

**3<sup>rd</sup>**

**Global Immersion Course**

# **Portfolio**

**2015**



**LKK<sup>®</sup> 洛可可<sup>®</sup>**



## **Words of Dean LIN (College of Management, NCKU)**

The *Global Immersion Course (GIC)* is an innovation in the management education. It enrolls students from different managerial fields, cultural backgrounds and nations to collectively cultivate their creativity for emerging issues in corporate management. The GIC integrates management theories and case practices to guide students in situational analysis. It subsequently leads students to propose managerial solutions for the corporate. The course is concluded with directly feedbacks from the corporate high level managerial team.

The GIC was first offered in February of 2014. We, the College of Management of National Cheng Kung University (NCKU) in Taiwan was partnered with the College of Management, University of Chinese Academy of Sciences (UCAS) in China for the 1<sup>st</sup> and 2<sup>nd</sup> GIC. While offered the 3<sup>rd</sup> GIC in October of 2015, both institutes were joined with a new partner, Griffith University in Australia. It becomes an international course and is taught in English, a complete face-lifted to the program. We observed students with different cultural backgrounds, nations and working experiences interacting with each other as a team. While facing the challenges of marketing issue at LKK design consulting company, they inspired each other with different ideas and delivered an astonishing presentation. The value of GIC has been successfully testified by the learning outcome of the participants.

Last but not least, many thanks to our partners, Associate Dean of UCAS, Ms. Hong Zhao, for leading, organizing and hosting this event at UCAS with a great success, and Professor Michael Berry of Griffith University for raising the funding for Australia students to join with us and providing new insights to this course. Moreover, I would like to give my sincere gratitude to the coordinator of this course, Mr. Hsuan-Chu Lin, the Chief of International Affair of Management College, NCKU. It is all your creativities and passions that set a milestone in our management education.

**Prof. Cheng-Chang LIN**  
**Dean**  
**College of Management**  
**National Cheng Kung University**



**Words of Associate Dean ZHAO  
(School of Economics and Management, UCAS)**

Based on the cooperation between School of Economics and Management, University of Chinese Academy of Sciences and School of Management, National Cheng Kung University, the Global Immersion Courses (GIC) were initially co-designed at the beginning of 2014. After two successful terms of courses, it welcomed a new partner – Griffith Business School, in the summer of 2015.

GIC is aimed to provide a real case-study experience for the students from different cultural backgrounds. Through attending lectures and group working with the different nationalities team members, the students will have more opportunities to meet with local business leaders or government officials, and will be able to solve the real problems for the local company.

As the host partner for the first and third term of GIC, I am very glad to see the students from different universities have immersed themselves in different culture and have built very strong relationships with their cohort during the courses in Beijing.

I do hope that this program will become more attractive and have more influence in the near future and more students would like to participate in GIC in this coming year.

I do believe that this program can not only provide our students for better business practical learning experience, but also for improving their cultural intelligence. Yet it undoubtedly will be a precondition for success in the future.

Taking GIC will be one of the best memories in Business School.

**Prof. ZHAO Hong**  
**Associate Dean**  
**School of Economics and Management**  
**University of Chinese Academy of Sciences**



## **Words of Professor BERRY (Griffith Business School, Griffith University)**

The GIC (Global Immersion Challenge, often referred to as the Asia Business Challenge (ABC) at Griffith University) offers students and staff the opportunity to build their international and cross-cultural understandings through an immersive and comprehensive educational program. This program provides an opportunity for students to develop and demonstrate many of the international skills that they will need to utilise in a rapidly developing international business environment.

The students have the opportunity to develop improved language and intercultural communication skills as well as comprehensive problem solving skills, which are then utilised as groups prepare, present and share their knowledge and innovative ideas with their peers and industry representatives. In 2015 three universities came together for the first time to undertake the GIC:

- The Chinese Academy of Sciences (China - Host university)
- The National Cheng Kung University (Taiwan)
- Griffith University (Australia)

This provided a great opportunity to build cultural bridges of understanding between the students and provided an opportunity to cement stronger staff and university ties between the three universities. It has also prepared the way for a 2016 program in which we hope to have four universities involved focusing on entrepreneurship and tourism develop on the Gold Coast, Australia in July 2016.

I would like to thank the staff of the universities involved and comment on how harmonious and well organised the program ran in 2015 and hope that we can achieve the same level of success and harmonious learning in 2016.

