See the World, Understand Industry, Shape Yourself

看見世界、了解產業、塑造你自己

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At the macro level, we consider the broader ecosystem that links students, universities, industries, society, and ultimately the global stage. This highlights that each student's growth and development is not isolated, but rather embedded in the wider context of social change and global competition.

在總體層級上,我們會看到一個更大的生態系統,連結了學生、大學、產業、社會,並且延伸到全球舞台。每位學生的成長發展並非孤立存在,而是融入在社會變遷與全球競爭的脈絡之中。

At the industry level, the focus narrows to understanding industry structures and the corresponding job roles. Students learn how different industries operate, how value is created, and how career opportunities align with specific roles and required competencies, helping them identify their unique positions and possible entry points.

在產業層級,我們需要聚焦於產業結構與職務對應的理解。學生應學習不同產業如何運作、如何創造價值,並思考各種職務與所需職能的連結,進而找出自己的獨特定位與切入點。

Finally, at the university level, we turn to the individual student's learning and career planning. This is the personal layer, where students integrate academic studies, extracurricular activities, and self-reflection to link their university education with future career goals, thereby shaping their own unique developmental pathway.

最後,在大學層級,每位學生都必須學會掌握自己的學習與職涯規劃。透過課程學習、課外活動與自我反思,把大學教育與未來職涯連結起來,塑造專屬於自己的發展路徑。

The courses you study in the Department of International Business Studies (IBS) may sometimes feel scattered, but within the role of a **Product Manager** they come together into a coherent whole. PM is not just a job—it is a stage where your IBS training transforms into real-world skills: cross-functional collaboration, cross-cultural communication, and cross-industry impact. For IBS graduates, the PM role is not only one of the best starting points, but also a bridge to the global stage.

國企系的課程乍看之下或許零散,但在「產品經理」這個角色中,它們會整合成一個清晰的整體。PM 不僅是一份工作,更是一個舞台,讓你把所學轉化為跨部門協作、跨文化對話與跨產業實戰。對國企系學生而言,PM 不只是最佳起點之一,更是通往世界的橋樑。
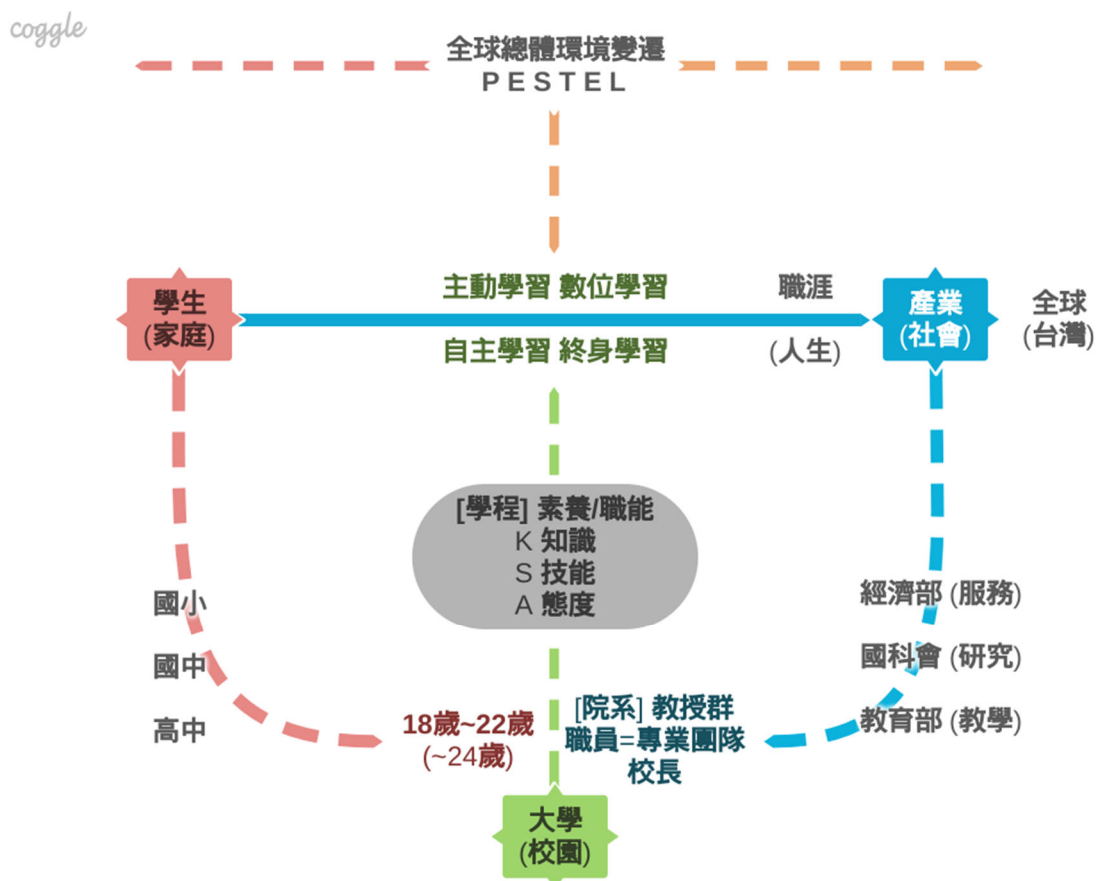
1 See the World

