

# CTM

## E-Newsletter



09<sup>2024</sup>  
September



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09 2024

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發行人：科管院林哲群院長

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專題  
報導

## 迎接新機運與挑戰： 林哲群院長對科管院學生的 期許與展望

作者：經濟系大四 張芳薰

九月到來，科管院再次迎來一批新生。今年也是林哲群院長任職最後一年，院長透過訪談，對新生、轉系生及轉學生們表示衷心祝賀，並對他們提出期許。林院長希望學生們未來在科管院的求學時光，無論是學期間還是寒暑假，都能充分規劃時間，保持開放的心態，勇於嘗試和探索，並從錯誤中汲取經驗。院長鼓勵學生們爭取實習機會，親身體驗產學合作的實際情況，也可考慮出國交換，這不僅能提升語言能力，還能拓展視野和認知。院長特別強調語言能力的重要性，除了英語之外，也包含了程式設計能力。良好的英語能力

能夠促進國際化學習，而程式設計能力則能促進跨領域學習，這兩項技能對現代學生而言至關重要。

對於即將畢業的學生，院長提醒大家「不要緊張！」與其擔憂過去得失，不如充分利用最後一年，進一步提升語言能力，積極參與各類求職活動或就業博覽會。對於準備升學攻讀碩士的同學，院長建議多與教授討論，並思考自己真正的興趣與目標，「心定了就去努力吧！」

院長一向重視國際化和與國際接軌的重要性，他指出，自 2019 年上任以來，科管



院學生們在國際化方面有顯著的進展；科管院學生不但在申請校際交換人數上名列前茅，隨著本院國際學生人數增加，同學們與國際學生之間也有了更多互動機會，而院長也期望學生們能多勇於表達自我、突破過往保守的習慣。此外，他也讚揚學生們在台積館公共空間和教室整修後保持環境整潔，遵守教室使用規定，並希望學生們繼續提升公民素養，尊重和維護環境及資源。

113 學年也是科管院企業導師領航計畫實施的第五年。本計畫前四屆卓然有成，也讓更多科管院學生了解並積極參與及報名此計畫。院長特別感謝唐迎華校友提出此計畫，也謝謝後續職涯辦公室主任和同仁以及所有參與校友的支持及辛勤付出，沒有他們的熱心協助，企業導師計畫必然難以順利推行。院長認為，企業導師計畫不僅促進了產學合作，還給予對未來感到迷茫的學生們許多寶貴的建議，幫助他們消除困惑，減少焦慮。

在任期的最後一年，院長坦言他仍有未竟之事，許多想法尚待實現。其中，「轉變」是關鍵的一環。他指出，要作為管理學院的領導者，科管院必須在學術界與社會之間扮演著重要的橋樑角色。因此，推動國際化顯得格外重要。要實現真正的國際化，不僅需要提升教學方法與設備，還要改善學院的環境設施。科管院的持續進步，離不開校友們長期以來的支持，無論是財務上的援助還是實際行動的參與，院長對此深感感激。

最後，院長再次向所有支持科管院的人士表達誠摯的謝意。他強調，儘管身處領導崗位，但若無獲得廣大的支持與協助，任何成果都難以實現。唯有在校友、老師、職員與學生們齊心協力之下，科管院才能不斷進步，持續發光發熱。



# 科管新鮮人看這裡！



食 - 明光廊道販賣機及用餐區

作者：經濟系張芳薰

無論一個人的適應力多麼高，面對新環境還是多少會擔心、畏懼，尤其是接下來四年都得在科管院的所在地 - 「台積館」這裡生活的新鮮人們。但是相信只要你讀完這篇介紹，剛踏入台積館的你，也可以和學長姐一樣得心應手地在館內穿梭、探索！



科管院研究生專區 聰景書苑

## 重點一 食

俗話說「吃飯皇帝大」，因為台積館位於南校門旁邊，若要到達學生餐廳就需要特地搭車下山；如果下午又有課，就必須再次搭車或走路上山，十分耗費時間。因此，許多學生會選擇從一樓明光廊道的全家及7-11 販賣機選購餐點。除此之外，也有學生會到寶山路商店街覓食，更有同學會自行準備便當，並在開放時段使用微波爐，如此就可以享用熱騰騰的一餐了！

## 重點二 行

最接近台積館的校車停靠站牌位在人社院及南門停車場中間，這也代表台積館離宿舍區有一段距離，因此多數同學會選擇搭





科管院大學部專區 堃勝書齋

校車上課。但請各位新鮮人切記避免尖峰時段搭乘校車，並且要預留一點時間，以免校車滿了搭不上，就會很容易遲到。當然啦，腿力充足的同學可以考慮步行或騎腳踏車上山，只要將車停在館外就可以了；住在校外的學生則可以申請校內機車停車證且將摩托車停在南門停車場再步行到教室，也是很方便的喔。

