2026 中山管院雙聯說明會

# ACT Program/Dual Degree in Global Business

Inspiring Excellency Through Shared Passions



Presented By:
**IBMBA 湯子殷**

MGB ACT
Dual-degree Program

# Agenda



01. 動機

02. 學習與生活經驗

03. 活動

04. 收穫







# Motivation

- 像國際商務人士一樣穿梭各國
- 深度的文化與社會融合
- 建立全球人脈
- 自我歷練與成長

# Master of Global Business (MGB)

## 跨文化的課程設計

- 以成為跨國企業管理人為預設的課程
  - Finance, Strategy
  - Sustainability
  - Crisis mgmt
  - Expat, local employee
  - Int'l M&A
  - Negotiation
- 歐洲、北美、亞洲的商業情境

## 國際協作的訓練

- 跨文化團隊合作
- 完善的Team coaching
- 緊密的小組相處

## 壓力應對

- 限制條件下完成任務

## 思考與表達

- 群組與跨國環境的

JKU BUSINESS SCHOOL

Gustavson School of Business University of Victoria

國立中山大學 NSYSU College of Management 管理學院


Business and Economics
Building
Peter B. Gustavson School of Business
Sanford S. Gill Graduate School


JOHANNES KEPLER
UNIVERSITÄT LINZ

# 學習與生活

## UVIC

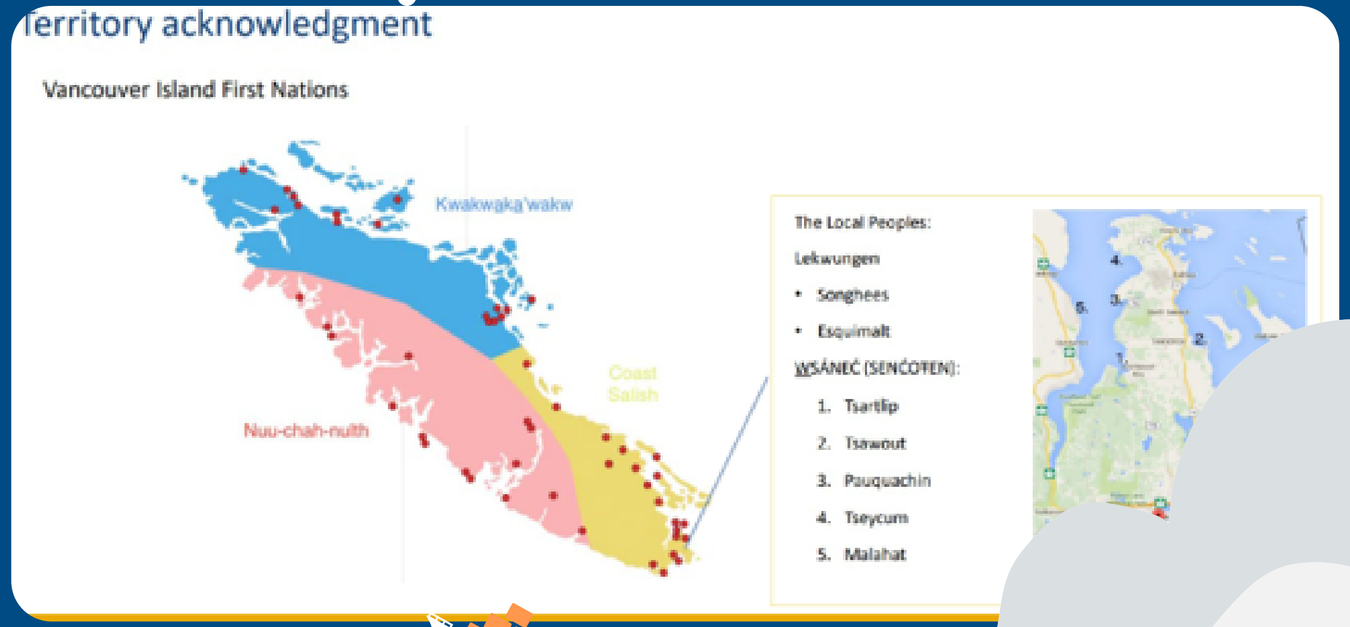
- 緊湊而充實的基礎課程
- 大量的課堂討論與活動

## NSYSU

- 聚焦東亞與東南亞的商業環境
- 企業家創新
- Text Mining

## JKU

- 歐洲政治經濟制度
- 談判課程
- 商業諮詢實作



# 活動

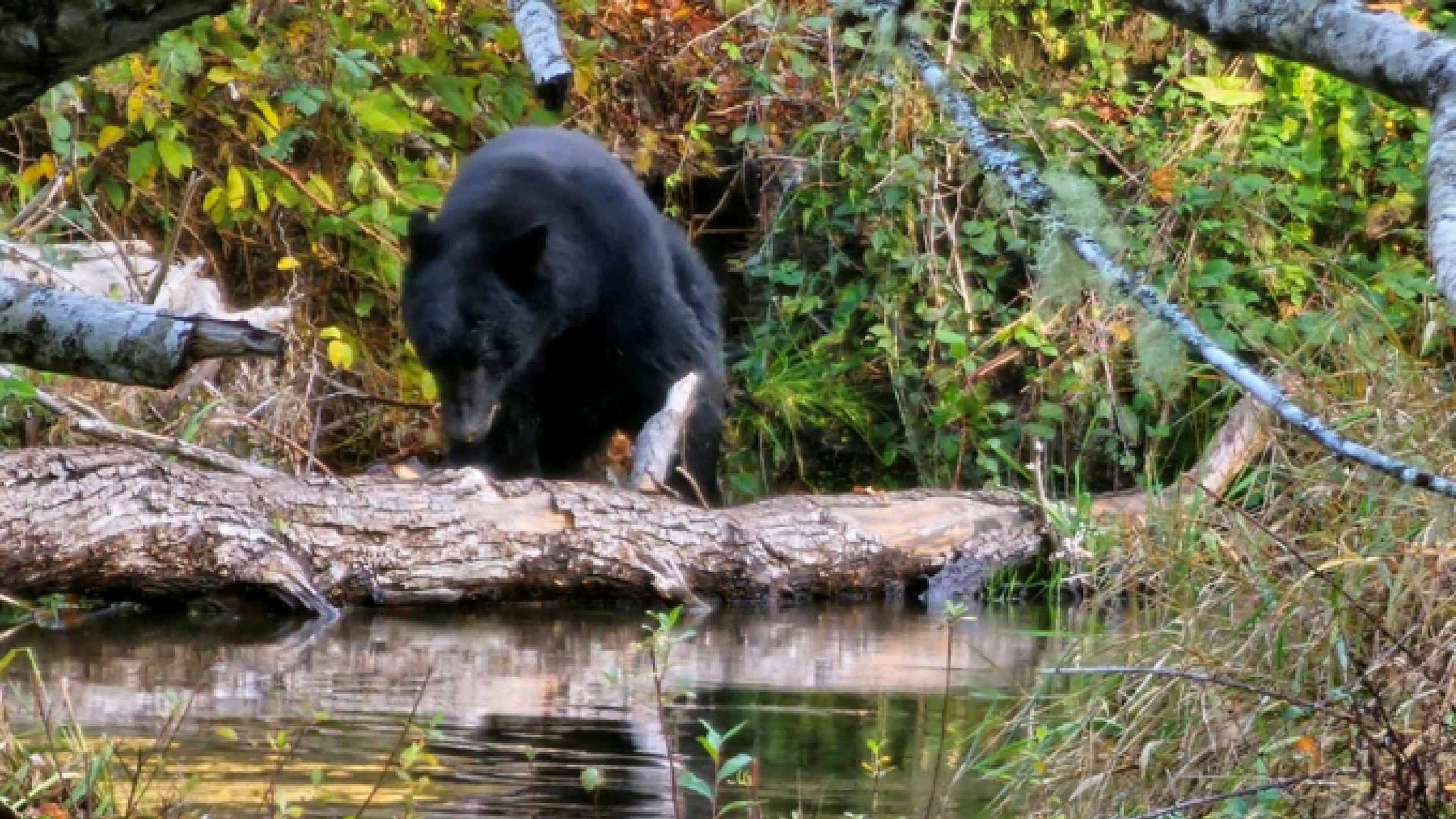
**01. City tour**
維多利亞與林茲各有一場

**02. 文化活動**
省議會參訪、淨灘活動、鮭魚洄流、冰上曲棍球、集中營














## 03. 企業參訪

- 加拿大：
  - LevelGround Coffee Factory
- 台灣：日月光、舊振南
- 奧地利：
  - Voestalpine
  - 上奧地利邦商會出口中心
  - KEBA
  - SoftwarePark Hagenberg

