



UCH 2026

International Youth  
Camp -Bussiness

Proposed by International Cooperation Office  
Chien Hsin Univerisity of Science and  
Technology



# Contents

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1. **Activity Planning**
2. **Course and Activity Details**
3. **Course Module Description**
4. **Program Fee**

**01**

**UCH 2026  
INTERNATIONAL  
YOUTH CAMP**



# Activity Objective



## Mandarin Enlightenment

Stimulate students' interest in learning

Mandarin.

Help students acquire basic daily communication skills.



## Cultural Immersion

Experience Taiwan's unique multiculturalism.

Hands- on activities such as tea ceremony and calligraphy.



## Business Management Exploration

Inspire students' basic understanding of business management.

Develop teamwork skills through gamified activities.



## Building Connections

Showcase UCH's high-quality learning environment.

Attract potential students to choose Taiwan for future studies.

# UCH's Educational Framework



## **Mandarin Enlightenment**

Stimulating interest in Mandarin and developing basic communication skills.



## **Cultural Immersion**

Experiencing Taiwan's multiculturalism through hands-on activities.



## **Business Management Exploration**

Inspiring business understanding and teamwork through gamified activities.



## **Building Connections**

Showcasing UCH's environment to attract international students.



# Target Participants



International high school students aged 16 to 22.



Interested in Mandarin



Interested in Taiwanese culture



Interested in business management





7 days and 6 nights

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Held on the UCH campus.



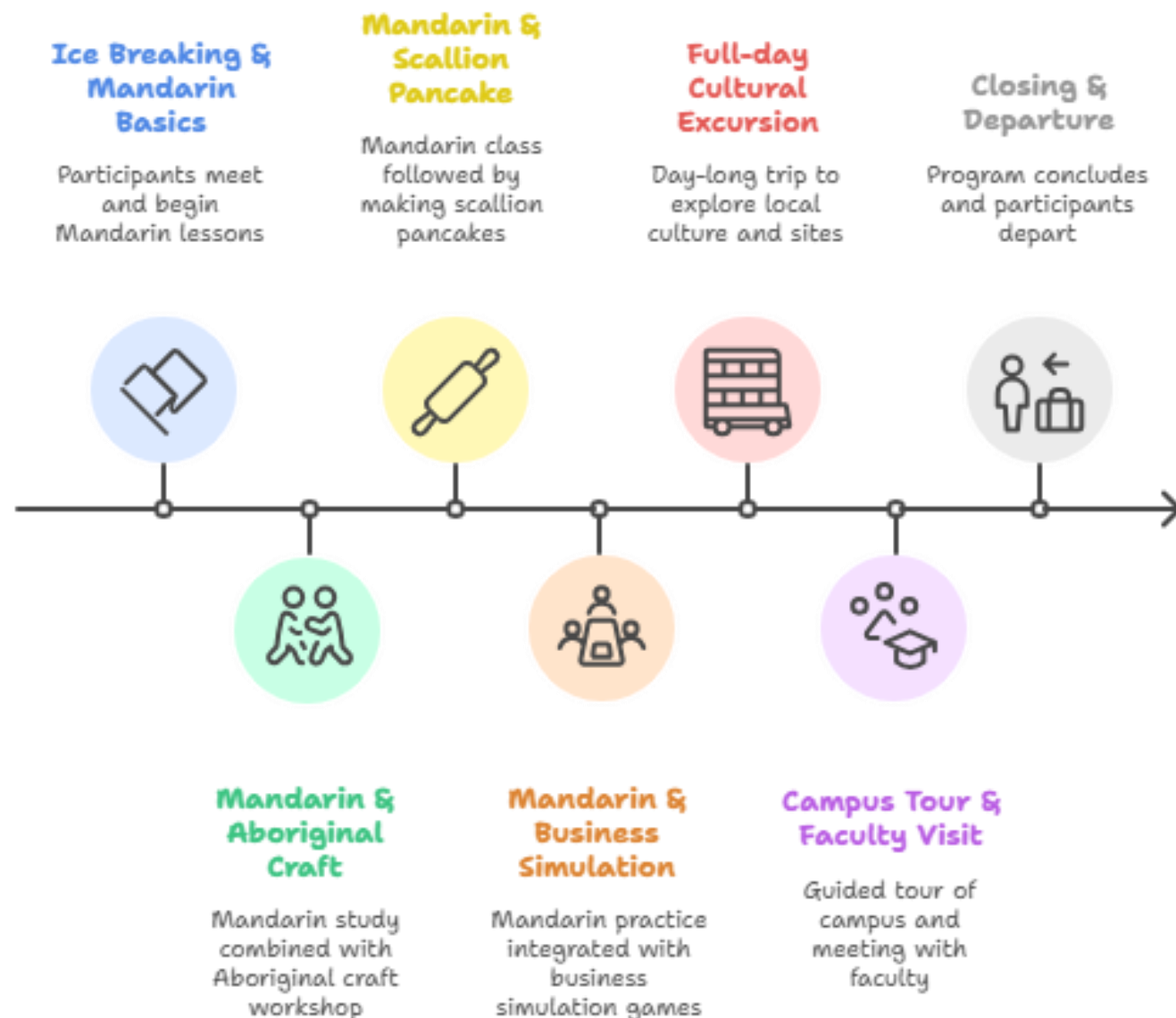
**02**

## **Course and Activity Details**





# Mandarin & Cultural Immersion Program Schedule



**03**

## **Course Module Description**





# Basic Mandarin Course



Taught by experienced teachers from the UCH Mandarin Teaching Center.



Avoid dull grammar instruction



Focus on daily life topics



Adopt lively interactive methods



Enable students to speak Mandarin confidently in a short period.




01


3.2.1 UCH has extensive experience collaborating with local artisans.

# Business Management Simulation Game


Designed by the faculty team of the College of Management.




Simplify complex business theories into fun board games or computer simulation games.



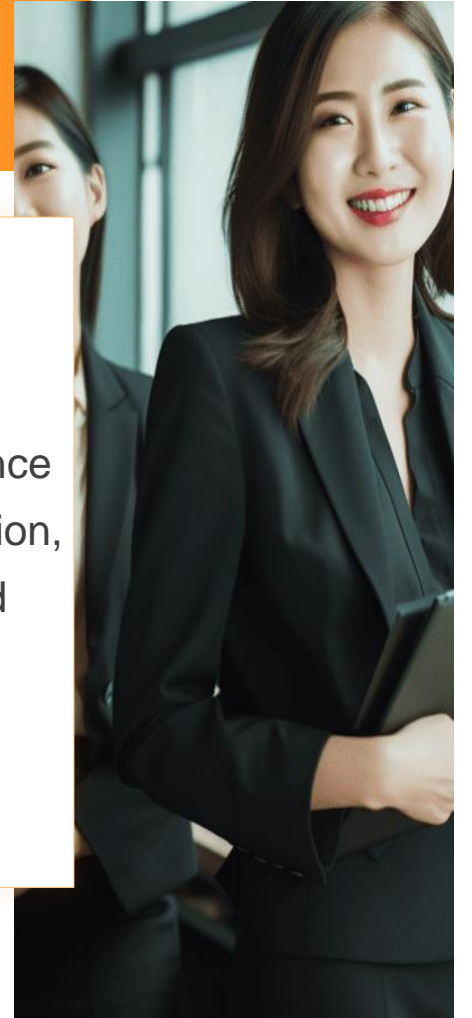
Students form groups to participate in virtual stock exchange.



Engage in market competition.



Learn the importance of resource allocation, cost control, and team decision-making.



**Let's meet up  
at  
Chien Hsin  
University!**

