



English Taught Program in

SMART SERVICE MANAGEMENT

SHIH CHIEN AT A GLANCE

Top 2

Tourism, Catering & Leisure Program
in Taiwan

Top 7

Best International Program in Taiwan

1958

Established

2

Campuses

5

Colleges

33 Undergraduate Programs

13 Graduate Programs

1 Doctoral Program

a total of **16,000** students

& **1,100** International students

200+

Partner Universities Worldwide

125

Bilateral Exchange Programs

20

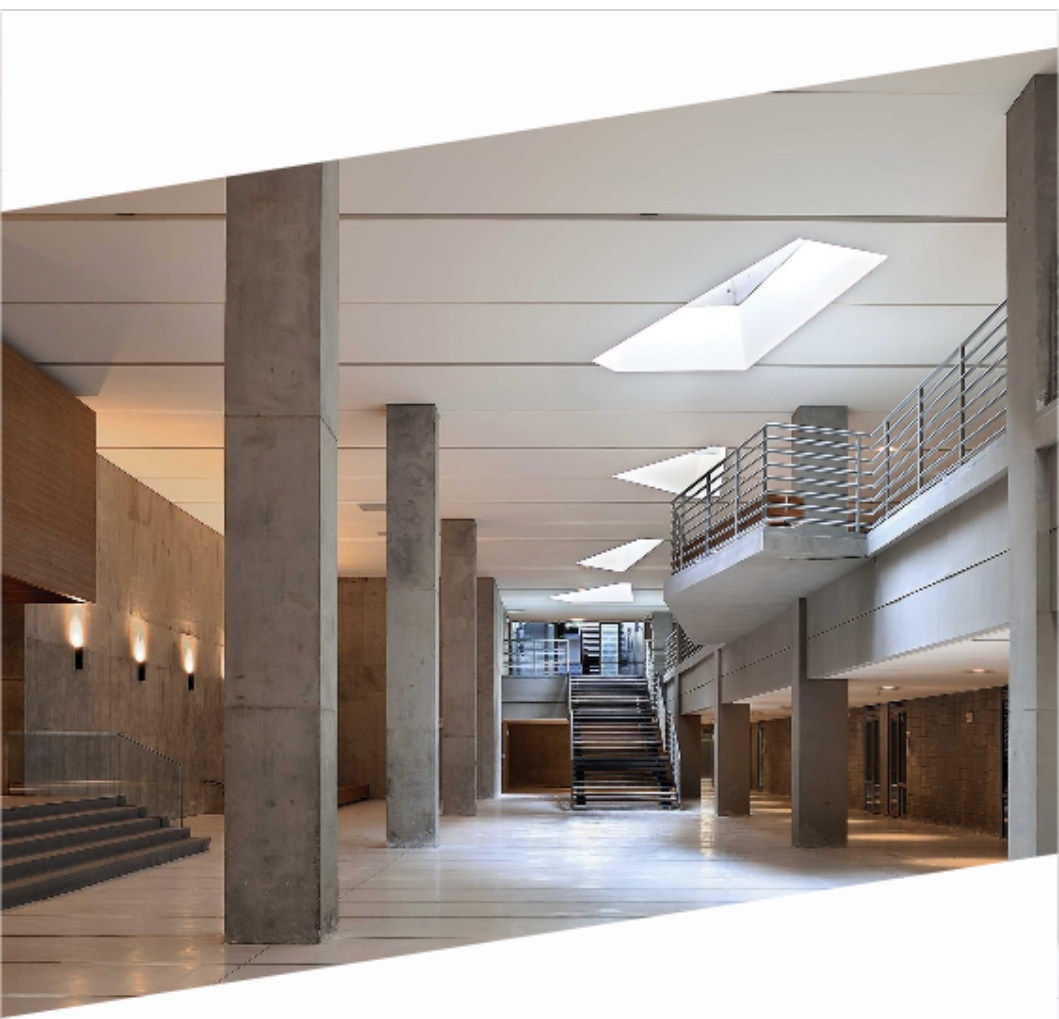
Dual Degree Programs

Smart Service Management

Shih Chien University is recognized as one of the pioneer universities in Taiwan with English Taught Program in Smart Service Management (ETP-SSM). We offer an undergraduate degree program with excellent international standards for the learning and development that are highly relevant to your future career.

Under the College of Human Ecology, ETP-SSM students are encouraged and trained to be innovative and entrepreneurial. ETP-SSM provides opportunities to engage with real-world business issues both in our programs and professional training placements.

By joining ETP-SSM, students are sure to graduate with qualifications for an exciting and rewarding career.





100 % English Taught Courses

Global Learning Environment

Student-based Learning

Guest Lectures

Internship

Two Modules

- Hospitality Management
- Tourism & Travel Management

Feature Courses

- Airline Operations
- Big Data Analytics
- Customer Experience Design
- Digital and Social Media Marketing
- Hotel Planning and Development
- Human Resources Management for Service Industries
- MICE Management
- Smart Service Design
- Theme Itinerary Planning
- The Art of Cooking
- Tourism Management
- Tourism & Hospitality Aesthetics

SHIH CHIEN plus

Dual Degree Program

Temple University, USA

Hotel and Tourism Management Institute, Switzerland

Saimaa University of Applied Sciences, Finland

Southern Cross University, Australia

Exchange Program

FH Joanneum University of Applied Sciences, Austria

The Emirates Academy of Hospitality Management,
United Arab Emirates

Taylor's University, Malaysia

Bangkok University, Thailand

Nanyang Polytechnic, Singapore

Woosong University, Korea



HOW TO APPLY

APPLICATION PERIOD

1st Period: FEB 14 - MAR 9, 2020

2nd Period: APR 13 - MAY 18, 2020

3rd Period: JUL 16 - AUG 5, 2020

English Taught Program in
Smart Service Management

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