International corporations meet job seekers at NCCU

As Taiwan’s leading international university, National Chengchi University (NCCU) has once again attracted a record number of the world’s leading companies to meet eager students in the Campus Recruitment Exhibition on March 30.

Over 60 leading multinational companies ranging from banking to semiconductor manufacturing joined the fair, making it one of the leading recruitment fairs in Taiwan.

President Wu Se-hwa (吳思華) said that NCCU students are some of the most sought after in Taiwan and are leaders in nearly ever profession they enter, especially in the service industry. This is attributed to our students’ outstanding professional performance as well as the effort of school administration and professors.

“With the strong support from our administration and teaching staff, NCCU students easily soar above their competitors. We have the best students, professor and university in Taiwan,” he said.

A human resource manager from Cathay United Bank, Wang (王), said that NCCU graduates now account for around 20% of the new comers at our bank,” he said.

“Many of them have interned in other institutions before graduating from the school,” he said. “Good connection with the industry helps them fit into their new companies.”

Marketing Executive of L’Oreal Luxury Products Division Ting Hu (胡婷), a 2009 graduate from the Department of Business Administration, said that NCCU has provided students with an internationalized environment as well as outstanding resources for overseas studies.

“My experience of spending one exchange semester at Rotterdam School of Management in Netherlands broadened my vision and is definitely a plus when applying positions in such an international cosmetics brand,” she said.

A Russian Technology and Innovation Management student considered extending her stay in Taiwan to try and find her dream job.

“It is surprising to see an on-campus job fair on such a huge scale. We do not usually have this type of event on campus back in my country,” she said. “It is convenient for job seekers to gather job-related information in such a short time.”

Students get to have a better understanding about what kind of job really interests and fits them and at the same time promote themselves through a face-to-face interaction with the agent during the Career Fair.

Japanese students find support and comfort at NCCU

Professor Her One-Soon calls for an end to Graduation English Test

Taiwanese entrepreneur introduces investment in Vietnam

Upcoming Events

- **World Festival (SA)**
  - May 2-6
  - Contact: rebecca.cwlin@gmail.com (Rebecca)#62829

- **BBQ party (IY)**
  - May 4
  - Contact: alison@nccu.edu.tw (Alison)#62040

- **Certificate Awarding Ceremony (IY)**
  - May 24
  - Contact: chenglingchun@gmail.com (Lynn)#62052

http://oic.nccu.edu.tw
Japanese students find support and comfort at NCCU

BY Sharon Chang

NCCU’s Japanese students’ families are safe, but some have lost their homes and jobs. In order to express friendship and support, different organizations at NCCU held fund raising activities and get-together to help support their Japanese classmates.

In only five days, the Japanese Department raised US$ 9000. “One of the students even donated her red envelopes which impressed me a lot,” Lai, Yun-ting (賴庭), the organizer, said. Yuiko Matsumuro (松宮優子), a sophomore Japanese student from the Department of English literature, said she was touched to see her classmates actively inviting people to help raise money.

“Taiwanese are friendly and caring,” Matsumuro said. She didn’t know about Japan’s earthquake until a Taiwanese classmate called and asked about her family. She then realized the magnitude of the devastating disaster.

Dira Berman, from the Office of International Cooperation (OIC), also held a pizza gathering for the Japanese students. Dira said, Japanese students are somewhat quiet and conservative, and they had a hard time expressing their pain and frustrations. After experiencing the hurricane in New Orleans in 2005, Dira said she understands how they feel. That’s why she hopes the gathering can bring Japanese together and help them find support at school.

“It was touching,” Dira said, with 20 Japanese students joining the pizza gathering. They were very happy and exchanged phone numbers. She is glad they found a community of their own.

Dira said that previous students who left NCCU and went back to Japan are still in touch with her by email. “They were all safe, but some of them lose homes and jobs. I contact them every week,” she said.

