

# BUSINESS & MANAGEMENT Program

Degree Based  
[www.studyintaiwan.org](http://www.studyintaiwan.org)

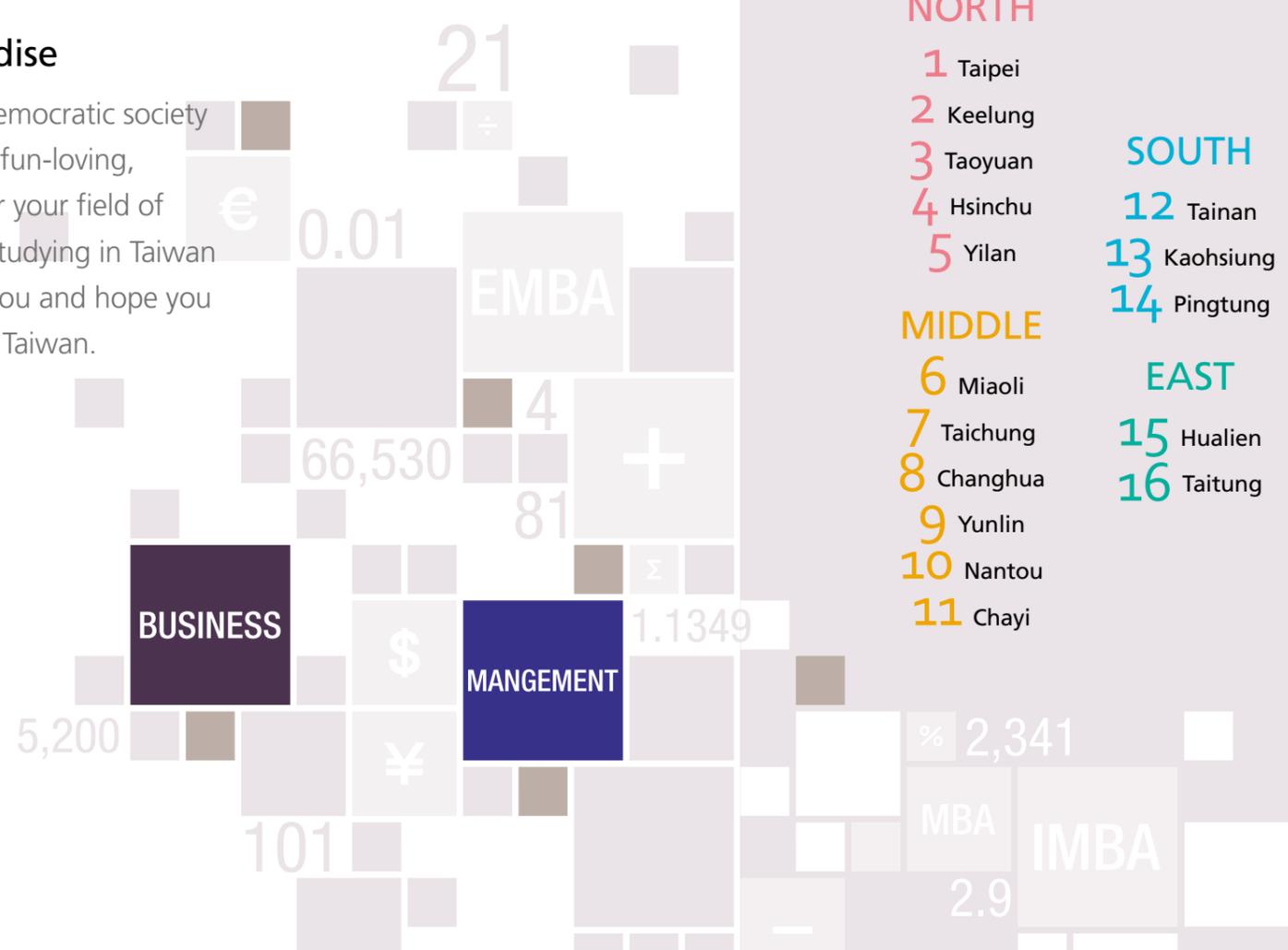




# Getting to know Taiwan

## Welcome to our friendly island paradise

Taiwan is a modern, free, and democratic society where people are hardworking, fun-loving, educated and friendly. Whatever your field of interest, we think you will find studying in Taiwan richly rewarding. We welcome you and hope you enjoy learning and adventure in Taiwan.



### NORTH

- 1 Taipei
- 2 Keelung
- 3 Taoyuan
- 4 Hsinchu
- 5 Yilan

### SOUTH

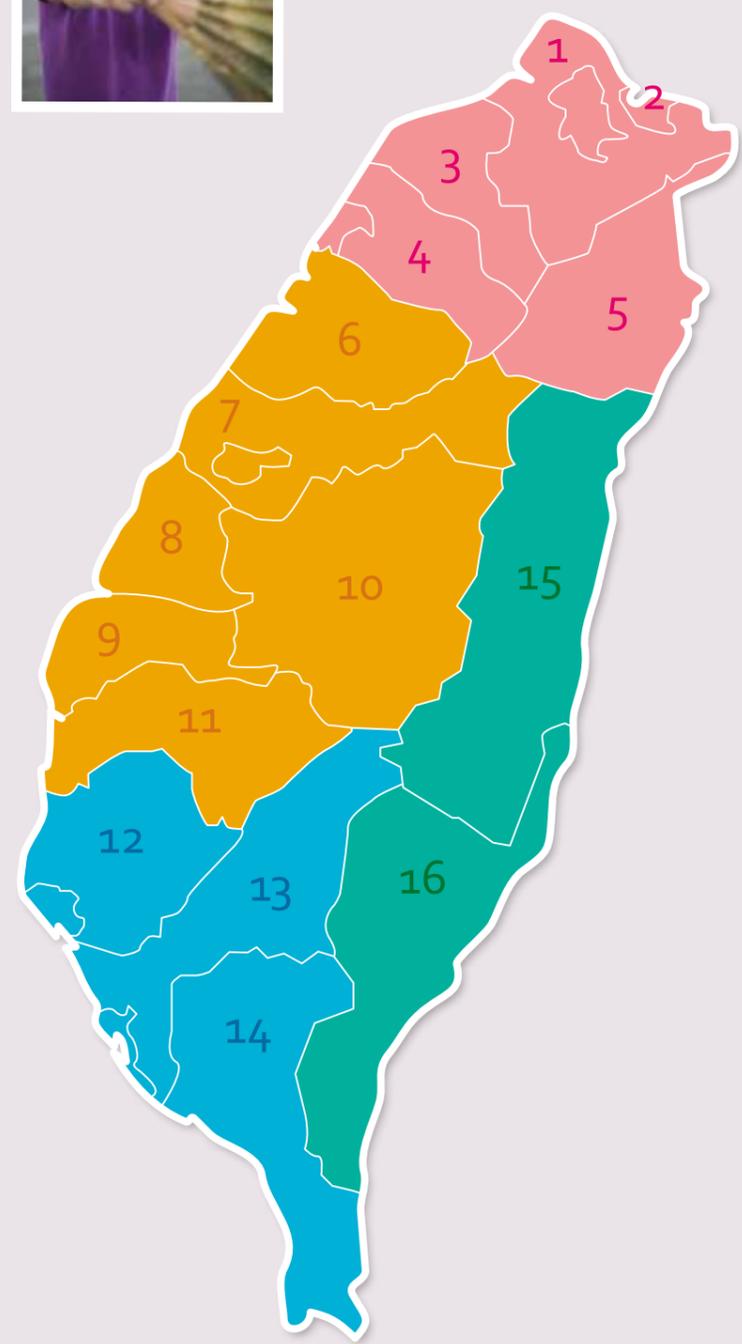
- 12 Tainan
- 13 Kaohsiung
- 14 Pingtung

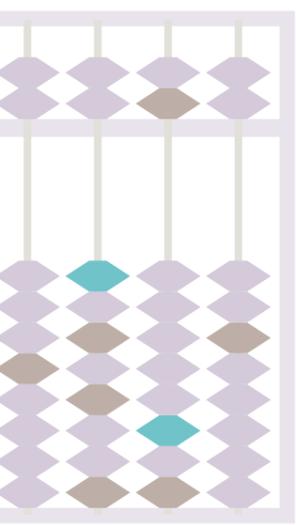
### MIDDLE

- 6 Miaoli
- 7 Taichung
- 8 Changhua
- 9 Yunlin
- 10 Nantou
- 11 Chayi

### EAST

- 15 Hualien
- 16 Taitung





Many Business & Management Programs offered in Taiwan have outstanding academic reputations. Several Colleges of Commerce & Management, such as those at Fu Jen Catholic University, National Chengchi University, National Chiao Tung University, and National Sun Yat-sen University, have been accredited by the globally famous accreditation institution, AACSB. In addition to MBA/IMBA/GMBA programs, there are a variety of Business & Management Programs from which to choose!

Outstanding MBA & Business & Management Programs

# “Business & Management”

## Study in Taiwan



A Global View Integrated with an Asian Perspective

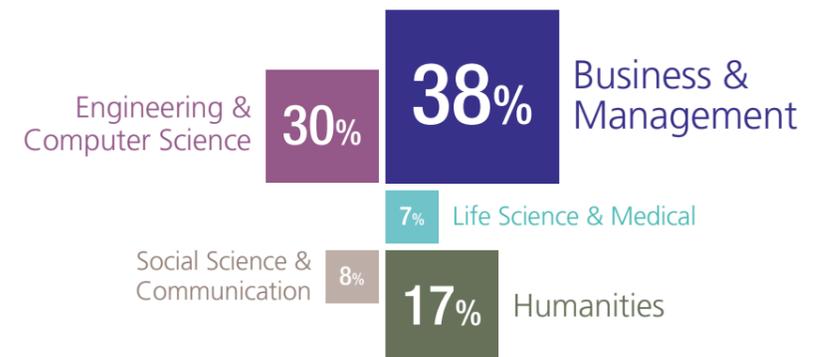
The main objective of the most Business & Management Programs in Taiwan is to provide students with the theoretical and empirical knowledge essential for success in business and management and to bring them up-to-date with global trends in this field. These programs integrate academic studies with numerous case studies of local and Asian business models. Students will become familiar with both global and Asian perspectives and gain an understanding about the business cultures in Asia.

A Gateway to the Asia Business Community

Students enrolled in Business & Management Program in Taiwan have ample opportunities to interact with members of the Asian business community through relevant courses, research, and internships. Furthermore, many colleges have cooperative ties with business in Taiwan and China. These connections provide students with opportunities to learn a great deal about individual enterprises and contribute to the overall development and education of students.



### The Ranking of Academic Subjects Chosen by International Students in Taiwan (2012)



The Ministry of Education has established "The Taiwan Scholarship Program" to encourage promising students from foreign countries to learn Chinese, and pursue undergraduate and graduate studies in Taiwan.



Easy to Reach,  
A Great Place to Travel

Taiwan is served by a large number of international airlines and is easily reached from many countries in the world. Domestic airlines, bullet trains (high speed trains), and regional and city bus and train systems provide excellent transportation within Taiwan. International students will be amazed by Taiwan's world-class museums, stunning temples, precipitous gorges, forest-clad mountains and tropical seas.



- English Taught Programs
  - All English, Higher quality, no Chinese barrier
  - All Programs were reviewed by Higher Education Evaluation and Accreditation Council of Taiwan (HEEACT) and recommended by the committee members.
- MBA/EMBA/IMBA
- Business
- Management

# English Taught Programs

**All English, Higher quality, no Chinese barrier**

All Programs were reviewed by Higher Education Evaluation and Accreditation Council of Taiwan (HEEACT) and recommended by the committee members.

Please visit <http://www.studyintaiwan.org/event/sit85/index.html>

## Chinese Culture University



### International Master'S Program In Department of Journalism

The Department of Journalism has a long and distinguished tradition of excellence in undergraduate and graduate degree programs. Our nationally acclaimed graduate program is the driving force of our department.

The graduate program of journalism was established in 1980, instituted originally under the graduate school of philosophy and then under the graduate school of politics. Later it was set up independently in 1983. At present, the graduate program of journalism offers master degree and 44 new students (include 24 domestic students and 20 international students) are offered admission every year.

As one of the few journalism departments in the country, we provide training across the full spectrum of journalism and mass communication studies. In addition to the widely recognized areas of specialty that comprise journalism and mass communication, the department emphasizes innovative, interdisciplinary studies in new media technologies, critical-cultural studies, integrated marketing communications and communication in politics. Each emphasized field has diverse selected courses. The objective of these courses is to cultivate students with professional knowledge and skills.

#### PROGRAM STRUCTURE

On the path to the master's degree, each student must complete 30 credit hours of study in graduate level, including 12 credit hours core courses, and a minimum of 18 credit hours elective courses.

English is the language of instruction in the international master's degree program offered by the Department of Journalism. After one year of study and upon the completion of all required courses, students are eligible to submit a thesis proposal. A five member committee shall be formed to evaluate the thesis proposal. After passing the thesis proposal evaluation, a student will be considered as a master's degree candidate, and begins thesis writing process officially. The thesis could be written in English or Mandarin Chinese, and must comply with the standard format issued by the university.

**Apply Now** | <http://www.pccu.edu.tw/intl/page/english/english07.htm>

### Introduction to International Master's Program in International Business Administration (IMBA)

The IMBA program for international students at Chinese Culture University (CCU), which can be described as one of the most beautiful campus in Taipei, Taiwan, was established in 2010 to cultivate excellent managers and leaders for the global organization as well as promising researchers for academic institutes in the field. This master program provides the chances to make progress both in practical and theoretical skills and knowledge and broaden global visions for at-work international business managers. The educational goal is to guide students to become independent, enthusiastic, well communicated, and global minded. Such a goal can be reached by travelling abroad to study a sister universities in the United States, Japan, Britain, and Europe, while students are in school.