學生－大學－產業/社會－全球

A university student is not just an individual. They are shaped by family, university, society, industry, and even global factors. This diagram highlights **three building blocks**: family (student background), university (programs and faculty), and society and industry (future life and careers). Surrounding these are **government policies** and **global PESTEL forces**. The key takeaway is clear: your learning and career are not merely individual choices – they are influenced by society and global trends.

每個大學生不僅是個體，更同時受到家庭、學校、社會、產業、甚至全球環境的影響。心智圖中強調了**三個要素**：家庭（學生背景）、大學（課程與師資）、以及社會與產業（未來生活與職涯），其外圍還包含**政府政策**與**全球 PESTEL 總體環境**。重點在於：大學生的學習與職涯並非僅僅是個人的選擇，而是受到社會與全球趨勢所影響。
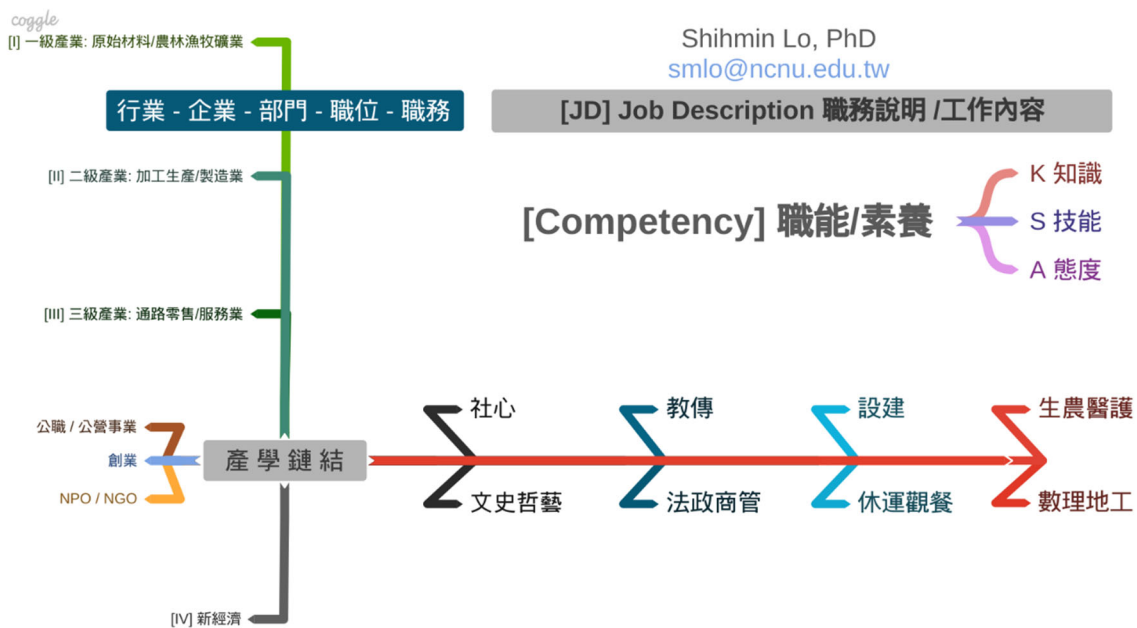
《學生-大學-產業_SML 20240610》

② Understand Industry

產業結構與職務對應

Next, let's zoom in on the **industry level**. This diagram divides industries into four categories: primary (raw materials), secondary (manufacturing), tertiary (retail and services), and the new economy (digital industries and entrepreneurship). It also presents a clear structure: **Industry → Company → Department → Position → Job Description (JD)**. This framework helps you understand how your **competencies – Knowledge (K)**, **Skills (S)**, and **Attitudes (A)** – developed at university can align with the requirements of real-world jobs.

