

BUSINESS ROLE-PLAYING SIMULATION LAB WAS INAUGURATED ON SEPT. 22

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Dr. Kao Po-yuan, Vice President for Administrative Affairs, cut the ribbon to inaugurate the Business Role-Playing Simulation Lab on Sept. 22. Dr. Kao indicated that through this Lab, students could learn more effectively by new ways, and he hoped that members of Colleges of Business and Management could make good use of the Lab.

Dr. Hung Ying-cheng, Chair, Dept. of Business Administration, expressed that the Lab is coming from TKU Founder Dr. Clement C.P. Chang's idea, which referred to the role-play designs in Yale University. They spent two years to build the Lab for seniors, graduate students, and professors of College of Business. Through the software and hardware simulation, the Lab provides various functions like teaching, researching, and case discussing, and students can also increase their practical experience by computer role-playing. It is expected that the Lab can help students of College of Business and Management have better performance and more competitiveness in the future.

Dr. Wang Chu-ching, Dean, College of Management, pointed out that in the past, TKU mainly focused on paper reports and lacked of practical experience when dealing with business case management. Now the Lab can make up for the insufficiency in the old days. Chi Ju-yi, a senior of Dept. of Business Administration, said that it was a whole new experience for her to use the Lab, and after operating the software, she began to have different ideas toward business management. She was really grateful to TKU providing students such a wonderful place. (~Shu-chun Yen)