## 04. 自行旅遊





舊振南






ASE
日月光





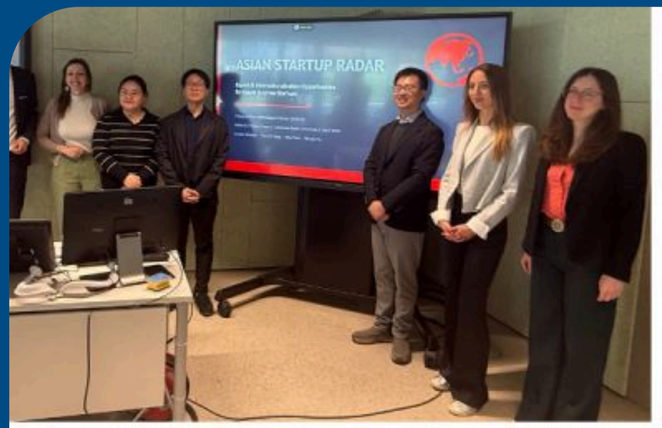


KEBA

Automation by innovation.











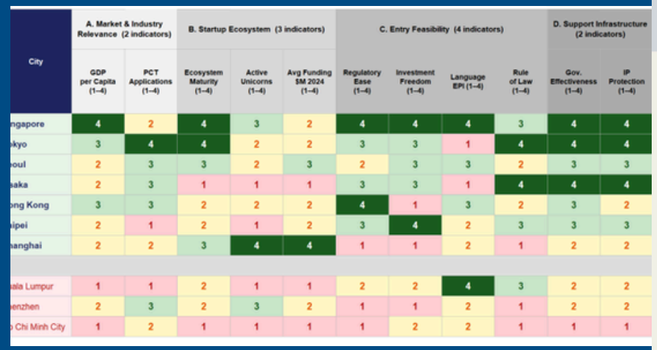

Constulting projects
Final presentations








# Business Consulting Practice



| City | A. Market & Industry Relevance (2 indicators) | | B. Startup Ecosystem (3 indicators) | | | C. Entry Feasibility (4 indicators) | | | | D. Support Infrastructure (2 indicators) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | GDP per Capita (1–4) | PCT Applications (1–4) | Ecosystem Maturity (1–4) | Active Unicorns (1–4) | Avg Funding $M 2024 (1–4) | Regulatory Ease (1–4) | Investment Freedom (1–4) | Language EPI (1–4) | Rule of Law (1–4) | Gov. Effectiveness (1–4) | IP Protection (1–4) |
| ngapore | 4 | 2 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 |
| kyo | 3 | 4 | 4 | 2 | 2 | 3 | 3 | 1 | 4 | 4 | 4 |
| oul | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 |
| aka | 2 | 3 | 1 | 1 | 1 | 3 | 3 | 1 | 4 | 4 | 4 |
| ng Kong | 3 | 3 | 2 | 2 | 2 | 4 | 1 | 3 | 2 | 3 | 2 |
| ipei | 2 | 1 | 2 | 1 | 2 | 3 | 4 | 2 | 3 | 3 | 3 |
| anghai | 2 | 2 | 3 | 4 | 4 | 1 | 1 | 2 | 1 | 2 | 2 |
| ala Lumpur | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 4 | 3 | 2 | 2 |
| enzhen | 2 | 3 | 2 | 3 | 2 | 1 | 1 | 2 | 1 | 2 | 2 |
| Chi Minh City | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 |

WKO

Kontakt | Anmelden

AUSSENWIR... | Export Center OÖ | Services | Veranstaltungen | Länder | Branchen | Österreich

**Sie betrachten gerade Oberösterreich-Inhalte.**

## Asian Startup Radar

unlock ASIA. grow FASTER.

Lesedauer: 1 Minute




© Export Center OÖ

## Startup Hubs in Asien entdecken

Willkommen beim „Asia Startup Radar“, einer gemeinsamen Initiative des **Export Centers OÖ** und der **Johannes Kepler Universität Linz**. Hier könnt ihr...

- Interaktive Weltkarte mit führenden Startup-Hubs in Asien
- Filter nach Branche & Marktpotenzial
- Insights zu Trends, Wachstumsfeldern & Förderprogrammen
- Überblick zu Inkubatoren & Acceleratoren
- Speziell für österreichische Startups entwickelt

