

GIP 5th

2017 台南

Global Immersion Program

成功大學管理學院

中國科學院大學經濟與管理學院

澳洲格里菲斯大學



Words of Dean, Cheng-Chang LIN
(College of Management, NCKU)

The Global Immersion Course (GIC) is an innovation in management education. It integrates management theories and case practices, and enrolls students from different managerial fields, cultural backgrounds and nations, to collectively cultivate their creativity for emerging issues in corporate management.

Partnered with School of Economics and Management, University of Chinese Academy of Science (UCAS) in China and Griffith Business School, Griffith University in Australia, we held the 1st GIC and 3rd GIC in Beijing in February of 2014 and October of 2015, respectively, and the 2nd GIC in Tainan in July of 2014 with UCAS; While offered the 4th GIC in Australia in July of 2016 also with Griffith University. This year, we held the 5th GIC with the two partners again in Tainan, gathering all the students to work on the topic raised by a local entrepreneur.

The course has become an international intensive short course, involved field trips, concluded with direct feedbacks from the corporate high-level managerial team, and has been in English. Students of different backgrounds and experiences interacted with each other. They greatly presented their creativity to academic and practical professionals.

We highly appreciate to our partners, Assistant Dean Ping Lv, Assistant Dean Han Qiao, Professor Jian Xu, Professor Xiu-Ting Li of UCAS; Professor Michael Berry of Griffith University; for raising the funding, organizing and leading their students to join with us. Moreover, I would like to give my sincere gratitude to all the contributors of this course, especially, Director Hsuan-Chu Lin of International Affairs of Management College, NCKU. With all of your great efforts to make this course again successful.

Prof. Cheng-Chang LIN
Dean
College of Management
National Cheng Kung University

Words of Professor Xiu-Ting LI

(School of Economics and Management, UCAS)

Congrats for the great success of the fifth Global Immersion Programme (GIP) in 2017. We would like to express sincere thanks to the organizer of the fifth GIP, National Cheng Kung University (NCKU), especially to the Dean of College of Management, NCKU, Prof. Cheng-Chang Lin, and Prof. Hsuan-Chu Lin, Ms. Kuo, Miss. Huang and all the staffs in NCKU contributing to the programme. We are also much appreciated for the support of Shen Yang Bicycle (SYB).

The four-day courses have made an impressive and unforgettable experience for all the participants. It provided a good opportunity for the teachers and students with different cultural background to communicate, and to learn together, to solve practical management problems.

The sixth GIP in 2018 will be held in Beijing. We will be expecting the teachers and students from three universities in Beijing. And we wish the GIP get better and better through our mutual efforts in future. We believe the GIP would promote deeper cooperation among the three universities.

Prof. Xiu-Ting LI

Associate Professor

**School of Economics and Management
University of Chinese Academy of Sciences**

Words of Professor BERRY
(Griffith Business School, Griffith University)

This activity really provided us with a global vision of business and marketing particularly within the Asia Pacific region. This has been a really terrific and challenging learning experience...moving us out of our comfort zone and into the real world context of Asia. The 'Asia Business Challenge' really is a great opportunity to translate our ideas and university learning into practical knowledge and experience while at the same time developing a deep understanding of how to do business in the Asia Pacific region.

Prof. Michael Berry
Asia Business Challenge Organizer & Coordinator
Griffith Business School
Griffith University

Words of Director, Hsuan-Chu LIN
(College of Management, NCKU)

It is my pleasure to host the 5th Global Immersion Course in Taiwan, even though the 2nd GIC was also held here, it is my first turn to be placed in charge of the domination. And I feel triple honored to be supported also by the partners from University of Chinese Academy of Science and Griffith University.

In the 5th GIC, it was indeed the first time for students from Griffith University to join the course in Taiwan, which was an opportunity to further our globalization crossing over the education sector and industrial sector, and allowed more people to understand the school, the business and the country.

This year, the course focused on solving an issue raised by the bicycle industry. There was the field trip arranged on the first day, leading students to know the co-operative enterprise, and experience the characteristics of the bicycles. In the other three days, supplementary lectures, discussions and practical guidance were conducted, strengthening students' knowledge of international marketing strategies, and encouraging their teamwork and self-growth. As a result, the students tried their best to solve the problem adequately.

