



企業管理學系(英文組)

Department of Business Administration
(English-taught Program)



BA-ETP

**Department of
Business Administration
English-taught Program**

www.mgt.ntnu.edu.tw/en/ba-etp



Welcome to BA-ETP

The Department of Business Administration (English-Taught Program, BA-ETP) at National Taiwan Normal University (NTNU) is a four-year undergraduate program designed to cultivate future global business leaders with strong cross-cultural communication and analytical skills.

BA-ETP offers a globally oriented, innovative business education, delivered entirely in English, attracting students from around the world.

Situated within the AACSB-accredited College of Management, BA-ETP transcends traditional academic boundaries by integrating diverse resources from across the college to enrich your learning experiences.



*“Education is not the filling of a pail,
but the lighting of a fire.”*

Join Us

Seeking ambitious, forward-thinking students who are eager to become global business leaders.

Our Program

We hope to be the leading program in cultivating global business leaders who are innovative, ethical, and culturally adaptable.

Industry Collaboration

Forge your professional path through industry collaborations and strong alumni networking relationships.

Humanistic Leadership

Promoting diversity, equity, inclusion, and social responsibility.

Embark on Your Journey

Exclusively for undergraduates, the BA-ETP empowers students with strong skills and knowledge, elevates their professional expertise, and broadens their global perspectives.



**Finance
Management**



**Marketing
Management**



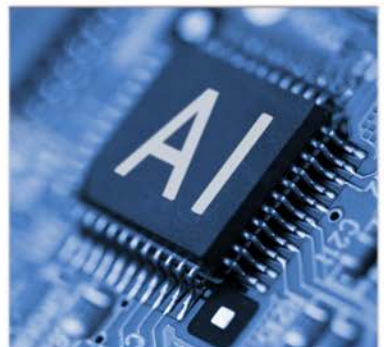
**Business Intelligence
& Analytics**



**Strategic
Management**



ESG & Sustainability



**AI Application
in Business**

Curriculum Overview

Total of **128 credits** or above



Minimum Credits for Graduation: 128

(Students admitted under the “five-year secondary school” system are required to complete 140 credits, including at least 12 credits from undergraduate-level courses. Eligible courses include NTNU and NTU System courses.)

General Education courses are compulsory and designed to broaden students’ perspectives across disciplines.

All students must take Chinese Reading & Thinking and Chinese Writing & Expression (school-wide compulsory courses). Students with limited Chinese proficiency may begin with Basic Mandarin courses.



International Exchange Programs

Expand your global perspective through our extensive network of partner universities.

University-Level Exchanges

Participate in exchanges that span across the globe, offering you diverse cultural and academic experiences.

College-Level Collaborations

Benefit from specialized exchange programs tailored by the College of Management.



Scholarship Opportunities

NTNU International Student Scholarship

- Tuition waiver and miscellaneous fee waiver for the first academic year.
- Must apply for the scholarship while applying for NTNU admission through the International Students Application channel for this scholarship.

Taiwan Scholarship

MOE and MOFA

MOE (Ministry of Education) NTD 15,000-20,000/month

Tuition support up to NTD 40,000/semester.

MOFA (Ministry of Foreign Affairs) NTD 33,000/month

Application via R.O.C embassies & mission abroad in the home country.

-
- If the recipients above withdraw from their studies or are suspended or expelled from NTNU, their scholarship will be revoked.
 - Registered students may request their program of study for further support such as research/teaching assistant opportunities and on-campus part-time jobs.
 - For more scholarship opportunities, check our website via the QR code.



Apply Now

<https://www.mgt.ntnu.edu.tw/en/ba-etc-admissions>



Phone Number

886-2-7749-3323



Email

baetp@deps.ntnu.edu.tw



Address

162, Section 1, Heping E. Rd.,
Taipei City 106, Taiwan



Line: @972npazi



NTNU_BAETP



Official Website