



逢甲大學
Feng Chia University

2016

FCU International Summer School



About Feng Chia University

Feng Chia University, established in 1961, is located in Taichung City, Taiwan. Taichung City occupies a large portion of the Taichung basin. The area surrounding Taichung City is rich in tourism and getaway opportunities ranging from windsurfing, to historical sites, to hot spring, to stunning hiking trails. The city is generally regarded as having one of the most agreeable climates all throughout the year. Feng Chia Night Market is located adjacent to Feng Chia University, in northern Taichung's XiTun District. In recent years, this busy, thriving area has become the city's most popular night market, particularly among university students and younger adults.

Feng Chia University is famous nationwide for building up an e-campus, using the most advanced and

integrated information technology to enhance teaching, research and administration. It is among the first universities in Taiwan that provide high-speed connections to reach to the world, and build up a campus-wide wireless network to facilitate the any-time any-where learning environment.

Currently Feng Chia University takes around 20,000 graduate and undergraduate students yearly in its nine Colleges (Business, Finance, Construction & Development, Engineering, Humanities & Social Sciences, Sciences, Information & Electrical Engineering, School of Management Development and International School of Technology and Management), offering 40 Bachelor's degree programs, 60 Master's degree programs, and 14 doctoral degree programs.



Contact

Office of International Affairs
Feng Chia University
No. 100, Wenhwa Rd., Seatwen, Taichung City, 40724 Taiwan, R.O.C.
TEL: +886-4-24517250 Ext.2494 / FAX: +886-4-24510260
E-mail: iss@mail.fcu.edu.tw



Courses

This is a four-week summer program. You will take not only the academic courses with three credits but also survival Chinese and cultural classes with one credit earned. It also offers an opportunity to make new friends around the world.

Students choose one of three themes :

TAIWANESE CULTURE : The culture of Taiwan is a blend of aboriginal cultures, Taiwanese folk cultures, Chinese classical culture, and Western-influenced modern culture, which are often perceived in both traditional and modern understandings. Over four-fifths of Taiwanese are descendants of Han Chinese settlers from southeastern China. The island's original inhabitants, who are related to Malayo-Polynesian peoples of Southeast Asia, have lived on the island for thousands of years. Through the lectures, students will learn the history, life styles, religions, architectures, traditional & modern arts, foods in Taiwan.

BRAND & INNOVATION : The interactive program focuses on introducing the types of business models and innovation development in Taiwan. Students will learn agriculture innovation in the rural community, the evolution of marketing best-practice for market research, development and placement of new products, brand development strategy & innovation, etc. Furthermore, students will visit several world known companies to receive a deeper approach of Taiwan world class facilities, for example, Franz Collection Inc and Ferro-Carbon.

GREEN LIFE : This program provides the knowledge of green life, including renewable energy technology, low-carbon life and corporate social responsibility (CSR). The innovative green technologies of bioenergy production, microbial fuel cell, solar, nanotechnology, and micro hydropower will be introduced and practiced. In addition, the low-carbon life lecture will introduce the carbon dioxide emission in your daily life and play the Taiwan's carbon footprint Monopoly. Two field trips for green energy allows you to experience the bioenergy, solar energy and wind power energy plants in Taiwan.

THEME	TAIWANESE CULTURE	BRAND & INNOVATION	GREEN LIFE
Lectures	<ul style="list-style-type: none"> • Introductions of Taiwan's History and Culture • Religions, Folk Beliefs and Temples in Taiwan • Field Study: Lukang & National Palace Museum & Wanhua Lungshan Temple • Chinese Calligraphy and Painting • Taiwanese Tea Culture • Traditional Theatrical Arts in Taiwan • Taiwan contemporary culture: the global advantage • Taiwanese Food Culture • Chinese Medicine • Indigenous Peoples and Culture in Taiwan • An Expatriate in Taiwan 	<ul style="list-style-type: none"> • Introductions of Taiwan's History and Culture • Field Study: Da-You Agricultural Community • Agriculture Innovation in Taiwan • Agriculture Innovation Project • Seminar: Brand Innovation • The Road to Build Brand for SMEs • Creative Advertising Strategy • Advertising and Consumer Culture • Field Study: Franz Collection Inc.& Ferro-Carbon • Reflective thinking of Field Study 	<ul style="list-style-type: none"> • Introduction of Taiwan's History and Culture • Water foot print • Field Trips: Wind and Solar power plant in Central Taiwan & Bioenergy plant in Shin An Farmn • Green Energy Promotion and Low Carbon Technology in Taiwan • Solid Waste to Renewable Energy • Introduction to Microbial Fuel Cell and Operational Practice • Development Strategy of LED Industry in Taiwan • Introduction to Bio-gaseous Fuel Station Visiting • Introduction to PEM Fuel Cell, Solar Cell and Operational Practice • Introduction to the Eco-Smart House • Make Money, Raise Kids, Save Earth, CSR Works ?
	• Note: Field study schedule may be subject to change.		
Chinese language & arts	• Survival Chinese (14 hrs)	• Taiji and Qigong (3 hrs)	• Chinese Knotting (3 hrs) • Rice Dough Figure (2 hrs)
Field Trip	• Tsou Tribe Homeyaya: Taiwanese Aboriginal Harvest Festival Tour – 2 days 1 night (July 27-28)		

Period

July 4 – 28, 2016

Application

▲ Deadline : May 31, 2016

Expenses

- Tuition : \$300 USD
 - ✓ For students from our partner universities : \$250 USD
 - ✓ For Feng Chia students : \$6000 NTD
- Chinese language & arts : \$100 USD
- Accommodation : \$250 USD (4 persons sharing 1 room, included bedding)
- Two days and one night tour : \$120 USD (including transportation, lodging, three meals, activities, insurance)
- One-Way CKS Airport pickup service : \$25USD

Required Documents

- Completed application form online
- Copy of passport (valid for at least 6 months)

More information :

<http://www.oia.fcu.edu.tw/is/recruit.php?Sn=215>

