NCCU celebrates her 84th Birthday

For the ROC Centennial Year, NCCU holds a special fair introducing her complex connection with contemporary China.

STORY / PHOTO BY David K. W. Wu

National Chengchi University (NCCU) celebrated her 84th anniversary with series of activities including an alumni homecoming day, arts festival, and sport events this May.

Even more, NCCU is also celebrating the Republic Of China (ROC) Centennial because of its history with the contemporary China and Taiwan.

In the lobby of Administration Building, there was the introduction of NCCU’s history, dating back to 1927.

On May 14th, the alumni homecoming day welcomed all the graduates to share the differences between what they studied and how their predecessors do now.

In addition, the Students Association invited Shih Ming-teh and Wang Dan to lecture about their involvements into the social movement and encouraged the students to have more and deeper experiences in society.

Besides serious seminars, there was also an arts festival, which invited distinguished Taiwanese folklore artists bringing visual and acoustic entertainment.

From May 19th to 20th, the sports events highlighted the energetic exuberance from students to professors.

The events included team competitions such as tug-of-wars, relay races, however the highlight was cheerleaders competition that attracted all the spotlight.

The Department of Land Economics took the cheerleader champion for the second consecutive time. Their theme was “Shui-Hu” (水滸) the famous robin-hood tale in Chinese history.

President Shi-Hua Wu said that NCCU would be always a leading pioneer in academics recognized and its partnership with international organizations, including having more students and faculty exchanges taking place in the future.

President Wu also encouraged students to take on new roles and experiences to further their life and education.

MS. Seunghyun Kim from Yonsei University visits NCCU

NCCU Students celebrate the 84th anniversary with a big cake made in the center of the water fountain right at the entrance.

The Department of Land Economics wins the championship in the fierce annual Cheerleader Competition. Their theme is “Shui-Hu” (水滸) the famous robin-hood tale in Chinese history.

NCCU Development Fair for ROC Centennial Year shows the precious historical materials. In the casket were the priceless official documents of foundation and recruitment.

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Upcoming Events

- SA recruitment
  June 7
  Contact: rebecca.cwlin@gmail.com (Rebecca)#62829

http://oic.nccu.edu.tw
Ms. Seunghyun Kim from Yonsei University visits NCCU

Exchange staff Ms. Seunghyun Kim from Yonsei University Graduate School of International Studies (GSIS) in South Korea visited National Chengchi University (NCCU), with the hope to benefit from a substantial and fruitful discussion of both sides' internationalization experiences.

Starting from April 18, she stayed in Taiwan for one week, her schedule including visiting NCCU’s unique learning facilities such as Chinese Language Center (CLC), Sun Wen Lecture Hall (大講堂), and Hillside Learning Lodge (山居 Learning Lodge), exchanging ideas with staff from Office of International Cooperation (OIC), Student Affairs Office (SAO), and international programs such as International Doctoral Program in Asia-Pacific Studies (IDAS) and Master’s Degree in Asia-Pacific Studies (IMAS).

Ms. Kim expressed her appreciation of NCCU’s constant efforts in developing an internationally acclaimed academic institution of world reputation.

She has always recognized marketing strategies in the pursuit of global competitiveness, especially for universities in Taiwan and Korea since they share a feeling of crisis and urgency to attract international students.

Having expecting the same, however, she actually spotted some different, “in fact better,” coping strategies from NCCU’s internationalizing progress. “

In her visiting the OIC, Ms. Kim was surprised to see OIC’s systematic efforts invested in international students’ accommodation, recruitment, and bilingualized policies.

She was also impressed by the sustainable counseling services and supporting networks in NCCU, seeing a new direction for more future efforts.

“With a deeper understanding of the cultural gap as she experienced it first-handly, Dr. Dira Berman, the international counselor at OIC, knows better international students’ potential adapting difficulties and that’s why she can help them in the way they most need it,” said Claire (南韓霞), OIC.

Besides learning from NCCU’s experiences, Ms. Kim also shared strategies Yonsei University employs to increase its global competitiveness.

According to her, to increase exposure, staff in the Office of International Affairs (OIA) at Yonsei University actively participate in international conferences and activities, emphasizing countries that they don’t have any incoming students from. In addition, they establish close connections with private companies, improving their willingness to provide scholarship and working opportunities.

According to Kim, approximately one-third of scholarship offers come from private companies without requiring students to work for these companies after graduation.

Ministry of Education encourages English-taught programs

The policy will be implemented September, 2011.

“In the following decade, one of the prime aims of internationalization for our national higher education was to attract more than 150,000 foreign students, said Lin.

