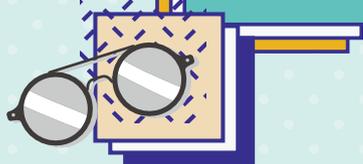
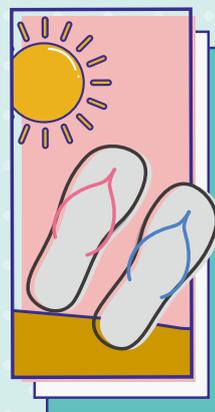


銘傳大學2026 海外遊學團

美國UMass Lowell



諮詢專線 - (02)2882-4564 分機8034 林老師

銘傳大學 2026 美國波士頓暑期遊學團

University of Massachusetts Lowell

Week 1

日期	行程
07/11 Saturday	<ul style="list-style-type: none"> • Leave Taipei 暫定UA872 美國聯合航空 07月11日09:50 TPE桃園國際機場 07月11日06:50 SFO舊金山機場 • 舊金山(CA)轉機 3h42m 暫定UA2356 美國聯合航空 07月11日10:32 SFO舊金山機場T3舊金山(CA) 07月11日19:26 BOS波士頓洛根機場B波士頓(MA)
07/12 Sunday	<ul style="list-style-type: none"> • Morning Free Time • Afternoon Orientation/Introduction, Ice Breaker
07/13 Monday	<ul style="list-style-type: none"> • 09:00 - 09:30 Welcome by the Dean • 09:30 - 11:00 Global Entrepreneurship • 11:15 - 12:45 Introduction to Entrepreneurship • 02:00 - 03:30 Building & Managing Teams • 03:45 - 05:15 Instruction & Group Project Work
07/14 Tuesday	<ul style="list-style-type: none"> • 09:00 - 10:15 Project Presentation by Sponsor • 10:15 - 10:30 Class Project/Presentation Instructions • 10:30 - 12:30 Business Model Canvas (BMC) • 02:00 - 03:45 Customers, Markets & Competition: Market Research • 04:00 - 05:30 Group Project Work: BMC & Market Research
07/15 Wednesday	<ul style="list-style-type: none"> • 09:00 - 10:30 Lean Launchpad & Customer Discovery • 10:30 - 12:30 Power Point & Soft Skills • 02:00 - 05:00 Blue Ocean Strategy & Team Case
07/16 Thursday	<ul style="list-style-type: none"> • 09:00 - 11:00 Digital Marketing • 11:15 - 12:30 Corporate Entrepreneurship • 02:00 - 03:30 Social Entrepreneurship • 03:45 - 05:15 Group Project Work
07/17 Friday	<ul style="list-style-type: none"> • 09:00 - 11:00 Tour Lowell National Historic Park • 01:00 - 05:00 Fabric Discovery Center, NERVE Robotics & M2D2 Incubator

銘傳大學 2026 美國波士頓暑期遊學團

University of Massachusetts Lowell

Week 2

日期	行程
07/18 Saturday	<ul style="list-style-type: none">•09:00 - 05:00 Visit Boston (Free time & Freedom trail)
07/19 Sunday	<ul style="list-style-type: none">•09:00 - 05:00 Outlet Shopping
07/20 Monday	<ul style="list-style-type: none">•09:00 - 10:30 Financing Ventures•10:30 - 11:45 Customer/Markets/Competition Presentation•01:00 - 05:00 Incubator Tour
07/21 Tuesday	<ul style="list-style-type: none">•09:00 - 10:30 International Business•10:30 - 12:00 Corporate Venture Speaker•01:15 - 03:00 Project Review & Feedback•03:00 - 05:00 Group Project Work
07/22 Wednesday	<ul style="list-style-type: none">•09:00 - 10:30 Social Entrepreneurship Team Case•10:30 - 12:00 Group Project Work•01:00 - 05:00 Group Project Work
07/23 Thursday	<ul style="list-style-type: none">•09:00 - 10:30 Venture Implementation•10:30 - 12:30 Draft Presentations & Feedback•01:00 - 05:00 Finalize Presentations & Report
07/24 Friday	<ul style="list-style-type: none">•09:00 - 02:00 Student Presentations, Certificate & Award Ceremony, Experience Survey (online)•04:00 - 08:00 The Lowell Folk Festival 2026

銘傳大學 2026 美國波士頓暑期遊學團

University of Massachusetts Lowell

Week 3

日期	行程
07/25 Saturday	•09:00 - 05:00 Duck Tour, Boston Public Library, and Presidential Mall Shopping
07/26 Sunday	•09:00 - 05:00 Visit Mansions in New Port, RI
07/27 Monday	•09:00 - 05:00 Whale Watch and Sightseeing in Rockport
07/28 Tuesday	•Morning Free Time Packing & Check Out
	•Afternoon •Leave Boston 暫定UA2400 美國聯合航空 07月28日18:10 BOS波士頓洛根機場B 07月28日21:47 SFO舊金山機場T3 •舊金山(CA)轉機 2h8m 暫定UA853 美國聯合航空 07月28日23:55 SFO舊金山機場 07月28日04:05 TPE桃園國際機場
07/29 Wednesday	•國際換日線
07/30 Thursday	•Arrival TPE 抵達臺灣 暫定UA853 美國聯合航空 07月30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。