

YZUCM Alumni

Dream and Faith

November
2016

A photograph of four students in formal attire (suits and ties) standing in a line, looking towards the left. They are all smiling slightly, conveying a sense of pride and accomplishment. The background is a plain, light-colored wall.

**“ I feel proud when I say
I am a YZU student. ”**



***Success
starts here.***

College of Management, Yuan Ze University



Young-Ching Chang is presently the executive vice president of Compal Electronics Group, the CEO and general manager of DIGITIMES Inc., and the executive director of the Taiwan Association of Elites in Business Management. He is a world-class protagonist in the IT industry. He is also the pride of Yuan Ze.

Young-Ching Chang was once the leader of the business group in charge of Dell, which is the top brand in the world. The group also worked with Compal Electronics leading the company to the international market and

to advancing their operations to include an international division of labor and quality improvement. As a result, Compal Electronics become the third largest manufacturer of laptop computers in the world.

Chang, Young-Ching
EMBA, 2000
Outstanding Alumnus, 2009

Vice General Manager,
Compal Electronics, INC.

(left) Chang, Young-Ching
(right) Hsu, Hsu-Tong
President, Far Eastern Group



After graduating from the Taiwan Police College, Hsiu-Neng Hsieh started his police career as a cadre at the basic level. He has moved forward, one step at a time, and has strived vigorously to improve himself. He has worked as the director, Shilin Precinct, Taipei City Police Department; director, Pingtung County Police Bureau; director, Taoyuan County Police Bureau; chief secretary, National Police Agency, Ministry of the Interior; and director, Kaohsiung City Police Department and the deputy director general of the National Police Agency.

He is regarded as a role model

for his outstanding performance in all his positions. He is recognized by his superiors for his excellent performance which has led to many promotions throughout his career.

Hsieh, Hsiu-Neng
EMBA, 2002

Outstanding Alumnus, 2009

Senior Executive Officer, The Examination Yuan of ROC

(left) Hsieh, Hsiu-Neng
(right) Hsu, Douglas, President,
Far Eastern Group



Yen, Nai-Ti
EMBA, 2004
Outstanding Alumnus, 2013

Chairman, ICP DAS CO., Ltd.

ICP DAS, founded in 1993, is currently an OTC Technology Company. Ms. Yen is also the Chairwoman of Shanghai Golden ICP DAS International Trade Co., Ltd. and of ICP DAS Co., LTD (Wuhan). She is a former mentor of the YeSir Mentorship Program of Yuan Ze University, and currently a mentor and part-time lecturer in the MBA program, College of Management.

She makes large annual donations for the underclassmen and the “ICP DAS College of Management of Yuan Ze University Scholarship”.

(left) Chang, Chin-Fu, Former President of YZU (2012-2015)
 (right) Yen, Nai-Ti



Lu, Yao-Zhu (EMBA, 2006)
Outstanding Alumni 2013

**Chairman,
Xin Shi Group**

Yao-Zhu Lu, has been the Chairman of Xin Shi Group since its foundation in 2007. The Group includes Xin Shi Apartment Management Company, Xin Shi Security Company and Xin Shi Property Management Consulting, with about 2100 employees.

He is a recipient of the 2011 Contribution Award of Job Creation granted by the Executive Yuan. His team, in charge of the cleaning maintenance of Taoyuan International Airport, is awarded the third place by the Airports Council International. He is also awarded the 1997 R.O.C. Outstanding Business Leader Jinfeng Award.

(right) Lu, Yao-Zhu
(left) Li, Hung-Hui, Deputy Dean
of CM, YZU

“The EMBA program at YZU acts as a great booster station in my career life, a place preparing for a better future!”

Chang-Ying Tsai serves as the chairman at Career Technology, a listed IT company in Taiwan and is titled as the Distinguished Alumnus at the 20th Anniversary of Yuan Ze CoM.

After working in the competitive IT industry for ten years since he started this business in 1992, Chairman Tsai decided to return to school. He found the graduate school at Yuan Ze University was a perfect place for him to replenish himself.

Yuan Ze’s EMBA program was a great booster station that provided him with opportunities to learn and exchange knowledge with teachers and fellows, and to meet more business partners and colleagues from various sectors. It also prepared him for further personal growth and business expansion.



Tsai, Chang-Ying
EMBA, 2006
Outstanding
Alumnus, 2013

Chairman,
Career Technology
(Mfg.) Co., Ltd.

(right) Tsai, Chang-Ying
(left) Prof. Liao, Shu-Ling, Discipline of
Marketing, CM of YZU



Chen, Li-Ju (EMBA, 2007)
Outstanding Alumnus, 2013

**Chairman,
MedFirst Healthcare Services, Inc.**

Founded MedFirst Healthcare Services, Inc. in 1990.