上完課，要下山時同學們一樣可以選擇搭校車，但要注意綠線與紅線的等候位置不一樣：紅線靠台積館；綠色則靠草皮。若忘記了，也只需要觀察一下台積館的顏色及草皮的顏色，就可以選對邊了！

### 重點三 育

想必所有同學來到台積館，最主要目的就是來學習，但要優良學習就必須有優良的學習環境。在此之前，大學部學生最常使用的 1 至 3 樓全數整建完成，其中最值得一提的就是 224 教室，這裡也稱為玉山廳，是由國內知名的玉山銀行捐贈建成，224 教室是多數科管院學生心目中最理想的教室，有別於其他教室，這裡擁有柔軟椅墊及椅背，讓學生能夠舒適的學習。另外，每位科管院學生都必定會使用到的 309、113、114 教室，也在整修後變得更加符合師生上課需求。最後，若在課堂間想找



科管院音樂會



快閃音樂會



2024 國立清華大學科技管理學院  
**孫運璿**  
科技講座演講  
◆ 19:00~21:00 · 台積館 1F 孫運璿演講廳 ◆  
*Sun Yun-Suan Lecture*

**10/17 ● 花敬群** 國家住宅及都市更新中心董事長  
講題 | 居住與房產的對話

**10/24 ● 朱 平** 鴻海基金會創辦人  
講題 | 生意人·悅日人·鴻滿人

**10/30 ● 陳威明** 臺北榮民總醫院院長  
講題 | 創新與溫度—醫療進步的動力

**11/14 ● 游錫堃** 前行政院院長、立法院院長  
講題 | 詩說台灣民主路

免費入場，報名請上  
<https://sunspeech.site.nthu.edu.tw/>  
本演講感謝台達電子工業股份有限公司 贊助

樂 -2024 孫運璿演講場次時間

個安靜地方，三樓還有莛勝書齋供所有科管院學生使用，至於新建的聰景書苑，是專供研究生使用的場域喔。

#### 重點四 樂

重點四，「樂」：最後，各位同學在讀書之餘，若想找些娛樂，那麼科管院的諸多活動必定不會讓任何人失望。從講座、工作坊到各式各樣的研討會，每位科管人都必然能找到自己有興趣的活動類型；「孫運璿科技講座演講」絕對值得所有新舊生同學好好探索、了解。科管院自從 2006 年起，每年邀請各領域的專家、學者舉行 6 至 8 場獨特的免費講座，其主題跳脫學術，走向更生活化、產業化，及大眾關心的議題。以鼓勵各位同學及任何有興趣的人士一同前來感受知識的影響力。

上述各個台積館的小知識、小技巧記起來了嗎？除了以上四大重點之外，台積館還有更多地方、趣事，期待各位同學自己去探索、發掘喔！



孫運璿科技講座演講 -  
臺大醫院吳明賢院長

# 院內大小事

## CTM Highlight

作者：由院辦公室提供

This article is provided by CTM Office

### 榮譽 Honor



### 慶祝活動 Celebration Event

今年是清華 EMBA 創立 25 周年，我們在孫運璿演講廳舉辦了一場盛大的慶祝大會。此次慶祝活動特別邀請了歷任院長、執行長及 EMBA 校友，共同見證這一光輝時刻。

我們非常榮幸請到洪世章講座教授和史欽泰榮譽講座，為我們回顧了 EMBA 的創立歷程及其轉型過程。同時，林世昌執行長、林則孟教授、金聯舫教授及丘宏昌教授也分享了 EMBA 的點點滴滴。

林哲群院長在活動中感謝了所有歷任院長、執行長以及科管所的貢獻，他們為我們奠定了堅實的基礎。科管院將繼續推動各項在職專班事務，以專業的教學品質和優良的師資力量，迎接未來的 25 年。我們也由衷感謝 833 名 EMBA 校友，謝謝您們選擇清華科管院，您們是我們的驕傲。





This year marks the 25th anniversary of the founding of NTHU EMBA program. We held a grand celebration at the Sun Yun-Suan Lecture Hall. The event featured distinguished guests including former deans, executive directors, and EMBA alumni, all coming together to witness this shining moment.

