

National Taipei
University
of Business



Welcome to NTUB



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to NTU.B

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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 played a major role in the economic development of Taiwan. Our alumni are active in both private and public sectors contributing significantly to Taiwan's economic growth.

NTUB cooperates closely with domestic as well as many international institutions. Our study programs are internationalized, and most students have had practical experience before they graduate. Our vision is to become one of the leading universities in Asia, offering students

opportunities to learn cutting edge business skills and knowledge, and to develop leadership.

At NTUB, we believe business professionals of excellence are not only capable experts, but also people of character and integrity. We are here to support students to pursue excellence. We sincerely welcome you to join us.

President,

Ruay-Shiung Chang

Prof. Dr. Ruay-Shiung Chang

President,

National Taipei University of Business

Taipei, Taiwan

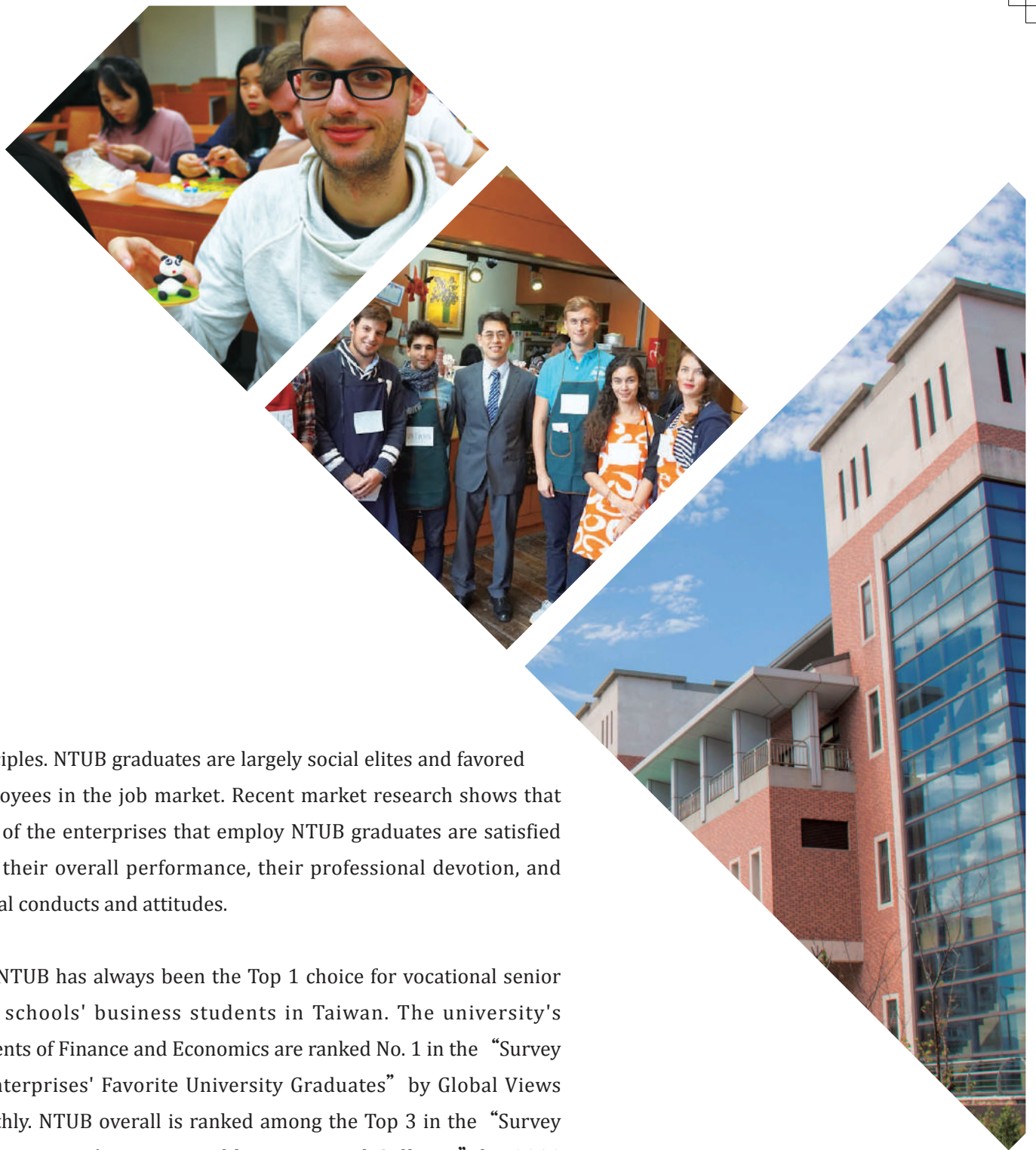
History and Reputation

National Taipei University of Business was founded in 1917, located at the central political-academic district of Taipei City, the capital of Taiwan. This prestigious century-old college is an excellent vocational business school that cultivates numberless business leaders in Taiwan. The university specializes in business studies, emphasizes commercial innovative design and practical education. It also actively cooperates with the industry and facilitates students' internships and international exposure.

The traditional subjects in NTUB such as Accounting, Finance, and International Business have been well known in the country, while new departments such as Product Innovation and Entrepreneurship, Commercial Design and Management, and Digital Multimedia design are catching up.

The University implements the curriculum that not only develops students' professional skills but also their characters and





principles. NTUB graduates are largely social elites and favored employees in the job market. Recent market research shows that 90% of the enterprises that employ NTUB graduates are satisfied with their overall performance, their professional devotion, and ethical conducts and attitudes.