In this Master program, we are committed to excellence in teaching and learning so there are a great number of faculty members in this master program holding an advanced degree from abroad and engaging in the most recent developments in business and information technology research and practice. They are eager to bring to the class real-world experience and the latest research in a range of management topics, from accounting to strategic management.

For encouraging international students with highly potentials, CCU grants scholarship for those who are admitted into this program. This scholarship represents a significant investment to their education, providing two-year tuition and fees waived. In addition, students will be entitled a monthly stipend of NTD 7,000 based on a 45 hours per month Teaching Assistant (TA) service. Moreover, traditional Chinese language and courses with a number of levels are provided for free by Chinese Culture University to extend the learning experience for all international students coming around the world. Students will be able to build on their language skills through an instructional component of Chinese and Taiwanese Culture.

**Apply Now** | <http://www.pccu.edu.tw/intl/page/english/english07.htm>

### Master program of Sport Coaching Science

The Graduate Institute of Sport Coaching Science in Chinese Culture University was established in 1994, which was the first master program of Sport Coaching Science in Taiwan. In 2006, the institute expanded its mission to establish one of the most prestigious doctoral programs in this area. With the remarkable efforts of Dr. Gie San Chiang, who was the director of the graduate institute from 1994 to 2006, together with the current director Dr. Jung-Chang Lin, and all the faculty members, the institute proudly offers high quality education for future researchers and practitioners. The mission of the graduate school includes: 1. educating sport coaches; 2. training researchers in sport science; 3. producing sports training and management professionals, and 4. producing instructors in exercise and health promotion. As the first graduate institute in sport coaching science in Taiwan, the courses of the programs emphasize heavily on the integration of theories and practice. In academic area, the advanced knowledge of sport and exercise physiology, psychology, immunology, biomechanics as well as sports culture, education and philosophy are provided. In the sports skill area, all students are required to further improve their coaching abilities by participating at least 500 hours in sport coaching conferences, symposia, licensure courses or certification programs. In order to help international students understand oriental culture and Taiwanese society, a traditional martial arts course such as Tai-Chi and one cultural trip is offered every semester. Weekly seminars are held and individualized studies are provided based on the interests of the students. The institute serves as one of the best choices for future sport and exercise professionals.

**Apply Now** | <http://www.pccu.edu.tw/intl/page/english/english07.htm>

### Master's Program For International Students In Banking and Finance

The Postgraduate Program of Banking and Finance was established in September, 2011. The Program in Banking and Finance offered by the Chinese Culture University (CCU) is a cutting-edge finance degree designed to provide graduates with a combination of the most up-to-date financial theory and tangible skills that can be employed in the workplace.

The Program examines the principles of financing and investment decisions and their impact across a broad range of contemporary management concerns. It is structured to provide financial professionals with the knowledge and proficiency to create sophisticated solutions to financial problems, improve investment decision-making, develop strategic financial objectives, and seize new business opportunities.

The Program focuses on the operation and management of financial institutions. The majority of our graduates are employed as securities analysts, researchers, managers or traders in banks, securities, fund management companies, or insurance companies, and some service in the financial regulatory authority by passing the civil service examination.

Each student in the Program must complete 36 credits, including all required courses and some elective courses. The required courses are as follows: Research Methodology, International Business Management, International Marketing Management, Corporate Finance, and Operation & Management of Financial Institutions. Besides, a written master thesis is required for the degree. A TOEFL score of 500 points or above is also required for graduation.

**Apply Now** | <http://www.pccu.edu.tw/intl/page/english/english07.htm>

## Chung Yuan Christian University



### International Master of Business Administration (IMBA)

The International Master of Business Administration (IMBA) is an English-taught Full-time Program in the College of Business (COB), Chung-Yuan Christian University, which started in the academic year 2011. The IMBA aims to admit local and international students with excellent academic background and management experience. The goal is to produce future leaders and business professionals with a strong background in the dynamics of International Business providing long-term contributions to the global economy, business organization and society.

The 42-credit-hour IMBA curriculum is rigorous and comprehensive, and can be earned in 2 years. The program curriculum includes core courses (17 credit hours) that will prepare students for higher level management positions. The IMBA has a flexible three specialization options (Strategic and Marketing Management, International Business and Economics, and Financial Accounting and Decision Science) that allows students to customize the program to further meet their career objectives. All courses are designed to combine theory and local practice, offering students with a mix of Global views and Asian perspectives. Specially designed courses such as Case Study of Taiwanese Multinational Firms and Corporate Ethics provide students with a grasp of real world problems in the Asian context; and develop their practical and ethical problem-solving skills necessary to succeed in both local and international markets.

The program receives strong support from the Dean of the College and the University. Knowledgeable teaching faculty, capable administrative staff, up-to-date vast teaching and research resources, and diverse academic course options are available for students.

Approximately 90 experienced full-time faculty members from the COB teach in the IMBA program. Five research centers are accessible to students if they choose to extend their studies to a more specialized area of interest. Professional classrooms and independent study rooms are newly built for a favorable learning experience in the College. The University offers new dormitory building, sports and recreational facilities to provide students with a comfortable living environment. Students may also be eligible to receive government-funded financial aid-liberal scholarship.

**Apply Now** | [http://oia.cycu.edu.tw/e\\_index.asp](http://oia.cycu.edu.tw/e_index.asp)

### Kainan University

Taoyuan 

**U** International Honors Program ●

The International Honors Program (IHP) at Kainan University was established in 2005. A four-year undergraduate program, the IHP offers a bachelor's degree in Business Administration in two concentration areas: Commerce, and International Logistics. The courses are taught completely in English. In addition, IHP students are required to take Chinese language courses and are encouraged to take regular courses that are taught in Chinese. IHP students can also pursue a second major or minor in any other fields.

We recruit top high school graduates from all over the world. Students who are admitted into the IHP are given a four-year, full scholarship that includes tuition and housing for the duration of their stay at Kainan, on condition that they maintain satisfactory grades.

#### Teaching Faculty

Kainan University provides IHP students an excellent learning environment with cultural diversity and global perspectives. More than 90 percent of our lecturers for the IHP courses were educated in the United States and Europe. The remaining lecturers are foreign-born from the United States, New Zealand, Australia, Canada, Korea and Singapore.

#### Office of International Programs and Services

The Office of International Programs and Services (OIPS) at Kainan University manages the IHP and provides assistance to IHP students, especially at the beginning of their program. The OIPS is also responsible for student exchange programs, summer programs, and the annual international basketball tournament on campus. Kainan University currently has more than 86 sister schools in Asia, Europe, North America, and Oceania. For inquiries, contact the OIPS by e-mail (nc2@mail.knu.edu.tw), phone (+886-3-3412500 ext 1023), fax (+886-3-3413252), or mail (No. 1 Kainan Rd., Luzhu, Taoyuan 33857, Taiwan).

**Apply Now** | [http://www.knu.edu.tw/OIPS/eng/index\\_eng.html](http://www.knu.edu.tw/OIPS/eng/index_eng.html)

### Ming Chuan University

Taoyuan 

**G** Department of Business Administration (IMBA Program) ●

IMBA program emphasizes on developing students' management technical competencies, teamwork competencies, and conceptual application competencies. Enhancing professionalism, upgrading research capability, fostering teamwork, and developing global perspectives are 4 objectives that our program intends to reach.

The required and elective courses of IMBA program are designed to help students become management professionals with theoretical and practical capabilities, teamwork and global perspectives. The required courses include Management Theory, Human Resource Management, Financial Accounting, Marketing Management, Financial Management, and Research Methods, which train students' fundamental business and management capability. Students are required to take Business Chinese and Management Practice to well know the current status of economics and enterprise in Taiwan. Selective courses we offer, like Statistics Methods & Data Analysis, Consumer Behavior, Strategic Marketing, Production and Operations Management, E-Business, Investment Management, Managerial Economics, Organizational Behavior, and Strategic Management, allow students to focus on one major field based on their own interests.

Not only providing premium management education, we also assist students in adapting to new environment to overcome problems causing from culture shocks. Our students come from countries all over the world, the U.S., France, Australia, Russia, Korea, Latvia, Indonesia, Mongolia, Philippines, India, Vietnam, and St. Vincent. IMBA students have cultural interaction with their classmates and also share the different life experiences with Taiwan MBA students. The number of our full-time faculty is more than 30 and we have 7 teachers from other Department to support the teaching. The average teaching hours per week for each teacher is 9.55h (2010 fall semester) and 9.07h (2011 spring semester). All teachers have quality teaching and are well-educated with superior research performance in publishing journals in SSCI and SCI. Their professional backgrounds help to develop students' independent thinking, academic ethics and global views.

After receiving the accreditation of MSCHE (Middle States Commission on Higher Education), Ming Chuan is the first American University in Asia. With quality course planning, teaching ability, and educational hardware and software, students enjoy the learning experience in Ming Chuan and all miss the colorful life in Taiwan.

**Apply Now** | <http://iee.mcu.edu.tw>

**U** International Business and Management Program ●

In 2010, Ming Chuan University had 610 international students from 73 countries. We were accredited by the Middle States Commission on Higher Education in November, 2010, becoming the first U.S.-accredited university in Asia. Notably, the International College at MCU is the first English-taught college in Taiwan. Meanwhile, the International Education Committee

was established and a top-down strategy was adopted to integrate the university resources so as to reach the goal of internationalization of education. Furthermore, Campus English Day was initiated in all administrative units every Friday.

We established International Business and Management Program in 2006 with the goals to help students in developing expertise in business disciplines, to strive for excellence in learning and teaching, and to support students to develop global views. The professional courses are designed based on International College and program missions and goals. To ensure curriculum quality, we also invite industry, government and academia representatives and outstanding alumni to be our curriculum advisory committee members and hold a curriculum review meeting every semester. We adopt midterm and final examination assessment to evaluate students' learning outcomes and conduct teaching evaluations at the end of every semester. Moreover, faculty members are well-experienced in teaching and most have earned their degrees from overseas institutions. Meanwhile, students may adapt to campus life quickly, supported by the academic and life counseling systems.

**Apply Now** | <http://iee.mcu.edu.tw>

**U** International Trade and Management Program ●

Ming Chuan University is the first and only university in Asia, accredited by the Middle States Commission on Higher Education in the United States of America in 2010. It is the first American university in Asia, and first institution to establish "International College" in Taiwan, offering completely English-taught degree programs.

The undergraduate program of International Trade and Management (ITM Program) under International College at Ming Chuan University was established to train and nurture managerial professionals with a global view and in-depth knowledge of international trade and economics through an all-English learning environment. In addition, ITM Program cooperated with International Cooperation and Development Fund and carried out "International Higher Education Scholarship Programs" with aim to assist international human resource development in Taiwan's allied and friendly nations since 2008. The program provides an international and multicultural learning environment by having international students from more than 21 countries on 5 continents. This is also strengthened by the guidance they receive from a faculty base comprised of 18 professionals and experts, among whom 17 hold doctoral degrees. The ITM course curriculum requires a minimum of 128 credits, composed of 99 credits of required courses and 29 credits of elective courses. The curriculum of this program includes fundamental business courses (e.g., Accounting, Economics), core professional courses (International Trade, Management, International Financial Management, and Organization & Strategy), and practice-oriented courses (Practice in International Trade). In addition to the abovementioned courses, all ITM graduates must complete a Graduate Project Thesis to enhance their writing proficiency and research abilities. ITM Program also provides the internship program and offers students opportunities to interact with real-world business.

**Apply Now** | <http://iee.mcu.edu.tw>

### National Taipei University of Technology

Taipei 

**G** International MBA program, College of Management ●

TAIPEI TECH is a famous public university located at the center of Taipei and next to the Zhongxiao Xinsheng MRT Station. With a 100-year history, TAIPEI TECH has a strong alumni network across the globe.

- .1 100% English taught program
- .2 Outstanding Faculty with international experience and credentials
- .3 Located in central Taipei City with an international network
- .4 Company visits and field trips
- .5 Scholarship or Tuition Waivers

The TAIPEI TECH IMBA program is one of the most outstanding English taught international MBA programs in Taiwan and is especially designed for international students. Students in the program represent a diverse mixture from more than 17 countries. The unique design of our IMBA program is to equip students with business management skills supported by a global perspective. Particularly, in response to the trend towards integrated manufacturing and commerce, our IMBA program provides professional management knowledge for emerging industries.

The curriculum of our IMBA program combines both theoretical and practical knowledge and perfectly conforms to the characteristics of the students. The curriculum is divided into two modules: the Business Management module and the Industrial and Information Management module. The core courses of the former include Management Accounting, Financial Management, Management Science, and Marketing Management. In order to encourage students to learn by doing and teaching others, the case study method is applied.

To enrich students' practice experience, we arrange several company visits and field trips each year. Our faculty have outstanding teaching and research skills as well as practical industry-academic cooperation experiences. Furthermore, this program also emphasizes the cultivation of elite professionals from around the world into future business leaders in an international environment. IMBA in TAIPEI TECH is your best choice. Come to study with us!

**Apply Now** | <http://www.ioa-en.web.ntut.edu.tw/bin/home.php>

National Taiwan University of Science and Technology



**G** Department of Business Administration, Ph.D. Program

In the Business Administration Department of National Taiwan University of Science and Technology, we are committed to creating innovative programs for our students. Our Master's and PhD program offers many courses taught in the English language, which covers strategic management, marketing, and human resource fields. All of the 17 faculty members come from top international business schools with different research focuses, such as business strategy, cooperate-governance, game theory, branding, consumer behavior, leadership and communication, strategic human resource management, and so on. In addition, we have a few adjunct professors from abroad to help with summer teaching, which offer a variety of courses for the students.

Research-wise, we are striving for international excellence. Each faculty member has his/her own research specialty and we encourage multi-disciplinary research within and across different subject areas. Good research needs not only academic theory but also support from real-world businesses. The Department is very well connected with businesses in Taiwan and China. The campus, conveniently located in downtown Taipei, the political and economic center of Taiwan, allows us great access to many companies and their resources while conducting field research.

