

**College of Management
Asia University**

Program title: Creativity & Entrepreneurship

Dates: July 29~August 9, 2019

Tuition fees: Offer Tuition waiver to students of AU overseas partner universities

Take your place at one of the world's best institutions of high education. Asia University's Summer Program provides an opportunity to prepare you for that all important next step - stone work the way for a successful college experience of Fintech. By balancing challenging academics with a rich menu of educational and hands-on activities, you'll have a learning experience that's truly transformative.

About the Program

Students from around the world are invited to spend two weeks living and learning in Asia University. If accepted to the program, you'll have the opportunity to learn at one of the most popular programs of Creativity & Entrepreneurship. You can explore topics as wide ranging as creativity marketing, big data marketing, and innovation.

The program features

During your two weeks at Asia University, you will attend classes each day and participate in team-building events and independent study. In the evenings, you will eat in the dining hall, finish homework in your dorm, and attend social activities. You will leave the summer program more capable of thinking critically and self-learning confidently- skills that will lead to success in the future.

Table1 Curriculum for Summer Visiting International Students Program

Course Title	Hours	Schedule
Creativity and Entrepreneurship	6	TBD
Leadership and Teamwork	6	
International Sales and Distribution	6	
Customer Relationship Management	6	
Big Data Analysis	6	
E-Commerce and Marketing	6	
Global Industry Analysis	6	
Field Study- Company Visit I	6	
Field Study- Company Visit II	6	
Total	54	

For program information, please visit <http://www.cm.asia.edu.tw/>

For all AU summer programs, please visit <http://ci.asia.edu.tw/>

**College of Management
Asia University**

Program title: FinTech

Dates: July 15~July 26, 2019

Tuition fees: Offer Tuition waiver to students of AU overseas partner universities

Take your place at one of the world's best institutions of high education. Asia University's Summer Program provides an opportunity to prepare you for that all important next step - stone work the way for a successful college experience of Fintech. By balancing challenging academics with a rich menu of educational and hands-on activities, you'll have a learning experience that's truly transformative.

About the Program

Students from around the world are invited to spend two weeks living and learning in Asia University. If accepted to the program, you'll have the opportunity to learn at one of the most popular program of Fintech. You can explore topics as wide ranging as block-chain technology, financial big data analysis, and financial innovation.

The program features

During your two weeks at Asia University, you attend class a day and participate in team-building events or independent study. In the evenings, you eat in the dining hall, finish homework in your dorm, and attend social activities. You leave the summer program more capable of thinking critically and self-learning confidently- skills that will lead to success in the future.

Table1 Curriculum for Summer Visiting International Students Program

Course Title	Hours	Schedule
Creativity and Design Thinking in Financial Technology	6	TBD
Block-Chain Management and Application	6	
Financial Big Data Analytics	6	
Investment Analytics and Technology Application	6	
Human Resource Management in Fintech	6	
Application of Business Software Package	6	
Internalization of Fintech in Capital Market	6	
Artificial Intelligence in Fintech Programming	6	
Field study- Company Visit I	3	
Field study- Company Visit II	3	
Total	54	

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**College of Management
Asia University**

Program title: Leisure & Recreation Management

Dates: July 1~July 12, 2019

Tuition fees: Offer Tuition waiver to students of AU overseas partner universities

Join a summer-term education at one of the world's leading institutions of high education. Asia University's Summer Program offers you the opportunity to take on challenging academics and doing activities while balancing educational and social activities. You'll have a learning experience that makes a true and lasting impact. Enjoy challenging academics, explore Taiwan and engage with top academics and industry leaders.

About the Program

Visiting international students are welcome to take two-week courses at Asia University Summer Term. You'll have the opportunity to learn at one of the most popular program of leisure and recreation management. You can explore the concept of marketing and creativity in domains of tourism and hospitality.

The program features

Summer courses are offered in two-week sessions. The session aims to provide a wide range of courses to fit your interest and academic need related to leisure and recreation management, all while living and learning at our beautiful campus. During the sessions at Asia University, you will participate in team-building events and doing activities in addition to attending class for three hours a day. While the focus is on rigorous academics and learning, the social experience that results from bringing these students together is an integral part of the program.

Table1 Curriculum for Summer Visiting International Students Program

Course Title	Hours	Schedule
Orientation(1HR) and Tourism Competitiveness(5HR)	6	TBD
Introduction to Taiwan Culinary	6	
Appreciation of Hospitality Culture	6	
Ecotourism	6	
Leisure Esthetics	6	
Cultural Tourism and Tour Guide	6	
City Tourism and Trend	6	
Leisure and Sport Consumer Behavior and Trend	6	
Field study-company visit I	6	
Field study-company visit II	6	
Totle	60	

For program information, please visit <http://www.cm.asia.edu.tw/>

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