Regards

**Prof. Michael Berry  
Asia Business Challenge Organiser & Coordinator  
Griffith Business School  
Griffith University**



## **Words of Director LIN (College of Management, NCKU)**

I feel honored to be with students to participate in the “Global Immersion Program” in Beijing this year. In the first place, I would like to extend my sincere thanks to the University of Chinese Academy of Sciences for primarily organizing this year’s courses, and for giving us all an continuous connection to reflect on the close academic and practical exchange relationship built over the years. Thank to Prof. Hong ZHAO, Prof. Hong LI, Dr. Sha ZHANG, Ms. Xin WANG, Ms. Wei LIANG, Ms. Nan SU, and teaching assistants, we really enjoy the considerate arrangement of all courses. I hope that the relationship between University of Chinese Academy of Sciences and National Cheng Kung University will continue to flourish.

Moreover, it is truly wonderful to see the Griffith University take part in the program this year. Professor Michael Berry’s speech makes lots of students feel impressed. Students from Griffith University are full of energy, bringing more different angles of problem solving to the teamwork. More cross-cultural and internationalization engagement will be an important goal for the Global Immersion Program. We look forward to many more years of continued cooperation.

Thirdly, because of the cooperation with LKK, the leading design company in China, students construct fabulous ways of thinking through LKK’s unique gyro theory. Mr. Robin CHEN helps students to understand and implement the design-, brand- and Internet thinking. Many students very appreciate Robin CHEN’s instruction, and it may bring them lifelong benefit.

Last, in this year’s high-quality courses, I am moved by all of the students because of their enthusiasm, innovation, attitude, and logic to solve problems. Sometimes, situations were beyond expectation, but I find students are not afraid of undertaking responsibility. They make the most of what they have learned to find ways out. I am firmly convinced that all the students will play significant roles for societies in the future, and I am very proud of them.

Words are not enough to express my gratitude to every participant – everyone’s effort and contribution certainly constitute one of the most unforgettable stories in everyone’s life.

**Prof. Hsuan-Chu LIN**  
**Director of International Academic Exchange Center**  
**College of Management**  
**National Cheng Kung University**



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## 1. Introduction to the Global Immersion Program of 2015

In this year's Global Immersion Program (GIP), Professor Cheng-Chang LIN and Professor Hsuan-Chu LIN led sixteen NCKU students to Beijing to participate in the Global Immersion Course, in which students from the University of Chinese Academy of Sciences (led by Professor Hong ZHAO), the Griffith University (led by Professor Michael Berry), and the National Cheng Kung University gathered together to take practical courses about prevailing topics in management.

In the GIP of 2015, the topic concentrated on marketing field, such as brand thinking based on the Internet, consumer behavior, value chain, and so on. Moreover, students were divided into six groups to carry out a project for LKK, the leading design company in China, which was the cooperated firm for this year's course.



▲Prof. Michael Berry ▲Prof. Hong ZHAO ▲Prof. Hsuan-Chu LIN



GROUP 3



GROUP 4



GROUP 1



GROUP 5



GROUP 2



GROUP 6



During the period in Beijing, Professor Hong ZHAO, Professor Michael Berry, Professor Hong LI, Dr. Sha ZHANG, Ms. Xin WANG carried out a series of wonderful courses for students.

**October 12, 2015**

On the morning of the first day, Ms. Xin WANG taught students how to build up excellent teams. During the course, students needed to communicate with one another coming from different countries to accomplish every task with lego bricktopia in a limited time. All of the students were impressed by the process of this course, and also understood the idea of “How Enterprises Build High Efficiency Teams”.





In the afternoon, Mr. Robin CHEN, the general manager of LKK Brand Design Beijing Co., Ltd, gave a lecture to explain for the students how to combine the design thinking and the Internet thinking to create innovative value. Besides, Mr. CHEN also introduced a theory proposed by LKK, which led students to find the pain points, selling points, memory points, and scream points of customers. This theory could help students understand and implement the brand thinking in the Internet era. At the same time, students were assigned projects about planning for children's juice. Students were expected to apply what they have learned and will learn in the following days to complete this project.





October 13, 2015

On the morning of the second day, Professor Michael Berry delivered a speech of “Creating Innovation through an Exploration of the Value Chain” to let students know how successful companies use value chain analysis to find innovative and value-added activities to strengthen their competitive advantages.