Receiving the 29th edition of Model of
Entrepreneurs in 2006, ten Global Outstanding
Chinese Business Women's Award in 2010 and
Taiwan's top 100 Super MVP managers from
MANAGER today in 2013.



“An outstanding professional manager of the leading convenience-store chain in Taiwan.”

Jiang, Wen-Tzong
(EMBA, 1999)
General Manager, OK-MART
Co., Ltd.

Wen-Tzong Jiang was born in a farmer's family in Guanyin District, Taoyuan City. Along with his eleven brothers and sisters, he helped his parents with farming work when he was young. This prevented him from pursuing further education when he finished school. Wen-Tzong Jiang thus strived toward higher education after he started his career life. In 1996, he was

admitted to the EMBA class at YZU, which was then the first established EMBA program in Taiwan. He majored in retail management. His studious attitude made him shine in OK-MART. From store expansion, brand design, market demands to e-marketing and even big data analysis, he possesses extensive business knowledge. Along his career path from trading, factory management to retail, this scrupulous man has always learned by doing. He is now an outstanding professional manager of the fourth largest convenience-store chain in Taiwan.



Li, Cheng-Lang (EMBA, 2003)

General Manager, Hsieh Shan Co., Ltd.

Cheng-Lang Li is General Manager of Hsieh Shan Logistics Service and a lawmaker's assistant in Taoyuan City, saying that serving as an alumni secretary is the way to love the school. He hopes to see more future alumni join the organization. The stronger the organization is, the more successful YZU and the Association are.



Liu, Nan-Hung
(EMBA, 2005)

**General Manager,
Cheng Hsin Aluminum Corp.**

Nan-Hung Liu is the general manager of Cheng Hsin Aluminum. After more than ten years since his graduation, he still cherishes the memory of studying with Yuan Ze EMBA. During his days in Yuan Ze, he often raised issues from his experience working with his family company, and benefited from the opportunities of making presentations in class and writing papers to exchange ideas with

classmates. Through the knowledge gained from his teachers, he has improved the presence of this conventional industry, i.e., manufacturing of aluminum doors and windows, by introducing B2B and B2C models to his operation; he has also maintained Cheng Hsin's leading position in the industry through branding and e-commerce.



“ Wang, Nien-Ching is the driver of Symtek’s upgrade and transformation. ”

**Wang, Nien-Ching
(EMBA, 2006)**

**General Manager,
Symtek Automation Asia Co.,
Ltd.**

In the 2000s, Symtek Automation was established as a joint venture with the SCHMID Group from Germany to maximize technology capacity and be extensively present in the automation market in Asia. In order to foster a more macroscopic managerial perspective, he enrolled at YZU EMBA program in 2001.

With the series of training, the teachers’ diligent teaching, the advanced information system, and engagement with his classmates, he gained solid theoretical and practical knowledge about business administration; this has helped him to overcome predicaments such as the financial crisis and the European debt crisis and lead the company to remain profitable to make its OTC debut successfully.

(right) Wang, Nien-Ching
(left) Ma, Yin-gjiu Former,
President of R.O.C (2008-2016)



“YZU EMBA brought me to a whole new level and helped me to expand our overseas PCB business successfully.”

Wei, Kun-Nan (EMBA, 2010)

Chairman, Nanotech International Co., Ltd.

Wei, Kun-Nan founded Nanotech in 2003. After working in this changing industry and seeing his own limitations, he yearned to enhance the company's competitive strength by gaining knowledge and the ability to innovate. For this reason, in 2008, he passed the admission test and entered Yuan Ze EMBA. He successfully expanded his PCB business in overseas

markets by applying practical knowledge and innovation.

Additionally, in 2016, Nanotech and Yuan Ze University jointly signed a Letter of Intent on Industry-Academy Collaboration. Nanotech will offer students internships, arrange visits and engage in other forms of collaboration with the university in the hope that the industry-academic collaboration will offer students relevant professional experience.



“ Yuan Ze EMBA opened my heart.”

Sheng-Ming Huang
(EMBA, 2015)

CEO,
De Shin Furniture Chain

Since his graduation from Yuan Ze University EMBA in 2015, Sheng-Ming Huang, CEO of De Shin Furniture has applied his knowledge about management to further grow his business from three 3000m² stores to four 3000m² stores. The company has become one of the largest furniture retail chains in Taoyuan.

“My vision is to base myself in Taoyuan and operate my business internationally, and to become one of the Top 100 companies,” he says. His experience at Yuan Ze EMBA brought about a significant change in his life, making him find his business vision and commitment.



“ Yuan Ze CM is my lifelong source of happiness. ”

Liu, Chun-Hui
(EMBA, 2015)

Chairman,
Winmore Co., Ltd.

