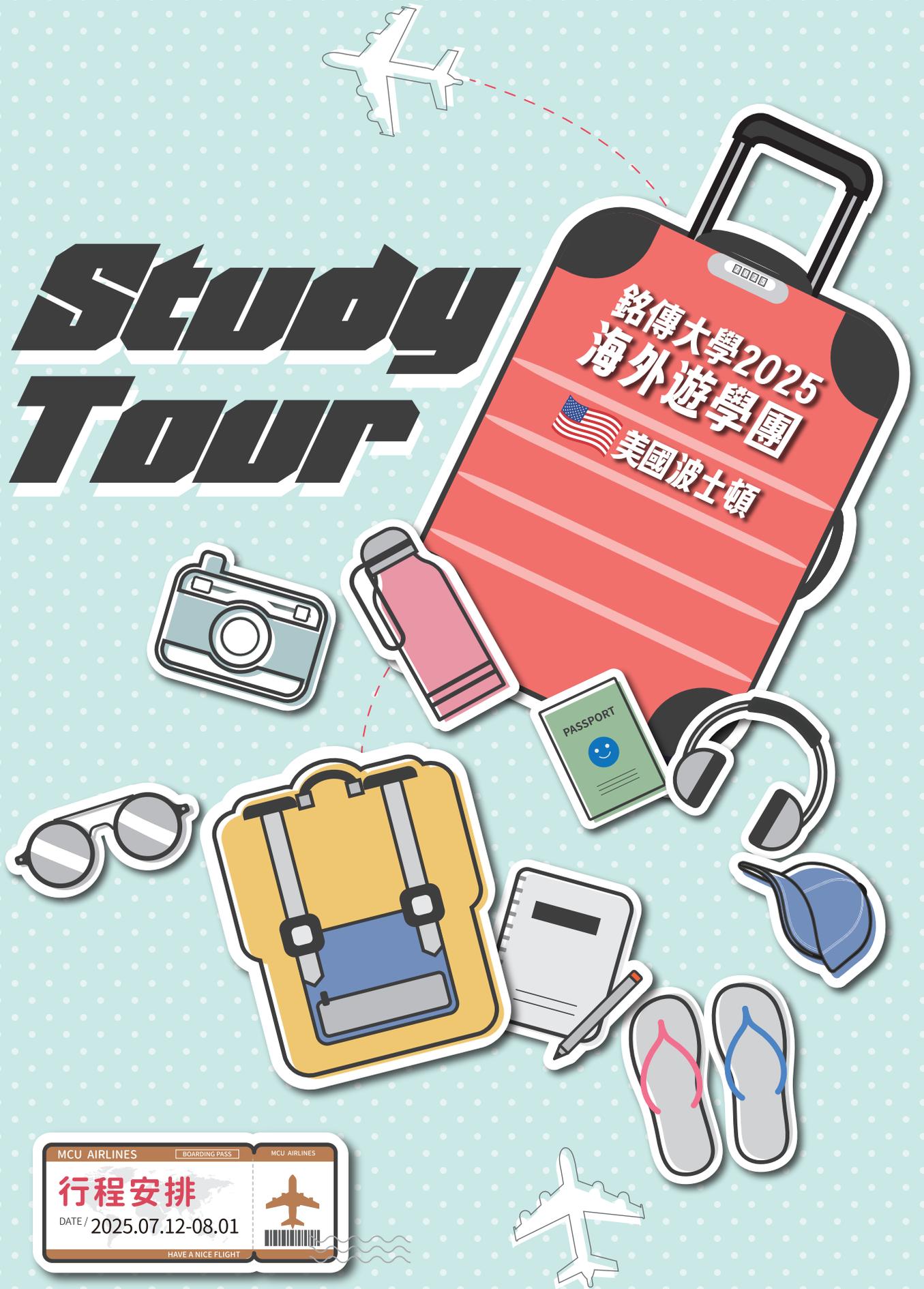


Study Tour



諮詢專線 - (02)2882-4564 分機8034 林老師

銘傳大學 2025 美國波士頓暑期遊學團

University of Massachusetts Lowell

Week 1

日期	行程
07/12 Sunday	<ul style="list-style-type: none"> • Leave Taipei 暫定UA872 美國聯合航空 07月12日09:50 TPE桃園國際機場 07月12日06:50 SFO舊金山機場 • 舊金山(CA)轉機 1h40m 暫定UA2647 美國聯合航空 07月12日08:30 SFO舊金山機場T3舊金山(CA) 07月12日17:25 BOS波士頓洛根機場B波士頓(MA)
07/13 Monday	<ul style="list-style-type: none"> • Morning Lowell Tour, National Industrial Historical Park • Afternoon Orientation/Introduction, Ice Breaker
07/14 Tuesday	<p>Welcome by the Dean</p> <ul style="list-style-type: none"> • 09:30AM - 11:00AM Global Entrepreneurship • 11:15AM - 12:45PM Essentials of Entrepreneurship & Innovation • 02:00PM - 03:30PM Building & Managing Teams • 03:45PM - 05:15PM Ideation & Class Exercise & Instructions • 05:15PM - 05:45PM Wrap Up
07/15 Wednesday	<ul style="list-style-type: none"> • 09:00AM - 10:15AM Class Exercises Presentation • 10:15AM - 10:30AM Class Project Instructions • 10:30AM - 12:30PM Business Model Canvas • 02:00PM - 04:00PM Market Research Resource • 04:00PM - 05:30PM Group Projects
07/16 Thursday	<ul style="list-style-type: none"> • 09:00AM - 10:15AM Lean Launchpad& Customer Discovery • 10:30AM - 12:30PM Design Thinking • 02:00PM - 04:00PM Group Projects
07/17 Friday	<ul style="list-style-type: none"> • 09:00AM - 11:00AM Digital Marketing • 11:15AM - 12:30PM Innovation & Creativity • 02:00PM - 04:00PM Group Projects
07/18 Saturday	<ul style="list-style-type: none"> • Morning Tech Company Visits • Afternoon Incubator Visits - Boston and Lowell

銘傳大學 2025 美國波士頓暑期遊學團

University of Massachusetts Lowell

Week 2

日期	行程
07/19 Sunday	<ul style="list-style-type: none">•09:00AM - 05:00PM Visit Boston: Harvard U., MIT etc. In the evening, Meet and Greet event