NTUB has always been the Top 1 choice for vocational senior high schools' business students in Taiwan. The university's students of Finance and Economics are ranked No. 1 in the "Survey of Enterprises' Favorite University Graduates" by Global Views Monthly. NTUB overall is ranked among the Top 3 in the "Survey of Enterprises' Favorite Public Vocational Colleges" by 1111 Manpower Bank. The awards received by NTUB over the years affirm the efforts the University has made and the remarkable performance of its graduates.



NTUB Colleges and Departments

(Registered approximately 10,000 students)



College of Business (AACSB Member)

- ◆ Department of Accounting Information
- ◆ Department of Finance
- ◆ Department of International Business
- ◆ Department of Public Finance and Tax Administration
- ◆ Master's Program in Law and Negotiation for Global Trade
- ◆ Ph. D. Program in Business

College of Management

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





NTUB Colleges and Departments

College of Innovative Design and Management

- ◆ Department of Commercial Design and Management
- ◆ Department of Creative Technology and Product Design
- ◆ Department of Digital Multimedia Design
- ◆ Institute of Creative Design and Management





Taiwan with Counties-Multicolor by
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Features

Excellent Location and Convenient Transport

The main campus is located at the Taipei city center within 15-minute walking distance from Taipei Main Station, the center of politics, administration, and culture.

The Taoyuan campus is located in Pingzhen District of Taoyuan City within 30-minute driving distance from the International Airport. Hence, the university is located at the gateways of both Taipei and Taiwan.



Student Counseling

Character and Leadership Development

Students' character development is important to the university. Through service-learning education program, students are encouraged to take part in community services, domestic charities, international volunteer teams and several other activities. The university aims to help students to develop not only their characters and principles but also the sense of social responsibility and leadership.



Strong Financial Support

As for the support to students, NTUB is one of the top universities in Taiwan offering high amount of scholarships to distinguished students as well as those in need. The university also provides many opportunities for students to take internships before graduation. The full graduate employment is relatively common.



Innovative Learning Resources

Professional Laboratory

The university's professional laboratories facilitate a high-quality teaching and learning environment. For featured programs, to name a few, there are Lab of RFID Logistics and Supply Chain Application, Graph Algorithm Lab, Smart Business Operation Lab, Virtual Accounting firm, Digital Learning Lab, Business Intelligence Research Center, ASEAN Study Center and many more.



Interdisciplinary Studies, Creative Teaching and Learning

Recently, to capture the smart business trend, the university introduces several interdisciplinary studies such as E-Commerce and Virtual Social Enterprise Management Program and Smart Business Service Program. Some practical projects like Smart Campus APP and E-Commerce Platform for Creative Works are also implemented. The university works closely with the industry and several famous Taiwanese companies to create an interactive learning environment for students to embrace the smart business technology.



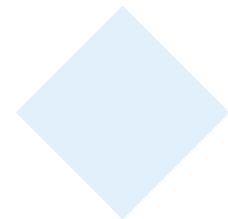
International Exchanges

Global Networks : International Exchange Activities

The University accepts students from partner schools or other institutions to apply for English-taught study programs as well as short-term international programs during winter and summer vacations. Students from Europe, North America, North East Asia, and China are currently studying at NTUB. The university is looking forward to receiving more students from ASEAN countries. Regular orientation and cultural activities are held to help overseas students adapt to the environment and enjoy their life at Taipei.



The number of local students who apply for overseas exchange programs increases every year. Besides, many students undertake overseas internships, voluntary services and international competitions. The university encourages students to gain overseas experience and broaden their horizons before they graduate.



Industry-University Cooperation

The university makes use of resources which include alumni connections as well as government and industry resources to create opportunities for industry-university cooperation. To strengthen the students' practical skills, professors often lead students in implementing industrial projects.



Incubation Centers

NTUB Incubation Centers are located on both the Taipei and Taoyuan campuses. The centers provide sound platform for connection, assist in upgrading small businesses, and supply with space, equipment, technique and management consultation to reduce the cost and risk of starting a business. The centers also aim to promote international competitiveness of innovative industry, and commercialize the results of students' and teachers' research and development.



Distinguished alumni community

Over one hundred thousand alumni have graduated from National Taipei University of Business. The University has fostered many elites in both public and private sectors. Remarkable alumni, to name a few, include the former President of the Control Yuan, R.O.C, Wang Chien-shien; Government representative in Japan, Frank Chang-ting Hsieh; the founder of Global Views Commonwealth Publishing Group, Professor Charles Kao; the former President of Polaris Financial Group, Bai Wen-Zhen; the founder of Luk Fook Holdings (International) Limited, Zhuang Fu; Honorary chairman of Everlight Chemical, Chen Din-chuan; the President of PX Mart Co., Ltd., Ling Min-Hsiung; and the President of Fabulous Group, Lin Chang-Hsun. These graduates have distinguished themselves and set examples for the youth.

Senior alumni are not only dedicated to Taiwan's economic development, but they also take good care of junior alumni. This has become a strong source of support for the university's development. We as NTUB believe that the tradition will go on; the goal of cultivating talents into leaders with social responsibility and making contributions will never change.



ABOUT TAIPEI



Taipei City is located in northern Taiwan, including the northeastern part of the Taipei Basin and the surrounding hilly region. It is divided into twelve administrative districts, among which Daan, Songshan, and Datong Districts are the most populated, and Beitou District is the least populated. Taipei City houses various ethnic groups, such as aborigines, Minnans, Hakkas, mainlanders, new immigrants and expats.

Thanks to advances in economic

development and the robust transportation systems, important international conferences and exhibitions are frequently held here in Taipei, drawing overseas travelers to visit, do business, stay and study in Taipei City. Its ethnic fusion has styled Taipei to become a melting pot of cultural diversity.

Source : Taipei City Government, About Taipei City



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Welcome to NTUB

National Taipei University of Business

Taipei Campus

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Taoyuan Campus

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