The course has become one of my best and unforgettable memories in GIC and teaching life, and I believe our students have already been waiting to join the GIC next year.

Prof. Hsuan-Chu LIN
Director of International Academic Exchange Center
College of Management
National Cheng Kung University

2017 第五屆跨國管理實務融合課程 The 5th Global Immersion Course 2017

Agenda

Tri-University Collaborative Courses, NCKU				
Date	9:00~12:30 am	2:00~15:00 pm	6:10~9:00 pm	Hrs
Oct.15 (SUN)		Welcom Ceremony, Introduction, and Grouping 歡迎儀式		3
Oct.16 (MON)	Company Visit 企業參訪	Company Topic Assigned 企業命題	Welcome Dinner 歡迎晚宴	9
Oct.17 (TUN)	International Marketing Management 國際行銷管理 Prof. Ya-Hui Kuo 郭亞慧老師	Team Discussion 1 小組資訊分享、討論 1	Team Discussion 2 小組資訊分享、討 論 2	9
Oct.18 (WED)	Strategic Brand Management 策略品牌管理 Prof. Meng- Kuan Lai 賴孟寬老師	Company Instructor Q&A 與企業負責人 Q&A	Team Discussion 3 小組資訊分享、 討論 3	9
Oct.19 (THR)	Rehearsal 小組討論、預演	Final Presentation and Closing Ceremony 成果發表、結業儀式	Closing Dinner 結束晚宴	9

師資介紹 (Introduction of Faculty for GIC)



Dr. Hsuan-Chu Lin

(Director of International Affairs, NCKU)

Ph.D. in Finance, Rutgers, the State University of New Jersey, USA

Research Concentration: Agency Theory, Credit Risk, Option Pricing Model, Financial Market Transaction



Dr. Meng-Kuan Lai

Ph.D. Marketing, Purdue University, USA

Research Concentration: Consumer Behavior Analysis, Questionnaire Design



Dr. Hsin-Hui Chou

Ph.D. in Marketing, University of Manchester, UK

Research Concentration: Innovation and Strategies, Enterprise Marketing, New Product Development, Qualitative Research



Dr. Ya-Hui Kuo

Ph. D. in Retailing and Consumer Science, University of Arizona, USA

Research Concentration: Global Retailing, Consumer Behavior, Retaining Services, Research Methods, Principles of Marketing, Marketing Management



國立成功大學管理學院 College of Management, NCKU

Mission: Serve business and society in the global economy through developing professionally qualified and socially responsible business leaders as well as through advancing the frontiers of knowledge in business management.

Vision: Become a leading business school in the Asia Pacific region through: Truth and Knowledge, Integration and Innovation, Growth and Excellence.

College of Management was established in 1956 as the College of Business. In 1980, the College was renamed the College of Management.

The College consists of 5 departments, 11 master' s graduate institutes, 9 Ph.D. programs, and 5 continuing education master' s programs. It also includes an Office of International Affairs that runs international dual-degree and exchange programs, a Case-study Center that promotes industry-university career cooperative programs and teaching with case studies, and the APMR Editorial Office. (Please kindly refer to Figure 1 for the College' s structure.)

In the QS World University Rankings 2015, NCKU was listed among the world' s top 51-100 universities for Statistics & Operational research and in the top 151-200 for Business & Management Studies. In 2012, the College of Management gained accreditation from the internationally prestigious Association to Advance Collegiate Schools of Business (AACSB), confirming its status as an international-class management school. The College collaborates in joint/dual-degree programs with some of the world' s top 100 business schools, and is on course to joining the top tier of business management colleges in Asia Pacific. The ratio of domestic to international students at the College is around 10:1, evidencing its international profile.



中國科學院大學 經濟與管理學院 School of Economics and Management, UCAS

School of Economics and Management, formerly known as the Management department of CAS founded in 1978, is the first school established after GUCAS (which changed her name to UCAS in 2012) adopted its present name in 2001. The Renowned economist Cheng Siwei served as the dan of the school since its establishment.

