

## “Learning by Doing”

by **Tarn Suwarat**, Class of 2018



It is a great opportunity to be a Global Master's of Business Administration (GMBA) student at National Chiao Tung University (NCTU) in Taiwan! Forget about boring classes writing lecture notes for 3 hours. Students in the GMBA program enjoy student life!

On March 25<sup>th</sup> 2017, Entrepreneurship and New Product Development class held session at the Taipei Expo Park. Students attended the “Smart Living Shaping the Future” Project Presentation and Competition held by the Taiwanese Ministry of Education.



Entrepreneurship and New Product Development class trip

Through participation in the exhibition, students got to explore cutting-edge technology and innovative products presented by the next generation of Taiwanese businessmen and inventors. The class spent 3 hours with the creators discussing their technology and implications in the real world. Then, students created a business model in groups to commercialize the product they found most interesting. This gave them a chance to work with a real technology developer, to understand their product, find the limitations and opportunities and finally, build a business plan.

Moreover, one of the teams competing in the competition was a student from the GMBA

program. This team, “Taiwan Halal”, won the first prize in the Creativity, Innovation, and Business Category. To learn more about the team, you can visit their website <http://taiwanhalal.com/>.



“Taiwan Halal” Team accepting the prize for Creativity, Innovation and Business

For businessmen interested in learning more about global market opportunities, the GMBA program is hosting the “Global Marketing Intelligence” event on May 20<sup>th</sup> 2017. To learn more about the event, please email us at [nctugmba@g2.nctu.edu.tw](mailto:nctugmba@g2.nctu.edu.tw).



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For more information about the GMBA program at National Chiao Tung University, please visit <http://gmba.nctu.edu.tw/main.php>.

### Remarks:

Photos were taken from the ENPD Facebook group with permission from Professor Lim.