

National Taipei University of Business

國立臺北商業大學



*Welcome to
NTUB* ♥

photo by Rean Hsiao



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NTUB*

National Taipei
University
of Business



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A Warm Welcome

National Taipei University of Business (NTUB) has cultivated immense outstanding business management talent with the ethos of “pragmatism and practicality” over the past hundred years and has become the dream school of many students nationwide. Currently, NTUB has more than 150 thousand alumni serving in different industries, and NTUB students are well received in the workplace. Founded in 1917, NTUB has undergone several transformations, serving as a commercial vocational high school in the 1930s, a junior college in the 1950s, an institute of business in the 1990s, and a university of business today. To help foster Taiwan's economic growth, meet the demands of the labor market, and remain up to date on industrial trends, NTUB has remained in a state of constant evolution and adaptation and has established a comprehensive academic system. Talent cultivated by NTUB has played a key role in Taiwan's economic development.

Education is the most essential foundation of a country. The development of a country begins with education; small steps lead to great successes. In the face of global competition, to design education for the next century, NTUB must still start with the basics. NTUB's technical and vocational curricula emphasize professional practice. However, changes in consumption trends and the rapid advancement of information and communication technology have transformed the business environment. To cultivate talent that meets the current demands



of the labor market, the original curricula must be adjusted and strengthened to align with social and industrial developments.

To address this need, NTUB sets the following four goals: publishing prospective research, the foundation; enhancing teaching, the bedrock; integrating resources for university–industry cooperation, the principle; and improving administrative efficiency, the standard. NTUB also adheres to the four concepts: “expanding the vision to the world and pursuing excellence,” “building consensus and establishing benchmarks,” “initiating digital transformation and pursuing efficiency,” and “upholding enterprise spirit and implementing administration reform.”

NTUB will continue to uphold its motto, “Fairness, Competence, Firmness, and Fearlessness” and become a business university focused on internationalization, reformation, and digital innovation, establishing itself into a training base for high-level business management talent. NTUB will stride toward its goal of serving as the standard for business colleges across Taiwan and achieve excellence for another hundred years.

Prof. Lichung Jen, Ph.D.

President

National Taipei University of Business





History and Vision

National Taipei University of Business was founded in 1917. This prestigious century-old school is an excellent vocational business university and one of the most important institutions in Taiwan that cultivates talented business personnel. The university specializes in business studies, emphasizes commercial innovative design and practical education, actively cooperates with industry, (officially and academically), opens multiple cooperative channels with industry, encourages students to participate in internships, and fosters professional conduct and competence of talented

business management personnel.

NTUB has two campuses—one in Taipei and one in Taoyuan—and integrates its resources from the Colleges of Business, Management and International Marketing of the Taipei campus and the College of Innovative Design and Management of the Taoyuan campus. To overcome the challenges of the limited educational resources and low birth rate in Taiwan, NTUB combines resources from enterprises, legal persons, academic institutions, and governmental agencies around the two campuses. NTUB is an applied research university that promotes business



management and digital innovation and is envisioned to become well known worldwide.

NTUB has a positive school atmosphere and a strong focus on business management, digital technology, and innovation. NTUB graduates are well received in the workplace and have received positive feedback from industry professionals in relevant magazine surveys and assessments. According to the “Favorite Universities Among Businesses” survey conducted by 1111 Job Bank, NTUB is the top-ranking university in the fields of finance and management and has ranked first in finance for many years. NTUB's overall

freshman enrollment rate is 100%, the highest among all public universities of science and technology in Taiwan, indicating that the training that NTUB provides meets industry needs.



NTUB Colleges and Departments

(Registered approximately 10,000 students)

College of Business

- ◆ Department of Accounting Information
- ◆ Department of Finance
- ◆ Department of Public Finance and Tax Administration
- ◆ Ph. D. Program in Business



College of Management

- ◆ Department of Business Administration
- ◆ Department of Information Management
- ◆ Institute of Information and Decision Sciences





College of International Marketing

- ◆ Department of International Business
- ◆ Department of Applied Foreign Languages
- ◆ Master's Program on Law and Negotiation for Global Trade

College of Innovative Design and Management

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





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



NTUB is committed to promoting character education by incorporating service learning into its curricula, thereby helping students develop a caring attitude toward society, contribute their knowledge to their workplace and to society, learn to respect individual differences and the uniqueness of life, and develop a solid character that prioritizes human well-being and the maintenance of the human living environment.

Furthermore, NTUB student clubs have long been devoted to various types of community service and often establish volunteer teams to provide services in remote areas, bringing positivity and the power of mutual support from the campus to all corners of society.

NTUB provides comprehensive and diverse

subsidies as well as academic scholarships, scholarships for underprivileged students, emergency allowances, and other scholarships for outstanding performance. In addition, NTUB supports the Higher Education Sprout Project launched by the Ministry of Education to promote the establishment of subsidies and support students' education.

Moreover, NTUB draws on its resources from all fields and hosts various career development and employment promotion events, organizing vocational assistance activities such as career lectures and company visits to help students network with industry professionals, understand industry trends, and enhance their competitiveness in the labor market.



Innovative Learning Resources

NTUB has established specialized laboratories to cultivate a high-quality teaching environment. Departments provide information technology for featured courses and operate laboratories, such as the RFID logistics and supply chain demonstration, graphics algorithm, smart enterprise computing, virtual accounting firm, enterprise operation simulation, digital governance, and digital anti-money laundering laboratories, at which students and faculty can conduct research and projects and display their accomplishments. The financial information laboratory of the Department of Finance, the digital learning laboratory of the Department of Information Management, and the workshop of the Department of Digital Multimedia Design are currently the largest and most comprehensive machine-tool workshops, with nearly 100



micromachine tools.