We were honored to have Professor Hung Shih-Chang and Honorary Professor Shih Chin-Tay share insights into the founding and transformation of the EMBA program. Additionally, Executive Director Lin Shih-Chang, Professor Lin Tze-Meng, Professor Kenneth Kin, and Professor Chiu Hung-Chang also shared their reflections on the EMBA journey.

During the event, Dean Lin Che-Chun expressed gratitude to all past deans, executive directors, and members of the Institute of Technology Management for their contributions, which laid a solid foundation for us. CTM will continue to advance various executive education programs, maintaining high teaching

走過四分之一世紀

清華EMBA 25周年 慶祝大會

113/8/31 2:00~4:00 PM

清華大學科技管理學院台積館 1F孫運璿演講廳

- 活 - 動 - 流 - 程 -

- 13:30 入場
- 14:00 清華大學愛樂合唱團演出
- 14:05 院長開場
- 14:15 校友影片回顧I
- 14:25 主題演講(一):洪世章【那些年,我們一起論高白馬:清華E/MBA-1.0】
- 14:25 主題演講(二):史欽泰【EMBA轉型故事】
- 15:05 校友影片回顧II
- 15:15 論壇:林世昌 執行長主持
- 15:55 25周年生日快樂 / 清大科院薩克斯風社謝演出
- 16:00 活動結束

主講單位:國立清華大學 科技管理學院  
 協辦:清華大學愛樂合唱團、校友服務處、校友社團聯合會  
 報名網址: <https://forms.gle/5eXZJNYSQKpCSkwb>  
 報名QR code

quality and excellent faculty, as we look forward to the next 25 years. We also sincerely thank the 833 EMBA alumni for choosing Tsinghua School of Management—you are our pride.





### 新生歡迎會 Welcome Event

9月10日科管院舉辦新生歡迎會，由林哲群院長致以最熱烈的歡迎，並介紹了清華自由的校風和跨領域的課程設計。鼓勵大家掌握專業知識，提升英文能力，並利用寒暑假積極規劃實習機會。課堂上的團隊合作和勇於發言也非常重要，盼在大學四年中助於學習上全面發展和公民素養提升。本次邀請職涯辦公室潘虹華老師、國際辦公室李翎帆老師、計財系謝宗翰老師及經濟系徐詠婕畢業校友為我們介紹科管院豐富的資源及經驗分享。希望每一位新同學在科管院的學習旅程中都能夠收穫滿滿，實現自己的目標，並與我們一同迎接未來的挑戰！

On September 10th, CTM held a welcome event for new students. Dean Lin extended the warmest welcome and introduced NTHU's free-spirited academic atmosphere and interdisciplinary curriculum design. He encouraged

students to master their professional knowledge, improve their English skills, and actively plan for internship opportunities during winter and summer vacations. Teamwork and the courage to speak up in class are also very important, and it is hoped that these aspects will contribute to comprehensive development and enhancement of civic qualities throughout their four years of university. The event featured presentations from Ms. Pan Hung-Hua from the Career Office, Ms. Li Ling-Fan from the International Office, Mr. Hsieh Chung-Han from the Department of Accounting and Finance, and Ms. Hsu Yung-Chieh, an alumni from the Economics Department, who shared insights into the rich resources and experiences available at CTM. It is hoped that every new student will gain a lot from their journey at CTM, achieve their goals, and face future challenges together with us!





### 厚德會大師論壇 Speech

9月20日科管院厚德會大師論壇中，榮幸邀請到台北論壇基金會的蘇起董事長，為我們帶來了引人深思的演講，主題是「美中對抗下的台灣選擇」。

蘇董事長以其豐富的政治外交經驗，深入剖析了當前的國際局勢，從美中競爭的多維角度，探討了台灣面臨的挑戰與機遇。他的見解不僅讓我們更清楚理解台灣在全球舞台上的定位，也引發了對未來政策選擇的深刻反思。

On September 20, at the Master Forum held by Hou De Association, College of Technology Management, we had the honor of inviting Chairman Su Chi of the Taipei Forum Foundation to deliver a thought-provoking speech titled "Taiwan's Choices Amidst U.S.-China Rivalry."

Chairman Su, drawing from his extensive experience in politics and diplomacy, provided an in-depth analysis of the current international landscape. He explored the challenges and opportunities Taiwan faces from multiple perspectives of U.S.-China competition. His insights not only clarified Taiwan's positioning on the global stage but also sparked profound reflections on future policy choices.