In the afternoon, Dr. Sha ZHANG introduced the basic knowledge of the “Consumer Behavior” to students. From “Decision Types” and “Decision-making Process” to “Factors Influence Consumer Behavior” and “The Impact of Culture on Consumer Behavior”, students not only recognized many implications in the field of consumer behavior step by step, but also learned how to apply these implications to the project.



### October 14, 2015

On the third day of GIP, students spent nearly the whole day discussing their projects. Ms. SONG (Mr. Robin CHEN's assistant) also came to UCAS and patiently giving advice group by group to help students making their projects better.





**October 15, 2015**

On the morning of the fourth day, students rehearsed for their presentation. Professor Michael Berry, Professor Hong LI, Dr. Sha ZHANG and Professor Hsuan-Chu LIN took part in students' rehearsal, and gave students useful advice for their presentation. After the rehearsal, students diligently corrected errors and adjusted their product plan.





In the afternoon, each group did a final presentation for their product plan, and they needed to persuade the judges, *Professor Hong ZHAO*, *Professor Michael Berry*, *Professor Cheng-Chang LIN*, *Mr. Robin CHEN*, and other students to choose their product plan as the best one. After each group's presentation, judges made comment on each group's project.





In the end of the GIC, Professor Michael Berry, Professor Cheng-Chang LIN, and Professor Hong ZHAO gave a short speech respectively. With the rewarding learning outcomes and result, they all believe it will tighten the partnership within three universities, making GIC become a promising and lasting collaboration.



## 2. Participation List of 2015 Global Immersion Program

	Griffith University	National Cheng Kung University	University of Chinese Academy of Sciences
Group	Name	Name	Name
1	Dale Logan Michael Giraldo Rachelle-Lee Spencer Holly Edwards	Hsing-Hua CHANG (張杏華) Pin-Ying TSAI (蔡彬穎) Zih-Yu LIN (林子予)	Alex (岳野) Yu HAN (韩雨)
2	Danielle McDonald Rhys O'Neill Nicholas Georgiou Cecilia Cole	Wen-Hsuan LU (呂文瑄) Wei-Hsin YANG (楊瑋欣)	Jeff (史敬飞) Claire (王俏) Edward (赵鹏飞)
3	Lucy Anne Dowling Brittany Rankin Vincent Nguyen-Ladera Joshua Rayner	Wu-Hsun CHUANG (莊武勳) Tsai-Fang LI (李采芳)	Fran (成小玲) Angela (閃睿) Paul (冯兴科)
4	Taylor Williams Ashleigh McFarland Reece Marsh	Ya-Chu CHEN (陳雅筑) Tze-Han LIU (劉姿含) Hsiang-Chun CHEN (陳香君)	Alice (呂靜) Alex YANG (杨绪刚) Zelda (杜凝)
5	Joshua Guthrey Madeline Sanderson Ertan Koch	Ting-Hung WANG (王鼎宏) Kang-Ting LIN (林康婷) Yi-Shiuan CHEN (陳怡萱)	David Schulzmann (卫德) Sean (孙绪明) Young (张桂阳)
6	Paige Foldesi Darren Freese Brandon Wakeling	Ping-Ching LEE (李品靜) Chia-Hsuan TAI (戴嘉萱) Tzu-Ning LIN (林子寧)	Veronica (丁雪辰) Gavin Gray (左金鹏)



### 3. Student Portfolio

#### Group 1



**IBOU**  
AN IBOU A DAY  
KEEPS THE DOCTOR AWAY!  
IBOU - PARENTS' BEST CHOICE  
CHILDREN'S BEST NATURAL JUICE  
TRY IT! ENJOY IT!

爱宝

**GIP** 2015  
北京  
Global Immersion Program





#### Target Customer



**Profile**  
Age from 26 to 35  
Who have 3 to 6-year-old children  
Use the Internet frequently

---



Focus on nature & nutrition

---



Children need small drinks

---



No time to prepare sth. healthy

---



Online order / Daily distribution

---





Interesting Building Blocks

3 Smaller Stackable Portions

Sufficient Nutrition For 1 day

100% Natural

天天喝愛寶  
健康沒煩惱



#### CAST Group 1

**Australia:**  
Dale Logan  
Michael Giraldo  
Rachelle-Lee Spencer  
Holly Edwards

**Taiwan:**  
Hsing-Hua Chang  
Pin-Ying Tsai  
Zih-Yu Lin

**China:**  
Alex  
Yu Han

#### Stage 2 – Continuous Propulsion

Creating engagement and building customer trust

- Vote for new juice product flavour
- Micro movie advertisement (pain point)