Apply Now | <http://www.admission-e.ntust.edu.tw/front/bin/ptlist,3.phtml>

**G** Department of Industrial Management, Master Program

**Program Objective:**  
The Department of Industrial Management (IM) is one of the earliest departments established at NTUST. It has been running for more than 36 years. The goals of this program are to teach the students about applied science and technology as well as to conduct researches regarding Industrial Engineering and Management, to train the students managerial matters required for enterprise development and become the person in charge on it in the future. The distinctive feature of this program is its commitment to satisfy the needs of enterprise efficiency, information integration, business innovation and globalization. The courses offered cover business strategies and operations techniques for manufacturing and service industries.

**Program Scale:**  
The IM department offers comprehensive programs for students, including bachelor, master and Ph.D. programs. The IM department started to recruit students for its master degree program in 1979. About 100 students are currently enrolled in the program. The official language of international programs is English.

**Program Requirement:**  
The minimum required credit is 36 units. The Master student must choose at least 8 core courses offered by the Department of Industrial Management. Among the 8 courses, at least 4 courses must be in the same concentration. Seminar on Industrial Management (1) and Seminar on Industrial Management (2) with 0 credit must be taken during the first year of study program. A Master degree is granted only after successfully defending a Master thesis.

- Laboratories:**  
Production Scheduling Technology and Operations Management  
Warranty and Reliability Network Reliability & Service Science  
Productivity and Lean Management Quality Management  
Nonlinear Numerical Optimization Global Logistics and Supply Chain Management  
Decision Science Accident Analysis and Human Error  
Ergonomic and Design Information Technology Application & Integration  
E-Business Management and Information  
Intelligent Systems Engineering

Apply Now | <http://www.admission-e.ntust.edu.tw/front/bin/ptlist,3.phtml>

**G** Department of Industrial Management, Ph.D. Program

**Program Objective:**  
The Department of Industrial Management (IM) is one of the earliest departments established at NTUST. It has been running for more than 36 years. The IM department offers comprehensive programs for students, including bachelor, master and Ph.D. programs. The department's doctoral program began in 1983 with concentrations in production & operations management, operations research, human factors engineering, and information technology. This program aims to train scholars who can raise the standard of research and teaching of higher education.

**Program Scale:**  
The current enrollment is about 60 students. The official language of international programs is English.

**Program Requirement:**  
Thirty credit hours and a Ph.D. dissertation are required to complete this program. At least four of the following core courses must be taken: Applied Probability Models, Experimental Design, Production Management System, Mathematical Programming, Psychological Foundations in H. F. Engineering, Physiological Foundations in H. F. Engineering, Project Management, Quality Control System, Supply Chain Management.

- Research Laboratories:**  
Production Scheduling Technology and Operations Management  
Warranty and Reliability Network Reliability & Service Science  
Productivity and Lean Management Quality Management  
Nonlinear Numerical Optimization Global Logistics and Supply Chain Management  
Decision Science Accident Analysis and Human Error  
Ergonomic and Design Information Technology Application & Integration  
E-Business Management and Information  
Intelligent Systems Engineering

- Faculty Members:**  
Chen, James C., Chair Professor (Pou Chen International), Ph.D., University of Wisconsin at Madison, U.S.A.  
Chi, (Chris) Chia-Fen, Professor & Associate Dean of School of Management, Ph.D., The State University of New York at Buffalo, U.S.A.  
Chou, Shuo-Yan, Professor & Dean of International Affairs, Ph.D., University of Michigan, Ann Arbor, U.S.A.  
Hsu, Tsung-Shin, Associate Professor, Ph.D., National Cheng-Chi University, Taiwan, ROC

- Ku, (Jasmine) Chia-Hua, Assistant Professor, Ph.D., University of Wisconsin at Madison, U.S.A.
- Kuo, Po-Hsun, Assistant Professor, Ph.D., Rensselaer Polytechnic Institute, U.S.A.
- Kuo, Ren-Jieh, Professor, Ph.D., Pennsylvania State University, U.S.A.
- Lee, Yung-Hui, Professor, Ph.D., Texas Tech University, U.S.A.
- Lee, Chiang-Sheng, Assistant Professor, Ph.D., Iowa State University, U.S.A.
- Liao, Ching-Jong, Chair Professor & Vice President, Ph.D., Pennsylvania State University, U.S.A.
- Lin, Chiu-Hsiang, Professor, Ph.D., Texas Tech University, U.S.A.
- Lin, Shu-Chiang, Assistant Professor, Ph.D., Purdue University, U.S.A.
- Lin, Yi-Kuei, Chair Professor, Ph.D., National Tsing Hua University, Taiwan, ROC
- Lo, Shih-Che, Assistant Professor, Ph.D., University of Southern California, U.S.A.
- Mizutani, Eiji, Assistant Professor, Ph.D., National Tsing Hua University, Taiwan, ROC
- Ou-Yang, Chao, Professor, Ph.D., The Ohio State University, U.S.A.
- Wang, Fu-Kwun, Professor, Ph.D., Arizona State University, U.S.A.
- Wang, Kung-Jeng, Professor & Chair, Ph.D., University of Wisconsin at Madison, U.S.A.
- Wu, Chien-Wei, Associate Professor, Ph.D., National Chiao Tung University, Taiwan, ROC
- Yang, Chao-Lung, Assistant Professor, Ph.D., Purdue University, U.S.A.
- Yang, Wen-Dwo, Assistant Professor, Ph.D., National Taiwan University of Science and Technology, Taiwan, ROC
- Yeh, (Robert) Ruey-Huei, Professor & Dean of Academic Affairs, Ph.D., University of Michigan, Ann Arbor, U.S.A.
- Yu, Vincent F., Associate Professor, Ph.D., University of Michigan, U.S.A.

Apply Now | <http://www.admission-e.ntust.edu.tw/front/bin/ptlist,3.phtml>

**G** Master Program

The MBA Program was established in spring, 2006 and is committed to provide a leading-edge graduate business education to train students with professional business skills and global visions. The program draws on the specific strengths of each of the departments and graduate institutes from the School of Management to deliver a tailor-made international curriculum and seeks to foster excellence and innovation through a culturally diverse learning environment. Core courses are offered in English. However, students with Chinese proficiency are welcomed to take courses across departments in School of Management.

- Our Mission:**  
Being Great, From Asia to the World
- Great Profession:**  
As of 2011, School of Management at NTUST has 67 full-time faculties (27 professors, 18 associate professors, and 22 assistant professors) with specialties in industrial management, information management, finance, marketing, business strategy, human resource management, and technology management. They received their PhD degree from highly recognized universities around the world,

including Taiwan, USA, UK, Japan, Australia, Germany, and Netherlands. In addition to their daily activities of teaching and supervising students research, they have been very active in running research project, participating in international conference and professional associations. They also provide consultations to governments and corporations.

**Great Practice:**  
In MBA program, we also recruit experts with strong experiences from industry to teach business cases and practices. In order to bridge the gap between theory and practice, all students are required to take overseas entrepreneurship internship organized by their individual advisors. The internship is designed to equip our NTUST MBA students with hand-on global experience.

**Great Perspective:**  
To better prepare our students for global challenges, the MBA program develops faculty ties with foreign universities, increases the international contents of our programs, and improves our international visibility to ensure a steady flow of high-quality applicants to our MBA program.

**Degree Requirement:**  
Students are required to complete 50 credits as part of the requirement for MBA degree. Among the 50 credits, 35 credits should be taken from courses provided by MBA program (including a minimum of one credit internship) Under the supervision of the advisors, all students need to complete a master thesis, in the end of the study.

**Overseas business internship:**  
In order to develop the international perspective and entrepreneurship management capabilities, the program is designed to incorporate several overseas company visits and internships, with a strong emphasis on real-world, hands-on experience.

**Scholarship:**  
Among the admitted international students, the selected ones will be offered NTUST scholarship. For the first year, Master's program students can be offered NT\$10,000 per month for 12 months. All international students can also apply for the Taiwan Scholarship offered by the government. However, those who had already received financial aid from other sources including Taiwan Scholarship are not eligible for NTUST scholarship award.

**Semester Period:**  
NTUST runs 2 semesters in each academic year. Fall semester is from September to January of the following year, while spring semester is scheduled from February to June. MBA is a two-year program. Courses typically meet during the day, and most of courses are held on weekdays.

**Language:**  
.1 The official language for foreign students is English.  
.2 Free Mandarin-Chinese language courses are available.

Apply Now | <http://www.admission-e.ntust.edu.tw/front/bin/ptlist,3.phtml>

### National Tsing Hua University

Hsinchu 

**G** International MBA ●

- Learning Goals**  
 International MBA is a two-year fulltime MBA program. Our goal is to train business administrators with global perspectives and an understanding of the value of corporate ethics. Through internships and company visits, students can put the knowledge learned from class into practice. Graduates of the IMBA program will have:
  - Functional Knowledge in accounting, finance, marketing, technology management and information system that can be applied from a management perspective to address cross disciplinary issues.
  - Quantitative skills that can be used to understand, analyze and use data to make business decisions.
  - Teamwork, leadership, and communication skills that will enable students to effectively work with others in making group decisions.
  - Multicultural and diversity management skills that will be able to effectively make business decision in the globalization environment.
  - An understanding of ethical standard that can be used to evaluate ethical issues and situations to make business decisions.
- Curriculum**  
 IMBA students require four semesters (but no more than eight semesters) of full-time registration. A minimum of 16 courses (48 credits) and master thesis (4 credits) are required for graduation from the IMBA program.
- Core Courses**  
 All IMBA students receive a fundamental training in the basic tools and concepts for management in the first year. A core curriculum provides the student with the background for the advanced study in professional fields. The core curriculum in the first year MBA program consists of 10 courses (30 credits) in fundamental areas, including accounting, management and organizations, marketing, finance, managerial economics, operations management. The ten core courses required for graduation are
  - Accounting for Management
  - Economics for Management I & II
  - Statistics
  - Financial Management
  - Marketing Management
  - Globalization Management
  - Organizational Behavior
  - Management Information System
  - Corporate Law
- Elective Courses**  
 Beyond the ten required core courses, the curriculum is flexible and broad. The following 6 specialized professional programs may be provided each year.
  - Technology Management
  - Information Management
  - Human resources Management
  - Financial Management
  - Managerial Economics
  - Law for Science and Technology

- Faculty**  
 Faculty of IMBA are supported by all departments/institutes of College of Technology Management, which include Department of Economics, Department of Quantitative Finance, Institute of Technology Management, Institute of Service Science and Institute of Law for Science and Technology.
  - Application**  
 For more information of application, please refer to IMBA website <http://imba.nthu.edu.tw/>
- Apply Now** | <http://oia.nthu.edu.tw/cont.php?id=91&m=m26&mm=mm41&tc=5&lang=en>

### Shih Chien University

Taipei 

**G U** The Brief Introduction of IMBA & IBA Programs ●

Established in 1958, Shih Chien University is located in Taipei City and is the most unique and historical private university in Taiwan. The Department of Business Administration of Shih Chien University's College of Management has five educational programs, including BA, IBA, MBA, IMBA & EMBA. The Department of Business Administration is the largest department in the school with over nine hundred students studying in day school, night school, and EMBA programs. The department often collaborates with our fifteen sister schools around the global by exchanging students, professors, and academics. Thus, the department is also the most internationalized department in the school. Since the establishment of the department in 1980, our outstanding alumni have suffused the society and around the world.

The Master of International Business Administration Division (IMBA) that is established by the Department of Business Administration in 2009 and the Bachelor of International Business Administration Division (IBA) which started to enroll new students in 2011 are all given lessons in English. With the teaching goal of "The Gate Way to Asia, Short-Cut to the Greater China, Connect to the World, Study abroad for Double Degrees without Extra Tuition Payment," we attract many domestic and international students. Presently, our international students are mainly from Europe and America, with students from other countries as secondary. Every academic year the two programs offer eight students with full scholarships and enterprise scholarships so international students would have no troubles studying in Taiwan. The foreign professors in the department are from Germany, American, and Australia. They have superb English teaching ability, and they are also the most crucial element of the internationalized learning environment provided by the department.

The module plans of the IMBA programs are International Financial Economy Module and International Marketing Management Module; the module plans of IBA programs are International Business Management Module, International Financial Economy Module, and International Marketing Management Module. The module plans have full-time secretaries and tutors to assist international students with tasks of their studies and daily lives. In addition, Taiwanese students are arranged as study partners to assist foreign students to adapt to the life in Taiwan. The programs have specialized classrooms and social space with electronic lectern and computers to provide help for students to study and conduct researches.

**Apply Now** | <http://english.usc.edu.tw/admission.html>

### Taipei National University of the Arts

Taipei 

**G** International Master of the Arts Program in Cultural and Creative Industries (IMCCI) ●

As the most important institution for educating artists in Taiwan, TNUA embraces a principle that stresses both the traditional and modern, and both the international and local. Our pedagogy gives equal emphasis to both the theoretical and the practical, with a mission to nurture generations of artists for Taiwan, and to elevate the country's overall artistic and cultural achievements.

International Master of the Arts Program in Cultural and Creative Industries (IMCCI) is the first program in Taiwan combining the studies of arts and creative industries program taught in English. The program does not focus on developing specific skills on a particular field, like music, theatre, dance, painting, sculpture, photography, design, etc. IMCCI, instead, opens new possibilities for students to take their own profession or passion into the cultural field and to become arts intermediators, such as an art managers, curators, cultural promoters, etc. Moreover, the courses are designed not just focusing on the lectures, but also discussion, presentations, field research and other activities related to arts and cultures, so students can have a better understanding of how cultural and creative industries work.

