On December 1st 2010, the opening ceremony of the European Union Research Centre (EURC) was held in the Institute of International Relations (IIR), NCCU, with the 27th Taiwan-European Conference on the theme of “Contemporary Europe and Greater China”.

EURC is the newest addition to the Institute of International Relations (IIR), the most historical research center at NCCU and the Taiwan’s authoritative research institution on international affairs. In response to the regional integration in Europe, IIR joined the FP7 (Seventh Framework Program) of European Union, and initiated a program with the National Science Counsel and other research center to have a transnational academic cooperation.

According to Francis Yi-hua Kan (甘逸驊), Director of EURC, the prime goal of EURC is not only further academic exchanges, but also create a practical dialogue on policy-making and issues affecting the public interest.

“The history of the European Union (EU) and the cross-strait relationship is a good experience for both on economic and political integration and cooperation,” stressed Kan.

Accordingly, NCCU will be a pivotal institution between Europe and Asia with the trilateral cooperation interlinking industry, government, and academia,” he said.

The ceremony was attended by numerous honorable guests, including Jing-pyng Wang (王金平), President of Legislative Yuan, Timothy Chin-tien Yang (楊進添), Minister of Foreign Affairs, Se-hwa Wu (吳思華), President of NCCU, Tzong-ho Bau (包宗和), Director of European Union Centre in Taiwan, Francis Yi-hua Kan (甘逸驊), Director of EURC, and Tamas Maczak (馬人杰) Deputy Head of European Economic and Trade Office.

“Taiwanese can now travel to 35 European Union countries visa-free from January 2011,” said President Wang. “The civic exchange should be more frequent and enhanced in the future and that bilateral understanding related policy-making flow between Taiwan and the EU,” he continued.

“NCCU has the most extensive academic resources in Taiwan and this will create a synergetic energy for EURC as it develops further cooperation with European institutes,” he said.

In the near future, NCCU will be launching a Master’s program on European Union.

Along with the opening ceremony, the 27th Taiwan-European Conference theme of “Contemporary Europe and Greater China” was held over two days. More than forty scholars and researchers from Taiwan and European countries such as Hungary, Poland, Romania, Germany, Belgium, and France participated in the conference.

Topics included the EU’s development after the Lisbon Treaty, the debate of the China model and its development, Cross-strait relations after ECFA, East-Asian Security, and finally EU and Cross-strait relations.
NCCU’s Department of Advertising won first prize at the annual Baochung Festival. Their winning entry “Ads for dreams” implied the ambiguous way senior high students choose future colleges to attend. Department of Advertisement students dressed in white costumes with question marks attracting widespread attention.

In addition, the Department of Ethnology students dressed in different aborigines tribes’ costumes in Taiwan, and offered authentic aborigine drinks to the public.

The third prize went to two departments—Department of Finance and Department of Radio and Television. “Baochung” stands for “Triumph” in the ancient Chinese national examination.

The Baochung Festival is an annual recruitment event held in either November or December and showcases NCCU’s departments to prospective senior high students.

Moreover, the fair not only introduces the various academic departments to the visiting senior high school students, but it is also an inter-departmental competition. Students of the European studies programs dressed up as European nobles to manifest the different cultures of France, Germany, and Spain. The Department of History dressed like Chinese emperors and generals.

While the departments’ booths and demonstration entertained the visiting students, the main event was held on the main stage displaying ballroom dancing, Russian dancing, magic, and rock bands.

The College of Science, as usual, held its famous “haunted house tour” in the Feng-yu building. The theme this year was “Biohazard”, and student zombies demonstrated their talents in acting.

According to Yo-Fan Tu, Academic Affairs spokesperson, the Baochung Festival is becoming more and more popular with Taiwan’s high schools, with 2900 visiting students this year compared to 1800 students last year.
Knowledge of international etiquette makes you a more qualified global citizen

STORY
BY Sharon Chang

Former ambassador of Bolivia, Chang Wen-Hsiung (張文雄) visited National Chengchi University (NCCU), giving a lecture on international etiquette. He said understanding appropriate manners and being a decent person is really important, and this knowledge tells a lot about a person.