In recent years, the School of Economics and Management has always been striving to be a domestic first-class research-based management school with significant international influence.

The School is committed to acquiring a deep understanding of China' s economic development theoretically and practically, and expanding its teaching and researching fields based on their own unique features. And a comprehensive discipline system has been built with the featured courses like innovation and entrepreneurial management, and financial engineering management.

Mission: Creating knowledge, contributing thoughts, nurturing leaders and influencing society.

Vision: Lead the reform of management studies in China and become an internationally influential research business school.

GRIFFITH BUSINESS SCHOOL

Griffith Business School is committed to high-quality business and public sector education and research, with a special focus on sustainable business development and responsible leadership.

Located in South-East Queensland (Brisbane, Logan and the Fold Coast), the fastest growing region of Australia, Griffith Business School is part of Griffith University, a dynamic, innovative and well-respected public university with 50,000 students from 131 countries.

Its degrees and programs are recognized nationally and internationally, and its senior researchers are leaders in their fields. With Asian studies, government and international relations, public policy and public administration, tourism, sport, event management, and real estate and property development in our broad program portfolio, Griffith Business School provide a wide range of undergraduate and postgraduate programs, as well as a substantial PhD program.

Through teaching and research programs, Griffith Business School seeks to ensure that its graduates and partners are prepared for the ever-changing world in which responsible leadership and sustainable business practices are critical.

Mission: To deliver outstanding business education and research through engagement with industry, government and the social communities we serve, and to do so in ways that contribute to a prosperous, equitable and sustainable future.

Vision: Advancing innovative and socially responsible business education, scholarship and practice in Australia and the Asia region.

參訪企業簡介 (Introduction of the Industrial Partner)



昇陽自行車國際股份有限公司 Shen Yang Bicycle International Co., Ltd., SYB

Shen Yang Bicycle International Co., Ltd. (SYB, to be short) is well developed as a Asia-Pacific regional distributor for high-end cycling Brands and Products.

SYB' s headquarter, center of Marketing, Logistics and Service, is located in Tainan, Taiwan. There are 33 staffs in total dedicated in its HQ. The headquarter, covering terrace 3,000 m2, stores inventories to supply Asia-Pacific market across Taiwan, China, Hong Kong, Japan, South Korea, Singapore, Philippine, Thailand, Malaysia, Vietnam, Indonesia, Australia and Mongolia.

Shen Yang Group manages Asia-Pacific cycling market since 1993. On China market, Shing Sheng Yang (SSY, to be short) was built since 2006, and before that President Mr. Shih has run by joint venture for more than 10 years. With years of contribution, SSY has become pioneer of High-end Cycling Brands and Products.

The subsidiary company in ShenZhen is functioning on sales and marketing of China, providing supply chain management in a 1,000 m² warehouse with inventory stock for China. There are 23 staffs dedicated to the company in ShenZhen, focusing on logistics. A team from Taiwan will regularly come by and enhance the teamwork,