Since most of the students in IMCCI come from different parts of the world, TNUA offers lists of arts resources (Music, Fine Arts, Theatre Arts, Dance, Filmmaking and New Media, and Culture Resources) in education, provides the practical art management courses, and provides an opportunity to connect Taiwan experiences with the world. The program particularly stresses the importance of unleashing creativity in different fields, and fits with the educational goal of TNUA -- to nurture "innovators and creators" in the world of arts. In the future, we will still embrace this spirit to achieve sustainable development.

**Apply Now** | <https://sites.google.com/site/tnuaiecen/>

### Tamkang University

Taipei 

**U** Department of International Business ●

1/2 Faculty graduated from Abroad such as, Clark University, Indiana University, University of Wisconsin-Madison, Georgetown University, University of Rhode Island, Kingston (U.S.A);Manuel L. Quezon University (Philippines); University of Cambridge, Queen's University, University of London (U.K.); 39% of faculty from this department obtained their Doctor Degree Worldwide; faculty from Business Community such as Assistant Manager of Jung Kuang Co., Ltd. Singapore, JWT, J. Walter Thompson, Ogilvy & Mather; faculty from Researcher, Research Department, Mortgage Bankers Association of America, Washington DC., and Consultant, Develop Economics Prospects Group, The World Bank, Washington DC.

**English Instruction Program**

- 71% Local Students and 29% International Students.  
 The curriculum was designed to adapt to the one-year Junior Year Abroad program. All the courses of the program are instructed in English except for few general courses. The major courses of the first two years of study focus on the fundamental theories related to international business. The Junior Year Abroad Program emphasizes international marketing, international business management, international financial management, and international economics. The fourth year curriculum highlights the features of the development of international business in practices.
- Requirements for the degree of English Instructed Bachelor of International Business:  
 Completion of 128 credits, including 87 credits of required courses and 17 credits of elective courses offered by the department. (All the courses, except few general education courses, are lectured in English.)
- Contact Information  
 Tel: +886-2-26215656 ext. 2567 / 2569  
 E-mail: tlfx@oa.tku.edu.tw

**Apply Now** | <http://www.dib.tku.edu.tw/>

**Yuan Ze University** Taoyuan

**G** English Bachelor of Business Administration (EBBA) College of Management

**Brief Background of EBBA**  
The English BBA Program was founded in 2010, offering complete four years of English taught curricula with a strong emphasis on both theories and practice in International Finance and Global Business Management.

- Key features of EBBA**
- Providing specialized curricula taught in English
  - Developing elite characters, proper learning attitudes and teamwork ability of each student
  - Promoting multicultural and global perspectives
  - Fostering T-Shaped leaders
  - Learning business practice to meet the requirement at work through student exchange programs, overseas study and practical training

**Course Characteristic**  
University compulsory courses (23), General Education courses (10), College compulsory courses (42), Language and ability width (14), Program Subject (21) (either Global Business Management or International Finance), Distinctive elective and other program subject (18).

**International Finance Concentration**  
Corporate Finance, Investment, Financial Statement Analysis, International Financial Market and Institution, Derivative Securities, International Finance, International Financial Management.

**Global Business Management Concentration**  
International Human Resources Management, Global Industrial Analysis, Global Logistics Management, Global Marketing Management, Brand Management, Multinational Financial Management, Case Studies of Strategic Decision - Making in International Business.

- Course Characteristic**
- Language Training: Integration of Liberal Studies and Professional Courses, aiming at improving students' English and professional skills, leadership skills, teamwork skills, and cultivating the problem-solving skills.
  - Establishment of English learning environment: We have audio-visual classroom and tools for students, and extra-curricular activities to strengthen the English communication, clerical and writing ability.
  - Promote communication between local and international exchange students: Students can experience foreign culture and expand their international.
  - Mentorship Scheme: Provide opportunities of "Corporate Internship", "Exchange Program" or "Overseas Study".

**Apply Now** | <http://www.yzu.edu.tw/EBBAEN>

**Asia University** Taichung

**G** International MBA, Department of Business Administration

The International Master of Business Administration (IMBA) was founded in 2007 to develop and foster the skills and knowledge students need for success in the global business environment. The program offers a diversified choice in majors, including: Marketing, Finance, International Business, Leisure and Recreation, and Accounting and Information Systems.

The IMBA program emphasizes global business theory and practice, and aims to develop students who have a rich understanding of international business operations and the different methods and techniques used in problem-solving. Upon graduation, most of our students embark on promising careers in industry, government, or academic institutions.

**Learning goals:**

- **Professional skills**  
Students should be equipped with intermediate professional knowledge and skills to facilitate their career and demonstrate their capabilities in management and teamwork competencies.
- **Communication skills**  
Students should be equipped with superior oral and written communications skills.
- **Analysis & problem-solving skills**  
Students should be equipped with analytical thinking in addition to strategic, creative, and innovative problem-solving skills.
- **Ethics**  
Students should be equipped with professional ethics, virtuous values, and ethical conducts.
- **Global perspectives**  
Students should think with global perspectives and concern international issues.
- **Curriculum**  
Graduation requirement: 36 credits, including 27 credits of Required Courses and 9 credits of Elective Courses.
- **Required courses**  
Master's Thesis (6 credits), College Required Courses (12 credits), and one Major Courses (9 credits).
- **College required courses**  
Marketing Management, Organization Theory and Management, Research Methodology, Financial Management
- **Majors**  
Marketing Management, International Business, Finance, Leisure & Recreation Management, Accounting

**Apply Now** | <http://ciae.asia.edu.tw/appapp/Index4.php>

**G** Master Program in Healthcare Administration, Department of Healthcare Administration

The missions of the department are caring the people health, innovating the health care industries, and nurturing the excellent leader. The establishment and development of the colleges aim to adhere to the principles of technology integration and resource sharing. Following the WHO perspectives in physical, psycho and social well-being, the department will focus on the integrity of, the development of national and international healthcare systems and the design of health policy in the need of the healthcare industry and healthcare organizations to train the best personnel for the need.

The Master degree program is provided for the students wishing to pursue management career in healthcare systems, hospitals, consulting firms, managed care organizations, insurance firms, medical group practices, government agencies and other healthcare settings. Our curriculum formation and development emphasizes on pioneering and outstanding teaching, localizes and internationalized research, and optimizes community service resources which can be adequately and effectively utilized to enhance the students' professional knowledge and skills. The faculty members have rich practical experiences of Hospital Administration and Hygiene Administration. One former minister and four former vice ministers from the Department of Health provide the best learning experiences in the Department.

Asia University continuously constructs buildings with elegant Greek or Roman styles. Various scholarships are provided by the school to assist the students who need financial helps. The school and the Department will cooperate together continuing to recruit international students and creating a multi-culture learning environment for our students through our excellent education and research program.

**Apply Now** | <http://ciae.asia.edu.tw/appapp/Index4.php>

**G** PhD program in Business Administration, Department of Business Administration

The PhD program in Business Administration was founded in 2009 and has since welcomed a large influx of international students. Our program mission is to educate and prepare doctoral candidates for business management, academic research, and careers in industry and government institutions.

**Curriculum:**  
Graduation requirement: 36 credits, including 18 credits of Required Courses and 18 credits of Elective Courses.

**Learning goals:**

- **Professional skills**  
Students should be equipped with comprehensive knowledge and skills of their fields of expertise in order to be high-level management professionals in different managerial and organizational contexts and talented researchers in research institutions. Make original intellectual contributions to the body of knowledge in their chosen fields and solve the contemporary business problems faced in their professional careers
- **Communication skills**  
Students should be equipped with superior oral and written communications skills.
- **Analysis & problem-solving skills**  
Students should be equipped with analytical thinking in addition to strategic, creative, and innovative problem-solving skills.
- **Ethics**  
Students should be equipped with professional ethics, virtuous values, and ethical conducts.
- **Global perspectives**  
Students should think with global perspectives and concern international issues.
- **Required courses**  
PhD Dissertation (6 credits), Required Courses (12 credits), and Elective Courses (18 credits).
- **Required courses:**  
Business Strategy Theory, Business Research Methods, Special Topic on Industrial Economics, Advanced Quantitative Methods, Seminar on Special Topics (I) (II).

**Apply Now** | <http://ciae.asia.edu.tw/appapp/Index4.php>

**Feng Chia University**



**U Bachelor's Program of International Business Administration (BIBA)**

- Study-abroad and a dual-degree program are available options
- Study-abroad preparations for overseas study are provided
- All core courses are delivered in English
- Study abroad credits are recognized as valid transfer credits
- Contact Information:  
Tel: +886-4-24517250 ext. 4096  
E-mail: biba@fcu.edu.tw

**Apply Now** | <http://www.biba.fcu.edu.tw>

**G International Master of Business Administration (IMBA)**

- International learning environment: Courses are 100% taught in English. Many of the students are Non-Taiwanese and they have the opportunity to carry out language exchanges with one another to learn about the different cultures and viewpoints.
- Well-designed curriculum: The curriculum design was based on the global business trend and current academic development.
- Modular courses: Five modules are offered: (a) Marketing; (b) Finance; (c) Technology; (d) Strategy and (e) Asia/International-Business. These modules allow students to develop a focus to increase their competitiveness in the job market.
- Practical courses: Emphasis is placed on case study analysis. This is complemented with special lectures by business executives. Students will have the opportunity to participate in field trips to apply the theories learned in the classroom to real-life situations.
- Interdisciplinary education: The core curriculum emphasizes five major fields in business and management. Through case study and project management, students learn in a systematic, comprehensive and interdisciplinary manner.
- Contact Information:  
Tel: +886-4-24517250 ext. 4292  
E-mail: imba@fcu.edu.tw

**Apply Now** | <http://www.imba.fcu.edu.tw>

**National Yunlin University of Science and Technology**



**U 2+2 Joint-Degree Program of Department of Finance**

This program was established in 2009. It is an undergraduate program cooperated with Vietnamese universities, mainly with Foreign Trade University in Hanoi. Students who join this program have to finish the first 2-year study in Vietnam and the last 2-year study at YunTech. After completing all required courses, students will obtain Bachelor Degrees from YunTech.

This program provides a series of courses, including the major courses in Finance, such as Corporate Finance, Financial Institutions, Investment and Management, Real Estate, and International Finance. Students are required to complete a minimum of 136 credit hours to graduate.

There are 13 full-time professors and a dozen of part-time professors in Department of Finance. Among all professors, 92% of them have doctor degrees. There are also many professors from other Departments of College of Management to provide students a diverse learning environment for this program.

As for the aid from administrative side, Office of International Affairs handles international students' business. In addition, a coordinator who deals with the whole 2+2 Joint-Degree Program affairs from Department of Finance is there to give prompt helps when students are in need.

The environment is especially wonderful for study. YunTech is a green university with many plants on campus in which students can enjoy fresh air and beautiful surroundings. Facilities like bookstore, restaurant, café, convenience store are easily accessible. Diverse and abundant library collections and teaching facilities are convenient for students to use. Scholarship and part-time jobs are also offered to help those who need financial aid.

Besides, students can take part in many interesting activities such as welcome parties, international interaction activities, cultural tours in Taiwan, field trips, job recruitment, and so on. Through these activities, Vietnamese students can get familiar with Taiwanese culture quickly and make international friends easily.

This Program gives full contentment to all Vietnamese students who want to advance their study and experience Taiwan well.

**Apply Now** | [http://tdx.yuntech.edu.tw/english/index.php?option=com\\_content&task=view&id=1134](http://tdx.yuntech.edu.tw/english/index.php?option=com_content&task=view&id=1134)

**G Master of Business Administration (MBA) program**

The Department of Business Administration of National Yuntech University firstly initiated Master of Business Administration (MBA) program in 1992. Coincidentally, 1990s were characterized by huge Taiwanese outward FDI, and business globalization. Taiwanese enterprises face severe international competition both at home and abroad. To cope with the urgent need from industry, YunTech offer a range of international business courses for the dramatic increased need in international management.

YunTech IMBA program has been established since 2009, and is currently operated by the Department of Business Administration. The Department consists of 19 faculty members all with doctoral degree and various industrial experiences, including 10 professors, 6 associate professors and 3 assistant professors. Also, some prestigious foreign visiting professors lecture on the regular basis.

**Special Features of IMBA**

**.1 Overseas Internship (e.g. in Mainland China, Vietnam):**  
The internship normally lasts for one month or more. It enables our students to have the opportunity to understand and participate in enterprise functions under the environmental settings of Greater China Economic Zone and ASEAN region.

**.2 Study abroad program:**  
Students are encouraged to participate in international exchange program, ranging from a month to one semester, or even more for experiencing different cultures and countries. Currently, the study abroad program offer opportunities for the destinations of Chinese Mainland, Vietnam, India, Japan, USA, Spain, France, Holland, Denmark, and Germany.

**.3 Full courses are lectured in English:**  
The English-lectured courses are comprised of 5 different disciplines, including Political Economy, Finance, Strategy, Marketing, and Culture Study. Moreover IMBA emphasizes business practices in the different Chinese areas of Hong Kong, Singapore, China and Taiwan.

**.4 Foreign visiting professor:**  
Every year prestigious foreign visiting professors participate in workshop, seminars, and conferences which focus on academic issue, and lecture on the regular basis.

**.5 Chinese Language Courses:**  
The language center offers 18 weeks intensive training in small classes with interactive teaching and qualified teachers, these courses are divided into three main levels from beginner to intermediate and to advanced levels. In the future, a personal tutor will double check with your progress and you can have further assigned exercise to work on.

**Apply Now** | [http://tdx.yuntech.edu.tw/english/index.php?option=com\\_content&task=view&id=1134](http://tdx.yuntech.edu.tw/english/index.php?option=com_content&task=view&id=1134)

**Providence University**



**G The Graduate International Programs (GIPs)**

The Graduate International Programs (GIPs) at Providence University was established in 2011 and aim to cultivate outstanding information leaders and business managers for the global organization as well as promising researchers for academic institutes in related fields.

