PIONEER IN THE THREE-IN-ONE COURSES: CULTURAL CREATIVITY INDUSTRY

With the support of Ministry of Economic Affairs' "Project of Campus' Application on Innovation and Creativity," Center of Creative learning and Innovation Industry from College of Liberal Arts will deliver courses on "Flagship Courses on Innovation Industry" next semester. The organizers will invite senior managers like Assistant General Manager of CGCG Inc. Chung-hung Tsao, Marketing P.R. and Business Division of Digital Content Development of Sanlih Entertainment Television Zheng-fen Zhang, Chief Operating Officer of Eslitebooks Networks Liang-kai Xue to give lectures. The courses are open to register now, please contact with Center of Creativity at L402.

The subjects of the courses include "Management of Innovation and Entrepreneurship on Cultural Creativity Industry," "Information Technology and Innovation Services," "Projects on Resources Development of Cultural Creativity Industry." The courses also incorporate with a two-stage design competition on innovation and organization. Students who win will earn a high award of NTD 60,000, and even have an opportunity to work at the company with the speakers of the courses. The competition invite students to "win the awards, and grasp the chance for a brilliant future."

Dr. A-li Zhao, Dean of the College of Liberal Arts, expresses that Flagship Courses are to encourage the integrated cooperation of different fields. Any student of TKU who aim to step into cultural creativity industry is welcome to take the courses. The courses will not merely let you learn how to "satisfy the needs of the industry" but expand your creativity and imagination to "create the needs of the markets." Dr. A-li Zhao stresses that "Flagship Courses" aims to provide the students with at

least one-year working Experience on practical field as the students finish taking the courses.

College of Liberal Arts welcomes students from every college, who are interested in cultural creativity industry, including the students with the a professional specialty on Information and Communication Technology, digital content, industry management and cultural field to take this "Flagship Courses." It is an opportunity to train cross-field talents for the industry. For more information on the course, please visit the website: http://gogo.tku.edu.tw/web/ (Karen Chang)