

Dual Degree Report

National Chengchi University

Master in International Business Administration (IMBA)

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School: IESEG school of Management

➤ **Background and Motivation:**

After earned my bachelor's degree in Economics from university and worked in financial field for some years. I gained the basic concept of business studies and realize the formal business education is essential at that point in helping to furnish my background with the necessary knowledge and tools required to lead a company to success. The company that I worked previously was a semiconductor company. I was assigned to work as a finance controller at a subsidiary of our company in Brazil where I build up and supervised a finance team. These experiences have not only instilled the confidence to lead but they have also equipped me with the requisite skills to achieve my goal. And the knowledge gained on how to manage people across the globe while overseeing finance has also sharpened my financial and cross-cultural communication skills. I really enjoyed working and live in the multinational environment like that. Therefore, after careful consideration, I decided to quit the job and pursue a master's degree at NCCU. The main reason I chose IMBA program at NCCU is the dual degree program. It can enhance international competitiveness by earning 2 degrees simultaneously for students.

Among the partner schools, I have chosen to pursue the second degree at IESEG for the following reasons. I have long dreamed of studying abroad, both to strengthen my career prospects and to challenge myself personally. With its unparalleled education system and reputable business sector, it is the ideal setting in which to engage in advanced studies related to business. The Europe's education system, in contrast with that in Taiwan, focuses on innovation, diversity and corporate social responsibility which was completely different from I learned before. Moreover, given

the international nature of the modern business world, it is important that I develop an international viewpoint and pursue studies in a diverse environment.

NCCU and IESEG are the good school combinations for me that will enable me to gain exposure in all the fundamental aspects of finance and management. The school will also expose me to more sophisticated tools that I will need to lead a company through the challenging markets. As IMBA has provided the option for me that I got the chance to study the top-ranking business school in France meanwhile bring me to next phase of life. So, it just happened.

➤ **Introduction of IESEG School of Management**



IESEG School of Management was founded in Lille in 1964, and being a member of the Université Catholique de Lille, the Conférence des Écoles and the FESIC, IESEG School of Management is one of the best management schools in the world and is part of the very select circle of Schools that have been awarded the triple accreditation EQUIS, AACSB and AMBA. It is one of the top Business Schools in France, ranked 8th in France and 34th overall in the Financial Times master's in management 2021 ranking. From the international dimension, not only the programs are taught in English, but more than 80% of the permanent academic staff comes from abroad and more than 2,000 international students come to study on the School's campuses each year.

The school has two campuses, for the specialization I took was in Paris campus, which located in La Défense. (A major business district located 3 kilometers west of the city limits of Paris, approximately 20 mins away from the city center of Paris). Established primarily to strengthen IESEG's links with French and international companies, it has enhanced the institution's international reputation and visibility. As IESEG's reputation continues to grow along with its student population, the expansion of the Paris-La Défense campus in 2017 has enabled the school to welcome

almost twice as many students as it could before. Composed of three buildings with a total of 16,500 m² the campus offers students 20 lecture halls, 40 classrooms, three multimedia rooms, two trading rooms, a library, two cafeterias and meeting rooms for clubs and associations. (Sources: <https://www.iese.fr/en/life-at-iese/>)



➤ **Courses Structure at IESEG**

I chose to take the specialization in Risk and Asset Management (Master of Science in Management) which belongs to Grande École Program. For first semester, it has 3 core courses (12 ECTS), 4 major core course (12 ECTS), 2 elective course (4 ECTS) and 1 language course (2 ECTS); and for the second and third semester, you will have to focus on the master thesis and executive internship. *I took another 6 electives (12 ECTS) in order to graduate within two years. (optional)

Basically, you have to pass all the course, thesis and internship to be eligible to get the degree which takes 2-3 semesters. Here's what I took during the year: (1 NCCU credit is the equivalent of 3 ECTS).

Core course:

- CHANGE MANAGEMENT FOR SUSTAINABILITY STRATEGIES
- DATA SCIENCES
- MANAGING DIVERSITY IN VIVO

Major core course:

- DERIVATIVES
- FIRM VALUATION
- FIXED INCOME
- PORTFOLIO MANAGEMENT

Open electives

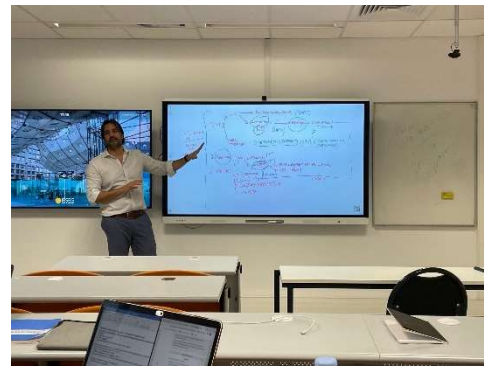
- ECONOMETRICS-CROSS-SECTIONAL/PANEL DATA
- RESEARCH AND CONSULTING TOOLS

- CHINESE POLITICAL AND ECONOMIC STRATEGIES
- FUNDAMENTALS OF BANKING & INSURANCE
- GLOBAL LABOUR LAW FOR MANAGERS
- MANAGING WELL-BEING & WORK-LIFE BALANCE
- PERSONAL DATA PROTECTION AND MANAGEMENT
- SOCIAL INNOVATION AND ENTREPRENEURSHIP
- THE LARGE-SCALE INVESTMENTS
- VIDEO GAME MARKETING

Language course

- FRANÇAIS LANGUE (BEGINNER)

During the semester, you will have to work on some group projects with locals and international students, which is quite challenging but also a good chance to know the culture and work style from different countries. It can be the really good opportunity to build up the leadership skill and learn how to organize things within limit time. But most of time, for my specialization, I studied quite a lot in order to pass the major core courses.



➤ Conclusion

I would strongly recommend that the students to take the chance to do exchange/ Dual Degree in France (or other countries), it was not just about the academic studies but also lots of things to experience, cultural, lifestyle, global mindset etc. Learn to be open minded, embrace the difference and live the life. That was something you cannot get easily in Taiwan. Thank IMBA for offering this great opportunity! Life is full of changes. Stay positive, don't be scared to step out of comfort zone and never stop pushing your boundaries. Cheers!!