GIPs at PU offer two master programs majoring in Business Administration (MBA) and Information Science (MS). Students attending programs enjoy an overwhelmingly international study environment with a 2- year fully English taught program and with 100% international learning peers. Students are also connected to the world by travelling abroad to study in a partner school in America, Europe, China, Africa, or Asia via our exchange programs as well as the unique ISEP (International Students Exchange Program) during their stay at PU. In addition, Chinese language and cultural courses with various levels are provided for free (up to one semester with 3 credits) by Chinese Language Education Center at PU to extend the global experiences and language proficiency for the future leadership.

We commit superior teaching and education and thus the GIP's faculty members all have received their Doctorate degrees from top Universities around the world and are recognized experts in their research fields or in their current business or information technology areas.

To welcome international elites, PU offers tuition-waived scholarship for new enrolled students for the first academic year and they shall continue being entitled this benefit by achieving a certain level in the academic performance in semesters afterwards.

For a brighter and better career, or a further study plan, we welcome you to start to realize your dream from being a part of GIPs, Providence University in Taiwan.

**Apply Now** | <http://www.studyintaiwan.org/en/~pu.html#>

I-Shou University



**U** Department of International Business Administration

The Department of International Business Administration (IBA) provides elaborate designed curriculums to train students as future business managers who will have strong international competitiveness. Our qualified instructors from various countries and cultures tutor students in a full English teaching/learning environment focusing on core and fundamental business courses as well as advanced professional knowledge, communication skills and a global mindset that are very important to international business management. To establish an international like atmosphere, IBA department not only recruits foreign teachers but also students from countries other than Taiwan, such as France, Haiti, India, Malaysia, Mongolia, United States, and Vietnam. The ratio of international student increasing from 5% to 19% within recent three years is one of evidences demonstrating significant progress of internationalization in IBA department. Students sit in various class lectures, discuss class topics with classmates and professors, and even chat with roommates in dormitories by a unique common language --- English only. We believe that students immersing in such internationalized environment for four years will learn and be familiar with diverse deliberating modes from different cultures other than business knowledge from textbooks.

- **Course Design**  
According to curriculum maps, students of IBA department will finish most elementary courses related to business and management in their freshman and sophomore years. Then students start to select more professional courses concentrating on specific business/management branches such as Global Logistics and Operations Management (GLOM) and Human Resource and Organizational Development (HROD) in junior and senior years. The typical business/management branches GLOM and HROD in IBA curriculum maps are changeable and adjusted by faculty along with the trend of international business development. The most attracting characteristic of our program is that IBA students are required to study abroad in junior or senior year and in any one of ISU's 146 affiliated institutes from 19 countries in Asia, Europe or America. We insist that the most effective international business training is not only put students in a simulated global surroundings but also a real international space.
- **Career Opportunities**  
Graduates of the IBA program will be able to enter the global business world or continue pursuit of advanced academic degrees.
- **Contact Information**  
Tel: +886-7-6577711 ext. 85102  
E-mail: iciba@isu.edu.tw

[Apply Now | http://www.isu.edu.tw/isuic\\_en](http://www.isu.edu.tw/isuic_en)

**U** Department of International Finance

The Department of International Finance began in 2009 fall, at a time when the I-Shou University began to move toward comprehensive internationalization and develop future business leaders for the 21st century. The International Finance Department is situated in a new building typified the advanced facilities and handsome learning environment. The Department is a small-sized department but a close knit community. The relatively small size of the department allows for a high degree of individual attention and small class sizes which greatly facilitates meaningful learning and instruction. We own experienced and diversified-background faculty members who came from different countries. We believe that diversifying faculty will broaden students' perspectives that will bring positive impact on students. All of our faculty members are eager to share their knowledge to students and committed to giving students the education they deserve.

- **Course Design**  
The International Finance Department offers a rigorous four-year degree program attempts to give students a well rounded education in financial theory and practice. In the first two years, students take basic modules that provide basic management knowledge, computer literacy, and financial courses. In the last two years, courses cover the most important spheres: financial management, investment, and financial organization. Additionally, we encourage students to study abroad at least for a summer before graduating.
- **Career Opportunities**  
Our four year program is designed to provide our graduates with the necessary modeling and technical skills necessary to launch successful careers in the finance industry. Depending on your career interests, you can pursue a position as a financial analyst in a corporation, financial institution, investment firm, financial services, insurance and real estate.
- **Contact Information**  
Tel: +886-7-6577711 ext. 85102  
E-mail: iciba@isu.edu.tw

[Apply Now | http://www.isu.edu.tw/isuic\\_en](http://www.isu.edu.tw/isuic_en)

National Cheng Kung University



**G** Institute of International Management (IIMBA)

In response to the trend towards internationalism, the Institute of International Management (IIMBA) at National Cheng-Kung University was established as a Master's degree program in 2003. In 2007, The IIMBA expanded to include a Doctoral program. Now, it has become the largest international program in Taiwan with 161 international students from 38 different countries. The IIMBA is known to provide a venue for multicultural interaction and enrichment which consequently fosters cross-cultural understanding and co-operation. The IIMBA boasts of faculty all with PhD degrees from notable universities in the USA, Europe and Japan. Its eclectic blend of faculty, academicians, researchers, and professionals from around the globe gives IIMBA a wealth of managerial expertise as well as an extensive network of contacts instrumental in getting live student projects and industry inputs. Besides full-time professors, our Institute recruits experienced professors from other departments as supporting professors, and invite outstanding overseas scholars to act as visiting professors.

The College of Management of NCKU has been fully supportive to the IIMBA program in every way and actively engaging in academic affiliates and cooperation with prestigious international institutions to meet the challenges of the future. Activities such as international conferences, formal exchange programs and short-term visits to and from foreign countries by both students and faculty members are conducted. In addition, we always strive to continually establish integrated frameworks aiming to bridge the College and international corporations or institutions. Through this framework, students are expected to benefit from learning the real-world business and management problems as well as being granted opportunities to research, practice, and exchange knowledge with experiences of various business sectors.

To facilitate the balance between theoretical and practical learning, our curriculum emphasizes student participation in case study, lectures and discussions, research projects, and completion of final thesis. Essentially, the program enables students to accustom themselves with practicing business leadership and theories coupled with management from a global perspective. All of these requirements are meant to promote individual discipline and group cohesiveness, with each working member ultimately capable of surpassing expectations and the throes of academic pressure.

[Apply Now | http://admissions.oia.ncku.edu.tw/](http://admissions.oia.ncku.edu.tw/)

National Kaohsiung First University of Science and Technology



**G** International Master Business Administration (IMBA)

Established in 2007, International Master of Business Administration (IMBA) at National Kaohsiung First University of Science and Technology (NKFUST) is a full-time educational program implemented completely in English. The courses offered in IMBA program are lectured by diversified background of instructors through the integration of College of Management in NKFUST, Taiwan.

To obtain the degree of IMBA, students are required to complete 42 credits, including 6 credits of thesis and another 36 credits of required and elective courses. Moreover, the thesis is required to be written and oral defended in English. It is worth noting that the IMBA program at NKFUST is unique in terms of its small class size but diversified student background. In addition to fifteen local students recruited every year, about ten international students coming mainly from Europe, the U.S., Southeastern Asia, etc. are admitted to join the IMBA program annually. With the small size of the IMBA class, students have the advantage of gaining more opportunity to interact with their professors for course and thesis discussions, experience sharing, and even practical training. The diversified student background provides students with bountiful cross-cultural communication opportunities to better understand and appreciate the cultures of different countries to prepare for their future internationalization.

The IMBA program has good connections worldwide, and this leads to the opportunity for IMBA students to gain their second master degree from our sister universities overseas, such as the degree of MBA offered by University of Wisconsin at La Crosse or Missouri State University, by participating the Dual-Degree International Study Program. Similarly, IMBA students can gain international experiences through joining the exchange programs with FH JOANNEUM University of Applied Sciences in Austria, or Burapha University in Thailand, or FH Wurzburg-Schweinfurt in Germany, etc., ours overseas sister universities. Ultimately, the program emphasis is placed on empirical problem-solving and international perspectives.

Based on the perceptions and experiences from our IMBA alumini, the IMBA at NKFUST is marching on the path of educating students to be (I) intelligent, (M) multinational, (B) brave, and (A) ambitious symbolizing the goal of education in IMBA. The new interpretation of IMBA is how our alumini feel after they graduate from the IMBA program at NKFUST. Their reflections can be your trustworthy reference in choosing your graduate study. IMBA at NKFUST welcomes you!

[Apply Now | http://www.ord.nkfust.edu.tw/international\\_student.htm](http://www.ord.nkfust.edu.tw/international_student.htm)

**National Sun Yat-sen University**  Kaohsiung

**G** Master Program of Business Administration in International Business (IBMBA) ●

Situated alongside Kaohsiung Harbor in Southern Taiwan, the MBA in International Business (IBMBA) program was founded in 2006 under the College of Management in National Sun Yat-sen University (NSYSU). The IBMBA program offers an all-English teaching environment and global perspective curriculum for prospective students to advance their education pursuit. The program is a reflection of the increasing need for human resources in international business disciplines, and aims at training students to be culturally intelligent leaders with global vision and with the professional knowledge to solve real-world business problems.

The IBMBA instructors include all faculty members in the College of Management with a variety of business fields of study, 90% of whom have obtained their Ph.D. degrees from North America and Europe. Outstanding scholars around the globe are also invited to deliver full-term or intensive courses to benefit students. The IBMBA students are recruited from all over the world with various backgrounds, and some of them with many years of working experiences. A multicultural atmosphere is designed to establish with a hybrid of international students and local students in Taiwan. We also encourage students to look for international experiences such as summer internships and study abroad via exchange programs, double degree programs, and the ACT program, jointly held among JKU in Austria, UVic in Canada, and NSYSU in Taiwan.

Even though IBMBA is at its early stages, we strive hard to be leading in relevant areas. With the first AACSB accreditation in 2005 and reaccreditation in 2010 of the college, the program is assured to provide continuously improved quality to students. By keeping active participation in national and international academic affairs, and maintaining robust collaborations with industries in southern Taiwan, the IBMBA program is gaining national and international reputation that all our faculty, staff, students, and alumni have contributed to.

[Apply Now | http://oiasys.oia.nsysu.edu.tw/](http://oiasys.oia.nsysu.edu.tw/)

**Southern Taiwan University**  Tainan

**G** Global Master of Business Administration (GMBA) program ●

Southern Taiwan University (STUT) is a competitive international university dedicated to providing students a well-rounded education in both the humanities and technology. Holding internationalization as the primary educational goal, STUT has been proactively dedicated to equipping students with a global perspective and keeping pace with the trend of globalization.

To fulfill this mission, the Global Master of Business Administration (GMBA) program emphasizes the nurturing of professionals for today's globalized business enterprises. All the courses are conducted in English. The main goals are:

- 1 To hone the global communication skills of our diverse student body.
- 2 To impart a wide-range of innovations in knowledge management and business for critical analysis and decision-making.
- 3 To create an environment that cultivates leadership and ethics.

In keeping pace with the ever changing environment of global management and business, our courses incorporate the most current knowledge and practices implemented in today's marketplace. Critical analysis of case studies on multinational and cross-cultural organizations stress the importance of their role in 21st century management. In addition, to enhance their communicative competency, students have the opportunity to study Chinese, English, or Japanese.

One of the more interesting aspects of the GMBA program comes from the multicultural diversity of students who come to study. Together, their friendships and interaction enhance the experience of the classroom mirroring the activities found in the global business environment.

The nearly 200 GMBA alumni have gone on to enjoy careers at home and abroad. Many are recruited by overseas enterprises as managers and supervisors. Others have continued their education by pursuing doctoral degrees and becoming professors; completing the circle of knowledge began at Southern Taiwan University.

[Apply Now | http://portal.stut.edu.tw/intstudweb/](http://portal.stut.edu.tw/intstudweb/)

**National Dong Hwa University**  Hualien

**G** Department of Business Administration (International Program) ●

Department of Business Administration (International Program) is dedicated to providing students with quality business education to facilitate career opportunities in business management. There are 19 full-time faculties with Ph.D. degrees in the areas of business administration and management science in this department. Most faculties have overseas study or work experiences and every faculty is capable of teaching and communicating in English. Recently, a foreign visiting professor was invited to give lectures and supervise graduate students from 2011 to 2012. Besides the international program master degree, this department also has the undergraduate program in business administration, a master program in business administration, a master program in logistics management, a Ph.D program in business administration, and a Ph.D program in logistics management. Therefore, the selection of courses is flexible with a wide coverage of professional business knowledge and skills. The main objective of this program is to help students develop a set of core competencies that enhances their ability to analyze data and employ modern managerial tools in various fields, encompassing human resource and organizational management, business strategy, marketing, operations and decision science, and logistics management. This program offers a solid foundation and pragmatic managerial tools for an advanced study in contemporary management practices. A foreign student advisor and student assistants are provided to help students efficiently adapt into new study environments and social systems. In addition, there are plenty of opportunities of scholarship and assistantship provided to support the students' financial needs.

[Apply Now | http://www.oia.ndhu.edu.tw/files/11-1114-8468.php](http://www.oia.ndhu.edu.tw/files/11-1114-8468.php)

**G** Finance ●

Established in 2002, Department of Finance of National Dong Hwa University now continues to grow and is an innovative department that offers a broad portfolio of academic e graduate and undergraduate programs. The combination of an outstanding faculty, exceptional courses and high-level facilities creates a robust and remarkable learning environment in the Eastern Taiwan.