接下來，我們聚焦到「產業層級」，它分為四大類：一級產業（原料）、二級產業（製造）、三級產業（零售與服務）、以及新經濟（數位產業與創業）。同時，圖示也呈現了一個清楚的架構：**產業→企業→部門→職位→職務 (JD)**。大學生在學習過程中培養的**知識（K）、技能（S）、態度（A）**，最終都應整合並對應到職場所需的核心**職能**。《new 產學鏈結 Coggle_SML 20240802》
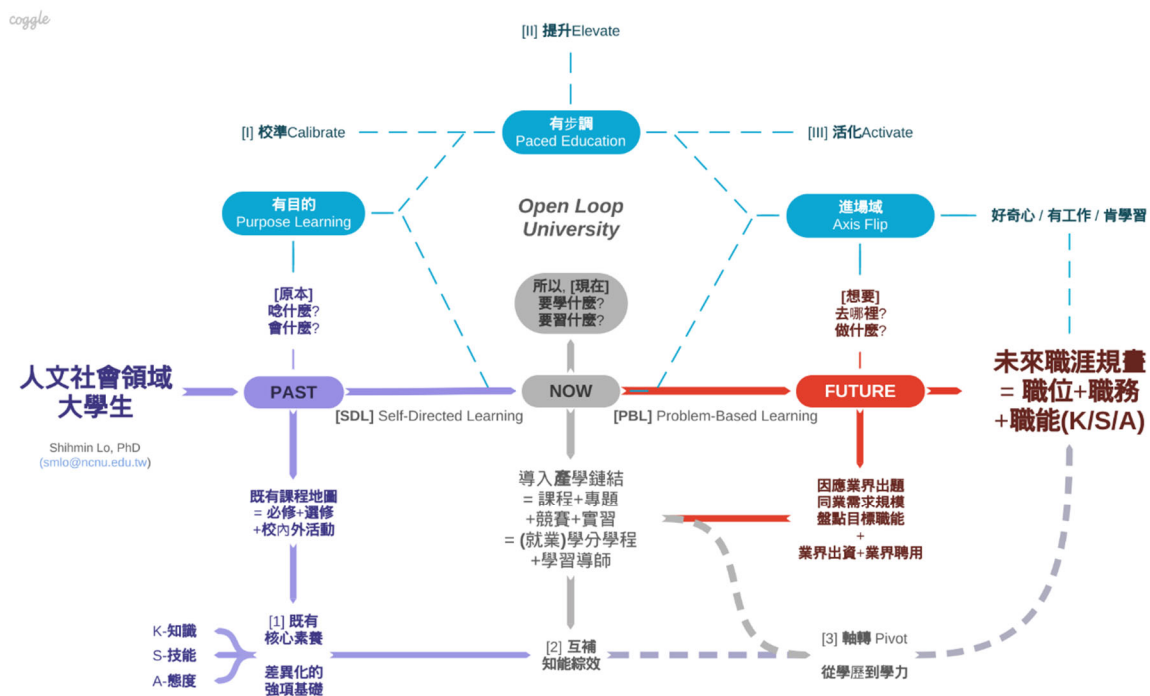
3 Shape yourself

學習與職涯規劃

Finally, let's focus on the **individual student**. This diagram illustrates how university learning—core courses, electives, curriculum maps, and activities—can all serve as the foundation of your career. The key concept is that **courses, projects, competitions, and internships**, combined with guidance from mentors, help you link your studies with future careers and competencies. It also reflects **Problem-Based Learning (PBL)** and **Self-Directed Learning (SDL)**, encouraging you to take ownership and actively prepare for your future.