“Never trim your eyebrows and put on make-ups in public. This can considered rude and against international etiquette,” Chang said. Many beautiful girls trim their eyebrows on the MRT, which is really inappropriate. Girls with poor manners are not beautiful at all, he emphasized.

“Be sure to button up your suit in a formal occasion.” Chang collected many pictures of the celebrities who didn’t button their suit. “It looks terrible,” Chang joked that some day he would hold an exhibition of these pictures to warn people to pay more attention to this.

Department of Chinese Literature senior, Chen Erin (陳睿) said the speech broaden her views, and she never thought of so many rules about how to eat and what to wear. Chen said knowing this kept her from making many embarrassing mistakes.

Understanding the how to party can also be valuable. Chang introduced all kinds of parties, including supper, tea, reception, buffet, garden, and dance party. He said that each party or social event has its rules.

Chang said a reception is usually for an opening ceremony for a big event. There are no seats and food at the reception. In receptions like these, people should walk around, talk to people and exchange name cards.

Chang told the students “If you haven’t attended any receptions, you should start one now.” He urged students to join at least one reception in their life. In a reception the basic rule is to be as social as possible.

Department of Turkish language and culture junior Chen祈 (陳祈) said she attended the speech because she is interested in etiquette. “It’s useful.” Chen said, she would give her mother the handbook since her mother would travels a lot.
Financial Times ranks TIM in top 50

TIM has distinguished itself from other business schools through “innovative”. The Office said that the program has tried to embed this philosophy into their courses and everyday activities. For example, TIM encourages students to participate in entrepreneurship competitions therefore bringing creativity into full play. Field trips are another approach to link innovative and theory.

“Seventeen years ago, when most universities in Taiwan sent their students to the U.S., we traveled to Europe to see a different world,” the Office said. “From 2007, we have returned to the local context to see Taiwan’s innovative features and models.”

The annual ranking system pays a great attention to an alumni’s performance after they have graduated from the program. Among the 16 ranking items, TIM’s grades on the number of students’ career performance are ranked in the top 5. The result shows that TIM equips their students with excellence in academic theories, practical working experience as well as a unique world view.

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The top 50 FT schools are mainly European business schools, the Office considers the result as an honor as well as a motivation for further improvement. “Through the ranking, we can benchmark our international competitiveness,” the Office said. “We will keep working and dedicating our effort to offer our the students the best that Asia has to offer.”

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Dr. Evan M. Berman on how to get one's career developed in the international market

To enhance the international competence of NCCU students, the Office of International Cooperation (OIC) launched the Career Development Workshop and invited Dr. Evan M. Berman, chair professor of international doctoral program in Asia-Pacific Studies and Dira Berman, international counselor at NCCU. Both Dr. Berman and Dira shared what and how to prepare for future profession and increase competences in the globalized market. They included discussion on the capability of self-knowing, the power of positive thinking while using adaptability strategies that are flexible for all circumstances.

“There are different reasons why you are in college, but there is only one that you need a job in the international market after your graduation,” said Dr. Berman. How to remain competitive?

Maintain your own uniqueness and self-promote yourself that you are the only candidate your boss should hire, said Dr. Berman. A good employee should be a good problem solver, not a troublemaker. Be careful of what you put online about yourself. Social networking sites are histories that your employers can and will fact check.

E. Berman also encouraged students to have their own career management development strategies “the only way to be appreciated by your boss is to create your own value”. He suggested that every job seeker should have their own curriculum vital with unique capability and experience in response to the ideal job, which he called it “Professional Commitment Statement”: to list all the characteristics that would help C.V. writing and job interviewing. You can find more samples here: http://moodle.nccu.edu.tw/course/view.php?id=538

Dira Berman emphasized the importance of EQ in the career development. A candidate with good EQ is much better in dealing with stress and problems.

Furthermore, optimism and open-mindedness are also key to success in the international market. “There’s nothing to fear” said Dira, “the path is not always as easy as it sounds because people have insecurities, are often afraid of being rejected or they feel they are not going to be able to do what they are expected to do.”

Dozens of local and international students attended the lecture on how to develop an international career development.

Dr. Berman and Dira’s lectures galvanized the motivation of the students to hunt for jobs after graduation, and not just passively wait for opportunities.