

College of Management



Our Mission

As the leading business school within one of Taiwan's top universities, the College of Management at National Taiwan Normal University is dedicated to advancing management knowledge and cultivating business leaders with a strong humanistic foundation.

We Create Management Knowledge:

Our faculty's research and teaching span marketing, finance, economics, and management, with a strong focus on MarTech, FinTech, and Big Data applications—bridging theory and realworld business practice.

We Cultivate Humanistic Business Leaders:

The College of Management is dedicated to providing a distinctive learning environment by leveraging the abundant humanistic resources of NTNU. Through dual-degree programs and international exchange opportunities, we are committed to enhancing students' global competencies. Our goal is to develop leaders with a global perspective, a strong commitment to sustainability and social responsibility, and a deep respect for individual values. Additionally, our programs promote creativity, personal development, and the ability to inspire and harness the strengths of diverse teams.

Our Vision

Our vision is to establish ourselves as a leading business school within the global network of Normal Universities. We are driven by our core values of innovation, integrity, and integration, consistently creating meaningful and lasting impact for our stakeholders.

Our Programs

Accredited by AACSB, the College of Management offers a variety of programs tailored to the needs of today's global business landscape, including one undergraduate program and four graduate programs. In 2025, we launch a new English-taught program within the Department of Business Administration.

Undergraduate programs

- Department of Business Administration
- Department of Business Administration (English-taught Program)

Graduate programs

- Graduate Institute of Global Business and Strategy
- Graduate Institute of Management
- Executive Master of Business Administration
- EMBA in Global Fashion

Our Emphasis: Internationalization and Interdisciplinary Learning

As part of our internationalization efforts, we offer various EMI courses:

- English-taught Program in the Department of Business Administration
- Graduate programs in English at the Graduate Institute of Global Business and Strategy
- Graduate programs in English at the Graduate Institute of Management

By combining global insights with interdisciplinary approaches, we prepare our students to become future leaders who can navigate complex, interconnected business environments. Including:

- The Program of International Trade & Foreign Affairs (offered in English)
- The ESG Sustainable Management Credit Program
- The Business Analytics Credit Program

Ultimately, the College of Management is committed to shaping responsible leaders who combine global perspective with a dedication to sustainability, social responsibility, and respect for human values.