NTUB encourages students to cultivate innovative communities; share knowledge with their peers through group discussion to stimulate their innovative abilities; promote a diverse, independent learning atmosphere; and hold joint result presentations.





International Exchanges

The University accepts students from sister schools or other institutions to apply for English-taught study programs as well as short-term international programs during summer vacations. Our sister schools are located in the United States, Canada, Chile, Australia, New Zealand, Hungary, Germany, the Netherlands, England, France, Czech Republic, Austria, Russia, Japan, South Korea, Vietnam, Singapore and China, etc. Every year, students from all over the world interact with our students.

The number of local students who apply for overseas exchange programs increases every



year. Besides, many students undertake overseas internships, volunteering and international competitions. The university encourages students to gain overseas experience and broaden their horizons before they graduate.

Industry-University Cooperation

NTUB has drawn on the resources of its alumni across all fields and endeavored to foster industry–university cooperation by seeking out additional resources from the government and industry leaders. Teachers have guided students in implementing industry–university cooperation projects, which enhances their practical experience, teaching, and learning. Through industrial projects, company visits, and corporate lectures, NTUB has promoted student internships at home and abroad and strengthened students' professionalism and awareness of corporate ethics.

NTUB has established innovation incubation centers on its Taipei and Taoyuan campuses. The comprehensive startup platform helps small and medium enterprises upgrade and evolve and provides spaces, equipment, technologies, management consulting, and other resources to reduce the costs and risks of early-stage startups, thereby demonstrating NTUB's commitment to achieving international competitiveness in innovative industries and commercializing products developed by NTUB faculty, students, and alumni. The incubation centers provide

diverse communication channels between NTUB teachers and students and manufacturers and promote on-campus entrepreneurship.

NTUB has entered strategic alliances with several universities and government–industry–institute alliance units. It established the Taipei Professional University Alliance with the University of Taipei, National Taipei University of Nursing and Health Sciences, and Taipei National University of the Arts and the AI FinTech Alliance with National Taiwan University, National Chengchi University, National Taipei University, National Kaohsiung University of Science and Technology, Soochow University, and InFlux Leasing to achieve mutual benefits through resource sharing and cooperative technology development.





Distinguished Alumni Community

Approximately 150 thousand alumni have graduated from National Taipei University of Business. The University has fostered many elites in not only public and private sectors but also business, politics and education industries. 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.



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

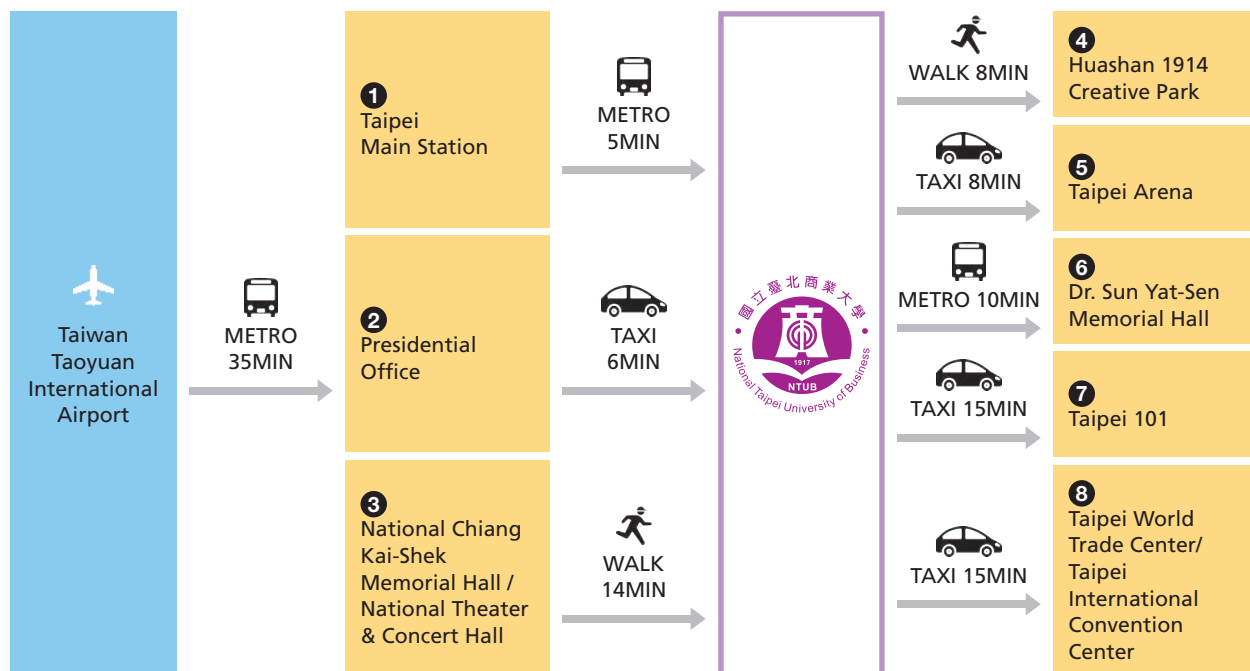
development and the robust transportation systems, important international conferences and exhibitions are frequently held here in Taipei, drawing overseas travelers to visit, do business, stay and study in Taipei City. Its ethnic fusion has styled Taipei to become a melting pot of cultural diversity.

Source : Taipei City Government, About Taipei City

CAMPUS LOCATION



DIRECTIONS TO THE UNIVERSITY



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Web



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Taipei Campus

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Taiwan (R.O.C.)

Taoyuan Campus

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

