

柏林波茨坦商業學院 (BSP Berlin) 在臺灣尋找合作大學 BSP Berlin looking for Partner University in Taiwan

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BSP Berlin Business School Potsdam approached the education division of the Taipei Representative Office in Berlin with the desire to find a partner university in Taiwan.

BSP is a state-approved, private school of management in Berlin, founded in 2009. The small university has about 500 students and 20 professors. Course offerings include Bachelor's degree courses in business administration with focus on entrepreneurship and SMB management, health and sport management, international business administration; communication management with focus on culture communication/event management, political communication/political management, business communication, fashion marketing, and business psychology. Master's degree courses are offered in media psychology, sport psychology/psychological counselling, business psychology with focus on human resource and organization development, business administration.

For their international business administration program - which includes one compulsory term abroad and two international project studies (internships) – BSP is seeking a partner university in Taiwan.

Prof. Shen Cen-Chu, director of the education division, visited BSP and was received by the president, the head of the international office and the dean of the program. Prof. Shen introduced Tunghai University to BSP. They are equally looking for partners in Germany for their international business administration program. Soon after Prof. Shen's visit the two universities got into contact and exchanged first ideas and possibilities of future collaboration. It looks like a very promising new alliance.

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