

Teaching Improvement & Innovation

College of Management , Yuan Ze University

Many teachers of CM involved in the following teaching activities and improvements:

- Flipped classroom, Problem Based Learning, and cooperative teaching:
 - ✓ Statistics class: Flipped Classroom and Problem Based Learning with 101 students. In 2015, 18 videos were filmed and 97% of students in the class were satisfied. (Weng, Robin Hua-Hung)
 - ✓ Human Resource Management class: Flipped Classroom. Students created a HR magazine as their term project and had a public exhibition. (Li Hung-hui & Lin Yueh-yen)
 - ✓ Business Ethics and Social Responsibility class: Problem Based Learning. Cooperated with department of Art Design YZU & local community Na-Li Village, 120 students made community economics proposals as their term projects and had a public exhibition.(Huang Min-ping & Xia Irene)
 - ✓ International Human Resource Management class: Students both from CM YZU and University Tunku Abdul Rahman (UTAR) Malaysia had a cyber class & case discussion together. (Wang Jing-jing)
- Training for Social innovator and Social entrepreneur:
 - ✓ Leadership Capability Development Camp class: In the last four years, more than 380 students have taken the classes and completed 57 projects. (Lin Yueh-yen, Hsu Wally)
 - ✓ T-Lab competition and Social enterprise salons: Cooperated with local government, 1st T-lab competition attract more than 100 students to explore Taoyuan city and more than 210,000 people to visit FB webpage. 1st & 2nd Social enterprise salons invited more than 10 SE experts to have conversation with teachers and students regarding SE education and community involvement. (MBA in leadership)
 - ✓ A new minor concentration “social enterprise” was set up based on previous efforts and results. It is a joint program among college of management YZU, college of humanity and society YZU, and National Central University.
- Course design with business cooperation:
 - ✓ Marketing Management class: Cooperated with department of Chemical Engineering & Materials Science and Corning company, students were encouraged to submit their project work to Corning Innovator competition after end of semester. (Chen, Yan-I)
 - ✓ Retailing Management class: In conjunction with the companies in the field

of retailing (i.e., SOGO, MEGA City, A-Mart, etc), students have a company mentor, participate in industry-led seminars and site visits, and work on several actual business issues. (Jiang, Luke)

- Course design with extracurricular competition:
 - ✓ Marketing Management class: led students to participate in several national competitions, including ATCC and YEBE. (Chou, Cindy)
 - ✓ Personal Financial Planning class: led students to participate in several national competitions. (Lo Huai-chun)
 - ✓ Internet-based Marketing class: encouraged students to take their final hands-on project to participate in extracurricular competitions. (Chiang, Lan- Lung)
- Internship:
 - ✓ An internship programs in retailing and tourism. More than 110 students have minored in the tourism program, while about 20 students minored in the retailing program. (Li Hung-hui)
 - ✓ An internship program in entrepreneurship. More than 100 students participated in the program in 2013 to 2016. The program was supported by the Workforce Development Agency in the Ministry of Labor. (Tseng Yi-heng).
 - ✓ An internship program in financial services. (Lo Huai-chun)

College of Management
Yuan Ze University