



# 2024 CYCU SUMMER PROGRAMSx II/ALE & II/ELE

INTERNATIONAL INDUSTRIAL/ACADEMIC LEADERSHIP EXPERIENCE PROGRAM  
INTERNATIONAL INNOVATION/ENTREPRENEUR LEADERSHIP EXPERIENCE PROGRAM

## 01-19 JULY, 2024



- Official Language: English
- Programs include:
  - Lectures
  - Projects & Workshops
  - 1-day field trip X 2
  - 1-day culture tour X 2
  - Final Presentation/Competition
- 3-credit-hours will be granted.
- Accommodation: Student dormitory on campus



# 2023 International Innovation & Entrepreneur Leadership Experience Program (II/ELE)

Advisory Organization: Ministry of Education(MOE)

Organizer :Innovation& Entrepreneurship Center

Co-Organizer :Office of International and Cross-Strait Education

中原大學

Chung Yuan Christian University



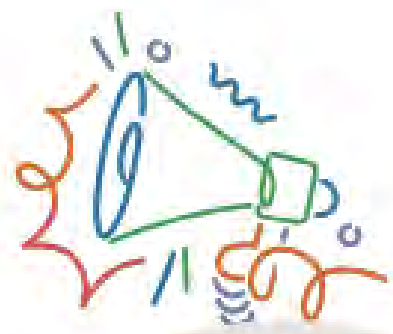
# About II/ELE



- In this camp there are several experts and mentors from industries, leading students from the design thinking to business lecture workshop and Business consulting, global startup sharing and field trips.
- The purpose in II/ELE camp is to cultivate each member's ability about innovate and start a business, and perform on the simulated entrepreneurial competition on the last day.

# 2023 The International Innovation & Entrepreneur Leadership Experience Program Schedule

SUN	MON	TUE	WED	THUR	FRI	SAT
July	<b>3</b> 10:00-12:00 <b>Opening Ceremony</b>	<b>4</b> 09:00~12:00 13:30~16:30 <b>Design Thinking</b> <b>Ruoling Liu</b> Product Director, Starworks Co., Ltd.	<b>5</b> 09:00~12:00 13:30~16:30 <b>Business Model &amp; Market Validation</b> <b>Howard Chien</b> Co-founder, Alpha Bridge Consultancy Co., Ltd.	<b>6</b> 9:00-12:00 <b>Field Trip</b> Startup Terrace 13:30-16:30 <b>Group Time</b>	<b>7</b> 09:00-12:00 13:30-16:30 <b>Counseling Time</b> <b>Howard Chien</b> Co-founder, Alpha Bridge Consultancy Co., Ltd.	<b>8</b> 9:00-16:00 Culture trip
	12:00-14:00 <b>Welcome Lunch &amp; group time</b>					
	14:00-17:00 <b>Introduction to Taiwan</b>					
9	<b>10</b> 09:00-12:00 <b>Startup Talk</b> <b>Chester Liao</b> Founder, Chester Tea International Co., Ltd. Director, Hotelday+ Beverage Division	<b>11</b> 09:00-12:00 13:30-16:30 <b>Business Plan</b> <b>Jeffrey Yu</b> Chief Operation Officer, Starworks Co., Ltd.	<b>12</b> 09:00-12:00 13:30-16:30 <b>Business Slides</b> <b>Sonny Chen</b> Founder, Brightstar international Co., Ltd.	<b>13</b> 09:00-12:00 <b>Field Trip</b> Startup Hubs in Taoyuan 13:30-16:30 <b>Group Time</b>	<b>14</b> 09:00-12:00 <b>Counseling Time</b> <b>Sonny Chen</b> Founder, Brightstar international Co., Ltd. 13:30-16:30 <b>Counseling Time</b> <b>Jeffrey Yu</b> Chief Operation Officer, Starworks Co., Ltd.	<b>15</b> 8:00-19:00 Culture trip Day 1
	13:30-16:30 <b>Group Time</b>					
16	<b>17</b> 09:00-12:00 <b>Startup Talk</b> <b>Caleb Zhu</b> Chief Human Resource Officer, Starworks Co., Ltd.	<b>18</b> 09:00-12:00 <b>Startup Talk</b> <b>Brownie Peng</b> Co-founder, Keedle Education Co., Ltd.	<b>19</b> 09:00-12:00 <b>Counseling Time</b> <b>Jeffrey Yu</b> Chief Operation Officer, Starworks Co., Ltd.	<b>20</b> 09:00-12:00 <b>Counseling Time</b> <b>Ruoling Liu</b> Product Director, Starworks Co., Ltd. 13:30-16:30 <b>Group Time</b>	<b>21</b> 09:00 ~ 12:00 <b>Group Time</b> 13:30 ~ 16:30 <b>Project Presentation &amp; Competition</b>	22
	8:00-18:00 Culture trip Day 2 13:30-16:30 <b>Group Time</b>					



# Faculty Introduction >>>



## Design Thinking

- Develops potential projects and offers clients the best experience on products.
- Aspires to become a coach because she enjoys leading and making progress with teams.