Chun-Hui Liu believes that his study with Yuan Ze University's EMBA program has brought great inspiration to his personal life and his business. He often shares his feelings with people by saying: “A nap may give you one hour of comfort; fishing with friends may give you one day of joy; having a

fantastic wedding may give you one month of delight; and inheriting a fortune may give you one year of happiness. But if you want to be happy for your whole life, attend the College of Management at Yuan Ze University; it offers lifelong happiness.”



**Chen, I-Chi (EMBA, 2011)
Assistant Professor, University of Tunku
Abdul Rahman, Malaysia**

When I was in YZU, I learn one of the most important issues is to develop a broaden thinking ability. The other thing is to think outside of the box. I wish YZU prospective students must get away from the comfort zone while getting chances be prepared for new challenges, and never be afraid of making mistakes. Just do it.

“ Yuan Ze CM is a learning domain that helps to foster capability and confidence. ”

Chih-Chun Chen is an Associate Professor at the Department of Economic and Management Science at the National Ilan University. While studying Yuan Ze's Doctor of Philosophy Program, he benefited from the internationalized environment and training provided by the CoM. Most courses he took were conducted in English and his teachers placed great emphasis on students' ability to write and deliver oral presentations in English. Chih-Chun Chen and his classmates were funded by the CoM to travel to the US to present their papers.

After delivering several presentations in various famous international academic halls, he gradually developed the necessary skills and confidence to present papers to the public in English. Although it was difficult for a doctoral graduate to find a good job in the employment market at the time he graduated, he had the ability to look for employment all around the world. He then chose to work in Mainland China and later came back to Taiwan to join at Ilan University, successively. He appreciates the academic training provided by Yuan Ze's CM.



**Chih-Chun Chen
(Ph.D. 2011)**

**Associate Professor,
Department of
Applied Economics
& Management,
National Ilan
University**



“ Shocks received through company internship trained You-Yi Lien to work well under pressure.”

**Lien, You-Yi (MBA, 2001)
Vice President,
Citibank Taiwan Ltd.
Commercial Bank**

You-Yi Lien's first job interview was with Citibank. At that time she was in her senior year and her teacher at Yuan Ze University recommended her and another student to work as trainees and share the work of a full-time position at Citibank. She started from the position of a savings assistant and was promoted to a business representative of the Mortgage Department.

She worked under pressure from both her bank job and her study while preparing for the graduate school admission test. The huge pressure and shocks she encountered while working at the bank nevertheless made her feel a great sense of accomplishment. She has worked for the bank for 15 years; she is now Citibank's vice president in Taoyuan District. She appreciates the four-year university and two-year institute study with Yuan Ze's College of Management, and thinks she is lucky to have a job she really loves.



Chin, Chia-Chi (MS, 2001)

Managing Director at Chun Yao Investment Co., Ltd.

Chia-Chi Chin is a past recipient of the YZU intern scholarship from Far Eastern International Bank. He began his career as a Junior Manager in the Corporate Finance Department in Far Eastern International Bank. After that, he has worked in the asset management industry for many years. Recently, he resigned from the director at AIG private bank and established the Chun Yao Investment Co, Ltd.





“Yuan Ze creates a thriving learning environment with extensive resources.”

**Huang, Chia-Wei (MS, 2002)
Associate Professor, College
of Management, Yuan Ze
University**

Chia-Wei Huang believes that the solid training he received regarding research and thesis writing has helped him a lot. As an alumnus he wants to encourage students at Yuan Ze to make good use of the campus resources, company internships and student exchanges, as it will enrich their knowledge and improve their competitiveness.

Chia-Wei Huang, a member of Faculty of Finance at College of Management, published a co-authored paper in 2015 entitled “CEO Overconfidence and Financial Crisis” in the Journal of Financial Economics, an A+ journal ranked as top three in finance. Dr. Huang, also a graduate from the class of 2002 of the MS in Finance Program of Yuan Ze University, does not only have an excellent performance in academic research, he is a very popular professor among the students.





“Through various contests, I gained on-the-ground innovation and entrepreneurship experience.”

**Wang, Ming-Cha
(MBA, 2005)**

**Assistant Professor,
College of Management,
Yuan Ze University**

Ming-Chao Wang studied both the bachelor and master programs with Yuan Ze for a total of six years. During this period, under his teachers' encouragement, Ming-Chao Wang and his classmates often teamed up and participated in various academic

and entrepreneurship contests inside and outside of the university, such as TICC100 and We Win, and performed well. Through these contests, he gained on-the-ground experience of innovation and entrepreneurship and learned interpersonal skills. His time at Yuan Ze was a great learning experience.