Our faculty comprises renowned educators and researchers who share their high-quality expertise in areas such as corporate finance, investments, credit risk, financial engineering, banking, behavioral finance and international finance. Our courses focus on the deep investigation of the professional knowledge and the training of the logical thinking; Aiming to equip students with ability to analyze financial data and the problem of managing banks and other financial institutions; ability to apply econometric analysis to implement asset pricing models and to measure and manage financial risks; ability to make inferences about firms' financial performance; ability to determine the value of firm assets and liabilities; ability to understand how domestic and international financial markets affect a firm's operations; ability to price and hedge derivatives and complex financial instruments in a dynamic setting applying the tools of mathematical finance.

Our students have many opportunities to develop practice skills in several surroundings. This includes working in banks and corporations in summer vacation; learning experiences in industry and government seminars and through our department's many student associations and activities.

This site provides detail information to academics, students, practitioner, and other visitors. We hope you will find this website useful to meet your information needs. Should you have any further questions, please feel free to contact us.

[Apply Now | http://www.oia.ndhu.edu.tw/files/11-1114-8468.php](http://www.oia.ndhu.edu.tw/files/11-1114-8468.php)

**G** IMBA ●

The department has complete undergraduate, MBA, IMBA, and Ph.D. programs which expose students to research opportunities, skills, and knowledge on the cutting-edge of international business theory and practice. Our IMBA program was established in March, 2010. The program has attracted students from various countries such as Mongolia, Indonesia, and Burkinabe.

**• Faculty**  
 There are 14 full-time faculty members with Ph.D degree obtained from Taiwan, U.S.A., and Japan, who are capable of teaching and communicating in English and/or Japanese. In 2012, our department recruited a faculty from India to improve the curriculum design of the IMBA program. The department plans to recruit more foreign faculty in the future.

**• Courses**  
 Students are required to complete 39 credits. The core courses include International Business, International Human Resource Management, International Marketing Management, and Seminar on International Business Research Methods. Apart from the above, modularized elective courses are offered to build specialized knowledge in the fields of International Service Innovation and Global Industry Management. Elective course credits can be earned from MBA, IMBA, and Ph.D. programs in the Management College, which are flexible and open to international graduate students. To increase the effectiveness of learning, supporting systems such as teaching assistants, local student partners, and corporate visits are used to complement the IMBA training.

**• Characteristics**

- 1 Exchange Programs: We highly encourage and support students to participate in the international exchange-student programs. Over the years, more students from our department have joined such programs when compared with other departments in the university. Students joining the IMBA program will have the opportunity to join the international exchange-student programs.
- 2 Comprehensive Activities: Corporate visits are much emphasized in the IMBA program. During 2012, we arranged visits to well-known firms such as Giant Bicycle, Shin Kong Chao Feng Ranch, and Flying Cow Ranch.
- 3 The department provides job opportunities of research assistant (RA) and teaching assistant (TA) to support international students' financial needs.

[Apply Now | http://www.oia.ndhu.edu.tw/files/11-1114-8468.php](http://www.oia.ndhu.edu.tw/files/11-1114-8468.php)

## MBA/EMBA/IMBA

## Chang Gung University

Taoyuan

## G I Signature MBA Program

This program is characterized by its exceptionally interdisciplinary curriculum and close alliance with well known businesses, e.g., Chang Gung Memorial Hospital, Formosa Plastics Group, and other major enterprises in Taiwan. Students in this program are encouraged to carry out capstone projects and complete internships in local or international companies, in addition to completing regular classroom learning courses. The program's faculty is mainly drawn from the four composing departments of the college of management: Industrial and Business Management, Health Care Management, Information Management, and Industrial Design. In addition, we also have adjunct lecturers invited from overseas.

Specific features include:

- .1 Emphases on English proficiency training.
- .2 Provide international management trainee opportunities and interactions with international faculty and students.
- .3 Frequent interactions with EMBA students.
- .4 Case teaching and first-hand industrial experience are delivered by faculty members or adjunct lecturers.
- .5 100% full time faculty members obtained their Doctor Degree worldwide.

T: +886-3-2118800 ext. 5465 | E: paige@mail.cgu.edu.tw | <http://cm-sb.cgu.edu.tw/files/11-1057-2778.php>

## Chung Yuan Christian University

Taoyuan

## U G Department of Business Administration

- The department consists of four programs, including the bachelor program, master program (MBA), doctoral program, and executive master program (EMBA).
- Following the university goal of holistic education, the department aims to educate students as a balanced and professional manager in different areas. To achieve this goal, the department provides various modules for their students at different levels.
- For the master program, the professional fields include the Financial Management, Marketing Management, Human Resource and Organizational Management, and Technology Management, etc. The MBA students must complete at least 51 credits of the graduate courses and the thesis.
- For the bachelor program, there are seven basic modules, including the Financial Management, Marketing Management, Human Resource Management, Technology Management, Industry analysis, Service Management, and Innovation & Entrepreneurship. Students have to complete at least 128 credits of the undergraduate courses.
- We offer scholarship to Distinguished International Graduate Student(DIGS) which including:
  - .1 Tuition waiver: tuition and incidental fees are waived
  - .2 Monthly stipend: NT\$ 6,000 for 2 years for Master's students; NT\$ 8,000 for 4 years for Ph.D. students
  - .3 Free campus housing
  - .4 Free Chinese language courses for one year

T: +886-3-2655101 | E: cycuba@cycu.edu.tw | <http://www.ba.cycu.edu.tw/>

## Kainan University

Taipei

U G Department of Business and Entrepreneurial Management  
Business Management Program / Entrepreneurial Management Program /  
Technology Management Program / MBA Program

- The department aims to cultivate successful, well-educated business-administrative professionals.
- A Bachelor of Business and Entrepreneurial degree will prepare students for entry to management positions both in private companies and public institutions or continuing further study in graduate schools.
- The graduate program is designed to educate students with the advanced professionals in management with practical analysis and the contributions to academic researches. By offering an integrated program and applying the latest skills in management and technology, the department produces professional executives with both local and international perspectives in management.

T: +886-3-3412500 ext. 3202 | E: ba@mail.knu.edu.tw | <http://www.knu.edu.tw/ba/>

## Lunghwa University of Science and Technology

Taoyuan

## G International MBA Program (IMBA)

- All students are international students and all courses are taught in English.
- Over 82% of faculty holding positions of assistant professor or above; over 80% of full-time teachers holding Ph.D. degrees.
- The program emphasizes not only on theoretical education but also on practical training and it trains students with managerial capability for entering the job market after graduation. It also promotes cooperation between the university and companies in order to enhance the enterprises' research and innovation, and to facilitate teachers and students to upgrade the practicability
- Course Syllabus: (10 courses required)
 

.1 Topics on Strategic Management	.8 Organization Behavior and Management Psychology
.2 The Practice of Project Management	.9 Research Methodology
.3 Innovation and Enterprise Management	.10 Advanced Production Management
.4 Consumer Behavior Research	.11 Supply Chain Management
.5 Topics on Marketing Management	.12 Knowledge Management
.6 Topics on Management of Customer Relationships	.13 Seminar on Financial and Economic Issues
.7 Topics on Human Resources Management	

T: +886-2-82093211 ext. 2502 | E: fish@mail.lhu.edu.tw | <http://ice.lhu.edu.tw/website/eng/IMBA-EN.doc>

## National Central University

Taoyuan

## U BBA Program

- Department of Business Administration has been 30 years since the department was formally established. The primary purpose of the department is to develop talented individuals needed by businesses and companies. Faculties with professions received from first-class Schools of Business in various countries (USA, Japan, Britain, and Germany) provide different experiences and knowledge either in the single field (Production and Operations Management, Marketing Management, Financial Management, Information Management, Human Resource Management, and Business Strategy) or interdisciplinary researches. As a result, students have much flexibility for learning and development. Furthermore, in response to the trends of internationalization, the digitalization of business administration and corporate sustainability, the department places particular emphasis on course instruction in English and in establishing a quality learning environment for studying Enterprise Resource Planning (ERP). Teaching and instruction value both theory and practical application. As such, the department has hired many professors with rich experience in business. It also encourages students to participate in various certification exams as a way to lay a firm foundation for future development.
- Required Courses: 102 credit units
- Minimum credit requirements: 128
- **University requirements (30 credits):** Chinese courses (2 semesters) / History (2 credits) / English courses (2 semesters) / general education and core curriculum (16 credits, including university compulsory and university electives). The university compulsory credits should be selected from the following fields: Humanities and Think, Natural Science and Social Trend/Phenomenon, with at least one course from each field / Physical Education (0 credit): Freshman PE I (1 school year) and Physical Education – Option (2 school years) / Student Service-Learning (0 credit) for one school year.
- **Program requirement courses (21 credits):** Economics (1 school year) / Statistics (1 school year) / Accounting (1 school year) / Introduction of Business Administration.
- **Compulsory specialty courses (82 credits):** Calculus (1 school year) / Financial Management / Introduction to Civil Law / Operations Research / Business Law / Business Policy / Seminar on Strategic Management / Introduction to Computer Science I / Management / Marketing Management / Human Resource Management / Cost Accounting / Managerial Mathematics / Information Management / Organizational Behavior / Production and Operations Management.

T: +886-3-4227151 ext. 66100 | E: angelch@ncu.edu.tw | <http://ba.mgt.ncu.edu.tw/>

**G** MBA Program

- Six major fields: we offer six major fields of study - Production Management, Marketing Management, Financial Management, Information Management, Human Resources Management and Business Strategy, upon which the curriculum is based and with specialized design. The primary purpose is to develop talented individuals needed by businesses and companies.
- ERP Program: Enterprise Resource Planning (ERP) is a system that integrates in-house business systems. Our ERP Program takes the leading position in the country, with 20 more universities in our ERP alliance. Approximately ten thousand students would join NCU-hosted ERP certified Exam each year.
- Green Business Management Program: this program aims to nurture talents in environmental awareness and knowledge for business administration. Students with 15 or more credits in Green Program will have their transcript shown the commendation, "Completion of Coursework in Green Management Program", and a credit certificate will be awarded.
- English MBA program: The global trend toward internationalization led to many English taught courses being offered in the department. We provide multifaceted learning opportunities in foreign language; thus, students can improve their English proficiency for global competitiveness.
- **Required courses:** Information Management (3 credits) / Financial Management (3) / Human Resource Planning & Management (3) / Marketing Management (3) / Production and Operations Management (3) / Managerial Accounting (3) / Quantitative Methods (3) / Organizational Theory & Management (3) / Strategic Management (3) / Independent Study I (3) / Independent Study II (3)
- **Elective courses:** three elective courses, 3 credits each (Six groups of teachers would take turns to deliver the courses.)
- Students in the E-Business major should take ERP Program (15 credits) before graduation.
- Certificate of general courses (Accounting, Economics and Statistics) must be handed in and approved by professors in the related fields or one should take makeup courses.
- First-year graduate students should take both Chinese and English Proficiency Exam. Those who do not meet the required proficiency standards should take makeup courses.
- The Masters Program is divided into two groups: General Management and E-Business Management. A minimum credits for graduation: 46 (excluding dissertation).
- A dissertation must be completed before graduation.

T: +886-3-4227151 ext. 66100 | E: lishu@ncu.edu.tw | <http://ba.mgt.ncu.edu.tw/>

National Chengchi University Taipei

**G I** International MBA Program

- 50% Local Students and 50% International Students. International students are from more than 35 nations spanning five continents, which ultimately transform the classroom environment into a truly global village.
- 1/3 Faculty Invited from Abroad such as Purdue University, CEIBS and Fudan University, UCLA etc.; 1/3 Faculty from Business Community such as former Managing Director of Standard and Poor's, China, President of Telamon, USA; former VP of Human Resources, TSMC; 1/3 Faculty from CNCCU, 97% of CNCCU faculty obtained their Doctor Degree Worldwide.
- Special Concentration Management in Asia - a series courses designed under this concentration such as Confucianism and Leadership; Cross Border Strategic Alliances; Chinese Business in Global Perspective, etc.
- Dual degree cooperation with five distinguished universities in Europe, allowing students to acquire two MBA degrees simultaneously in Taiwan and France, or Germany within two years with students only having to pay NCCU tuition. Also, through over 100 exchange program partnerships, the IMBA Program offers students access to top business schools in 35 nations across the globe.

T: +886-2-29393091 ext. 65406 | E: Imba@nccu.edu.tw | <http://Imba.nccu.edu.tw>

National Chiao Tung University Hsinchu

**G I** Global MBA Program

- 50% Local Students and 50% International Students.
- GMBA's approach to "Globalization" goes beyond merely making an effective manager in working with multi-national companies. GMBA attempts to cultivate students who can understand and appreciate different cultures worldwide, can work effectively under different regulatory constraints, and will maintain the profile of an ethical corporate citizen in every global market situation.
- Offer a unique opportunity for our students to learn and study in a truly global environment, to gain hands-on experience in the Asia-Pacific region at the world's leading technology companies, and to enjoy all-English classes taught by premier business, finance and management PhDs from the leading universities both in the West and in the East.
- Invite overseas lecturers and professionals to give seminars. Through the core-course "Overseas Internship and Exchange Study" and other GMBA courses, students have the opportunity to visit and work for successful firms in countries across the world.

T: +886-3-5712121 ext. 57015 | E: gmba@mail.nctu.edu.tw | <http://gmba.nctu.edu.tw>

National Taipei University of Technology Taipei

**U G** The Department of Business Management

The Department of Business Management cultivates BA, MBA, and EMBA candidates. The curriculum is designed to include not only general management courses, but also an emphasis on innovation and analysis of business models, re-creation of business models, information technology, data analysis, and application of financial decision-making. This Department currently has 13 full-time faculty members, who are experts in marketing management, financial management and decision making, general management, organizational management, international business management, and management science.

For the BA students, curriculum includes four modules: marketing management, financial management and decision making, organizational management, and international business management module. Students must choose two modules as the major to accommodate the features of this Department. For the MBA students, curriculum includes three groups: marketing management, financial management, and general management. Other than the regular master's program, the Department also has an EMBA program, which offers systematic teaching of management knowledge, and allows managers to deepen practical application of the learning of theory and to learn about the latest management concepts and techniques in corporate management from the courses.

