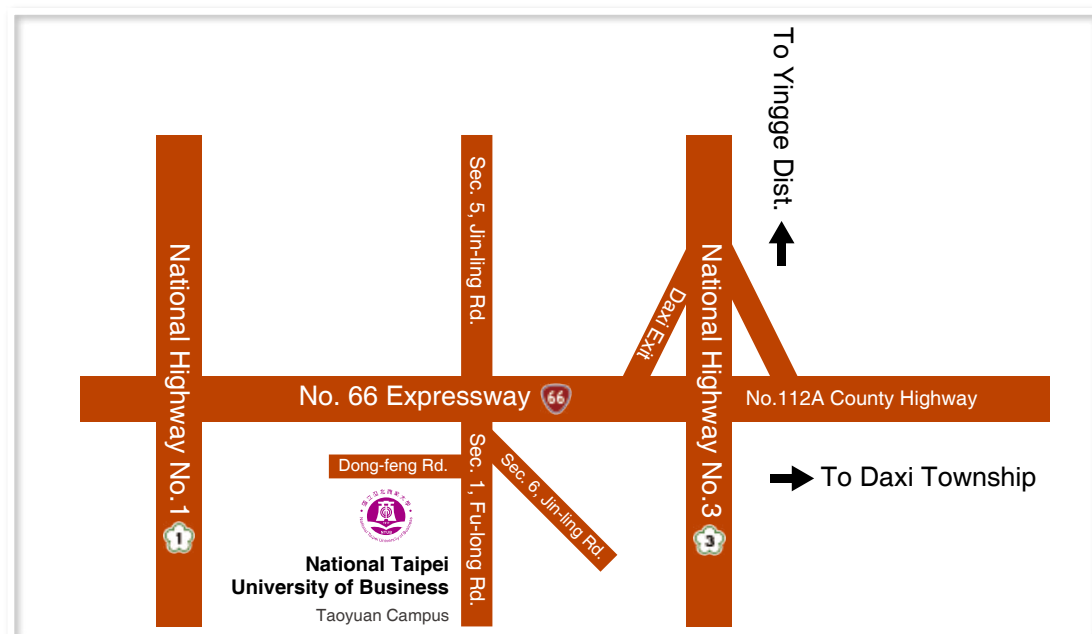
886-3-450-6333

•Bus:

1. Taoyuan Bus Company, Ltd.: Take the Taoyuan Bus Company no. 115 Zhongli – Ping-dong Road (中壢—平東路) bus from Zhongli Main Bus Station (situated in front of the Train Station and next to the McDonalds), and disembark at the Dongshi Elementary School (東勢國小) stop.
2. Hsinchu Bus Company, Ltd.: Take the Hsinchu Bus Company no. 5645 Zhongli – Huangnitang (中壢—黃泥塘), and disembark at the Pingdongshi Bridge (平東橋站) stop.

•By Car:

Take Northern National Highway No.3 and exit at the Daxi (大溪) off-ramp or interchange, linking with the No. 66 Expressway. Proceed west along this main road until you reach the Jin-ling Road Exit (金陵路交流道). Exit here and turn left towards Longtan (龍潭), onto Fu-long Road (福龍路) and reaching the NTUB Taoyuan Campus after just 200m.



Campus Gallery



Welcome to the NTUB
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