



# 2020 FENG CHIA UNIVERSITY INTERNATIONAL SUMMER SCHOOL

This is a three-weeks summer program. We provide two courses this year! You will have the chance to take the Taiwanese Culture course and Chinese Language course. We offer academic courses including cultural classes and field trips. This is a great opportunity for you to make new friends around the world.



**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. Marketing is a business science concerned with the completion of transactional exchange. It provides an integrated overview of commercial resources, while providing an in-depth look at quality of life and the creation of products that enhance quality of life and are perceived as of value in the marketplace. Students are expected to learn about cross-cultural and international marketing through the courses.



**CHINESE LANGUAGE:** This introductory course in Chinese language provides the basic communication skills in the Modern Standard Chinese. This course is designed for the students who have had no prior experience to Chinese language and are interested in learning basic Chinese language as well as culture. Throughout the course, students will develop their listening, speaking, reading, and writing skills. However, the emphasis in this course will be on building up students' communicative competence in oral and aural skills. Reading and writing will be minimally introduced along with speaking and listening skills. Students will be able to communicate verbally in Chinese language within given situations.



Theme	TAIWANESE CULTURE	CHINESE LANGUAGE
<b>Lectures</b>	<ul style="list-style-type: none"> <li>● Introductions of Taiwan's History and Culture</li> <li>● Taiwanese Tea Culture</li> <li>● Taiwanese Food Culture</li> <li>● Indigenous Peoples and Culture in Taiwan</li> <li>● Taiwanese Music</li> <li>● Marketing for Service Business</li> <li>● Consumer Behavior</li> <li>● Marketing Image and Form Expression</li> <li>● AI Digital Marketing</li> <li>● Brand and Fashion</li> <li>● Image Creation and Visual Marketing</li> </ul>	<ul style="list-style-type: none"> <li>● Pronunciation basis</li> <li>● Distinguish the differences between the four tones in Chinese &amp; Mandarin</li> <li>● Use simple daily conversations by Mandarin</li> <li>● Compare and contrast the differences between English and Chinese grammars</li> <li>● Introduce yourself by Mandarin</li> <li>● Order your food by Mandarin</li> </ul>
	<b>Note: The course and schedule may subject to change</b>	
<b>Chinese Art</b>	1.Taiji and Qigong 2.Rice Dough Figure	
<b>Field Trips</b>	1.Taichung City Bus Tour 2.National Museum of Science 3. National Taiwan Museum of Fine Art	

## Expenses

Details & Price for Summer Course		Non-Partner Universities	Partner Universities	FCU Students
<b>Tuition</b>	Taiwanese Culture Course (2-credits)	\$600 USD	\$475 USD	\$5000 NTD
	Chinese Language Course (1-credit)			\$2500 NTD
<b>Housing</b>	Dormitory (Double Room)	\$160 USD	\$160 USD	N/A
<b>One-Way TPE Airport pick-up service</b>		\$20 USD	\$20 USD	N/A
<b>Welcome Party &amp; Farewell Party Chinese Art Classes</b>		<b>free</b>		

Airport pick-up service will be arranged on 5th of July and departed by 16:00 from TPE Airport (Taiwan Taoyuan International Airport). Please arrive to TPE Airport before the bus departure time if you need the airport pick-up service.

## Period

Culture & Language Courses: July 6-22, 2020

One Day Cultural Trip: July 11 & 18, 2020

## Application Deadline

Now till April 30, 2020



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