07/20 Monday	<ul style="list-style-type: none">•09:00AM - 05:00PM Outlet Shopping
07/21 Tuesday	<ul style="list-style-type: none">•09:00AM - 11:30AM Financing Ventures Guest Entrepreneur•Afternoon Group Projects
07/22 Wednesday	<ul style="list-style-type: none">•09:00AM - 11:30AM Venture Implementation & Management Guest Entrepreneur•Afternoon Group Projects
07/23 Thursday	<ul style="list-style-type: none">•09:00AM - 10:30AM Social Entrepreneurship•10:30AM - 12:30PM Working on Presentations•Afternoon Group Projects
07/24 Friday	<ul style="list-style-type: none">•09:00AM - 10:30AM International Entrepreneurship•Afternoon Finalize Presentations and Report
07/25 Saturday	<ul style="list-style-type: none">•09:00AM - 05:00PM Student Presentations, Certificate & Award Ceremony, Experience Survey (online)

銘傳大學 2025 美國波士頓暑期遊學團

University of Massachusetts Lowell

Week 3

日期	行程
07/26 Sunday	<ul style="list-style-type: none">•11:00AM - 06:00PM Whale watch out of Gloucester, MA + Rockport Optional: all day/night Lowell Folk Festival
07/27 Monday	<ul style="list-style-type: none">•TBD - Red Sox VS LA Dodgers and tour of Fenway
07/28 Tuesday	<ul style="list-style-type: none">•09:00AM - 05:00PM RI Mansions of Newport, RI
07/29 Wednesday	<ul style="list-style-type: none">•09:00AM - 05:00PM Boston, Duck tour, Public Library, Mapparium, The View
07/30 Thursday	<ul style="list-style-type: none">•Morning Free Time Packing & Check Out•Afternoon•Leave Taipei 暫定UA2400 美國聯合航空 07月30日17:59 BOS波士頓洛根機場B07月30日21:50 SFO舊金山機場T3•舊金山(CA)轉機 2h 暫定UA853 美國聯合航空 07月30日23:50 SFO舊金山機場08月01日04:05 TPE桃園國際機場
07/31 Friday	<ul style="list-style-type: none">•國際換日線
08/01 Saturday	<ul style="list-style-type: none">•Arrival TPE 抵達臺灣 暫定UA853 美國聯合航空 08月01日04:05 TPE桃園國際機場

*We reserve the right to make changes to this schedule.

*航班資訊與行程僅供參考，最終資訊請以行前說明會為準。