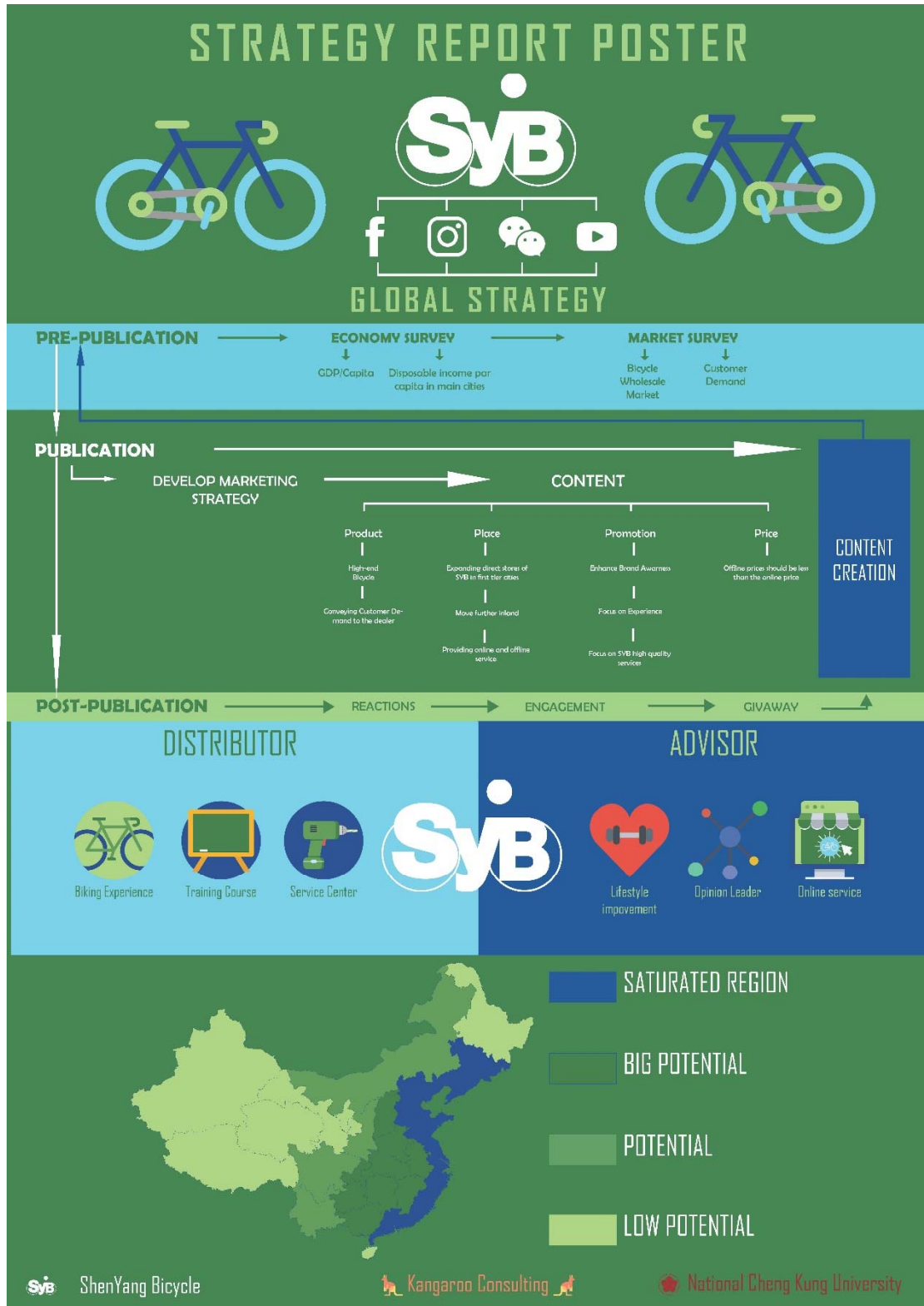
SSY in Shanghai is the home base for Marketing and Sales.

企業命題 Corporate Assigned Topic

How to make efficient communication with the target customers of SYB to prompt its sales volume?



Group 1



Group 2



國立成功大學
National Cheng Kung University

Global immersion Course I October 2017

- I. Management of the Asia-Pacific market
- II. Using new media in order to be a good self-media
- III. SYB's relationship with brands and customers



How to do it

- *平台Platforms
- *互動Interaction
- *熱點Hot spot
- *網路劇International drama
- *海報Poster
- *合作Cooperation

Youtube channel

3 main strategies proposed :

- 1) Short videos : 1 min. in length
Presentation of a new product
- 2) Longer videos : 5 min. in length
Review of a product :
- Showing the product itself and when it is used
- Overall rating of the product at the end of the video
- 3) Categorizing videos :
Differences and similarities presentation of a same product category → orientate and help the customer

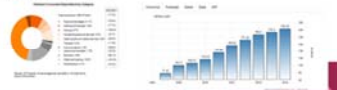
Links' publication on Facebook

TLC Consultants
Timothée Carriço
Camille Loir
George Sosangelis
Lewis Kemp
Isa van der Werf
Zoey Zou
Kelly Hsu
Serena Wang
Jonathan Chen



