

A Glance at Taiwan and Its Differences in Culture and Innovation and Entrepreneurship Courses from Mainland

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ABSTRACT. *This essay focuses on Taiwan's Culture and its innovation and entrepreneurship courses compared to those of Mainland. Taiwan is a cute province of China. Although it is not large, it has its own features and pleasant culture. Besides, its innovation and entrepreneurship courses are also quite competitive and attractive.*

KEYWORDS: *Taiwan, Culture, Province, Innovation, Entrepreneurship, Courses*

1. Introduction

In the 11th year of my career, I had the honor to be sent to Taiwan for a whole month. I was happy preparing for the trip. As a part of China, Taiwan is mysterious and unique.

2. A Glance at Taiwan's Culture

Before the trip, I imagined a lot about Taiwan. For example, whether Taiwanese are friendly to people from the Mainland, how developed Taiwan is, how good the economy of Taiwan is, and how beautiful Taiwan is. As one of China's treasure islands, Taiwan is intriguing.

When I set foot in Taiwan in October, I was first impressed by the friendliness of the Taiwanese to people from the Mainland. They are warm and polite, which soon makes me relaxed and feel at home. Taiwan's culture is indeed an inheritance of the Chinese culture. How people are treated there demonstrates the characteristics that etiquette is highly valued. When I went out on weekends and asked for directions at the subway entrance, people in Taipei would directly show me to my destination. I

was so moved and comfortable.

The scenery of Taiwan is fresh and lovely for me, a native northerner. The warm climate, small trees, gentle sea breeze, all make me relaxed and comfortable. There are few tall buildings in Taiwan and unpretentious streets are everywhere. It's a bit like my hometown when I was a child, not gorgeous, but very lively. It feels like neighbors paying a visit.

3. A Glance at Taiwan's Economy

In the eye of me, a stranger, the economy of Taiwan is indeed far behind that of the Mainland. Electronic payment is not widely used and the convenience stores are less intelligent than those in the Mainland. In Mainland, cash is now rarely used. However, in Taiwan, electronic payment is not so popular. People have to use cash and often go to the bank or ATM to withdraw money. This makes it a little inconvenient for the Mainland people who are used to fast-paced payment. As the capital of Taiwan, Taipei is a representative in urban construction. However, its urban planning is only equivalent to third-tier cities in the Mainland. Fortunately, its beautiful natural scenery and ancient flavor make the city look much better.

I lived in Hsinchu for a month and met some interesting people after work. One weekend, on the railway to Taipei, I ran into a lady who is an insurance sales agent. She invited me to her home and told me about the insurance industry in Taiwan, hoping that I can help her promote her business to the Mainland. Then I realized that since the lady had not been to the Mainland, she thought that the Mainland was not growing fast and the insurance business was still paper-based. This may represent the view of some people in Taiwan who are not aware that the Mainland's economy and technology have developed to a level that is difficult for Taiwan to catch up with. When she found out that I was not interested in doing the insurance business, the lady took out a box of brand-new whitening cream and tried to sell it to me. I understand that business people are ready to find business opportunities everywhere. And the cosmetics in Taiwan are really good. This box of whitening cream costed my NT\$500 and I gave it to my mother after I returned to the Mainland. I was glad to find that it was really good.

4. A Glance at Taiwan's Campus

In Hsinchu, I was living on a campus. The wind in Hsinchu was very strong and I was impressed by the force of typhoon. During the typhoon, the schools would be closed and all students had to stay in their dormitories. The campus is delicate, creative and humanistic. The campus is not big, but it has a reasonable layout and a good look, and is well-equipped. The daily schedule of schools in Hsinchu is later than that of the Mainland. At 12 p.m., more than half of the students' dormitories would still have the lights on. At 7 a.m. on the weekend, the school cafeteria would still be closed.

Teachers in Taiwan are very attentive. Many of them have many years of experience or are simply Taiwan's industry tycoons. Some teachers teach in Hsinchu and have their own coffee shops in Taiwan. Sometimes in marketing courses, the teacher would spend an hour to take the class by subway to go to Taipei to taste coffee in his own store.

5. A Glance at Taiwan's Innovation and Entrepreneurship Courses

The innovation and entrepreneurship courses in Mainland are well and widely performed. In the face of a large population, the Mainland makes full use of the Internet. From universities to training institutions, from the worlduc.com to smart vocational education, from cloud courses to Tencent live broadcast, from students to on-the-job continuing education, the change of people's innovation and entrepreneurship thinking is obvious to all and with good results. It is true that a promising situation where mass entrepreneurship and innovation is on the rise is created. With the strong advocacy and wide support of the government, the development of innovation and entrepreneurship education in the Mainland is growing in a rapid, extensive and effective manner. This is proven in the face of the COVID-19 outbreak. Thanks to the long-term and widespread experience obtained from Internet-based innovation and entrepreneurship education in Mainland, we are able to make rapid response and find countermeasures. With Internet-based courses for all students, the teachers were soon in full swing. From recorded online courses to Tencent live broadcast, from electronic teaching materials to teaching resources in app, the Mainland fought well in the teaching war against the virus.

Taiwan is also doing quite good in innovation and entrepreneurship courses. Taking advantage of the small size of Taiwan and fewer number of university students, the universities often charter vehicles to take marketing students to factories, enterprises, tourist attractions and other places for visits. These field visits are very helpful for the students. Some marketing teachers would take students to a Uniqlo store and spend there for a few hours to count the number of people passing by, the types of customers entering the store, analyze the reasons for commodity placement, and ask them to prepare written reports, slides and oral speeches after coming back to the university. Students said that after these courses, when they went to the mall on weekends, they often asked themselves why the merchants did this or that, and felt that they had made rapid progress.

6. Conclusion

Taiwan is a small and warm place. As a part of China, it has a profound cultural heritage. This trip to Taiwan is a comfortable and pleasant cultural journey.

References

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