“ When you seize opportunities, you win a chance to explore the world. ”

Wu, Ssu-Pin (MBA, 2010)

**Product Section Manager,
Tai Sheng Industrial Co.,
Ltd.**

“When you seize opportunities, you win a chance to explore the world.” Ssu Pin Wu says she benefitted from internship abroad programs when she studied at YZU. She not only learned the industry landscapes and operation environments of internationalized businesses, but also realized that she needed to enhance her working skills and attitude. Wu currently lives and works in Thailand.



**Chia, Chi-Ting (MBA, 2013)
Sr. Regional Consultant in
HRNet One Taiwan**

Chia, Chi-Ting become YZU CM student for both undergraduate and MBA. Also, CM offer an opportunity for her to join the dual-degree in San Diego State University, USA. Recently, She has worked for HRNetOne which become a leader company in human capital consulting and talent acquisition. She join several overseas in her student life to broaden her experience. The Yu-Ziang Scholarship makes her graduate study economic supported and the diversity of programs benefit to the working career.



Cheng, Ching-Ching (MBA, 2013)
Marketing Manager, Prosper

Ching-Ching Cheng is from Malaysia. She left for Canada for education on her own when she was 18 years old.

Afterwards, she worked at a local psychological counseling training center. After returning to Taiwan, she guided students in Yuan Ze to conduct hippo therapy on disabled children and works as a Practice Manager at Crossroads Cafe, which works with the mentally disabled.



Our Differentiation Begins Here

College of Management, Yuan Ze University



"I am proud of my rich student experiences when I studied at YZU."

Kuo, Ya-Chun (MBA, 2015)

Sales Executive, L'Oréal Taiwan

It seems I had worked for a decade, though it just passed a year since I go to work! My first year as an employee was great; I learned how to take responsibilities for what I do. I have to say, being a student you has total freedom. I miss my life in the university. It has been a year ago since I graduated from Yuan Ze Universit. The beauty of the campus is still vivid in my

mind. I was fortunate to choose YZU for my higher education. I had established myself when I studied in Department of Finance. There are two reasons I decided to attend the MBA program: English-taught courses and projects supported by University-Business partnership. I have realized the importance of multi-activities, that reveals about your values. In addition to involving in academic affairs, I engaged many kinds of student activities. I created YZU Image Ambassador for College of Management and organized a band for my love of

“ YZU gives us chances to fulfill our curiosity for new experiences.”

music. I was also elected as International Youth Ambassador of the Ministry of Foreign Affairs (MOFA) and visited five countries in Middle-East area and South Africa for the cultural exchange program. These activities bring with me many benefits and positive feedbacks. I encourage younger students at YZU should not hesitate to try something new and exciting. YZU gives us chances to fulfill our curiosity for new experiences.

I always believe: things will be different when you give a try. Every path you pass in life leaves marks for your future; so does your career. As one member of Giorgio Armani Beauty in L'Oréal Taiwan, I cannot compete with those who have strong academic background, but I am proud of my rich student experiences when I studied at YZU. I appreciate my university for it. I hope all of you start to arrange your college life from now, and I am sure you will have a distinguished beginning for your career.



(left) Fresh Air Music Band



“I chose YZU, as it was ranked amongst one of the best new and upcoming institutions.”

**Lo, Ren-An (MBA, 2016)
Project Manager,
Wiskey Capital**

I grew up in a multi-cultural home and developed an affinity to simply discover more of my roots. This attitude did not just apply to my cultural background, but my knowledge attainment as well. As one of my mentors phrased, “you are like a sponge, soak in all the knowledge and squeeze out actionable results”, and so I planted this concept to be my career motto. After 4 years of management experience, my

career motivation plateaued and needed a boost. By this stage, I decided to embark on a journey to broaden my business acumen and language capabilities. This is when Yuan Ze University gave me a platform to achieve my personal motives. Upon arrival to Taoyuan International Airport, little did I know my footprint would embed deeper into the lovely island of Taiwan.

I chose Yuan Ze University, as it was ranked amongst one of the best new and upcoming institutions. To this notion, I



believed my style of business character would need a more flexible learning environment. Additionally, the rise of Yuan Ze University under the country's powerhouse, Far Eastern Group, would provide a bridge to multiple industry networks. For those reasons, I chose to undertake my MBA (International Business) at one of the top 100 global U50 campuses. After applying to multiple Asia-Pacific graduate schools, something about the Taiwan Island attracted me, which range from the natural

to cultural elements of the inhabitants. In the two years of my study, the warmth of the YZU population from the ever-helpful administration staff to the peaceful campus dogs provided a welcoming emotion every day. The professors provided a wealth of knowledge by teaching, directing and/or referring me to beneficial resources. I accrued a lot of cultural and educational information from multiple mentors, who abundantly gave me the attention and answers I sought. Through this process,

YZU's international body gave me the ability to reconnect with my Europea roots.