Vietnam Bicycle Market

Market for high-end products by office staff and younger professionals



General introduction of Asia-Pacific market

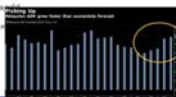
Mature market: Japan/ Korea/ China
Opportunity: Southeast Asia

General growing GDP → rising middle class



Malaysia Bicycle Market

- Malaysia GDP grows faster
- Consumer spending in Malaysia increase 5.8% in 2017
- Average national income \$ 10,570 US dollar
- Third highest car ownership in the world
- 54% of households in the country have
- Traffic and air pollution need to be improved



Singapore Bicycle Market

- Total population: 5.61 million
- Average Age: 43.5 years old

- From the markets measured, Singapore has experienced a shift in interest in cycling, with a 7% growth, which is on the rise.
- There's an estimated 5,000 people cycling every weekend in Singapore.



Group 3



Morgana d'Argentré
Janna Giraud
Raphael Moreau



Ally Liu
Lucy Kao



Brent Vincent



Michael Zhou



SYB was established in 1996, SYB has high reputation as a bicycle agency. It has partnership with 21 brands and set its distribution channel in China and Southeast Asia.



Short-Term Plans



Give More Importance to Communication Team

- 2 employees dedicated to social media (Youtube, Facebook, WeChat...)
- Texts should be written in English
- Shorter, dynamic and effective contents
- Instaurate global cultural standards (Korea/Taiwan)



Give a New Design to the Website

- Make the website more attractive
- Dynamic, pure, clearer visuals
- English version different from Chinese version
- Checking some links to make them effective



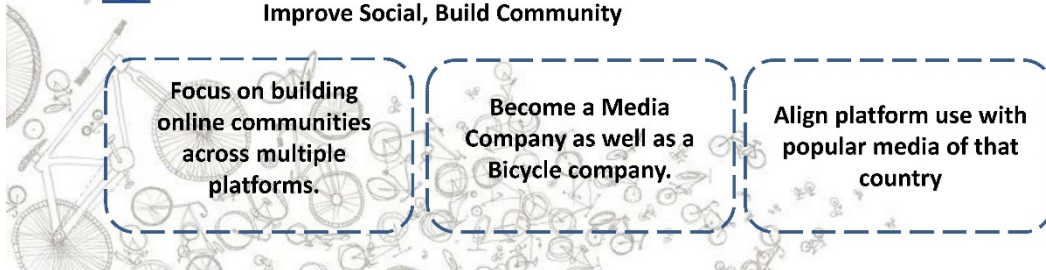
Long-Term Plans

Improve Social, Build Community

Focus on building online communities across multiple platforms.

Become a Media Company as well as a Bicycle company.

Align platform use with popular media of that country



Group 4

GROUP 4



"we are always thinking ahead and prepared for the future."

2017

GLOBAL IMMERSION COURSES



Time frame

SYB現在與未來

Now
現在



Maintaining existing customers
維持現有的客戶
Focused on experienced bikers
專注於資深騎手

Future
未來



Attracting new customers
吸引新的客戶
Targeting intermediate riders
瞄準中等程度騎手市場

Welcome package

見面小禮

- Free SYB branded water bottle with QR code that links to website
- Free tyre lever for removing the tyre from the rim
- Tyre patching kit
- Small tube of sunscreen
- Headlight or tail light
- Bike bell
- Mini first aid kit
- Coupon for discount on other SYB accessories



Experience activity i

店內體驗式活動

In the North of France 'Decathlon' launched a store especially for testing bikes.
在法國北部的迪卡儂門市有專用的自行車測試場

Testing tracks
自行車測試場

Test bikes on different tracks, with professional advisors, to find the right one for you, according to your practicing level and your goals.
根據自身在不同場地上的體驗及專業教練建議，選擇適合自己的自行車



interactive image about how parts of a bike work

互動式教學(針對單車各部件)



On the website, put some crucial information and characteristics about each part of the product (especially for new buyers)
在網站上增加關於各零件的特點說明，特別針對新手顧客