最後，我們聚焦到學生個人。大學生的學習，包括必修、選修、課程地圖，以及校內外活動，都能轉化成未來職涯的基礎。善加運用**課程、專題、競賽與實習**，再結合**指導教授**的引導，有助於將學習連結到未來的職涯與所需職能。這同時也呼應了 **PBL（問題導向學習）與 SDL（自主學習）**，鼓勵學生主動準備並規劃未來。《iLINK_人社產學鏈結 Coggle_20230627》
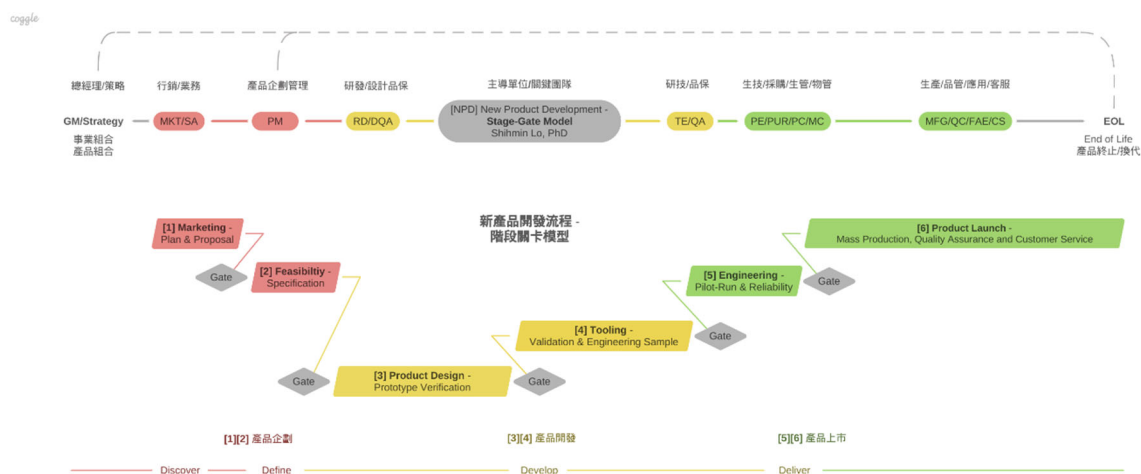
🔑 Become a Product Manager

國際企業產品經理

At the intersection of these three dimensions, the role of the **Product Manager (PM)** becomes especially significant.
在這三個層級的交會點上，「**產品經理**」的角色格外具有代表性。

A PM must not only have a **strategic mindset**— anticipating market trends and analyzing competitors—but also strong **marketing acumen** to identify customer needs and design compelling value propositions. At the same time, they must make **data-driven decisions** and coordinate across functions such as R&D, design, marketing, and operations to ensure a product's seamless journey from concept to launch.
產品經理不僅需要具備**策略思維**，能洞察市場趨勢、分析競爭對手，還必須結合**行銷敏銳度**，辨識顧客需求並提出具說服力的價值主張。同時，他們要能運用**數據分析**來做決策，並跨部門協調研發、設計、行銷與營運團隊，確保產品從概念到上市的完整落實。
《NPD_Stage-Gate Model_Coggle_SML 20240312》

Equally important, a PM needs **cross-cultural and international communication skills** to navigate the complexities of global markets. These competencies align closely with the training provided in the Department of International Business Studies (IBS): strategic management, international marketing, financial analysis, and intercultural communication are integral parts of the curriculum that map directly onto PM responsibilities.
更重要的是，產品經理需要具備「跨文化與國際化的溝通能力」，以因應全球化市場的多元挑戰。這些能力與國企系的教育目標高度契合──策略管理、國際行銷、財務分析、與跨文化溝通，正是課程中所強調的核心素養，與產品經理的職能能直接對應。

Therefore, for IBS students, becoming a Product Manager is not simply about finding "a job." It is one of the most powerful ways to **transform academic learning into workplace competitiveness**. The PM role provides a platform where business knowledge and analytical frameworks are directly applied to industry practice, enabling students to grow into future leaders with both vision and execution capability.

因此，對國企系學生而言，產品經理不只是找到一份工作，而是將課堂學習轉化為職場競爭力的最佳舞台。它能讓學生把所學的商業知識與分析架構，落實到產業實務中，並逐步培養兼具視野與執行力的領導者。《PM 產品經理_Coggle_20250317》

coggle

PM 產品經理
PDM 從醞釀到終其一生

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[1] Strategy
策略
20%

經濟學, 國際策略管理, 競合動態與平台策略

商業導向

[2] Portfolio Management
產品線 **組合** 管理
10%

[5] Market Research in PI
市場 研究
10%

行銷管理, 商業時事分析, 新興產業趨勢與商業模式

技術導向

[3] PI Process
產品創新 **流程**
15%

[4] PDD Tools
產品設計開發 **工具**
15%

[7] PI Management
產品創新 **管理**
20%

統計學, 財務管理, 生產與作業管理, and more

管理導向

[6] Culture, Teams, and Leadership
文化, 團隊, 與領導
10%

管理學, 組織行為, 國際企業管理