# 10 月科管院內活動預告

## Upcoming events

舉辦日期 Date	語言 Language	院內單位 Office/ Department	主題 (中英) Topic	地點 (中英) Venue	報名連結 Registration
10/11	中文 Chinese	科技法律研究所 Institute Of Law For Science And technology, Nthu	人工智慧時代下的民主 <b>Democracy in the Age of AI</b>	孫運璿演講廳 Sun Yun-Suan Lecture Hall	
10/17	中文 Chinese	科管院 College of Technology Management	孫運璿演講 - 國家住宅及都市更新中心 董事長 花敬群 講題：居住與房產的對話	孫運璿演講廳 Sun Yun-Suan Lecture Hall	
10/19	音樂 Music	科管院 College of Technology Management	追尋世紀的聲音 - 四季琴韻扣心弦 <b>Music Concert</b>	孫運璿演講廳 Sun Yun-Suan Lecture Hall	
10/24	中文 Chinese	科管院 College of Technology Management	孫運璿演講 - 漣漪人基金會創辦人 朱 平 講題：生意人 悅日人 漣漪人	孫運璿演講廳 Sun Yun-Suan Lecture Hall	
10/25- 26	中文 Chinese	科技法律研究所 Institute Of Law For Science And technology, Nthu	2024 衛生法律與政策 年度研討會： 健康一體的法制 創新與韌性建構	台積館	
10/30	中文 Chinese	科管院 College of Technology Management	孫運璿演講 - 臺北榮民總醫院院長 陳威明 講題：創新與溫度 - 醫療進步 的動力	孫運璿演講廳 Sun Yun-Suan Lecture Hall	





#### Feature Story

## Embracing New Opportunities and Challenges: Dean Lin's Expectations and Vision for the Students of the College of Technology Management

作者：經濟系大四 張芳薰


As September arrives, CTM welcomes a new batch of students. This year also marks the final year of Dean Lin Che-Chun's tenure. Through an interview, Dean Lin extended his heartfelt congratulations to the new students, transfer students, and those changing majors, and shared his expectations for them.

Dean Lin hopes that during their four years at CTM, whether during the academic year or summer and winter vacations, students will plan their time effectively, maintain an open mindset, be bold in trying and exploring, and learn from their mistakes. He encouraged students to seek internship opportunities

to experience industry-academia collaboration firsthand and consider studying abroad, which can enhance language skills, broaden horizons, and expand knowledge. The Dean particularly emphasized the importance of language skills, including not only English but also programming skills. Strong English proficiency facilitates international learning, while programming skills support interdisciplinary learning—both essential for modern students.

For those about to graduate, the Dean advised, "Don't be nervous!" Instead of worrying about past successes and failures, he encouraged them to make full use of their final year to further



An illustration at the top of the page depicts four stylized human figures in a landscape of rolling hills. On the left, two figures stand and talk; one is pointing towards a large, dashed-line sun-like symbol in the sky. In the center, another figure stands looking towards the right. On the right, a fourth figure is walking. In the background, a large, yellow, multi-story building with a grid-like facade is visible. The sky is a deep blue, and the hills are in shades of green and blue. The overall style is modern and graphic.

enhance their language skills and actively participate in various career activities or job fairs. For those preparing for further studies or pursuing a master's degree, he suggested discussing with professors and reflecting on their true interests and goals, saying, "Once you're clear about your goals, work hard to achieve them!"

The Dean has always valued the importance of internationalization and aligning with global standards. He noted that since his appointment in 2019, CTM students have made significant progress in internationalization. The students not only rank high in inter-university exchange applications but, with the increase in international students, have more opportunities for interaction between Taiwanese and international students. The Dean also hopes that students will be more willing to express themselves and break past bad habits. Additionally, he praised the students for maintaining cleanliness in the TSMC Building after its renovation and adhering to classroom usage rules, and he hopes they will continue to enhance their civic awareness, respecting and preserving the environment and resources.

The 113th academic year also marks the fifth year of CTM's Corporate Mentor Program. The previous four editions have been successful, increasing awareness and participation among students. The Dean extended special thanks to

President Tang Ying-Hua and all alumni for their support and hard work, noting that without their enthusiastic assistance, the Corporate Mentor Program would not have been as successful. The Dean believes the program not only promotes industry-academia collaboration but also provides valuable advice to students who are uncertain about their future, helping them alleviate confusion and anxiety.

In his final year, the Dean mentioned there are still goals and unfinished tasks he wishes to accomplish, with "transformation" being a key focus. He pointed out that as a management school, CTM has various important connections between academia and society. Thus, promoting internationalization is crucial, requiring not only changes in teaching methods but also improvements in facilities. The Dean expressed deep gratitude for the long-standing support from alumni, whether through financial contributions or practical actions, which have been instrumental in the college's progress and improvements.