strong relationships were forged that led to the ability to start building my business and social connections in Taiwan. Today, I work for an internationally operating firm, in which they have trusted me to form and lead a project. Their welcoming attitudes to give me an extended platform to further learn business cultures and industry know-hows have upgraded my skillset. Additionally, breaking the stereotype of foreigners' inability to build a local career, boosted my motivation to take full advantage of my opportunity to catapult my abilities. In conjunction, my open-mind broadened and encouraged

me to be a more positive character. I truly believe I am an ambassador for the cultures that I have immersed myself in, now including the Taiwanese heritage. If the hospitable, supportive and authentic community of Taiwan did not exist, none of my experiences here would have been possible. The reception from the university's representatives made me feel comfortably accepted and only broke down any ethnic barriers. These representatives stem from obliging university workers to the smiles of YZU's student body. I must reiterate, my efficient cultural adaptation finds its roots of a multi-cultural



but it only plays 50% of the process. As the remaining half is dependent on the local reception of the Taiwanese people, which has been nothing but a positive experience. Another testament is my insufficient language ability, but yet I have gained a multitude of cultural knowledge through the helpful disposition of Taiwanese citizens. Recently, I have proficiently build my Chinese (Mandarin) skills without a wealth of formal learning. As time passed, I have been able to absorb language bits via various channels

: local (auntie) restaurants, barbers, taxi drivers, friends, co-workers, etc. This goes to show the transparent and social nature of the locals, which was very apparent within the YZU community.

Today, I can say my job and lifestyle are sound due to my surroundings. I hope to continue to enrich my cultural knowledge in not just Taiwan, but in the neighboring countries too. YZU's international body gave me the ability to reconnect with my

“ Thank you YZU for being my first guiding step on this beautiful island called Taiwan.”

European roots, while initiating the exploration of my Asian backgrounds. The university's location is in a native locale outskirts of Taipei City, which only enhances the cultural learning experience through mixing diverse influxes of international staff and students.

My personal role has grown into an everyday “sharer”, which basically embodies the openness to share what I know (from my previous residences to career development) with others. What prompts me to hold this temperament is due to my duty to


reciprocate what YZU and Taiwan have offered me. In conclusion, this chapter of my life has already written some personal milestones, and I look forward to continuous learning. Thank you Yuan Ze University for being my first guiding step on this beautiful island called Taiwan.



YZU is a place to develop understanding of workplace management.

“Professionals are led by all-rounders and all-rounders are led by generalists.” This is a saying Chia-Te Wu first heard in the class of management science; it has benefited him ever since including in his current role as team leader. He believes that working in the banking industry with professional employees and colleagues of various fields requires communicating with a more magnanimous attitude and this is what he has tried to foster along his management path. In his four-year study with the College of Management at Yuan Ze University, he once failed in accounting; this experience taught him to face and solve problems. He later turned accounting into his professional specialty that particularly contributed to his career in the fields of banking and financial management. He appreciates Yuan Ze’s support and praises the College of Management at Yuan Ze University as a place to develop understanding of workplace management.

**Wu, Chia-Te (BBA, 1997)
Branch Manager,
Chiayi Branch, Far Eastern
Bank**



***“ Success is the ability
to do what you love
and enjoy what you do.”***

“Success is the ability to do what you love and enjoy what you do.” says Tsung-Min Sun, Chief Operation Director of Lungyen Life Service Corporation. Sun knew early in his junior year that he would be in the death care industry. Most of his study assignments and topic reports were about that business when he studied at the Department of Business Management. His first position in Lungyen was a sales representative. Now, Sun is a Chief Operation Director at Lungyen. To him, the most

unforgettable thing he experienced at Yuan Ze’s College of Management is the enthusiasm his teachers showed to all the students. At that time, he ran as the president of the Students’ Association and raised campaign funds from many of the CoM’s teachers successfully using event marketing, a skill he learned in class. This was a great experience as he applied his knowledge to real-life business, learning more about interpersonal communication and leadership, and the coordination of resources.



**Sun, Tsung-Min
(BBA, 2002)**

**Chief Operation
Director, Lungyen
Life Service Co.,
Ltd.**



**Chen, Hsien-Cheng
(BBA, 2002)**

**Vice General Manager,
Audit Services, PwC Taiwan**

Hsien-Cheng Chen undertook an internship with PwC Taiwan in his senior year. During that period, he exchanged ideas with coworkers and seniors and started to think how to align his learning at the university with the future he desired. During the one-year internship, he made up his mind to start his career life with an accounting firm. He made it, and is now vice general manager at PwC Taiwan.





