



東吳大學商學院國際人才培育獎助

Thunderbird School of Global Management
#1 in the world for international trade 
ASU ahead of Cambridge, Stanford and Harvard
— QS International Trade Rankings, 2023

#1 in the U.S. for innovation
ASU ahead of MIT and Stanford
— U.S. News & World Report, 8 years, 2016–2023



Taiwan Going Global Initiative



**StanShih
Foundation**



THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT



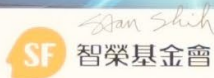
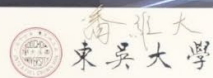
東吳大學
Soochow University

東吳大學 × 智榮基金會 × 美國雷鳥全球管理學院

台灣國際化人才研討會

半導體產業國際競爭力之關鍵

東吳大學 × 智榮基金會 × 美國雷鳥全球管理學院
「半導體產業國際人才培育計畫」
合作備忘錄



Member General & Chair
Thunderbird School of Global Management
Dr. Sanjeev Khouram

台灣國際化人才智榮基金會

東吳大學

東吳大學

3

Programs

40

Languages

100

Million
Learners

100%

Online

**Full cost
covered by
scholarship**



100 Million Learners

Francis and Dionne Najafi Global Initiative

1

Foundational Program

content for learners with any
level of education

Entrepreneurship “Bootcamp”
Not eligible for credit
Available in 20 languages

2

Intermediate Program

content at the high school or
undergraduate education level

5 Courses, 135 hours each
Soon to be credit eligible
Available Spring 2024

3

Advanced Program

content at the graduate
education level

5 Courses, 135 hours each
Soon to be credit eligible
Partially Available in English

Foundational courses

for learners with any level of education.

Course Content (18 modules/ 30hrs)

- Fourth Industrial Revolution/Artificial Intelligence
- Strategic Planning: Visioning and Goal-Setting
- Organizational Readiness for Scaling and Expansion
- Prioritizing Actions to Deliver Intended Results
- Accountability, Transparency, and Ethics in Business
- Recruiting Quality Talent for Business Growth
- Creating a Business Culture for Growth
- Developing Staff for Business Growth
- Leveraging Value Chains as a Competitive Advantage
- Financial Analysis and Management
- Funding and Access to Capital
- Public-Private Partnerships for Business
- Social Entrepreneurship
- Creating Customer Allegiance Through Marketing
- Effective Branding for Business Growth
- Intellectual Property in Business
- Using Social Media Effectively for Business
- Redefining Diversity, Equity, and Inclusion for Business Success

Advanced courses

for learners with undergraduate or graduate education.



Global Leadership & Personal Development

AVAILABLE NOW

[VIEW COURSE](#)



Global Entrepreneurship & Sustainable Business

AVAILABLE NOW

[VIEW COURSE](#)



Global Accounting: Managing by the Numbers

AVAILABLE NOW

[VIEW COURSE](#)



Data Analytics & Digital Transformation

COMING SOON



Global Marketing in a Digital Age

AVAILABLE NOW

[VIEW COURSE](#)

Course Content (8-15 modules/ 135hrs)

Take Courses

You will be counted towards the 100M Learners goal after completing your first course.

Earn A Certificate

Learners earn a non-academic certificate after successfully completing all courses within a program.

If you completed the intermediate or advance programs, you can apply to obtain academic credit, which can be used for admission to Thunderbird/ASU degree programs



Register

Register for an account via the 100M Learners website.

Continue Learning

After earning a non-degree certificate, learners can choose from three different continuing learning options:

Participate in Lifelong Learning at ASU/Thunderbird

Earn Badges

Earn badges for every course you complete.

If you completed the intermediate or advance programs, you can purchase an academic transcript for a nominal fee and continue your education at the institution of your choosing.



CERTIFICATE OF COMPLETION



Global Entrepreneurship & Innovation Bootcamp

This certificate is presented to

As part of the

Francis and Dionne Najafi 100 Million Learners Global Initiative

June 22, 2023



Sanjeev Khagram
Director General and Dean
Thunderbird School of Global Management
at Arizona State University



2024

1.27 - 1.28

六

日

政大公企中心

QS國際貿易NO.1 實體菁英班、線上領導課雙證書，掌握成功關鍵！

施振榮董事長與美國頂尖教授 攜手探索全球商業奧秘

活動專頁



早鳥價USD750/人
(原價USD999/人)

台積電人力資源資深副總經理

何麗梅

美國ASU雷鳥全球管理學院院長

Dr. Sanjeev Khagram

宏碁創辦人、智榮基金會董事長

施振榮



Taiwan Going Global

08:30 - 09:00 報到

09:00 - 09:30 主辦單位致詞
講者：Dr. Sanjeev Khagram

09:30 - 12:00 王道領導與永續經營
講者：施振榮董事長

中場休息/用餐

13:30 - 17:00 Is your enterprise ready to go global?
講者：Dr. Sanjeev Khagram

08:30 - 09:00 報到

09:00 - 10:30 Global mindset (Hybrid)
講者：Dr. Mansour Javidan

10:45 - 12:15 Taking your brand to new markets
講者：Dr. Sanjeev Khagram

中場休息/用餐

13:30 - 14:30 My inspiration & learning: a perspective on my work and life
講者：何麗梅資深副總經理