Finally, the Dean once again thanked everyone for their support of CTM. He emphasized that even as a leader, he could not have achieved anything substantial without the help of numerous supporters. Only through the collective efforts of alumni, faculty, staff, and students can CTM continue to shine.



# Welcome to CTM, Freshman!



CTM Common Area

作者：經濟系張芳薰

No matter how adaptable a person is, facing a new environment can still be daunting and worrisome, especially for the freshmen in the College of Technology Management who will spend the next four years living and working in the "TSMC Building." But don't worry! With this guide, you can navigate and explore the building as smoothly as the upperclassmen!

## Food

As the saying goes, "food is paramount." Since TSMC Building is located next to the South Gate, reaching the dining areas on campus requires a special trip down the hill. If you have afternoon classes and need to return to the TSMC Building, you'll need to travel back up, which can be time-consuming. Many students choose to buy their meals from the FamilyMart and 7-11 vending machines in the CTM Common Area on the first floor. Additionally, some students head to the Bao Shan Road shopping street for food and drinks, while others prepare their own lunchboxes and use the microwaves during open hours to enjoy a hot meal!



Tsung-Ching Reading Lounge





Kun Sheng Reading Lounge

## Transport

As mentioned earlier, TSMC Building is next to the South Gate, and the campus shuttle bus stop is located between the College of Humanities and Social Sciences and the South Gate parking lot. This means TSMC Building is quite a distance from the dormitories, so most students prefer to take the shuttle bus up the hill for classes. However, it's important to avoid peak times to prevent missing the bus due to overcrowding. For those with good stamina, walking or biking up the hill is also an option; you can park your bike outside the building. Students living off-campus can apply for an on-campus motorcycle parking permit and park their

scooters in the South Gate parking lot before walking to their classes.

After classes, when heading back down, students can take the shuttle bus again. Note that the waiting areas for the green and red lines are different: the red line is closer to TSMC Building, while the green line is by the grass area. If you forget, just observe the colors of the building and the grass to find the right waiting area!

## Learning

Surely, the main reason for coming to TSMC Building is to learn, and a good learning environment is essential for effective studying. Last year, the university conducted renovations on the 1st to 3rd floors, most frequently used by undergraduates. Notably, Room



CTM Music Concert



Good Music for Lunch



224, also known as E.Sun Hall, was renovated thanks to a donation from Yushan Bank. Room 224 is considered the ideal classroom by many students, featuring soft seat cushions and backs for comfortable learning. Additionally, Rooms 309, 113, and 114, which are essential for all students, have also been renovated to better meet teaching and learning needs. Lastly, if you need a quiet place between classes, the third floor has the Kun Sheng Reading Lounge for all students, and graduate students can also use the newly built Tsung-Ching Reading Lounge.

## Fun

Lastly, if you're looking for entertainment beyond your studies, the many activities organized by the College of Technology Management are sure to please. From lectures and workshops to various seminars, there's something for everyone. The "Sun Yun-Suan Lecture" is particularly worth exploring for all students, whether new or returning. Since 2006, the college has hosted 6 to 8 unique lectures each year, inviting experts and scholars from various fields to discuss topics that are not only academic but also relevant to everyday life, industry, and public interest. Plus, registration is free, encouraging all students and interested individuals to experience the impact of knowledge.



2024 國立清華大學科技管理學院  
**孫運璿**  
科技講座演講  
◆ 19:00~21:00 · 台積館 1F 孫運璿演講廳 ◆  
*Sun Yun-Suan Lecture*

<b>10/17</b> ● 花敬群	國家住宅及都市更新中心董事長	
講題   居住與房產的對話		
<b>10/24</b> ● 朱平	鏈購人基金會創辦人	
講題   生意人、悅日人、鏈購人		
<b>10/30</b> ● 陳威明	臺北榮民總醫院院長	
講題   創新與溫度—醫療進步的動力		
<b>11/14</b> ● 游錫堃	前行政院院長、立法院院長	
講題   詩說台灣民主路		

免費入場，報名請上  
<https://sunspeech.site.nthu.edu.tw/>  
本演講感謝台達電子工業股份有限公司 贊助

Sun Yun-Suan Lecture

Additionally, each semester, we collaborate with the College of Arts to hold music concerts, allowing students to immerse themselves in music during their free time, relieve stress, and relax. And yes, these concerts are free of charge as well!

Have you remembered these tips and tricks about TSMC Building? There's still much more to discover and explore beyond what's mentioned above!

# CTM

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## E-Newsletter

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