

## REACH US

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English Taught Program in International Business

-實踐大學國際企業英語學位學程



uscetp

By choosing the ETP program at USC, you can be assured that you are taught by experienced and skilled professors who will prepare you with the qualifications needed to start a successful career.



實踐大學

Shih Chien University



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**Shih Chien University**

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**English Taught Program  
in International Business**

## INTRODUCTION

USC's English Taught Program (ETP) in International Business is increasingly recognized as one of the most prestigious programs in Taiwan.

We offer Undergraduate and Postgraduate Courses in International Business with excellent international standards. You will be part of a program that engages in academic cooperation with partner universities from all around the world, giving you access to international opportunities and professional networks.

Our program includes courses that are proven to be highly relevant for your future career development and students are encouraged to be innovative and trained to be entrepreneurial and independent. We provide essential opportunities for students to engage successfully in a dynamic economic environment.

## FEATURE COURSES

- Brand Management
- Intercultural Communication
- International Fashion Marketing
- Overseas Study
- Project Management
- Digital Marketing
- International Business Strategy



## PROGRAM HIGHLIGHTS

- Study Tours
- Scholarships
- Internship Abroad
- English Taught Courses
- Student-based Learning
- Global Learning Environment
- International Exchange Programs
- Company Visits & Guest Lectures