**Rouling Liu**

Product Director, Starworks



## Business Model & Market Validation

- One of the top interpreters in Taiwan.
- Has extensive experience interpreting at conferences.
- Former president at MOFA Taiwan Toastmasters Club.

**Howard Chien**

Co-founder, Alpha Bridge Agency



## Business Proposal

- Concludes his own operating philosophy based on project management, user behavior, and business model.
- Has a wealth of interdisciplinary industry experience, including E-commerce platforms, electronics, filmmaking, and emerging entertainment.

**Jeffery Yu**

COO, Starworks



## Business Pitch

- Providing high-quality, practical and straightforward courses for Taiwanese learners and assistance to local companies to go global.
- Good at international business communication and English training

**Sonny Chen**

Founder, Brightstar international



# Faculty Introduction >>>



**Chester Liao**

Founder, Chester Tea  
Director, Hotelday+ Beverage Division

## Start-up Talk

- Deeply understands tea-making process, tea characteristics, tea changes and local culture in each major region of Taiwan.
- The R&D consultant for many hand-cranked beverage companies in China, from raw material testing, beverage research and development, menu planning, beverage all-round services.



**Brownie Peng**

Co-founder, Keedle Education

## Start-up Talk

- Utilizing AI technology to enable educational teams to design personalized daily education plans and ensure that every child receives a professional education.



**Caleb Zhu**

CHRO, Starworks

## Start-up Talk

- A passionate cross-field learner, Zhu joins industry, government, and academia resources together to support Generation Z talent development.
- Integrates start-up knowledge and individual experience of generation Z on the basis of Learning Sciences and hence cultivates new start-up

# Criteria to all the activities



**15% –  
Attendance**

※-0.5 points for sick leave  
(proof document needed);  
-2 points for personal leave;  
-3 points for skipping class

**15% –  
Written Report**

Each report worth 1 point.  
Lecture Feedback Report if  
you hand in it every lecture,  
you could get 1 points per day.

**35% –  
Business Plan**

Business Plan  
will be judged  
by two Judges

**35% -  
Final  
Presentation**

After the  
presentations,  
four teams  
will be chosen  
for best  
performance.



# START-UP CLASS

Classes of must-know information and knowledge on start-up field provided by professional teachers







## START-UP VISIT

We arrange a visit to the startup hub to make the program more dynamic and practical





Explore Taiwanese traditional culture with students from international sister schools!

Sun Moon Lake Wen Wu Temple




Daxi Old Street



Ho Ho Cha-Black Tea Pizza DIY



Daxi Wood Art Ecomuseum



This July,  
Welcome to CYCU

# 2023 International Industrial/Academic, Leadership Experience program (II/ALE)

Advisory Organization: Ministry of Education(MOE)  
Organizer :College of Engineering,  
College of Electrical Engineering and Computer Science  
Co-Organizer :Office of International and Cross-Strait Education

中原大學  
Chung Yuan Christian University



# About II/ALE



- II/ALE has been lasting for 16 years.
- It is the most popular full-English summer program in CYCU.
- This is a 3-weeks, 15 full-days, 3-credits program.
- Lectures and mixed engineering projects are offered to students from CYCU and sister universities abroad.