In accordance to course characteristics at this Department, experts, scholars, and outstanding corporate managers are also invited to lecture about the latest management concepts and techniques. The interplay of practice and theory allow the students to absorb the essences from different fields for analytical thinking and developing strategic directions of future development. In the future, this Department will develop toward preparing students with basic management knowledge, and use marketing management, financial management, and decision-making analysis, combined with applications in practical fields. This is to accommodate the needs of the industries.

T: +886-2-27712171 ext. 3404 | E: f10917@ntut.edu.tw | <http://www.bm.ntut.edu.tw/>

National Taiwan University

Taipei

**G** Global MBA Program

- 51% Local Students and 49% International Students.
- 100% Taught in English.
- Faculty members have received their Ph.D. degrees from top Universities around the world; they are internationally acclaimed experts for their research on current business issues. Some of their researches were published in Accounting Review, Journal of Accounting and Economics, Journal of Accounting and Research, and Management Information. Program courses are instructed by professors who are awarded with NTU and College of Management distinguished teaching awards.
- Two-year program. It aims to prepare students to become future leaders in the global market. It is full of challenges for students to grow and develop into valued sought-after graduates. Our goal is to provide a solid practical foundation for young business minds on three dimensions: Entrepreneurship, Innovation, and Real-World Practices.

T: +886-2-33661030 | E: ntugmba@ntu.edu.tw | <http://mba.ntu.edu.tw>

National Taiwan University of Science and Technology

Taipei

**G** International MBA Program

- 1 The goal of our MBA program is to accomplish the critical components of MBA education: leadership, entrepreneurship, global awareness, and social accountability.
- 2 Applicants must have at least two years work experience.
- 3 50% local Students and 50% International Students. Up to 15-20 international students from over 10 different countries each year.
- 4 MBA Program are divided into two areas: Global Business Management (GBM) and Innovative Service and Design (ISD) . GBM courses are offered in English, and mainly consist of international students. ISD courses are offered mostly in Chinese and in cooperation with the Institute for Information Industry (III), Taiwan, ROC.
- 5 Total required credits for the NTUST MBA program is 50, which include 23 credits of core (compulsory) courses.

T: +886-2-27303255 | E: kellyke@mail.ntust.edu.tw | <http://mba.ntust.edu.tw/front/bin/home.phtml>

Taipei Medical University

Taipei

**G** International Health Care Administration Master's Program

- 100% International Students.
- Offer interdisciplinary courses in English provided by several schools and graduate institutes at Taipei Medical University including School of Health Care Administration, School of Public Health, Master Program in Global Health and Development, Graduate Institute of Biomedical Informatics, Graduate Institute of Injury Prevention and Control, and Graduate Institute of Humanities in Medicine.
- Practical experience in local hospitals is required prior to graduation.

T: +886-2-27361661 ext. 3622 | E: elsahsu@tmu.edu.tw | <http://hca.tmu.edu.tw/main.php?lang=en>

Tamkang University

Taipei

**U G** MBA / EMBA

- Business - See P.39 for the more information**
- Department of Accounting
  - Department of Banking and Finance
  - Department of Industrial Economics
  - Department of Insurance
  - Department of International Business

- Management - See P.54 for the more information**
- Department of Business Administration
  - Department of Information Management
  - Department of Management Sciences
  - Department of Statistics
  - Department of Transportation Management

Yuan Ze University

Taoyuan

**G I** MBA in International Business

We aim to educate students being international managers in various fields. We enhance students the knowledge of international economics development and English communication. More, we deep students the multi-culture understanding and international viewpoints as well as transnational operations management into students mind to nurture them with case-based methodology to develop their career paths into worldwide.

T: +886-3-4638800 ext. 6052 | E: syshyu@saturn.yzu.edu.tw | <http://www.cm.yzu.edu.tw/CMEN/>

**G I** MBA in Leadership

Our excellent faculty embed students the leadership conceptions and train them professional skills in different aspects. We are promising our teaching in the human resources and management to educate student team work and two-way interactive participation and expand your international perspective. Especially, we focus on the business world in Mainland China, we aim to expand students the international perspectives in the great Asia-Pacific region.

T: +886-3-4638800 ext. 6081 | E: hsieh@saturn.yzu.edu.tw | <http://www.cm.yzu.edu.tw/CMEN/>

**G I** MBA in Management and Service Science

We have four key knowledge modules of Service innovation, Marketing planning, Organizational strategy and Innovation and entrepreneurship. We aim to facilitate students' abilities in decision-making and problem-solving in the dynamic business world. Furthermore, our courses were implemented fully English-taught to excellence our students' English competencies. Before graduated from school, we strongly encourage students contribute themselves to publish journals and to participate in international conferences.

T: +886-3-4638800 ext. 6051 | E: annding@saturn.yzu.edu.tw | <http://www.cm.yzu.edu.tw/CMEN/>

**G I** MBA in Service Marketing

Based on an integrated triangular "foundation-profession-application" course design, the MBA in Services Marketing program aims to cultivate potential international managers expertised in marketing planning and management for industries of services and all. After training, the students will be equipped with ICCAM capabilities of five dimensions: insight, creativity, communication, action, and management.

T: +886-3-4638800 ext. 6041 | E: tarng @saturn.yzu.edu.tw | <http://www.cm.yzu.edu.tw/CMEN/>

Mingdao University



U G MBA Program

The Department of Business Innovation and Development pledges to fulfill the vision of the College of Management, which is "searching for excellence and lifestyles of health and sustainability (LOHAS)." The goal of our department is to develop excellent entrepreneurs and managers in all aspects of business. Our qualified graduates are expected to have the capabilities as below:

- .1 Managerial, innovative, and entrepreneurial knowledge.
- .2 Planning, organization, and leadership.
- .3 Comprehension and problem solving.
- .4 Communication and coordination.
- .5 Work ethics.

T: +886-4-8876660 ext. 7511 | E: yuyu@mdu.edu.tw | http://www.mdu.edu.tw/~dba/

National Chung Cheng University



U BA Program

- To meet the current development and future needs of Taiwan, the goal of the department is to provide students with a solid education that emphasizes fluency both in theory and practice in management.
- Management areas of concentration: Marketing, Human Resources, Operations, Strategy, and Finance.
- 23 full-time teachers, 4 staffs, and 10 part-time teachers with practical experiences.
- Admission requirements for international students:
  - .1 Applicants should hold a diploma from a high school.
  - .2 Proof of Language Proficiency: At least one of the documents listed below is required:
    - a Proof of at least one year Chinese learning experience in Mandarin Teaching Center in Taiwan Normal University, in other colleges or Chinese teaching institutes.
    - b Certifications of Test of Proficiency-Huayu (TOP Huayu) above TOP level 3.
  - .3 Additional Application documents:
    - a Transcripts with rankings (in languages other than Chinese or English, a verified translation of the original is required).
    - b Certificate of English ability
    - c Two Letters of recommendation
    - d Autobiography, Study plan (in any languages other than Chinese or English, a verified translation of the original is required).
    - e Any other support documents for application (e.g. verified certificates, records).

T: +886-5-2720411 ext. 17605 | E: cia@ccu.edu.tw | http://ciae.ccu.edu.tw/

G MBA Program

- To meet the current development and future needs of Taiwan, the goal of the department is to provide students with a solid education that emphasizes fluency both in theory and practice in management.
- Management areas of concentration: Marketing, Human Resources, Operations, Strategy, and Finance.
- 23 full-time teachers, 4 staffs, and 10 part-time teachers with practical experiences.
- Admission requirements for international students:
  - .1 Applicants should hold a diploma from the Department of Business Administration or other relevant program of a university.
  - .2 Proof of Language Proficiency: At least one of the documents listed below is required:
    - a Proof of at least one year Chinese learning experience in Mandarin Teaching Center in Taiwan Normal University, in other colleges or Chinese teaching institutes.
    - b Certifications of Test of Proficiency-Huayu (TOP Huayu) above TOP level 3.
  - .3 English ability proof: At least one of the documents listed below is required:
    - a Certifications of Test of TOEIC with scores of 590 or higher.
    - b Certifications of Test of TOEFL CBT with scores of 180 or higher.
    - c Certifications of Test of TOEFL iBT with scores of 64 or higher.
  - .4 Additional Application documents:
    - a Transcripts with rankings (in languages other than Chinese or English, a verified translation of the original is required).
    - b Two Letters of recommendation.
    - c Autobiography, Study plan (in any languages other than Chinese or English, a verified translation of the original is required).
    - d Any other support documents for application (e.g. verified certificates, records).

T: +886-5-2720411 ext. 17605 | E: cia@ccu.edu.tw | http://ciae.ccu.edu.tw/

G Ph.D Program

- To meet the current development and future needs of Taiwan, the goal of the department is to provide students with a solid education that emphasizes fluency both in theory and practice in management.
- Management areas of concentration: Marketing, Human Resources, Operations, Strategy, and Finance.
- 23 full-time teachers, 4 staffs, and 10 part-time teachers with practical experiences.
- Admission requirements for international students:
  - .1 Applicants should hold a master's degree from the Department of Business Administration or other relevant program of a university.
  - .2 Proof of Language Proficiency: At least one of the documents listed below is required:
    - a Proof of at least one year Chinese learning experience in Mandarin Teaching Center in Taiwan Normal University, in other colleges or Chinese teaching institutes.
    - b Certifications of Test of Proficiency-Huayu (TOP Huayu) above TOP level 3.
  - .3 English ability proof: At least one of the documents listed below is required:
    - a Certifications of Test of TOEIC with scores of 750 or higher.
    - b Certifications of Test of TOEFL CBT with scores of 213 or higher.
    - c Certifications of Test of TOEFL iBT with scores of 79 or higher.
  - .4 Additional Application documents:
    - a Transcripts with rankings (in languages other than Chinese or English, a verified translation of the original is required).
    - b Two Letters of recommendation
    - c Autobiography, Study plan (in any languages other than Chinese or English, a verified translation of the original is required).
    - d Any other support documents for application (e.g. verified certificates, records).

T: +886-5-2720411 ext. 17605 | E: cia@ccu.edu.tw | http://ciae.ccu.edu.tw/

### Chang Jung Christian University

Tainan 

#### U I BBA in Accounting

- 100% Local Students.
- 1/2 Faculty Invited from Abroad such as Southern Illinois University at Carbondale, University of New York at Stony Brook, Temple University, USA; National Osaka University, Japan; Edith Cowan University, Australia etc.; 1/3 Faculty from Business Community such as Big four CPAs firms, TSEC, OTC Companies, and Government Agents.
- Special Concentration in Taxation - a series courses designed under this concentration such as Internship; Cross Border Strategic Alliances; Practical Business Project, etc.

T: +886-6-2785123 ext. 2200 | E: ac@mail.cjcu.edu.tw | <http://www.cjcu.edu.tw/h-ac/home.htm>

#### G I Graduate School of Business and Operations Management (MBA & PHD)

- We are to nurture, "knowledge and ability in hand, learning to use one" of the management and the innovative research professionals as the spindle, the development of Christian-oriented education with the characteristics to achieve specialization, diversification, integration, international, macro-oriented five of the final target.
- The design basis for educational objectives of the course will be master classes are divided into: "Educational Entrepreneurship and Management", "Human resources", "Marketing management", "Finance" and "Accounting Information" and five teaching modules; doctoral program is divided into "organization, strategy and human resources Resource Management, " " operations, technology and information management ", " Finance and Accounting ", " Marketing Management / International Business ", " decision sciences " and " regional studies " and other six areas of teaching and research.

T: +886-6-2785123 ext. 2030~2032 | E: bom@mail.cjcu.edu.tw | [http://www.cjcu.edu.tw/zh\\_tw/index.php](http://www.cjcu.edu.tw/zh_tw/index.php)  
<http://sites.cjcu.edu.tw/bom/>

### I-Shou University

Kaohsiung 

#### G International MBA Program

This IMBA is an all-English program that particularly aims to cultivate future leaders in a global world. In 2012, it is rated by the Ministry of Education as "highly recommended" in Taiwan because of its state-of-the-art learning facilities, the highly professional faculty, the diverse composition of the students and the faculty, among other strengths.

- Truly international student body: 20% local students and 80% international students.
- High quality faculty competences: 1/3 local and 2/3 international. All of our faculty members earned PhD from decent universities worldwide. Their backgrounds feature a diverse range of cultures and perspectives: Taiwan, United Kingdom, Ireland, France, Austria, Turkey, Australia, Greece, Thailand, Korea, Hong Kong, Turkmenistan, United States, etc. Collectively, their professional expertise in theory and in practice provides students with solid training tailored to individual needs.
- The family-like atmosphere. I-Shou University encourages high quality interactions between students and professors, engendering a cohesive and supportive climate in the community.
- The beautiful hilly campus. Situated at a scenic area in a suburb of Kaohsiung, the campus is a place for learning, meditation, and a reasonable social life.

T: +886-7-6577711 ext. 5013 | E: s0126s@isu.edu.tw | <http://www.gsm.isu.edu.tw/>

### Kun Shan University

Tainan 

#### G Master Program in Business Administration

- 1 100% International Students.
- 2 The goal of Business Administration is to cultivate students to be capable of forward-looking thinking, possessing management competence across all industry sectors, and to become business leaders. Students are required to learn the following fundamental knowledge in management field: human resource management, operations management, marketing management, finance management, technology management, and information management.. In addition, selective courses, such as organizational behavior, e-commerce, investment, total quality management, knowledge management, ..., etc., are offered for expanding and solidifying the basic knowledge in management.
- 3 The department focuses, not limited, research in the following fields:
  - a E-Business
  - b Management for service industry
  - c Marketing
  - d Human resource management
- 4 Other related research fields such as strategic management, operations management, financial management, etc. due to the faculty's interests.