**Ya-Han Chung (BBA, 2005)
District Manager, Nan Shan
Life Insurance Co., Ltd.**

Among the 40,000 salespersons at Nan Shan Life Insurance, only the top twenty with the best performance can become members of TopClub; Ya-Han Chung is one of these members. She is not only recognized by her supervisors for her consistent and excellent performance, but she is also appreciated by the juniors from Yuan Ze as a nice leader who loves to share and help the new comers. By leading about ten Yuan Ze alumnus younger than her to work diligently and vividly, she has created a Yuan Ze family at Nan Shan Life Insurance.



“Yuan Ze’s international volunteer program led to learning about the black tea which has intoxicated him and opened up entrepreneurship opportunities.”

The starting point of TeaAlways was Li-Chung Chao’s visit to the Tibetan Refugee Self-Help Centre in India in 2005 where he volunteered together with other students from YZU. During this time, he came across the black tea which deeply intoxicated him. At that moment he came to understand his teacher’s pre-

departure advice: “Do things you love and intoxicate others.” He took this saying as his motto as he created TeaAlways. Up to now, he still tells himself to live in the present moment, to enjoy everything he loves, and to do those things well and thoroughly.



**Chao, Li-Chung
(BBA, 2006)**

**Founder,
TeaAlways**

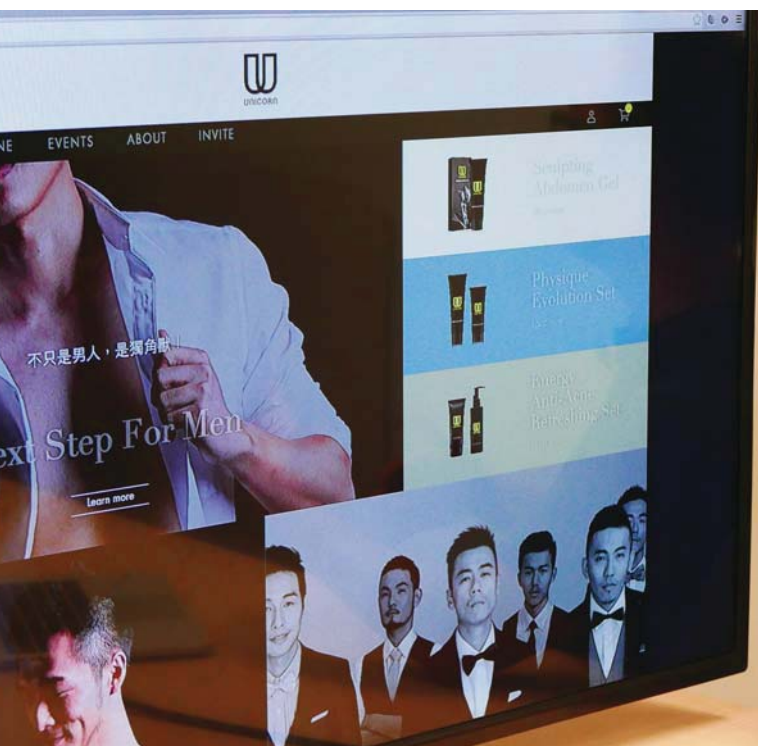


**Cheng, Sheng-Feng
(BBA, 2006)
Founder, Gogolook Co., Ltd.**

With creativity and diligence, his path to entrepreneurship has expanded further.

Sheng-Feng Cheng founded a tutor center in his freshman year at Yuan Ze with his classmates and established an advertising agency in his senior year. In his junior year, he joined the New Century Leader Program and served as the chief to lead a team of New Century Leaders to volunteer in Darjeeling and Malawi, in which he gained

remarkable experience. He regarded Yuan Ze as a large library where he could make good use of all the resources and try new things. With his innovative spirit, he grasped the business opportunity created with the global trend of smartphones and started his own business on APP development. As a result, he launched WhosCall, the famous anti-fraud software that was exalted in public by Eric Schmidt Google CEO. His creativity and diligence has taken his entrepreneurship to a new level.



“ Yuan Ze provides a free atmosphere and encourages CoM’s students to boldly explore ideas. ”

Liu, Shih-Hao (BBA, 2008)
Co-Founder,
Unicorn Skincare

Take a long shot. Take the plunge.

Yuan Ze provides a free atmosphere and encourages CoM’s students to boldly explore ideas. In his university days, Shih-Hao Liu actively participated in various contests, particularly cross-disciplinary entrepreneurship contests and business management contests. Participating in these contests

opened up internship opportunities with some leading companies, such as ASUS, Yahoo!Taiwan, and Citibank. The experience and knowledge he gained during the internships contributed to his later obtaining a master’s degree in Hong Kong. Unicorn Skincare is a business he co-founded with some alumnus of the Department of Chemical and Materials at Yuan Ze University. It focuses mainly on men’s skincare, and is a promising company.



