

College of Management



Our Mission

As a business school affiliated to the best normal university in Taiwan, the mission of COM resides in creating management knowledge and cultivating humanistic business leaders. To create management knowledge, our academic disciplines and intellectual contributions focus on marketing, finance and economics, and general management. In addition to basic research, we also emphasize on applied research such as interdisciplinary researches and Academia-industry cooperation. The COM will continue to highlight our research and teaching on MarTech, FinTech, and Big Data applications.

To cultivate humanistic business leaders, the COM dedicates to create a unique learning environment for business and non-business students by utilizing the abundant humanistic resources of NTNU. Through distinct curricula design and cooperating with humanities instructors, the COM prepares our students to be future leaders not only with global perspectives, mindsets of sustainability and social responsibility, but also with the ability to appreciate the diversity of individual values as well as to stimulate creativity, free will, and positive potential of employees or team members.

Our Vision

To be a leading business school in the global community of Normal Universities due to innovation and the continuous impact on stakeholders.

Collaborative English-taught Courses

- The Art of Marketing: Sun Tzu's Modern Managerial Implications
- Global Economy and Opportunities
- Practice Topic of Asia Management
- Negotiating World Class Mergers and Acquisitions Deals