Manage social media portfolio

管理社交媒體









Diversified social media tools

多元的社交工具

Training videos for different skill levels
根據不同騎行熟練度的訓練教程影片

Get a professional and well known cyclist to participate in videos
讓知名騎手參與影片製作

High intensity cycling workouts
高強度自行車訓練

Hill training
山路訓練

Pro tips
專業指引





Global Immersion Course

Fall 2017



Authors-Group 5

Audréa Macquaire , Emily Ma
Gregoire Viana , Hsuan Yi Ho
Isaac Oancea , Sandy Liu
Nansen Naidoo, Xiaohu Kuang



Environmental Analysis

Current condition of SYB

PESTEL Analysis

- Politics**- Stable Policy Situation
- Economics** - Developed countries in Asia Pacific
- Social** - Active lifestyles increased demand.
- Technology** - Communication technology
- Environment** - Eco-friendly trend
- Legal** - Environmental legislation

Features of Target Consumers

- High Income Level
- Active Lifestyles
- Affinity for reputable brands
- Quality Products



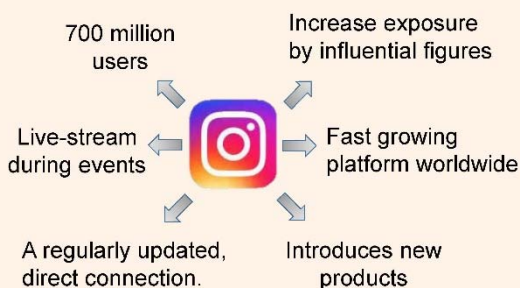
Online integration and customer communication

Make connection to the world

Different social networks

Facebook : >30 000 subscribers
Youtube : 231 subscribers

Instagram's opportunities



Competitor Challenge

Detect and compare to others

Online Individuals

Yahoo!, Ebay, Taobao

Differentiate from Competitor

	Online Platform	SYB Direct Channel
Knowledge of Marketing Strategy	X	O
Professional Teaching Program	X	O
Connection with Customers	X	O
Customized	X	O
Post-Sale Service	△	O

Goal

Create value for the customers through experiences and stimulate brand loyalty.



Strategic Recommendations

Further suggestion for SYB

Specification presets

Preset Specifications and editions for public figures

Data Logging

Upload personal data and to social app

Brands Collaboration

Collaborate with luxury brand to enhance customer perception

GLOBAL IMMERSION COURSE : VALUE PROPOSITION FOR SYB CHINESE MARKET



REALISED BY : BRONTE SIMPSON, MOLLY NORTON, HANDERSON ZHANG, SILVIA SUN, PIERRE DANSETTE, CAMILO GARCIA, CLAIRE CHIU, JIE KAI

THE MARKET



TARGET CUSTOMER

Job to be Done

- Better Lifestyle
- Exercise Regularly



VALUE PROPOSITION

SOCIAL MEDIA IMPROVEMENT

POP UPS STORES

Virtual Reality

DEALIER PERFORMANCE ASSESSMENT

- Use social media efficiently



- Combined with VR



- Target City of the Pop-up shops



- Franchisee



Students' Reflection

- In this class, there are something new for me. Talking with Foreigners, brand storming about the marketing, making some friends, and riding the high-end bicycles are the treasures which will be kept in my mind. I have never learned about marketing, so it is a whole new region for me to have this class. After learning the courses about marketing, I think I can broaden my vision. Not only in finance but also in marketing, there are more knowledge in my brain to use. Based on this, it is helpful for me to solve the problems in my future career life.
(財金所 邱翎瑄)

- It was interesting to work with different cultures in groups that worked efficiently. We had the opportunity to work in two different groups, in the first one I was with two Taiwanese girls: 許嘉承 and Sandy Liu and two French: Pierre Dansette and Maryse Cottais. The second group was even more mixed as I was with a French, two Chinese, two Taiwanese and two Australians.
(工資所 卡密羅)

- First of all, this program is one of the best way for the students and the professors to discover a new business world in a company that they do not use to study. It allows them to discuss and meet many interesting people. The interaction between students from different countries is important. Moreover, team works teach them how to work efficiently and with so many different ideas in a same group, how to manage it is a science taught by this kind of program.
(交管系 馬哈特)