According to Lin, there are currently 186 English-taught programs taught at the university level in Taiwan, but he expects more qualified programs to quickly follow soon.

In response to upcoming grant policy, NCCU is already well-prepared with seven English taught programs and more is in progress. The current programs are the “International Undergraduate Program - Business Administration” and “International Undergraduate Program – Economics”, “International Master’s Program in International Communication Studies (IMICS)”, “International MBA (IMBA)”, “International Master’s Program in Asia-Pacific Studies (IMAS)”, “International Doctoral Program in Asian-Pacific Studies (IDAS)” and “Doctoral Program in International Business Law (DIBL)”. NCCU is one of the prominent global universities in East Asia. Most of the visiting students study at NCCU for its world-class IMBA program and eminent Asian studies program.

According to the Office of International Cooperation, there are currently there are 508 international students studying at NCCU and 83 foreign faculty members. Currently NCCU has 444 partner schools with 214 at the university level and 230 at college level.

http://oic.nccu.edu.tw
For a group of 10 students from National Chengchi University (NCCU), teaching Chinese was never an option in their life or careers. Yet during the past two weeks, it became the only window for them to both get to know a foreign culture and help share their Chinese culture.

The volunteer group initiated by the Chairman of Graduate Institute of Development Studies Peng Li-chung (彭立忠) consisted of 10 students from different departments. They traveled to Austria and provided a local Catholic school named Gymnasium Sacre Coeur, with a two-week Chinese learning program from April 23 to May 7.

With teaching Chinese as the main objective for this visit, Peng said that they also extended language learning to cultural aspects, including folk arts like calligraphy.

“Two weeks are too short for one to know a language, let alone a culture,” he said. “But we do want to teach them something that they can share with others one day if they come across with the topic in their conversations.”

School principle Reinhard Hallwirth expressed his gratitude to NCCU’s efforts, seeing the activity as the “first step” of cultural exchanges for two sides.

The NCCU student leader Barry Chen (陳柏叡), a second-year graduate with a Diplomacy major, described it as a “special experience” since they were there doing the real work by teaching over 800 students in 130 classes.

Chen, who currently works as a teaching assistant of International Relations, also shared his volunteering experience and appeared as the best model to bring what is said in the textbook into the real life for his students.
IMBA students clean up the Jingmei River in response to World Earth Day

STORY
BY Mindy Kuo
PHOTO
BY Office of International Program

International MBA (IMBA) program students stayed true to the theme of their “River Appreciation Day” activity and mobilized fellow classmates and friends to come out on a breezy Labor Day (May 1) to clean the riverbanks of Jingmei River (景美溪) while appreciating the beauty of nature.

The event was originally set on April 23 in response to the World Earth Day, but later postponed to May 1 in light of rainy weather.

A new tradition has passed on from last year’s IMBA Student Council, with the scale of River Appreciation Day became larger this year as other MBA programs and international students at National Chengchi University (NCCU) were also on the invited.

The first time volunteer Darren Chen (陳建佑) also joined the activity to experience IMBA life before the official enrollment. Not having visited the river before, he said that the activity provided a good opportunity for him to get familiar with the environment and future classmates that he is going to spend the next couple of years with.

The President of IMBA Student Council Jeffrey Ling (林德理) said that he did not realize that there were so much garbage to clean up until the participants quickly ended up filling mainly large bags of garbage.

“Walking in the breeze, chatting with friends while the hands busy picking up garbage, IMBA mobilizes fellow classmates and friends to come out on Labor Day (May 1) to clean the riverbanks of Jingmei River (景美溪). Instead of regarding it a work, the participants consider it a way to appreciate the river.

Walking in the breeze, chatting with friends while keeping the hands busy, for me, it is more like a social gathering for IMBA students since we rarely have the chance to meet in an outdoor setting,” he said.

Tied to the core values Leadership, Ethic and Corporate Responsibility (L. E. C. R), the IMBA Program includes service learning in the program design in a bid to educate its students with the idea of community service and leadership. IMBA students are required to spend at least 45 hours in community service before graduation.

Ling stood in agreement with the values promoted by IMBA and said that, as the bridge between society and ivory tower, the design of an MBA program should go beyond the academic field and include open discussions over a wide range of topics.

He also encouraged students not to focus only on academic achievements but to pay more attention on social issues as well.

“Although students may not have enough power to change the whole world, they can still make significant contributions. This simple idea further initiates the birth of the “River Appreciation Day.” Ling said. “Environmental conservation should not end up as a meaningless slogan.”

The River Appreciation Day also attracted corporate sponsorship. Inventec Appliances Corp. showed its support by financing the activity and donating some environmental conservation-related books to the participants.

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