NCCU Internationalization Special Issue:
English-taught programs

BY David K. W. Wu

In accordance with the “Aiming for the Top University and Elite Research Center Development Plan,” and the university’s internationalization goals, National Chengchi University (NCCU) has invested great effort in various projects and policies.

There are more than 600 English courses at the undergraduate and graduate levels, and NCCU has designed a series of English taught programs to meet the needs of international students.

Currently there are seven international programs and a new international master’s program in international studies will be launched in 2012.

At the undergraduate level, international programs are available in the fields of communication, business and social sciences.

At the graduate level, there are the International Master's Program in International Communication Studies (IMICS), the International MBA (IMBA), and the International Master's Program in Asia-Pacific Studies (IMAS).

Finally at the doctoral level, there is the International Doctoral Program in Asian-Pacific Studies (IDAS) and the new Doctoral Program in International Business Law (DIBL).

All programs run on a semester basis. The fall semester starts from September and ends in January while the spring semester is from February to June. A brief introduction to the international programs can be found below.

IMICS focuses on international communication studies, which gives students expertise in international communication in order to fit the needs of transnational media companies in the Asia-Pacific area. The program consists of three departments from the College of Communication: Journalism, Radio and Television, and Advertising Departments.

IMAS focuses on international anthropology, international relations, security, and social welfare. Please visit http://www.idas.nccu.edu.tw/main.php for more program details and admissions requirements.

NCCU’s new international doctoral program is the Doctoral Program in International Business Law (DIBL) initiated by College of Law and focusing on international business and intellectual property rights. Moreover, the program has R&D cooperation with Taiwan’s leading tech-based multinationals, allowing students hands on opportunities. Please visit http://dibl.nccu.edu.tw/DIBLBrochure.pdf for an in-depth look at one of the most innovative doctorate programs in Asia.

NCCU has been acknowledged by the global academic community for its College of Commerce, which has earned the only double accreditations AACSB and EQUIS in Taiwan. NCCU is also one of Asia’s leading institutions in the cutting edge social science and humanities research through the work of the Institute of International Relations (IIR) and Center for China Studies (CCS).
Professor Her One-Soon calls for an end to Graduation English Test

As National Chengchi University (NCCU) strives to give its students the necessary skills to succeed, it is always looking for the most effective and efficient methods possible. NCCU professor (何萬順) believes that progress is about examining our past actions, and has called for an end to the current English graduation threshold in his speech on March 23, arguing that such a regulation is futile and may even be illegal.

Though appreciating NCCU’s continuous efforts to improve its students’ English proficiency, Prof. Her challenged the current English Graduation Threshold as an ineffective way to achieve that goal. The policy which was launched in 2005, stipulates all NCCU undergraduates must pass a standardized English proficiency tests such as TOEIC, TOEFL, IELTS, or General English Proficiency Test (GEPT) before they are qualified to graduate. According to Prof. Her, however, it’s not necessary or even appropriate for universities to require a third-party test for graduation, adding that universities shouldn’t make it a requirement for students to possess and be evaluated on skills that have no corresponding courses.

“The school should concentrate more on a high quality teaching, encouraging students to brush up their English proficiency by providing them with sufficient resources, instead of expecting them to take tests that don’t necessarily reflect how well they function in English,” Prof. Her said.

“From a foreigner’s perspective, the problem in Taiwan is that people may know how to pass the tests, but they can’t benefit from it as a language of problem solving,” said Adam Carson, a NCCU international student from the Czech Republic.

“Many universities do have a foreign language requirement in the U.S., but students are not required to pass any standardized tests,” said Eli Kao, a NCCU international student from the U.S..

Wei Shin Hsuan (魏詩軒) a local student said she would not take her GEPT test if it is not a prerequisite. “We expect courses aimed at teaching the basic English skills before the implementation of the current English proficiency tests, she hoped the school can take language proficiency certificates as credits or extra bonus, but not as a requirement.