- As an exchange student, it was the first time for me working with Taiwanese's people who got different work habits so it was very interesting. These courses allowed me to meet new people with whom I was able to create friendships. So, my good integration inside Tainan was partly due to this course (I think it is one of the main purpose of the course).
(工資所 卡李多)

- Being part of the Global immersion course is a very rewarding experience. Being in the team of members of so many diverse backgrounds is not only interesting but also a challenging experience. We worked together well, however, in especially the team work part. I am very glad that I had so many team members that are willing to give as much as they can to empower our work, and it also changed some of the pervious perception I have had in some other experiences working with international students.
(國企所 吳尚儒)

- In my point of view, there are two main takeaways to consider for this Global Immersion Program (GIP): the first one is about working in a multicultural environment; the second one is about understanding the key issues of an Asian business and more specifically of a Taiwanese company, SYB.
(國企所 愛莉潔)
- I am so glad that I took this course and met so many students from different countries. There two main takeaways from this course: 1. the chance to connect with the real business world; 2. Build up good relationship with foreign students.
(國企所 楊馥嘉)
- Thanks for this immersion course that let me have the courage to talk to foreigners and also let me know that it's not as difficult as you imagine when you take the first step. I enjoyed the biking day. That was my first time to use the road bike, it took me to a new world and let me have the idea to own one like these in the future. I'm glad that I decided to attend the course at that time. if I didn't do that, I won't have a such great experience to get along with the French and share our different cultures with each other. And also thanks for the chance to make lots of friends with them. It's really an amazing adventure that I'd never though that I would experience before.
(財金所 許嘉承)
- The GIC program was a great experience. I liked it because it was really instructive. First, I loved the fact that it was like a professional experience, and we were facing business problems. We had to find concrete solutions and help the company to develop itself. It was a really concrete experience, and I think that in our future jobs we will have to face problems, and try to enhance the activities of the company.
(會計系 吉家娜)
- The first one is the openness of the course because of the variety of the people's nationality. For example, in my group, we were two Taiwanese people, 2 Chinese people, 2 Australian people and 2 French people. Thanks to that and because of different ways of learning in each country, we all had a different approach and point of view about the subject. Thus, at the beginning when we made a brain storming, everyone could make a contribution to the whole with very different ideas. Then after summarizing it, we reached to approach all the main aspects of the project. In my opinion, this is the one first important point of the course.
(會計系 格雷古)

- First of all, we had several courses about management for example. These class were interesting generally speaking. But, to my mind the information given in these class did not help me for the final project. Moreover, with our supervisor of GIC, we discovered the firm that we have to study. We have done in group a little presentation of the firm in front of the class. I think this presentation was a good initiative because it helps us to have a well understanding of SYB's firm.
(交管系 馮追雅)
- Because I majored in accounting. There were few chances for me to take courses from other departments. I have always wanted to take marketing relative courses. Thanks to GIC, it made me understand the concept of marketing and how marketing would work in practical way.
(會計所 王馨平)
- The global immerse course is an unforgettable and interesting experience for me. Through the course, I had the opportunity to make the project with people from different countries. It was a great challenge for me to discuss with them because we had different cultures and backgrounds, and everyone's thoughts and ideas could be very different. Fortunately, the members in my team are responsible, friendly and proactive.
(會計所 吳倩儀)
- First of all, I would like to thank SYB Company for hosting us in their company and taking care of us during all the week. I also would like to thank our professors and people from NCKU who organized very carefully this week, being attentive to everyone's wellbeing and being respectful toward every students from different countries and culture.
(國企所 摩家娜)
- At the beginning when we arrived in Taiwan we had no idea about this class. When we first get to hear about we thought it was something about discovering Taiwan and most specifically Tainan. It turns out to be a real consulting case with a company willing our help to improve its functioning. What a good surprise that in addition with the courses we all choose we have the professional experience with SYB. It was the opportunity to see the reality of a company on the other face of the world. With its own success, struggling, questioning and vision for the future.
(國企所 雷菲爾)
- I would like to start my report by thanking everyone who has made this course possible, I learned a lot and it was very interesting. I can only imagine how

much effort was put in to make this course happen, including for the two other universities, who actually crossed borders for this course. (國企所 白安娜)

