

In a Global Perspective Link with the University and High School's Local Connections

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ABSTRACT

Chung Yuan Christian University Business School is committed to holistic education with the mission of training students to become business management professionals with humanistic concern and innovation capabilities. With the following three approaches, this paper explains how the service-learning course helped advance students' ability development.

(1) Local characteristics:

The service-learning course for Master of Business Administration Department students in Chung Yuan Christian University collaborated with a nearby high school - Dayuan High School - to advance the education for local students. Specifically, acknowledged the significance having a clear future orientation for local students, we offered to provide an interactive course which equipped them with basic business knowledge, early insights of practical career path and personal value recognition through creative activities. By focusing on local development, students learned about the necessity for taking care of their surrounding communities.

(2) Humanistic concern:

This service-learning course required students to plan an 11-week marketing course and personally teach it to high school students. The focus was put on how to effectively deliver the lectures and make the objects - high school students - appreciate the knowledge as well as find their own interest and career path through various activities. By essentially concerning high school students in designing the course, students are able to capture the importance of helping others develop their individual potentials and

abilities.

(3) Innovation ability:

By designing and planning courses, students are able to integrate gained knowledge with innovative ideas. Open-ended discussions were applied to enhance problem-solving together with out-of-the-box-thinking skills. By taking the responsibility of designing new interactive and career-oriented courses for high school students, master students have earned valuable development both personally and professionally.

Keyword: Local Characteristics, Humanistic Concern, Innovation Ability, Marketing Course, Service-Learning Course