ABOUT OIC

Internationalization has been one of the endeavors of National Chengchi University (NCCU). As a result, the Center of International Education and Exchange (IEE) was established in 2004, which later became the Office of International Cooperation (OIC). Under the leadership of the first director of the Center, Dr. Yeh-Yun Lin, numerous goals were set, which included increasing the quantity and quality of English-taught courses and programs at NCCU, creating an international learning environment, and expanding international student and faculty exchange.

In 2006, Dr. Shu-Heng Chen took over the leadership of IEE. Under his guidance and management, IEE/OIC has continued to carry forward and enhance the goals and ideals of globalization. In 2012/2013 academic year, the total numbers of NCCU’s university level partners have been increased to over 260, the total numbers of incoming and outgoing exchange students have been increased to 1,000 each year, and there are over 500 degree seeking international students at NCCU.

In order to receive and manage the large number of international students, extensive efforts have been developed to create an international environment, e.g. the establishment of over 600 English taught courses, Chinese language teaching, numerous social, cultural, and academic activities to service foreign students. In addition, OIC has initiated programs to encourage Faculty Ambassador and Faculty/Researcher Exchange.

What’s driven the OIC leader and staff to initiate and continue to develop this endeavor is the strong sense of vision and mission - to benefit students and faculty to expand their global academic and cultural horizon, and to provide opportunities for them to be trained as valuable social leaders and global citizens. The numbers of exchange activities may continue to vary, but the unity of vision and mission will never waiver.

Visiting Guests

<table>
<thead>
<tr>
<th>NATION</th>
<th>INSTITUTION</th>
<th>DATE OF VISIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Czech Republic</td>
<td>Masaryk University</td>
<td>2014.05.02</td>
</tr>
<tr>
<td>NCCU Anniversary Celebration Event</td>
<td>Nagasaki University, Ecole Superieure des Sciences Commerciales d'Angers, Bangkok university, Konkuk University, Chuo University, Musashi University, Georg-August-University of Goettingen, Chiang Mai University, Tohoku University, VSB-Technical University of Ostrava, Halmstad University, Rikkyo University, Keio University, University of Warsaw, University of La Rochelle, Vietnam National University, Chonbuk National University, DAAD, The University of Sydney, Hokkaido University, Sungkyunkwan University</td>
<td>2014.05.16</td>
</tr>
<tr>
<td>USA</td>
<td>Georgetown University</td>
<td>2014.05.26</td>
</tr>
<tr>
<td>Russia</td>
<td>Moscow State Pedagogical University</td>
<td>2014.05.27</td>
</tr>
<tr>
<td>USA</td>
<td>San Jose State University</td>
<td>2014.06.05</td>
</tr>
<tr>
<td>USA</td>
<td>University of Miyazaki</td>
<td>2014.06.12</td>
</tr>
<tr>
<td>India</td>
<td>Jawaharlal Nehru University</td>
<td>2014.06.18</td>
</tr>
<tr>
<td>Australia</td>
<td>Queensland University of Technology</td>
<td>2014.06.20</td>
</tr>
</tbody>
</table>
Office of International Cooperation organized International Forum that took place at National Chengchi University (NCCU) on Friday, May 16, 2014. It was part of the activities to celebrate the diamond jubilee of NCCU in Taiwan as well as the golden anniversary of a partnership with Sungkyunkwan University (SKKU) in South Korea.

Around 50 representatives from around the world, including presidents, vice presidents and head of international offices from NCCU’s partners were invited to attend this forum. Along with other local delegates and NCCU faculty the forum gathered more than 80 guests and was a huge success that facilitated exchange of ideas on internationalization process and strategies in the education sector. Parallel to the International Forum, NCCU/SKKU seminars, conducted in both Chinese and Korean language, took place to discuss language education, as well as past and future collaboration between NCCU/SKKU.

Session B-1 of International Forum invited four international speakers and specifically discussed efforts and challenges in building international universities. President of Nagasaki University, Dr. Shigeru Katamine, talked about the reform of general education and the benefits of using educational module. Such education system looks beyond knowledge acquisition for students and is directed towards enhancing self-directed learning and problem-solving skills.

Dr. Suke Kyu Lee, Vice President for international affairs at Sungkyunkwan University also talked about internationalization efforts his university has been making with the help from its partner Samsung. They identified three key words as principles for the internationalization process: diversity, contributions, and quality programs and services. Dr. Lee said that they tried to contribute to global society by organizing annual Korean essay contests in several countries, including China, Vietnam, and Uzbekistan, promoting Korean language worldwide, and educating Korean-friendly future leaders. Other speakers in the session B-1 of International Forum included Mr. Fernando Pedraza Diaz from University of La Rochelle, France, and Mr. Jiro Kokuryo, from Keio University, Japan.