14:30 - 17:00 Your global road map: managing a global enterprise
講者：Dr. Sanjeev Khagram

1/28

1/27



Certificate of Completion

This is to certify

Full Name Here

has successfully completed

Taiwan Going Global

A handwritten signature in black ink that reads "Stan Shih".

Stan Shih
Chairman and Founder
StanShih Foundation

A handwritten signature in black ink that reads "Sanjeev Khagram".

Dr. Sanjeev Khagram
Director General and Dean
Thunderbird School of Global Management
Arizona State University

如何申請?

於**12/8下午五點前**繳交下列文件至國際商管學程(2607-1室)：

- 獎助申請表
- 在學證明
- 歷年成績單(含歷年學業總平均及班級排名百分比)
- 英文語言檢定成績單或相關證明
- 其他有利文件

相關獎勵辦法或表單下載，請至**商學院網頁-最新消息**查詢。

領取獎勵方式

1. 商學院師長會綜合審查申請件，待確認獎勵名單後，會將資訊公告於商學院網頁最新消息處並個別通知獲獎者
2. 獲獎者需於**12/28前**提供修讀Entrepreneur Bootcamp證書檔案予國際商管學程(2607-1室)或email至yiching0701@scu.edu.tw

相關獎勵辦法或表單下載，請至商學院網頁-最新消息查詢。

3.5+0.5+1 & 4+1 簡介

3.5+0.5+1

大一至大四上學期：東吳 大四下學期、研究所：雷鳥

1. 修ASU大學部1門課程+雷鳥研究所4門課程(共計15學分)
2. 將在美修讀學分拿回東吳抵免取得東吳學士學位。若同學後續欲赴雷鳥研究所就讀，可於通過該校申請入學後，將在美修讀的12個研究所學分帶至該校抵免。

- TGM 506 Communication and Negotiation Across Cultures(3)
- TGM 517 Global Accounting and Financial Management (3)
- TGM 545 Global Leadership and Strategy (3)
- TGM 557 Global Marketing and Data Analytics (3)
- ASU Undergraduate Elective Courses (3)

2023-2024

● My residency status

Choose the option that best describes you.

Western undergraduate exchange students: [Learn more about WUE.](#)

International

● My student status

Choose the option that best describes you.

Undergraduate (Degree-Seeking)

● My location

Choose the ASU campus where your program is based.

West

● My college *

Choose the college where your program is based.

Thunderbird School of Global Management

I am or plan to be a Barrett, the Honors College student

Academic programs with undergraduate college fee, differential or program tuition

Some programs charge differential or program specific tuition. † If your program is not listed, it may be on another campus or department.

credit hours per semester)

Tuition breakdown by credit hour

12 hours

+ Fall 2023

\$20,769

- Spring 2024

International Tuition	17,199
Barrett Honors College Fee	1,000
Undergraduate College Fee 4	955
Student Initiated Fees (see notes below)	371
Student Health Insurance (see notes below)	1,722
International Student Fee	200
Total Tuition & Fees	21,447

Academic Year total

\$42,216

4+1

大一至大四：東吳 研究所：雷鳥

1. 大一至大四均在東吳修課。於就讀期間申請線上修讀雷鳥100 Million Learners專案指定4門研究所課程(12學分)。
2. 學生於取得東吳大學學士學位後若欲提出雷鳥研究所申請，可將其修讀的學分帶至雷鳥研究所進行抵免(需先申請修課證書，費用約美金2000-2500元)。修讀雷鳥研究所課程時間可縮短為1年。

- TAM 530 Data Analytics and Digital Transformation in a Global World (3)
- TAM 542 Global Leadership and Personal Development (3)
- TAM 557 Customer Experience and Digital Marketing in a Global World (3)
- TGM 586 Global Entrepreneurship and Sustainable Business (3)

3.5+0.5+1 & 4+1 申請條件

1. GPA成績3.0以上(4分制)

2. 英文語言成績：

3.5+0.5+1：TOEFL iBT 61/ IELTS 6.0(大四研修)

TOEFL iBT 80/ IELTS 6.5(研究所入學)

4+1：TOEFL iBT 80/ IELTS 6.5

最高 USD30,000 獎助學金

東吳企管+美國ASU雙碩士



企管系碩士班
E組- 國際商管

+



THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT



報名期間

2023

2024

12/22 - 01/08

筆試、面試

2024

03/03 (僅考英文)