- Thanks for the opportunity to join global immersion program, I really had a perfect time during those days with the classes and all my team members. The program gave me the chance to contact with people who were came from different countries, holding different cultures and speaking different languages. All of us pooled together to knowledge each other and came up with some useful ideas about SYB, I have to say it really take times to realize all tones of English and to sum up all the member's ideas. (財金所 張瑋庭)
- Although the activity is over, it help us build up a cross-country connection with each other that will be never end. I will always cherish this unforgettable experience and promote the GIC to other students who has never took it in NCKU. (財金所 周彥廷)
- It was a really cool opportunity to have Global Immersion Course (GIC) during this semester, especially we had chance to ride a high-end bicycle. First, I want to thank the college of Management of NCKU to provide us students a platform such as GIC for us to enhance our global vision by having an intense week with students from Australia, China and some other countries. It reminds me of time in university to have classes all taught in English. Second, I want to show my appreciation to Shen Yang Bike (SYB). SYB not only gave us a chance to know more about the bike industry, but also gave us opportunities to try those expensive bikes. It was my first time riding high-end bike, and it was super excited. (AMBA 劉可翔)
- The GIC is one of the special course in management department, all we can do and all we need to improve is paying the 100% passion enjoying in this course and also taking away all the treasured knowledge, experience, memory from this course. (AMBA 陳琮凱)
- A company visit was organized to meet with the Chief Executive Officer of the company and some of its employees and enabled us to visit the headquarter of the company, take a closer look at the products being prepared and test the bikes and equipment sold. The atmosphere was extremely friendly which goes along with one of the thing we are taught in France, namely the importance of working in a happy environment in order to enhance motivation, productivity and

creativity.

(會計系 羅卡蜜)

- Working with team member from different culture is not an easy job. However, the course provides us a great platform to practice the theory into the real world and enhance our communication skills as well. (AMBA 孫伸暢)
- I personally loved this course. I loved spend a lot of time and effort in this program and I think it's really important to keep this in mind for future edition. The strength of this course is this ability to work with enthusiast teacher, student, and company. This program really push students to be involved and that is great! I really hope for the future students of my school to be involved in this course. Overall I wish I could get more course like this one. (工資所 希皮恩)
- I knew about this course through the seniors who had already taken this course from our department. She told me that it was a fun course and could not only collaborate with foreign exchange students and also make friends with them. Also, because my boss Hsuan-chu Lin is in charge of GIC and he highly recommend this course. Therefore, when I saw it showed on the course selection list, I took this course undoubtedly. As I expected, I learned a lot during GIC and some of the experience is even my first time. (財金所 何宣儀)
- I learn a lot from this course, not only obtaining the marketing skills, concept of the value of product, business model embedded on real case and the amazing experience of reporting to a real corporation by playing a professional advisor role but the understanding of the importance on communication. (財金所 劉欣怡)
- We were able to fulfil our knowledge with courses before and during the intensive week. I also really appreciate the global organization and the fact that all activities are free of charge (the bus, the firm's visit, the bike excursion, the meals and the restaurant...). Moreover the Global Immersion Course happened in the beginning of the Fall Semester and it's mainly concentrated in one intensive week which allows students to work hard during one week and after to be focused on the other fields. (統計所 馬莉絲)
- This course would probably be my favorite one during my exchange student semester in NCKU. I very appreciate working on a real case study and have the opportunity to reflect on the strategy of SYB Company. Indeed, it is stimulating

to know that our work will be apply and have a real impact on the society activity.

(統計所 丹皮爾)

- Overall, I thought it was an amazing week, I learned a lot, met interesting people and felt that the work I did was useful as our knowledge is being used practically instead of making exams. The practical aspect about this week was one of its strongest points. (國企所 雷恩斯)

- I felt happy to have this GIC course. This course combined with theorem and practice of the marketing strategies. Not only learned about the theorems of marketing in the class but also used what we learn in SYB (Shenyang Bicycle International Co., Ltd.), the real firm in Tainan. (財金所 高臻好)



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