Session C-1 of International Forum touched upon the topic on international education and specifically invited speakers who talked about the challenges in the internationalization process as stumbling blocks are often encountered in both recruiting incoming international students and sending outgoing students. Mr. Alojzy Z. Nowak, Vice-rector for research and liaison of University of Warsaw in Poland expressed the university’s struggle to recruit incoming student from abroad. Meanwhile, Mrs. Siriwan Ratanakarn, Vice President for the international affairs and Acting Dean of Bangkok University in Thailand, identified a slightly different problem in her university where it is difficult to convince students to study abroad. Mrs. Ratanakarn proposed cultural exchange activities as another way to promote internationalization among the students: “Since it is hard to get students out, bring them (cultural experiences) in!” To meet this end, Bangkok University has been organizing various cultural activities, such as a workshop at Ethnic cuisine and Thai – Indonesian cultural exchange day. Other speakers in session C-1 of International Forum included Mr. Alejandro Escudero Yerro from Ecole Superieure des Sciences Commerciales d’Angers (ESSCA), France, and Mr. Renta Nishihara from Rikkyo University, Japan.
Annual World Festival stirs up campus with “Eat, Play, Love” Food Festival

Story by Lauri Wei Lu

The Student Ambassadors (SA) brought to National Chengchi University (NCCU) campus international cuisine and performances for the annual World Festival that was held from May 14 through 16. Students from more than 20 countries participated in the Food Festival celebration with stalls of exotic delicacies in front of the Administration Building.

The event, titled “Eat, Play, Love Food Festival,” hoped for both students and staff members to have a good time tasting all the delicacies the international cooperation has brought us. Despite the scorching sun, the event was an instant success, with students flooding the food stalls to purchase homemade delicacies from around the world. There were English scones from the English stall, sausages from the German stall, potato omelets from the Spanish stall, tortillas from the Mexican stall, Okonomiyaki from the Japanese stall, and much more.

On the first day of the event, President Dr. Se Hwa Wu, along with other staff members, participated in the Food Festival, stopping by several stalls to greet students and enjoy the food. The Cake Design Competition was also held on the first day during which several students teamed up to create ingenious cakes to join the celebration of the school’s 87th birthday. International students livened up the scene with performances of cultural dances on stage.

The second day saw Prof. Yi-Chao Fung from the Department of Chinese Literature host a cooking competition, while the third day concluded the event with a dance performance from the Department of Korean Language and Literature, and a face-change show (變臉秀) brought by Da-Cheng Senior High School.

The World Festival began in early May with the “Can You Sing in Cantonese?” contest held by the NCCU Theater and the “Latin Night & Taiwan’s Next Top Chef” workshop which made use of the residential kitchens. Following the Food Festival, the second annual Rage the Age Prom will be hosted by the College of Foreign Languages and Literatures and the NCCU Japanese Culture Café in early June.

“I believe the World Festival and Food Festival are both highly important events for NCCU, since it offers an opportunity for cultural exchange between local and international students. Shared cuisine brings people closer,” said Mr. Jerry Ho, junior in the Department of Journalism and SA’s Chief of Activities.

“It’s like taking a trip around the world without even leaving the school!” said Ms. Melody Huang, junior from the Department of Business Administration. “I’d come here every year!” Ms. Huang concluded.
To commemorate the 50th anniversary of the academic cooperation between National Chengchi University (NCCU) and Sungkyunkwan University (SKKU), an archive displaying the historical documents between the two universities was held in NCCU’s Main Library. The SKKU president, Prof. Jun Young Kim, was also invited to join the ribbon cutting ceremony on the morning of May 16. Vice President, Dr. Suke Kyu Lee and Executive Trustee, Mr. Hee Keun Kang, were also present for the cake cutting event.

With a partnership dating back to 1964, SKKU stood as the very first university which signed the “Memorandum of Understanding (MOU),” an academic agreement, with NCCU. The agreement was signed by NCCU previous president, Dr. Ji Hong Liu (劉季洪), and SKKU seventh president, Dr. Jung Kyu Lee (李丁奎), during Dr. Lee’s visit to NCCU, and allowed the members of both faculties to cooperate through student and faculty exchange, joint research, summer programs, honorary doctoral awards, and official visits during the past half century.

“Although universities with the age of over 500 are many, this longevity scale is not applicable for MOU,” said the dean of Office of International Cooperation (OIC), Dr. Shu Heng Chen (陳樹衡). Using the metaphor of a “golden marriage” to describe the partnership, which symbolized the marriage lasting 50 years, he also noted that “50 is probably the longest in Taiwan.”

The archive showed a timeline of interactions between the two institutions. Other historical documents such as the MOU, the publications, the name lists of the exchange members, and a series of pictures of summer courses held for students and the record of official visits revealed more details of this memorable collaboration.