#### Stage 1 - Launch

Generating awareness

- Brand website, social media profiles & blog
- Online advertisements & SEO
- Celebrity endorsement (tipping point)





#### Stage 3 – Stabilization and Growth

Maintaining connection with followers

- Weibo and WeChat blogs
- Release new juice product flavour & vote winners announced
- Product building competition
- Educational children camp (nutrition, health)

It's Time for fruit Camps!

Building Blocks Competition



## Group 2



鲜果宝 新鲜到家挑食跑



**鲜果宝**



**We want to provide an easy and convenient way to solve their problem**



**No! Pain point** ←

- ✓ Picky Kids : parents need to find other nutrition
- ✓ Poor food safety environment in China

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**Tippling point** ←

- ✓ Who is real cute panda
- ✓ 50 Good get 7 day free



**Selling point**

- ✓ Personalization
- ✓ Fresh

---

**Group 2**

**UCAL:** Jeff 、 Claire 、 Edward

**Griffith:** Danielle 、 Rhys 、 Nicholas 、 Cecilia

**NCKU:** 呂文瑄 Wen-hsuan Lu 、 楊瑋欣 Wei-hsin Yang



**Memory point**

- ✓ Bottle can be reuse
- ✓ Different holiday 、 Different package 。



## Group 3

**Segmentation**

- ◆ Middle to upper class families.

**Targeting**

- ◆ Family with 2-6 Y Children.
- ◆ Family in Top 30% of GDP.

**Positioning**

- ◆ A best choice of Healthy drinking.
- ◆ No additives

Target Audience

**GIP** 2015  
北京  
Global Immersion Program

**12RMB**

Natural  
No additional  
Material from Australia  
Fun style of packaging

Selling point

Which one  
is more  
healthy?

Pain point

**JUICEBAO JUICE · KID'S BEST CHOICE.**  
天天喝果寶，營養沒煩惱

Screaming point

Fun & Fresh  
Bottle shape combine cartoon  
Presently presses juice

020

Interactive with consumers

Tipping point



## Group 4

**GIP** 2015  
北京  
Global Immersion Program



Ya Chu Chen  
Tze Han Liu  
Hsiang Chun Chen



Taylor Williams  
Ashleigh McFarland  
Reece Marsh



Alice  
Alex  
Zelda

# Juice ME

Nutritious and delicious



### Selling Points

- ✧ Juice Me is a 100% raw and nutritional juice
- ✧ Quality of ingredients is premium which increases health benefits
- ✧ Convenient design with lanyard and easy to hold bottle
- ✧ Interactive bottle with QR code and website

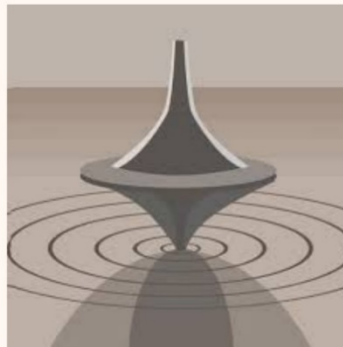


#### TARGET MARKET - DEMOGRAPHICS

Age: 25 to 36 years old  
Gender: 70% female 30% male  
Family's income per year: 300 000 RMB +  
Profession: Families, Mother/Father

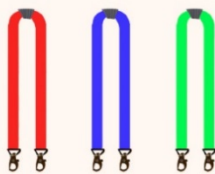
### Pain points

- ✧ Kid Juices in China contain many preservatives, artificial flavors, coloring and sugar
- ✧ Imported Juice is expensive and unaffordable (average 20 RMB)
- ✧ Inconvenient to buy from shops
- ✧ Children lose their bottles and forget their belongings



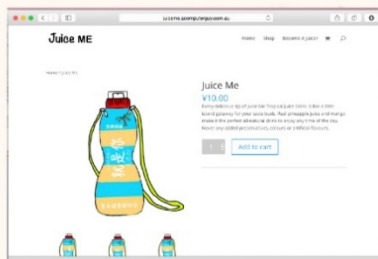
### Memory Points

- ✧ Health benefits (100% natural juice)
- ✧ Collectable lanyards (seasonal, for different festivals etc.)
- ✧ Subscription and member service
- ✧ 1 RMB from every sale is donated to children in underdeveloped communities