NCCU professor Shih Tsung-Jen (施琮仁), an instructor of several English-taught courses, expressed his appreciation of such a policy as a way to encourage students to get prepared for their future earlier, adding that in recognition of English proficiency as a competitive advantage in this global market, one does not need to see a standardized test as the only way to achieve that goal. “To experience meaningful cultural exchanges, to have an intense class discussion, to build up a global vista that can’t be simply reduced to language proficiency, or to have access to resources that get you better connected to the world may help our students speak even louder than any certificate. And that’s what the university has been working on,” Shih said.
Silkroad

Taiwanese entrepreneur introduces investment in Vietnam

STORY / PHOTO
BY David K. W. Wu

On April 6, the Club for Vietnam Culture, Commerce, and Politics (政大越南經貿文化研究社, CLB Văn Hóa và Thương Mại, TDH Chính Trị) invited Chan-Hsien Lai, Chairperson of the Asia Taiwanese Chambers of Commerce, to share his entrepreneur experiences during his last two decades in Vietnam. Since Vietnam has more than fifty thousand Taiwanese businesspeople, it has become the second most popular investment region for Taiwan. With abundant natural resources, low-priced labor, including many cultural similarities between Taiwan and Vietnam, Taiwanese are quickly taking notice of this underdeveloped region.

Lai stressed that Taiwanese entrepreneurs must discretely make decisions on foreign direct investments such as restrictions of retail networks for foreign investors in Vietnam.

“Comprehensive study and sound mind are the key to success,” Lai suggested, “Many failures are caused by greed and underestimating the challenges.” He also mentioned many Vietnamese are fluent in Chinese and are eager to work with Taiwanese partners.

Yu-Jie Tsai (蔡宇傑), President of “Club for Vietnam Culture, Commerce, and Politics”, who is also in the department of diplomacy, mentioned that Lai supported NCCU’s Foreign Language Center for Southeastern language programs like Vietnamese and Thai.

Upcoming events will include the introduction of bilateral commerce, local food, emigration and overseas volunteer opportunities in Vietnam.

“NCCU has started the overall collaboration with Vietnam,” said Nina Hsu (許純琦), coordinator of the Office of International Cooperation, “not only with a partnership with academic institutes, but also to enhance Taiwanese investment in Vietnam such as in financial and transportation companies.”

NCCU students benefit from liberal arts offered by College of International Development

STORY
BY Jill Su

A total of 122 National Chengchi University (NCCU) students from 32 different academic backgrounds have enrolled in the Residential College of International Development (國際發展書院), said the Office of NCCU Residential College. Starting from next semester, they will take courses on international development with a special focus on inequality, and examine pressing issues connected to globalization, such as the food crisis and human rights issues from a Taiwanese perspective.

As an important contributor to NCCU’s project of internationalization, the Residential College of International Development provides a vital opportunity for students to look critically at the concept of “international development.”

“The concept ‘development’ also includes ‘over-development’ and ‘under-development,’ an obvious fact so often ignore or even whitewashed,” said Tsung Chi (季淳), a visiting Professor to the NCCU residential college (政大書院).

As NCCU strives to become an international leading academic institution, Chi sees it as important for students here to concern themselves with international inequality and global injustice.

“Under the framework that has already been laid down by the Office of International Cooperation (國合處), I am hoping that in face of the most pressing global issues our students are capable of recognizing them and learning spontaneously from their peers through intense discussion and debating, and not just from class instruction and rote learning,” Chi explained.

With its basis in the spirit of the liberal arts, the Residential College of International Development does not intend to prepare students for a specific vocation, but to produce generalists through individualized extensive learning and intimate interactions - the hope is to cultivate ethical and critical thinkers that will reinforce personal growth regardless of career choice.

Lu En Kuang (盧恩廣), a student in the Residential College of International Development, said he’s interested in this program because “social problems have become so complicated that it requires not any single specialized technical training but an ability to address these issues critically and creatively,” Lu said.