Apart from all the documents, what might be most surprising to attendees and visitors was that well-known Taiwanese politicians, Mr. Vincent Hsiao (蕭萬長), Mr. Jin-Pyng Wang (王金平), and Mr. Chen Lien (連戰), were also on the recipient list of SKKU honorary doctoral awards for “non-NCCU presidents.”

Pointing out the contribution of this long-term partnership, President Dr. Se Hwa Wu (吳思華) said that the cooperating experience has given NCCU a strong foundation to negotiate and collaborate with the institutions that followed.

Prof. Jun Young Kim sent his felicitation to NCCU’s 87th anniversary. Having a mission other than celebration—signing the joint dual degree agreement with the Department of Korean Language and Culture, Prof. Kim referred to NCCU as a “top university in the world,” and confirmed that he looked forward to further cooperation between the two universities.
For the past seven years (starting from 2008), the Asia Case Research Centre of the University of Hong Kong Faculty of Business and Economics (ACRC-HKU) has been organizing the only undergraduate business case competition that brings together top universities from all over Asia. The yearly event, sponsored by HSBC, takes place in Hong Kong at the beginning of June.

In this business case competition, undergraduate students compete against each other in teams of four in business strategy and presentation. The competition is judged by senior members of the business community with international experience, giving them exposure to some of Asia’s brightest talent. Every year, prize money is awarded to the champion team, the first runner-up and the second runner-up.

Feedback from students, academics as well as the business community has been overwhelmingly positive and some of the students who participated in the past competitions joined the audience in 2014. Judges found it a rewarding experience to share their business insights with students.

The Asia Case Research Centre (ACRC) was established in 1997. Its mission is to advance learning and teaching in business education through the development of business cases that are timely, informative and capture the diversity of the Asian business context. The ACRC is the region’s largest producer of business cases, which are distributed globally through its own website, the Harvard Business School Publishing, and The Case Centre in Europe.

A record-breaking number of 24 top universities from 16 Asia Pacific countries/territories sent their top teams to Hong Kong to compete in the 2014 HSBC Asia Pacific Business Case Competition, which consisted of four rounds, two on day one of the competition (June 5) and another two rounds on day two (June 6). For each round the students were given an unpublished business case developed by the ACRC. Teams were separated in breakout rooms and were given 150 minutes (two and a half hours) to come up with a creative and feasible solution to the case and prepare a presentation of said solution.

The solution of each team was then presented to a panel of three senior executives from Hong Kong’s international business community. Each presentation lasted 25 minutes followed by a Q&A session.

After four intense rounds of competition on June 5-6, the 2014 HSBC Asia Pacific Business Case Competition championship went to the University of Hong Kong (HKU), followed by first runner-up the University of Auckland (UOA), and second runner-up National University of Singapore (NUS). They were awarded with USD 10,000, USD 5,000 and USD 2,000 respectively.
Mr. Yue Hsuan Lee used to feel hopeless in media career until he met 4-Way-Voice, a newspaper which faces the growing popularity of South Asian workers in Taiwan society, thus provides five versions in different languages to enable these new habitants to catch up with the latest events in Taiwan.

Story by Carrie Huang

“TEDxNCCU” was held under the theme “TURN OVER” on May 10, inviting ten speakers who devoted themselves to turn over a piece of the world to share their valuable experiences. The organizer, Mr. Yu Cheng Liu (劉育成) from Residential College of International Development, said he believed that the goal of education was to stimulate learners’ passion and curiosity. Through this activity, he wished that new concepts and imaginations would be brought to the campus.

“TED,” which stands for “Technology, Entertainment, and Design,” was founded as a non-governmental organization aimed at promoting “Ideas Worth Spreading” through 18-minute-long speeches. To expand its reach, the “TEDx” project was launched in 2009, allowing any individual or organization that shares the same goals with “TED” to hold activities under its title. “TEDx” emphasizes “localization” and more than 6,500 activities were held in more than 150 countries until now.

Under the principle of “localization” many of the speakers of “TEDxNCCU” were from National Chengchi University (NCCU), with five of them being current students. Ms. Ron Huang (黃蓉), a Business Administration student who went to Switzerland for exchange program, turned Chinese calligraphy into small gifts from Taiwan—60 tattoo stickers with the word “love” written in Chinese. By giving this small presents, she gained 60 love stories in return. “At first, collecting those stories was simply due to curiosity. However, in the end I found the true meaning of this action, which is ‘spreading love’,” Ms. Ron Huang said.

Mr. Yue Hsuan Lee graduated from NCCU’s Department of Journalism and now serves as the editor of 4-Way-Voice (四方報). “Before I got into 4-Way-Voice, I was about to give up my career in media,” Mr. Lee honestly revealed. Disappointed with Taiwan’s media condition, Mr. Lee admitted that he used to feel hopeless about pursuing media career until he met 4-Way-Voice, a newspaper which responds to the growing popularity of South Asian workers in Taiwan society, hence providing five versions in different languages, namely Vietnamese, Thai, Indonesian, Philippine, and Cambodian, to allow these new habitants (台灣新住民) to catch up with the latest events in Taiwan.

