Development Goals
We cultivate our students through culture, creativity and business management training to become commercial elites who are socially responsible and who are able to provide the world marketplace with innovative vision. In the promotion of product design management and culturally innovative businesses, we focus on three main aspects which include art, business and technology.

An International perspective and world-class citizenship are qualities we pride in ourselves and our students whom we try to help become the best in the industry. Situated next to Taoyuan International Airport, considered the doorway of the nation to the global community, we have a competitive advantage in staying on top of the nation’s future economic development. Industrial design management candidates who graduate from our school are well prepared both in theory and practice.

Curriculum Features
1. Our courses emphasize the integration of cultural innovation, product design and business management.

2. Our courses enhance cultural and artistic appreciation for students who wish to specialize professionally in the cultural and creative industries.

3. Our courses emphasize the application of product design and also encourages students to develop multiple skill sets and take part in various competitions.

4. Our courses cultivate communication skills in Chinese and English, which strengthen commercial internationalization and academic exchange.

5. Professional courses combine practice and theory so that students may obtain the necessary corporate skills.

6. Professional courses offer co-instructed curriculum by designers and managers from the industry in order for students to gain direct knowledge.

7. Professional courses link regional characteristics in order to combine Taoyuan aerotropolis and the local industry. These courses lay the foundations for establishing strategies for the development and innovation of cultural product industries.