### Tipping Points

- ✧ Network channels:  
Official website and campaign website
- ✧ Social media channels:  
Wechat, Wei bo, QQ
- ✧ Traditional Marketing Tools:  
Kinder gardens, places of children amusement, residential area



Become a **Juicer**





## Group 5

**Group 5**

**GIP** 2015  
Global Immersion Program

王鼎宏 Wang, Ting Hung  
林康婷 Lin, Kang Ting  
陳怡萱 Chen, Yi Shiuan  
Joshua Guthrey  
Madeline Sanderson  
Ertan Koch  
David Schulzman  
孙绪明 Sean  
张桂阳 Young

### Target market

- Mothers (Age:25-40)
- Middle/upper-class
- Care about health and nature



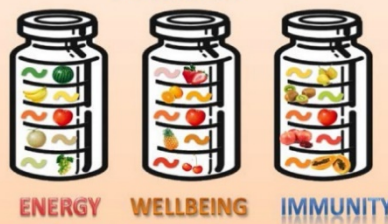
### Key Marketing Strategy



### PAIN Point

- No 100% natural juice.
- No juice that design only for children.
- Little choice for 'not from concentrate' juices.
- Current natural juices in the market do not fit children's taste.

### Product



- Three innovative flavor
- Delicious and nutritious!!
- Twist it round and shake it up!
- Enjoyment for the whole family!
- Innovative
- Interactive
- Trustworthy

### Selling Point

- Twist it round, shake it up!
- This product is beneficial to providing kids with essential vitamins
- Unique shake feature.

### Sales Channels

- Retail & own online shop
- Half price first purchase from online store
- Free delivery (minimum purchase)
- Offline Marketing - Promote healthy food awareness to young parents
- Certifications



### Interactive Media

- Transparency of supply and manufacturing process: QR code.



天天果樂多  
健康快樂多

Yum Yum in my tum tum!!!



## Group 6

# PUZZLER 拍手乐

儿童健康果汁

Bringing the pieces together  
拍手乐，携手同欢乐



**Puzzler brings the interaction, creativity and family joys !**



- 100% natural fruit juice
- Diverse flavors, 125 ml
- No additives
- Imported fruits from Australia
- Fun & colorful packaging
- Informative for parents
- Assemblable & Interactive
- Children safety design

## JOIN US TO BE A PUZZLER

1

**SCAN QR CODE**

Scan QR code of flavors you like, and we will give you the Puzzler sample for free.

\* Company can modify production according to the marketing feedback.

2

**SHARE PHOTOS**

Share your creation to social media to receive rewards and free samples of Puzzler juice.

\* Raising the brand awareness.

3

**FIND THE PUZZLE KING**

Join us to the competition and explore your creativity. The winner will receive rewards and the creation will be posted on gallery.

\* Exploring the discussion.



WHERE TO BUY?

Baby  
store

Super  
market

Online  
platform

Vending  
machine

Kindergarten





## 4. Students' Reflection

### **AMBA106 / Hsing-Hua CHANG**

I made new friends from China and Australia, and learned how to communicate with people from different countries with English. From this program, what I got is beyond my expectation.

### **AMBA106 / Ya-Chu CHEN**

It is my honor to have the opportunity to attend GIP III.

Through group discussion with Chinese and Australia students, we have to face the cultural differences and build our team relationship, do our best to make the final presentation within the limited time.

This course is compact and enriches, not only contact new knowledge, but get more preliminary understanding of Chinese market, for me, this is a wonderful experience in 2015.

### **AMBA106 / Yi-Shiuan CHEN**

The most valuable gain I get in GIP program is increasing confidence, not only the speaking skill of English but also using the knowledge that I've learned.

For example I can use more specific word when I do conversation and presentation. During discussion I fully understand the different between each country, we all have differ view of thought, negotiation is necessary when we discuss.

I am appreciating that our group didn't have problem when negotiate.

### **AMBA106 / Wu-Hsun CHUANG**

It was an extremely great experience to have an opportunity to cooperate with foreign students. We had shared what we had learned from school and exchanged opinions during the tour. Also, we had finished a project together by combining our different perspectives. This experience made me realized that communication and coordination are the most important ability that an outstanding manager should have.