**zum Asian Startup Radar**

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# 收穫



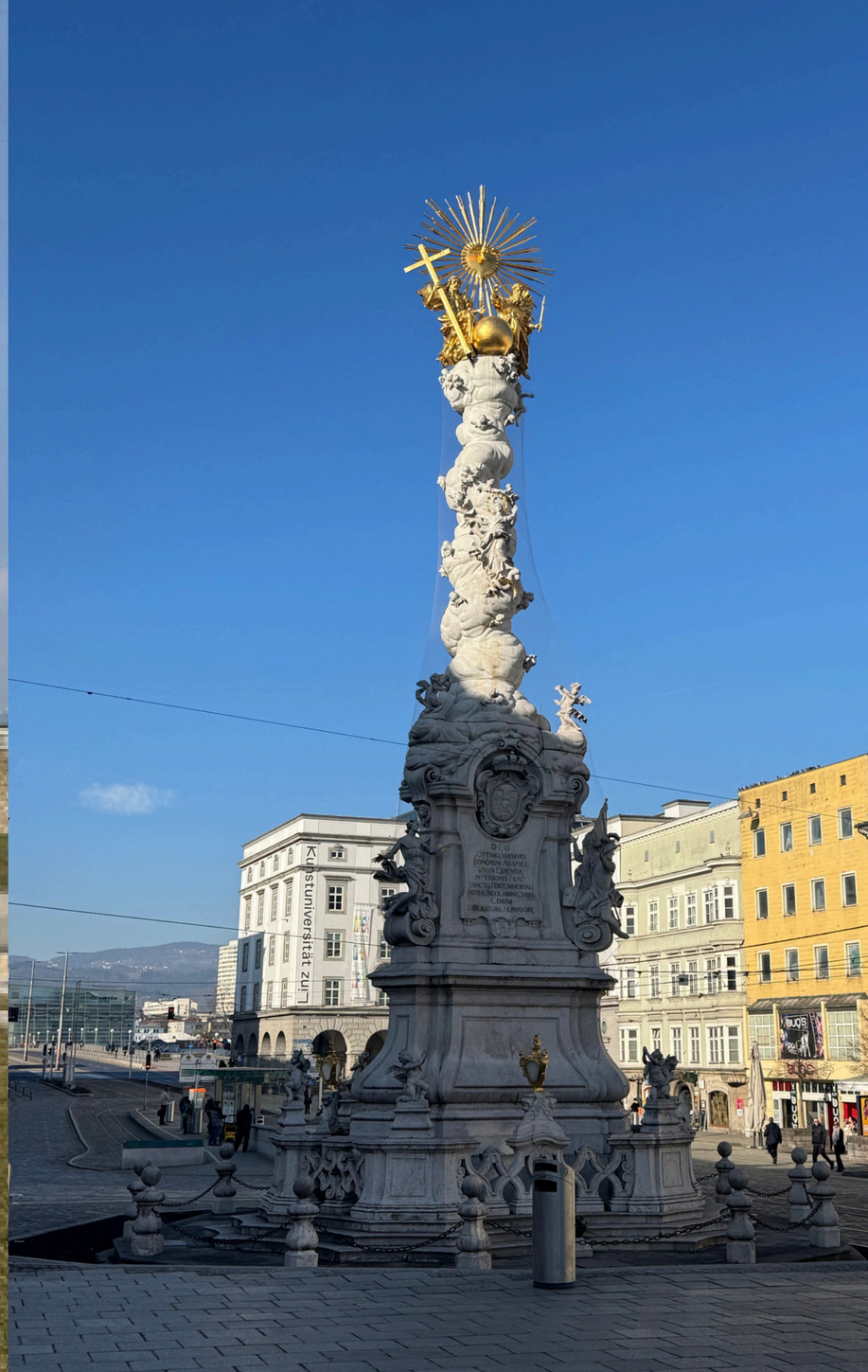

國際商業管理知識

語言能力與簡報技巧

思考能力與壓力應對

眼界擴展與跨國人脈建立




Kunstuniversität Linz

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# Expense Breakdown

## CANADA

- Flight Ticket: ~ NTD 32,000 (return)
- Transportation: 17.8*3= EUR 53.4
- Insurance: EUR135~245(自行購買)
- Accommodation: (EUR 529 or 414)*3
- Living cost: NTD 65,000

→ **Around NTD 165,000**

## AUSTRIA

- Flight Ticket: ~ NTD 40,300 (return)
- Transportation: 85*3= CAD255
- Insurance:  CAD 265 (Mandatory)
- Accommodation: (CAD 850-2000)*3
- Living cost: NTD 60,000

→ **Around NTD 170,000**

中山學費: NTD70,000+兩學期註冊費(約NTD 24,000)

(-西灣領航NTD60,000-管理學院薪傳學海圓夢國際交流獎助金NTD 8,000)




# 我適合ACT嗎



- 冒險
- 嘗鮮
- 想脫胎換骨
- 想更認識自己

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# Q&A




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