“Sends special appreciation to my alma mater, Yuan Ze University.”

**Li , Yu-Sian (BBA, 2008)
Store Manager,
Sinyi Realty Inc.**

This earthquake-affected student benefited from Yuan Ze’s diligence-based financial aid.

Yu-Sian Li was a student affected by the Jiji Earthquake in 1999. He completed his college courses under the university’s care by undertaking part-time jobs, earning scholarships, and winning prize money to cover his living and school expenses.

During this period, he passed tests for three professional financial certifications, and won the title of “Insurance Rookie Star” in Shin Kong Life Insurance’s first on-line financial competition, which offered him an insight into exceptional financial management. Today, in the highly competitive realty market, his accurate evaluation and endurance has earned him the fast promotion from a good salesman to a distinguished store manager. He sends special appreciation to his alma mater, Yuan Ze University.



“Diverse learning experience at Yuan Ze has benefited her a lot. ”

**Lin, Ying-Ping (BBA, 2008)
Accounting Manager,
Fujin Tree Group**

Yuan Ze encourages students to develop diverse skills and to accentuate individual personality traits.

Ying-Ping Lin majored in accounting at the university. To deal with various tests every week, she was often seen in the library burying her nose in text books. However, she was also very fond of club activities and was willing to serve as a cadre. During her tenure as President of the Pop

Dance Club at YZU, she learned useful skills regarding time management, and interpersonal communication, which have helped her till today. After graduation, she joined an accounting firm and was promoted to the assistant manager. Thanks to her thriving external network, she then joined a chain enterprise as accounting manager. She believes that her diverse learning experience at Yuan Ze has benefited her a lot and accentuated her dauntlessness that supports her to overcome various difficulties and challenges.



KAMAJAYA, JEFFREY (BBA, 2013)
Admin Executive Cum Country Manager Personal
Assistant, KTC Group, Singapore

Study aboard is everyone's dream, especially if received scholarship for your own study, so I decided to choose Yuan Ze University. Yuan Ze University is one of the best universities in Taiwan, as it was announced in Times Higher Education World University Rankings at 2013.



My Experience in YZU

The biggest benefit of studying at Yuan Ze University is that I have obtained the skills for the jobs I want. In fact, this learning experience has significantly prepared me for my future career on a more professional level.

Here I choose College of Management, major in International Business and minor in Finance. The most valuable aspect has to be the rich settings of the course contents.

In the course, students not only can learn global business skills, but more significantly, the rich cultural backgrounds of teaching staffs even made each module more interesting.

By carefully arranging my academic schedule, make me can find time to do some part-time jobs, and many other chances to participate with various student activities in the Students Club; my recommendation club is Nine Zero Social Service Club. Making friends and volunteer activity were best experiences after my study. Every day was different challenges because of the rich background of different experience to growth. It was a great opportunity for me which enriched my student life on an amazing level.

Yuan Ze University College of Management also gave lot of connection and facilities to increase my international perspective, such as internship and overseas study. I apply for overseas study in Hokkaido Japan, that make me more understand about Japanese company operation , research and culture exchange with Hokkaido University students. After join overseas study, I apply for internship which organized by college of management, which has to fulfill a lot of criteria to join in. Finally, I succeed to join Yung Shin Pharmaceutical Industries Co. (YSP) internship in Malaysia.



YSP as one of the third biggest pharmaceutical industries give me chance to internship.

In internship, I can use all theory which I earn from my study in management & business to real business world that I also learn a lot here; begin from company culture, way of management, marketing, progress making medicine, logistic and Malaysia culture. In YSP here, I directly meet Vice President and Manager of company that they already arranged my schedule

to each of department to let me learn and contribute more. They arranged me to production, logistic, Marketing, OTC and International Business Department, after three months later; I make presentation of solution for each department problems also designed company operation flow chart for the company. End of internship, I earn a lot of connection in Malaysia also vice president of YSP give me chance to join their company after graduate that make me so pleased and satisfied.

“with the skills I received from YZU College of Management, it will be easier for me to solve every problems with professional solutions also make real contribution for our company. ”

Because before graduate already apply in another company so I don't joined YSP, but joined KTC Group (Singapore Company) which main sector are construction, coal mining and trading. After join KTC Group for a year as Admin Executive cum Country Manager Personal

Assistant, here I learn and growth a lot with many challenge jobs towards me. But with the skills I received from YZU College of Management, it will be easier for me to solve every problems with professional solutions also make real contribution for our company.



Lo, Yu-Chein (BBA, 2013)

Expert in the Real Estate Rental Market

Yu-Chien Lo, an alumnus of the Department of International Business, is a famous real-estate expert in his 20s. He manages a website that shares his investment experience in the real estate market with an aim to help improve the living standard of the young generation. He is also the author of “I’m 25, and I have 30 Rental Properties”.