Pointing to the discrimination and misunderstandings these foreign workers are facing Lee said that the main goal of 4-Way-Voice was to help both Taiwanese and new habitants to bridge the language gap. “That is why our newspapers are all bilingual, with Chinese and another foreign language,” he said. “We hope that when a Vietnamese and a Taiwanese read the same newspaper, they have something to talk and to discuss about. In this way, they will start to communicate and understand each other.”

In response to those who think that LGBT (Lesbian, Gay, Bisexual, Transgender) should compromise to a relatively limited marriage right, such as enacting protecting law of cohabitation, Ms. Hsiu Wen Hsu of the Taiwan Alliance to Promote Civil Partnership Rights (台灣伴侶權益推動聯盟), showed several wedding pictures of elderly LGBT couples who finally realized their dreams of having legal marriages. “How long do you want Taiwan’s LGBT to wait?” she asked. “Human rights cannot wait one more second.”

Ms. Hsu advocated people to not be afraid of changing, and also to not believe in the myth that “a family consisting of one man and one woman is the guarantee to happiness.” She concluded, “What children and any family member need are simply love and support.”

Carrying out the topic “TURN OVER,” “TEDxNCCU” invites ten speakers who devote themselves to turning over a piece of world and sharing their valuable experiences. Following the principle of “TEDx”—“localization,” many of the speakers of “TEDxNCCU” are from National Chengchi University, with five of them being current students.
Three students from the Department of English, National Chengchi University (NCCU), represented Taiwan at the annual L’Oreal Brandstorm marketing competition this June. They were chosen from over 80 teams from across Taiwan, and were given the chance to design and market a product for the L’Oreal Company, competing against 45 national teams for the honor of global champion.

The L’Oreal group consists of nearly 30 multinational cosmetics brands. For this year’s competition, juniors Po-Yen Lin and Wei Lu, as well as senior Hung-Chun Wang designed and developed a day and night double use facial cream that embodies the Chinese philosophy of Yin and Yang and the five elements, showcasing Eastern philosophy and national pride to the international stage.

All three of this year’s winning teams were from the Asian region: Malaysia, Pakistan, and Japan. Team Malaysia brought home the greatest prize of 10,000 Euro plus a complimentary trip to a country of their choosing with their innovate design of a cure for “bacne,” a termed they coined for “back acne.” Team Pakistan brought home 5,000 Euro with their beard grooming product line, while team Japan took third place and 2,500 Euro with their creative proposal for a men’s eye relief mask.

This year’s Brandstorm competition was held in Le Trianon, a theatre hall in the Montmartre region of Paris, with over 130 students worldwide competing for the championship by designing a product for the brand Kiehl’s. Next year’s competition will be centered upon travel retail—airport and in-flight sales, a source of revenue that has often been called “the fifth continent” by the L’Oreal group.

This is the first time in eight years that NCCU has represented Taiwan in the global finals. “It is beyond amazing to think of three English majors getting this far in a marketing competition,” said finalist Po-Yen Lin. “The company people called us the liveliest and most unorthodox team in years. I take it as a compliment.” The trio, called Team Kiehlrisma, won their campus finals last December, then proceeded to national finals where they battled against strong competition from National Taiwan University, National Cheng Kung University, and National Sun Yat-sen University last April.

“IT has been a very tiring nine months,” Lin went on. “At many times we felt we were on our own. Other national teams had scholarships and professors coming with them, while we operated independently for the whole time. It would be good to know if NCCU could give more support for its future teams, to help our school truly become a global contestant.”

Nevertheless, he urges fellow NCCU students to step out of their comfort zones and pursue adventure. “Our trip to Paris taught me that you have to slow down to truly appreciate stuff. Your early twenties is an awesome time for discovering the world, and L’Oreal Brandstorm lets you meet wonderful people from across the globe. It was an exhausting experience, but it was definitely worth it.”
NCCU OIC newsletter is published periodically by Office of International Cooperation (OIC), National Chengchi University (NCCU). To subscribe to the newsletter or give feedback, please send email to Editor-in-chief: kellyaubureau@gmail.com

OIC email: oic@nccu.edu.tw
Editor-in-Chief: Kelly Wang
Article editor: Karolina Goebel
Campus journalists: Carrie Huang
                   Lauri Wei Lu
                   Vittorio Adrianus
                   Daniel Antonio Guzman Briman

Design: Meng-Ling Tsai
Visit us @ http://www.nccu.edu.tw/
https://www.facebook.com/OIC.NCCU