



Instructionally Related Activities Funds Request Fall 2015

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IRA Funds Request for UNIV 392 - Culture and Commerce in Taiwan

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Instructionally Related Activities Funds Request Summary

Project Sponsor	William Wagner
Activity Title	UNIV 392 - Culture and Commerce in Taiwan
Activity/Event Date	1/2016
Date Funding Needed By	3/2015
Previously Funded?	Yes
Semester/Year	Fall/2012
Proposal #	—
Report submitted for previously Funded Activity?	Yes
Report submitted for previously Funded Activity	IRAreport.doc
Additional Report #1	participants.doc
Additional Report #2	surveyTaiwan.pdf
Additional Report #3	Images.docx
Additional Proposers	Dr. Mnder Chen, Professor (Business)
Academic Program(s) / Center Name(s)	Sociology Program MVS School of Business
Estimated total Course Fee revenue	18796.80
Amount Requested from IRA	45450.20
Estimated Number of Students Participating	20
Conditions and Considerations	International Travel
Brief Activity Description	<p>This UNIV392 proposes a fall 2015 3-unit course that will meet throughout the fall semester, and a 2-week trip to Taiwan, R.O.C., over winter break in January 2016. The trip will include travel to Taipei, New Taipei City, Tainan, Yilan County, and perhaps another location in Taiwan. Among visits to cultural sites and business establishments, we will have on campus interactive activities planned with local Universities. These interactive activities with local students and faculty are fostered by our special relationships in the Sociology Department with Soochow University and in the Business School with Tainan University.</p> <p>The proposed UNIV392 is well integrated into the framework of both sociology and business programs. As was the case the first time this course was funded in fall 2012, it draws on the strengths of both programs, their connections in Taiwan, and shares those connections with students across majors. The fall part of the course prepares students to maximize their time/experience while in Taiwan during the two-week trip in January (2016).</p>
Learning Outcomes and Relation to IRA to Course Offerings	<p>Learning Outcomes are congruent with and fulfill objectives in both Business and Sociology programs.</p> <p>Students who successfully complete this course will be able to:</p> <ul style="list-style-type: none"> •Describe major social, business, and cultural issues in Taiwan •Identify multiculturalism in Taiwan •Understand the creative culture industry, international trade, technology and education sectors in Taiwan and their implications •Understand the entrepreneurship and innovation environments in Taiwan •Demonstrate their ability to explore and appreciate the diverse nature of Chinese traditions and culture in Taiwan •Understand the vibrant history and culture of Taiwan •Understand Taiwan's cultural, economic, and political relationships with China and the United States <p>A visit to National Palace Museum (one of the top 10 museums in the world) links with BUS434 -The Museum: Culture, Business, objectives. The class will visit a science/technology park to learn about start-up businesses in the high-tech area, linking to MGT325 -Entrepreneurial Management. We will visit Social Enterprise Research Center (http://serc.management.fju.edu.tw/) at Fu-Jen Catholic University to learn about social business:</p>

	BUS 203, SOC/BUS301 -Social Business Planning, and BUS/SOC336 -Social Entrepreneurship. Professor Shih (Soochow University) will lecture and guide a tour of a historical business district explaining social/business transformations in Taipei; linked to BUS349 -History of Business/Economics, SOC352 -Social Movements. Professor Shih will also lecture on sociological theory and accompany a visit to a religious site, incorporating SOC 420 -Classical Sociological Theory, SOC421 -Contemporary Sociological Theory, and SOC415 -Sociology of Religion. The student research project to be carried out in this class links with objectives in SOC350, SOC372, SOC374, among others.
Description of Assessment Process	We plan to assess the program in the following ways: (1) Examination of students' final projects to determine the content and subject mastery in terms of achievement of the course goals and objectives; (2) Student survey related to course objectives and the relationship of each trip element to the course objectives; (3) Focus group at the end of the trip in Taiwan to help in both collection of data related to assessment of goals and objectives as well as to help guide the design of the survey instrument used in #2, above.
Activity Budget	20152016taiwanNEWbudgetFinal.xlsx
CIA Budget	20152016taiwanNEWbudgetFinal.xlsx
CIA Proposal	A1formTaiwan2014a.doc
Course Syllabus	Taiwansyllabusitinerary.doc
CIA Certification	I certify that students attending this trip are not previous or repeat attendees of a prior International UNIV 392 Trip
Other Sources of Funding	-UNIV 392 course fees expected to generate revenue of \$18,796.80 -Out-of-pocket student expenses are expected to be approximately \$4,600.00 -In-kind contributions from Soochow University, Tainan University and others...each university provided our students with a meal, as well as activities and certain services free of charge.
Target Audience/Student Marketing	The intended audience for the proposed UNIV 392 is primarily both business majors (and minors) and sociology majors (and minors), but is extended of course to then to all CI undergraduate students at the junior level and above. The program will be marketed using flyers, e-mail, social media, and faculty networks (classroom announcements, recommendations, etc.)
Bring Benefit to Campus	Through the Center for International Affairs we will provide materials that can be used to illuminate and advocate for international study during international week and other events.
Sustainability	While in Taipei, students participating in this proposed UNIV 392 course will be exposed to sustainable efforts in Taiwan such as public transportation subways/busses/trains and the "You Bike" program: http://youbike.com.tw/en/index.php These sustainable methods of transportation and such will be incorporated into various lectures, site visits, and student research projects.
Program Chair/Director	dennis.downey
Academic Affairs AVP	karen.carey
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Approval

Approval	I approve the IRA Funds Request described on this page
Name	Dennis Downey
Date/Time	2/26/2015 10:09:16 AM
Validation	myCI-signin-VP-9350

Academic Affairs AVP Approval

Approval	I approve the IRA Funds Request described on this page
Name	Karen Carey
Date/Time	2/26/2015 2:12:09 PM
Validation	myCI-signin-XH-3963