

# 培訓國際企業人才

## Trade Education

### 專業訓練—打造全方位國際經營人才

#### Professional Training

#### 國際企業經營班（國企班）

國企班開辦以來已培訓4,714位國際專才，在我國各產業從事國際行銷或業務工作，成為外貿的尖兵。

國企班設有英、日、德、法、西、俄、韓、阿、葡、印尼、越南語11個語組，分為2年期及1年期兩種學制，施以密集的經貿、語言雙軌訓練。為業界培訓各個國際市場及產業所需人才，2016年國企班全年培訓502人、於6月底共計301人結業。

2016年總計有610家企業前來國企班徵才，其中192家企業為績優廠商或中堅企業，共計提供超過3,100個工作機會。301位結業學員超過9成已就業，產業分布於科技產業占40%、傳產35%、服務業20%、醫療生技產業4%、其他非貿易相關或自行創業1%。

國企班外語教學成效顯著，2年期英語組結業平均多益成績為890分，日語組則由50音開始教學，結業前參與日本國際教育支援協會日語一級檢測之合格率達64%。

#### 國企班高雄校區首屆開班

為因應中南部企業對國際行銷、業務人才的需求，本會繼2014年於中興大學設立台中校區之後，2016年更與中山大學合作設立國企班高雄校區，開辦2年期英語組及1年期經貿組，共培訓73名學

員，施以密集外語及實務經貿訓練，未來可就近提供中南部廠商與結業學員就業媒合機會，對於滿足南部青年培訓及企業人才需求深具指標意義。

#### 開辦東南亞語人才培訓

東南亞市場成長迅速，台灣企業紛紛前往印尼及越南設立據點，本會自2015年起新增越南語、印尼語經貿人才培訓。國企班2016年1年期班有3位具備越南或印尼語言能力基礎者結業投入職場；國企班2年期越南語組及印尼語組分別各招收6人，2015年班12名學員已於2016年8月赴當地進行海外派訓，將成為企業拓展東協新興市場的貿易尖兵！此外，為配合新南向政策及市場趨勢，培養學員多元能力，國企班2016年開辦短期東南亞語言課程共計184人次選修，辦理東協南亞市場講座13場共計1,320人次參加。

#### 國際貿易特訓班（國貿班）

2016年招收兩期共166名有志從事國際貿易青年，進行6個月的國貿實務及商務英語訓練。學員結業平均多益達750分，結業前安排企業人才媒合，平均每位結業學員有6個工作機會。該班自成立以來，已培訓2,877名結業學員。

為因應業界對外貿實務人才的需求，本會國際企業人才培訓中心專業訓練的國企班、國貿班招收有志從事外貿事業青年，為企業培養兼具良好外語能力及國際行銷、貿易專才；在職訓練則以提升業者貿易行銷經營能力為主。

In response to the demands from Taiwan's business community, the International Trade Institute (ITI) offers a range of international business programs that vary in length from six months to two years. The combination of trade and foreign language courses are designed for people who are preparing for careers in international business. In addition, ITI conducts on-the-job training, seminars and workshops to help participants increase their knowledge and understanding of international trade, management principles and business language.



經濟部王美花次長（左4）於國際企業經營班開結訓典禮中頒獎

Vice Economic Minister Wang Mei-Hua (forth from the left) presents awards at the opening and graduation ceremony of the International Business Administration Program.

### International Business Administration Program (IBAP)

Since its establishment in 1987, ITI has trained a total of 4,714 IBAP graduates. They have devoted themselves to international marketing and have accomplished impressive achievements.

IBAP offers courses in 11 world languages: English, Japanese, German, French, Spanish, Russian, Korean, Arabic, Portuguese, Indonesian and Vietnamese. Two IBAP programs are offered: a comprehensive two-year program and an intensive one-year program. 2016 saw 301 graduates and 502 participants still in training.

In 2016, over 610 companies participated in the ITI job fair. Among them, were 192 Excellent Taiwan Exporters and Importers and Midsize Giants. Together they offered over 3,100 job opportunities for ITI graduates and today, 301 graduates have begun new careers. The industries are as follows: hi-tech - 40%, conventional employment - 35%, services - 20%, medical and biotechnology - 4%, and 1% from other industries.

The IBAP achievement can be seen from the following test results: average TOEIC (Test of English for International Communication) score for two-year English majors was 890. In addition, the number of Japanese majors who passed the first level JLPT (Japanese Language Proficiency Test) was 64%.

### IBAP at the Newly-Established Kaohsiung Campus

Following IBAP's recognition from industries and the success of IBAP's expansion to Taichung in 2014,

ITI expanded to Kaohsiung in 2016. National Sun Yat-sen University was selected to host two IBAP classes, which were launched alongside the Hsinchu and Taichung Campuses on July 4, 2016. Thirty-seven students joined the two-year English program and another 36 students joined the one-year business program, contributing to a total of 73 students for the Kaohsiung campus. In the future, the Kaohsiung campus will develop connections with local industries in the hope of offering diversified job opportunities for ITI graduates.

### Southeast Asian Language Program

In view of increasing trade trends in Southeast Asia, ITI started the Indonesian and Vietnamese language programs in 2015. A one-year program is offered for candidates who have Indonesian and Vietnamese proficiency, and both provide business English and trade courses. The two-year Indonesian and Vietnamese programs are offered for language beginners. Twelve students have finished the first year courses, which included 200 hours of survival language after which they go abroad to receive advanced language training.

### International Trade Program (ITP)

In 2016, the six-month International Trade Program at the Taipei Campus was offered twice, with a total of 166 graduates. The average TOEIC score for graduates was 750 and upon graduation, they received an average of six job offers each. Since its establishment, ITI has trained a grand total of 2,877 graduates.



國企班高雄校區開班典禮

The opening ceremony of IBAP Kaohsiung Campus at National Sun Yat-sen University.





國企班英語課程專題討論  
IBAP English Program workshop

## 在職訓練—提供企業最佳的進修課程 On-the-Job Training

### 碩士後國際行銷班

辦理兩期「碩士後國際行銷班」，招收具國內外碩士學位，或大專院校畢業具3年以上工作經驗者，提供以國際行銷為主軸的210小時經貿課程，2016年共招收97名學員。

### 國際商務英語特訓班

辦理90小時「國際商務英語特訓班」及6-30小時短期商務英語班，共培訓427名學員。

### 短期經貿、語言專題班

配合貿易業者需求，於大台北地區開辦經貿實務、國際行銷及外國語文短期研習班，2016年共計133班，參訓學員達3,926人次。為因應東南亞市場人才需求，並新開辦泰語、越南語、印尼語等東南亞語課程。

### Post-Master's International Marketing Program (PIMP)

The Post-Master's International Marketing Program runs for six months and focuses on international trade and marketing. The program was offered twice in 2016 with a total of 97 graduate students.

### Business English Program (BEP)

ITI Taipei Campus offered a 90-hour Business English course and multiple Business English short courses (ranging from six to 30 hours), with 427 trainees completing the program in 2016.

### Short Courses

A variety of courses, ranging in duration from six to seventy-two hours, were conducted at the Taipei Campus, to meet the needs of local business personnel. Courses included International Trade, Marketing, and Language Training. In total, ITI conducted 133 courses and 3,926 trainees completed the program. Supporting the government's policy to develop Southeast Asia markets, ITI offered Thai, Indonesian and Vietnamese language courses in 2016.