II/ALE 2023 International Industrial/Academic Leadership Experience (II/ALE) Program Schedule						
SUN	MON	TUE	WED	THU	FRI	SAT
02nd July Arrival	<b>03 Opening</b> 10:00-12:00 Reception / Opening Ceremony  12:00-14:00 Welcome Lunch 14:00-17:00 Lecture ①: Introduction to Taiwan Prof. Chun-Hung Lin (CYCU)	<b>04</b> 09:00-12:00 Lecture ②: a.The Further of Flexible Nanoelectronics Transition Metal Dichalcogenides b.Low dimensional semiconductor structures Graphene Prof. Gil-Ho Kim(SKKU)  14:00-17:00 Projects	<b>05</b> 09:00-17:00 Projects	<b>06</b> 09:00-12:00 Lecture ③ : From Big Data To Sophisticated Information Prof. Nengkuan Tu( UWM)-online  14:00-17:00 Projects	<b>07</b> 09:00-12:00 Lecture ④ : <待定> Prof. Edison A. Roxas (UST) Prof. Josyl Mariela R. Reyes (UST)  14:00-17:00 Projects	<b>08</b> Cultural Trip1  Daxi Old Street 大溪老街
09	<b>10</b> 8:30-18:00 Field Trip: <ul style="list-style-type: none"> <li>Industrial Technology Research Institute (ITRI) 工研院展示館</li> <li>TSMC Museum of Innovation 台積電創新館</li> <li>Jhunon Brewery 台灣菸酒公司竹南啤酒廠</li> </ul>	<b>11</b> 09:00-17:00 Projects	<b>12</b> 09:00-12:00 Lecture ⑤ : <待定> Prof. (UWM) 曹祥 Deyang Qu-online  14:00-17:00 Projects	<b>13</b> 09:00-12:00 Lecture ⑥ : Energy/Power and Environmental Impacts - Facts and Fallacy (能源發電環境衝擊的真相及誤區) Prof. Sen Nieh (CUA)  14:00-17:00 Projects	<b>14</b> 09:00-17:00 Projects	<b>15</b> Cultural Trip2 -DAY 1  Sun Moon Lake 日月潭
<b>16</b> Cultural Trip2 -DAY 2  Formosa Aboriginal Culture Village 九族文化村	<b>17</b> 08:00-18:00 Field Trip: <ul style="list-style-type: none"> <li>Yulon Motors 裕隆車之道體驗中心</li> <li>Giant bicycle museum 捷安特文化館</li> </ul>	<b>18</b> 9 :00-12 :00 Lecture ⑦ : Integrating Sustainable Development into Chemical Engineering Prof. Sin Moh Cheah (SP)  14:00-17:00 Projects	<b>19</b> 09:00-12:00 Lecture ⑧ : AC Power System 101 Prof. David Yu (UWM)-online  14:00-17:00 Projects	<b>20</b> 09:00-17:00 Projects  Deliver the final project report, including digital files, hard copies, and research notebook.  Deadline: <u>Before 4:00pm</u>	<b>21 Closing</b> 09:00-12:00 Projects  13:30-17:00 Project Presentation Chuang Ching Building 206/105 (莊敬 206/莊敬 105)  18:00-18:30 Awarding Ceremony <ul style="list-style-type: none"> <li>皇帝廟餐廳</li> </ul> 18:30-21:00 Farewell Dinner	July 22 or 23 Departure

Opening + 8 lectures + 5 groups of Project + Final presentation and competition  
 2 days of field trip+2 weekends of culture trip+ Awarding/Closing ceremony

# Faculty of 2023 II/ALE



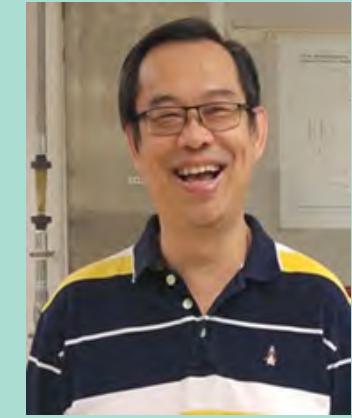
**Prof. Gil-Ho Kim**

Sungkyunkwan  
University(SKKU)  
School of Electronic and  
Electrical Engineering



**Prof. Prof. Sen Nieh**

The Catholic University of America  
(CUA)  
Department of Mechanical Engineering



**Prof. Sin Moh Cheah**

Singapore Polytechnic (SP)  
Senior academic mentor



**Prof. Edison A.  
Roxas**

University of Santo Tomas (UST)  
Department of Electronics Engineering



**Prof. Josyl Mariela  
R. Reyes**



**Prof. Nengkuan Tu**  
University of Wisconsin-  
Milwaukee  
AIX and Linux consultant,  
IBM



**Prof. Deyang Qu**  
University of Wisconsin-  
Milwaukee  
Department of Mechanical  
Engineering,



**Prof. Xiaoli Ma**  
University of Wisconsin-  
Milwaukee  
Department of Materials  
Science and Engineering

# Professors providing project



Professor Yi-Feng Lin,  
Chemical Engineering



Professor Ta-I Yang,  
Department of Chemical Engineering



Professor Ming-Fa Hsieh,  
Department of Biomedical Engineering



Professor Fu-Yu Beverly Chen,  
Biomedical Engineering



Professor Shih-Hsu Huang,  
Department of Electronic Engineering





# Criteria to all the activities



<b>32%</b> – Attendance and class notes	<b>45%</b> – Project performance	<b>20%</b> – Visiting Report for field trip	<b>3%</b> - Program Survey
<p>Submit lecture-note sheet right after the lecture. Each lecture accounts for 4%.</p> <p>Late submission will get only half of the score.</p>	<p>Supervisor's score (10%)</p> <p>Final presentation (35%)</p>	<p>Per field trip, each for 4%</p> <p>Submit the report the day after the field trip before noon 12:00 a.m.</p>	<p>Completion of the program survey will get 3%.</p>

# Highlight of Activities



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# Highlight of Activities



# Welcome to CYCU