**Hsu, Yuan Yu (BBA, 2013)
Accountant,
Hoo Chin Electronics
Co.,Ltd., Thailand**

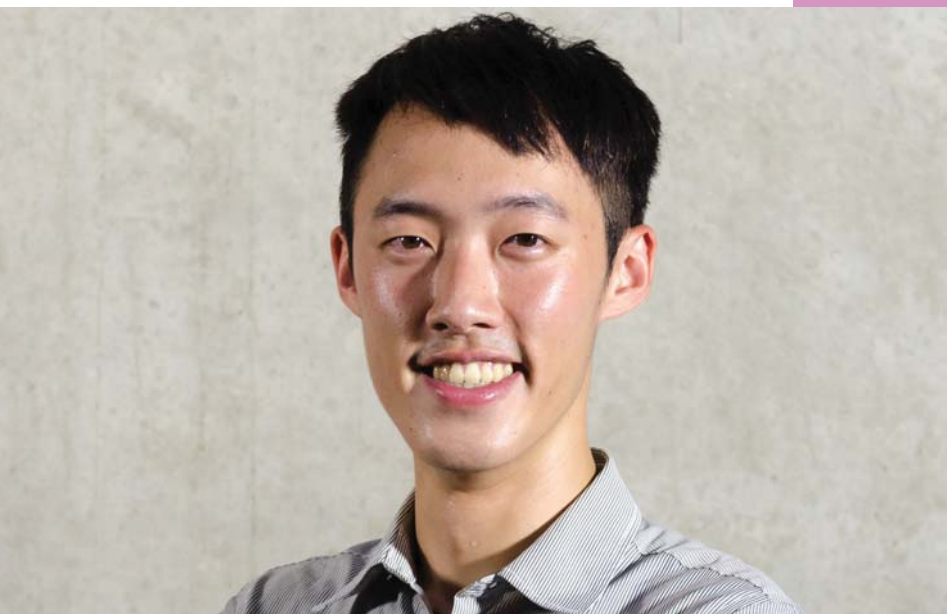
" Competitive advantages come from cross-cultural working experiences. " After graduating from the College of Management, Yuan Yu Hsu took a position at Hoo Chin Electronics based in Thailand. Hoo Chin has a cooperation agreement for a summer internship program with YZU. The finance major graduate works six days a week. To enhance her command of the local language, Hsu takes classes in Thai. She also attends the MBA program for newcomers, sponsored by she employer.



“ Yuan Ze CM offers me endless possibilities. ”

Alumnus Huai-Hsien Huang graduated from the 1st English Bachelor of Business Administration (EBBA) at the College of Management. He is a man who loves to innovate and challenge himself. He actively took internships with foreign companies while at university, including Yahoo!Taiwan, Microsoft, and Nike. He was also trained to be the CM's ambassador where he gave presentations to senior high school students and greeted foreign guests.

In his senior year, he studied with the College of Business at City University of Hong Kong as an exchange student. He has always appreciated the experience of his internships and the student exchange program. Yuan Ze gives students a wide stage for them to interact with foreign companies and leading universities. He grasped opportunities to enhance his possibilities; this has enabled him to accomplish many great things while working as the digital account executive at Elite Public Relations.



**Huang, Huai-Hsien
(BBA, 2014)**

**Marcom Specialist,
Microsoft Taiwan**

“ Yuan Ze CM’s ambassador training and the internationalized environment inspired my potential. ”

Chih-Jou Tseng is Yuan Ze’s CM EBBA alumnus. She was always surrounded by foreign classmates in class and this helped her to improve her English. She also points that the training she received to act as an image ambassador for the College of Management to campaign for the CM’s awareness was the best opportunity for her to understand her own potential and encouraged her to grow.

This experience has contributed significantly to her current work, where she acts as the interface for overseas businesses in an independent and accountable way. Even if she is assigned to travel on official business to the US alone, she can face the task with confidence. Regarding her current achievements, she especially appreciates the internationalized environment and ambassador training she received at the university.



**Tseng, Chih-Jou
(BBA, 2014)**

**Sales Coordinator,
Creative
Implementation
Department, DKSH
Group**



Ferrari.com



Chu, Pei-Hsuan (BBA, 2014)
Marketing Specialist in Ferrari Taiwan

As passion become a student in English bachelor of business administration program, the program offer an opportunity to exchange to German for half of year. The exchange program allow her to gain global perspectives and meet friend from oversea. Till now, they are still keep in touch and that will be the memorable part of my life during the graduate study. Thanks for YZU CM offering the variety program and activities outside the classroom. The life in YZU CM is more than graduate study but enhance my life experience.

COLLEGE OF MANAGEMENT
YUAN ZE UNIVERSITY



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