### **AMBA106 / Ting-Hung WANG**

It's a great opportunity to communicate with students from China and Australia. It's also a great honor to be elected as a team leader, which makes me easier to get involved in group discussion and integrate opinions from different countries. What's more, I made lot of friends after this course, such a valuable trip!



**AMBA107 / Wen-Hsuan LU**

I'm so happy to be involved in GIP courses. Though one month of tense preparation, we received solid training and got abilities to plan a project efficiently. Also, I learned a lot during the communication in Beijing. This is my first time to cooperate with different countries, I can be deeply aware of that it's not only language difference but also significant thought difference, which gave me a more open mind to face with different cultures and improved my English communication skill. I appreciate my teacher and teammates, who gave me such a wonderful experience. GIP is definitely the best memory in my graduate life!

**AMBA107 / Chia-Hsuan TAI**

During the Global Immersion Program, I learned a lot from the communication between my peers and cross-culture teamwork. It also made me understand – “As long as you want to do something, nothing is impossible.”

**AMBA107 / Pin-Ying TSAI**

It is my honor to participate in Global Immersion Program (GIP) not only to cooperate with excellent students from Australia, China, and Taiwan, but also to acquire useful knowledge from professors. It is quite interesting to interact, brainstorm, exchange ideas, and finally complete the project together with teammates who are creative, open-minded, and passionate. I really hope I can keep contact with all new friends in the future. In addition, it is a valuable experience to involve myself in a multicultural learning environment and to learn efficiently in designed courses. I would like to show all the teammates and professors my appreciation for what they have done.

**AMBA107 / Ping-Ching LEE**

Thanks GIP for giving me such a wonderful opportunity, to share knowledge and experience with the students come from abroad without the gap of border, culture, and language. This would be my most unforgettable memory! : )

**AMBA107 / Tze-Han LIU**

Join GIP was a very valuable experience. The impact and the integration of three school's culture, the group team building and cooperation, and the perfect combination of practice and theory, gave me an opportunity to learn and growth.

**AMBA107 / Hsiang-Chun CHEN**

I pride myself on participating GIC, it is a special experience, the courses are great and moreover, we can do an academic exchange with Australian and Chinese students, which broadens our horizon.





### **AMBA107 / Kang-Ting LIN**

It's lucky for me to have this opportunity to join GIC program. I gain a lot from the communication and connection between different cultures, and the application and combination between different fields.

I believe it will be one of my most unforgettable life experiences

### **AMBA107 / Tsai- Fang LI**

Thanks GIC for providing me this opportunity. I have made many friends from different countries and share options and ideas. I have learned a lot that cannot learn from school. This is really a precious memory to me!

### **Graduate Institute of Finance 105 / Zih-Yu LIN**

I feel delighted to participate in the GIP in 2015. During the four-day courses and at group discussion, the importance of “good idea”, “structure” and “respect” cannot be overemphasized. Firstly, “Good idea” makes team members be willing to listen carefully to what one talks about, even if one cannot speak English as fluently as native speakers. Secondly, “Structure” lets everyone’s good ideas position in proper sequence. Therefore, it makes the overall presentation structured and logical. Thirdly, thinking through communication with “respect” provides us excellent teamwork, and it makes every team member feel himself or herself indispensable in the group.

Moreover, I also feel glad to make friends with people from Australia – Dale, Holly, Michael and Rachelle; and from China – Alex and Yu. In this year’s GIP, I think that English is an important tool for global networking. Very likely people from Taiwan and China don’t speak English as fluently as a people from Australia, but people that learn and have courage to speak English can come close.

### **Graduate Institute of Finance 105 / Tzu-Ning LIN**

Only by experiencing in person can we precisely grasp local people’s consuming habits, based on which a suitable promoting project can be made.

GIP offers us not only opportunities of confronting enterprises directly, brainstorming with foreign students to think out a marketing project and learning to strike a balance between different opinions but also a sound training of communication.

Thank all the teachers and classmates for making the journey full of joys.

### **Master of Industrial and Information Management 105 / Wei-Hsin YANG**

I am glad to participate in GIC. Although I am not a student of AMBA, all of the classmates are passionate toward me. This is my first time to interact with students from different countries. There are cultural differences among us, but I learn many effective ways to communicate with them. I also make friends with many great teammates from Australia and China. It is really a wonderful memory for me.



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