

2022 Online Seminar on Business Learning

Date: 23 July 2022, 10.00 -12.00 WIB

Hosted by:

Department of Marketing and Distribution Management
 Tzu Chi University of Science and Technology (TCUST MDM)
 Hualien, Taiwan

This online seminar aims to present the learning outcome based on various business projects from university students at TCUST MDM. Our faculty will also share the global trends in business learning to help students achieve career success in the future.

* The seminar will be held online via Google Meet.

Agenda

Date: 23 July 2022, 10.00-12.00	
Time	Topics/Presenters
10.00-10.10	Opening Greeting Dr. Kun-Tzu Yu Chairperson & Associate Professor, TCUST MDM
10.10-10.30	<u>Projects on Consumer Behavior</u> MAYOU: Promoting Famous Indonesian Snacks in Taiwan Cordellia Sumanti NYOEL: Promoting Indonesian Chili in Taiwan Anderson Siswanto
10.30-10.50	<u>Projects on Marketing Strategy and Brand Management</u> SARALING, Eco Hand-Made Soap Timothy Varian RUESIK, Eco Multi-Purpose Cleaner Pradjna Dewi Yapiter
10.50-11.00	Introduction of Coffee Shop Management, Zhi Zu Café Tanaka Saadi Satata & Fahira Azzahra
11.00-11.15	Experience Student Life in Taiwan Anderson Siswanto, Muhammad Nur Fatwa, Allysa Wardhani & Cordellia Sumanti
11.15-11.30	Global Trends in Business Learning Dr. Hwang-Yeh Chen Assistant Professor, TCUST MDM
11.30-12.00	Q&A