T: +886-6-2050659 | E: oiae@mail.ksu.edu.tw | <http://www.ksu.edu.tw/eng/unit/D/T/MA/BAD/>

### National Cheng Kung University

Tainan 

#### G Master of International Business Program

- 90% local students and 10% international students.
- 2/3 faculty invited from abroad such as University of Pennsylvania, Purdue University, New York City/State University, Columbia University, Keio University, University of Cambridge, University of Manchester, University of Bradford, etc.; 1/3 faculty from business community such as consultant of Chi Lin Tech., former marketing specialist of BenQ Corp, former manager of China Steel, etc.
- The program not only provides students advanced business and management courses, but also emphasizes on the globalization of the business environment. Students will be trained to respect the diversities of cultures, social conventions, and values while making business decisions.

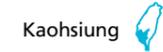
T: +886-6-2757575 ext. 53501 / 53300 | E: em53300@email.ncku.edu.tw | <http://www.ba.ncku.edu.tw>

#### G MBA Program

- 90% local students and 10% international students.
- 2/3 faculty invited from abroad such as University of Pennsylvania, Purdue University, New York City/State University, Columbia University, Keio University, University of Cambridge, University of Manchester, University of Bradford, etc.; 1/3 faculty from business community such as consultant of Chi Lin Tech., former marketing specialist of BenQ Corp, former manager of China Steel, etc.
- The MBA program provides various advanced courses in professional skills, seminars, and research method courses in order to advance students' management and research ability. The seminars also aim to promote students' creativity and critical thinking, which prepares them for future career pursuit in either business fields or academic studies.

T: +886-6-2757575 ext. 53501 / 53300 | E: em53300@email.ncku.edu.tw | <http://www.ba.ncku.edu.tw>

### National Kaohsiung Marine University



#### U Information Management (MBA Program)

- To educate and develop students with professional knowledge and skills in Programming, System Analysis, Network Management, Server Management, Information and Data Processing, etc.
- To enable students to apply their professionalism in the industry.
- To enhance students career placement competency and the potential for further study. This in turn meets with the professional know-how of the E-commerce.
- This Department focuses on providing the industry specialists with data processing skills, especially data on related marine science and transportation, etc. Nurturing students with 'humanity concern' is another feature of the Department, by encouraging students to develop special software and computer accessories for the handicapped studying in special education.
- Major Courses
- Programming, Data and System Management, System Analysis, Information Management Systems, Information Network, Operating System, Server Management, Mathematics, Mathematic Statistics, Introduction to Businesses, Management Science, Accounting, Economics, Information management topics.

T: +886-7-3617141 ext. 2345 / 2346 | E: international@webmail.nkmu.edu.tw | <http://www2.nkmu.edu.tw/campus/im/engmis/index.htm>

#### U G Institute and Department of Shipping & Transportation Management (MBA Program)

- The department consists of an Undergraduate Program, a Graduate Program, an Extension Program and the EMBA program. There are currently 650 students enrolled in this Department.
- The mission of the department is to develop the student's professional skills related to the transportation industry with an emphasis on shipping and aviation management. It is our goal to teach students how to effectively communicate with others in a business setting both domestically and internationally.
- The Undergraduate studies educational focus is on practical situations, which includes Marine Management, Aviation Cargo Management, Marine Law, International Trade, Information Technology, Business English, and various General Management Courses. In Graduate studies, the focus is on the Logistics of Marine and Aviation Cargo, Harbor Management and Shipping Economics.

T: +886-7-3617141 ext. 2345 / 2346 | E: international@webmail.nkmu.edu.tw | <http://www.stm.nkmu.edu.tw/>

#### U Logistics Management (MBA Program)

- The purpose of this Department is to develop the management techniques, to cultivate basic logistics operation staff, cadres, and senior management executives.
- Logistics implies the high level of management that elaborates the ways to win during wars. Lately, this term is used to replace Japanese concepts of 'Goods Flow' and the Western concept of 'Logistics.' Taiwan government was promoting "ASIA PACIFIC OPERATIONAL CENTER". It is now correctly renamed as "ASIA PACIFIC- LOGISTIC CENTER".
- Market competition is like a battlefield. Businesses engaged in the global marketing, product or service design, manufacturing or service, raw material or components procurement, etc., are logistics. Customer services, supplier management and stock control, etc are a form of integrated management system in logistics. This operational system needs to go along with the factor of 'just in time' (JIT) in the aspect of responding to the changes in the market. In order to reduce operational risks, lower broker costs, shorten supply chain and increase market response sensitivity.
- This is the reason that every business organization needs to establish a logistics system to facilitate the processes of Material Flow, Business Flow, Information Flow and Cash Flow. Through the systematic integrated Flow, international trading or in-house material flow, including purchasing, transport, storage, and delivery processes could be shortened. This will in turn reduce the overall operational costs. Such operation system is called Logistics System.

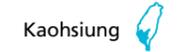
T: +886-7-3617141 ext. 2345 / 2346 | E: international@webmail.nkmu.edu.tw | [http://logmgt.nkmu.edu.tw/English\\_LM/default.asp](http://logmgt.nkmu.edu.tw/English_LM/default.asp)

#### U Marine Leisure Management (MBA Program)

- Provides intensive course modules in the fields of management science, aquatic tourism and aquatic sport. This department is subordinate to the College of Management, and cooperate with the departments specialized in the fields of information technology, transportation management and logistics management.
- Students in this department are educated to meet the requirements for the international and national developments of aquatic tourism and sport. The goals of this department accord with our country developing marine resources and the policies of aquatic leisure enterprise. The direction of development for this department follows the current national trend for promoting the activities of aquatic recreations.
- Students with proficiency of aquatic sports are invited to join this department for acquiring the knowledge of management science. Students taking the professional education of aquatic sport in this department are expected to devote themselves to the job of aquatic leisure enterprise and sports management. To cope with the trend of internationalization, English skill is particularly emphasized in this department by scheduling English course in each semester.

T: +886-7-3617141 ext. 2345 / 2346 | E: international@webmail.nkmu.edu.tw | [http://logmgt.nkmu.edu.tw/English\\_LM/default.asp](http://logmgt.nkmu.edu.tw/English_LM/default.asp)

### National University of Kaohsiung



#### G I International MBA Program

- 60% Local Students and 40% International Students.
- 100% Faculty from College of Management of NUK, 99% of NUK faculty obtained their Doctor Degree Worldwide.
- Six Compulsory courses: International Business Management, Research Methods, Management of Global Information System, International Financial Management, International Marketing Management, and Operations Management. Six electives in fields: Business Administration, Finance and Accounting, E-Commerce and IT Management and International Commerce.

T: +886-7-5916281 ext. 3011 | E: imba@nuk.edu.tw | <http://www.imba.nuk.edu>

### University of Kang Ning



#### U G MBA Program

- MBA program is one of the best business colleges in the south of Taiwan.
- Students will possess knowledge of the global marketplace and complementary management skills during their learning at UKN.
- Students will acquire an international perspective and the understanding of the possible pitfalls, and the great opportunities that arise from competitive global markets driven by peoples of diverse cultures in order to be successful in the global village.
- Concentration Management in Asia - a series courses designed under this concentration such as Leadership; Cross Border Strategic Alliances; Practical Business Project, etc.

BAIBA is a discipline, which concentrates on the study and research of general management skills involved in the management of an International business organization and system. Its nature may be multi-faceted, with orientations in technology, business administration, human factors, applied psychology and others. The goal of the department is to equip students with the ability to meet the challenges and solve the problems that an international corporation's organization or system may encounter in a competitive and delicate environment, and to become a manager.

T: +886-6-2552500 ext. 31100 | E: eiba@ukn.edu.tw | <http://www.iba.ukn.edu.tw>

### Wenzao Ursuline College of Languages



#### U G International Business Administration Program/Master Program

- Combines the acquisition of the English language skills together with all sorts of knowledge in international business management, international trade and finance, business management, and information technology.
- Curriculum is specially designed to enhance student's knowledge of international business management, together with English language training.
- Most of IBA faculty obtained their Doctor Degree Worldwide.
- Master program covers both theory and practice in international and local issues to prepare specialists with broader and deeper global perspectives.

T: +886-7-3426031 ext. 6202 | E: nb00@mail.wtuc.edu.tw | <http://www.wtuc.edu.tw>

# Business

## China University of Technology Taipei

**U** College of Business

- The Business School consists of four departments: the Department of International Business, the Department of Public Finance, the Department of Finance, and the Department of Accounting. We collaborate with a number of industries; in addition, special attention is given to public service, global trends, and the uniqueness of individuals.
- The Business School has the following features:
  - In addition to academic experience, most faculty members have experience in business practices.
  - Most faculty members have Ph.D. degrees.
  - Seven of the faculty members are CPAs.
  - Students are advised to obtain the relevant practitioners' licenses.
- We prepare our students by equipping them with business expertise, practical skills, global perspectives, and entrepreneurial ethics frameworks. Students achieve these goals through training, study, international exchange, and industry-university collaboration efforts that each member of our staff and faculty involves in.

T: +886-2-29313416 ext. 2221 | E: [cbiz@cute.edu.tw](mailto:cbiz@cute.edu.tw) | <http://www.cute.edu.tw/en/acad02.htm>

## China University of Technology Taipei & Hsinchu

**U I** Department of Marketing and Logistics

- 96% Local Students and 4% International Students.
- There are 26 members of our Faculty, 77% obtained their Doctor Degree Worldwide, 60% have a great experiences from business site, there are also 4 members have studied in Japan.
- Our Department focuses on Distribution Management, there are three main courses, such as Chain Store Management, Marketing Management, and Logistics courses.

T: +886-3-6991111 ext. 1271 | E: [dml@cute.edu.tw](mailto:dml@cute.edu.tw) | <http://www.cute.edu.tw/en/dep11.htm>

## Jinwen University of Science and Technology Taipei

**U** International Marketing Program

- Introduction**  
 In the modern economic age of globalization and knowledge, marketing managers play an extremely essential role in implementing international marketing strategies, with the aim of strengthening the enterprise's competence and augmenting its value. In respond to the current volatile environment, it is increasingly important to provide the marketing personnel with the capabilities needed to widen their global vision and international marketing skills. The following goals are focused on equipping marketing managers with intercultural and multidisciplinary competences, and a deepened global outlook.
  - Ability to communicate in foreign languages
  - Mastering the theory and practical skills of International Marketing
  - Gaining opportunities in International Marketing operations and exploring the activities of International Business Management.
 To achieve the above-mentioned goals, the College of Business Management in JinWen University of Science and Technology builds an integrated multi-disciplinary program to assist students in acquiring internationally-recognized certificates, to nurture talent in International Marketing, and to expand the skills needed to cope with the demands of their future jobs.
- Objectives**
  - To provide students with the capabilities needed to meet requirements in International Business Management and Marketing.
  - To provide the necessary support for students to obtain certificates related to International Marketing.
  - To offer students a variety of learning channels, and to teach secondary professional skills in order to enhance their job-seeking potential.

T: +886-2-82122000 ext. 2302 | E: [joan1315@just.edu.tw](mailto:joan1315@just.edu.tw) | <http://coba.just.edu.tw/files/11-1020-1341-1.php>

## Kainan University Tayuan

**U G** Department of International Business

- The department of International Business offers undergraduates a unique, high-quality, interdisciplinary, with strong international focuses.
- Our goals are to develop students with the ability to use information technology to collect and analyze data about industries and economies. We regularly modify our courses according to the demands of industry and continuously develop a distinct identity for practical, application-oriented creativity in teaching, research, and consultancy to industries.
- Our faculty members possess a wealth of experience in the fields of international trade and business. In addition, inviting managers from international corporations to give lectures and participate in our conferences to share their knowledge and experience to provide students a broad view about international business.

T: +886-3-3412500 ext. 3302 | E: [cindyhsu@mail.knu.edu.tw](mailto:cindyhsu@mail.knu.edu.tw) | <http://www.knu.edu.tw/knib/>

## Ming Chuan University Taipei

**G** Graduate School of Business Administration

- 100% International Students.
- The purpose of the department is to nurture professional managers with global perspectives.
- The mission of the Business Administration Department: is to cultivate students with professional managerial skills through continuously improving the educational environment, teaching them professional knowledge, preparing them with skills that can be readily applied to the job markets, and developing the attitude of working with joy and passion.

T: +886-2-28824564 ext. 8023 | E: [yuyuchun@mail.mcu.edu.tw](mailto:yuyuchun@mail.mcu.edu.tw) | <http://web.ba.mcu.edu.tw/en>

**U** International Finance Program

- 80% International Students.
- The Program of Financial Management focuses on both theoretical area and practical field to assist students to acquire relevant knowledge and skills regarding international finance.
- During the four-year study term, the lower-division courses will focus on general requirements, as well as inter-disciplinary and general professional courses to nurture students' fundamental development. In the upper division, advanced professional courses of a practical nature will be offered to cultivate global finance professionals.

T: +886-2-28824564 ext. 2607 | E: [debby@mail.mcu.edu.tw](mailto:debby@mail.mcu.edu.tw) | <http://ic.mcu.edu.tw/>

## Ming Chuan University Taoyuan

**G** Graduate School of International Affairs

- 75% International Students.
- The Graduate School of International Affairs (GSIA) is the first school in Taiwan preparing students to be part of the negotiating elite in global political and economic affairs.  
 Also a first in Taiwan, our curriculum features tailored, advanced courses focusing on global governance, global strategy and operations, and international negotiation and communication. All courses are mainly taught in English, with supplemental academic support in Chinese.  
 Graduating from GSIA is a great beginning for students who wish to achieve excellence in global governance, global business operations, international negotiation, public diplomacy and global communication, and up to the road of success.

T: +886-3-3507001 ext. 3300 | E: [loran@mail.mcu.edu.tw](mailto:loran@mail.mcu.edu.tw) | <http://web.gsia.mcu.edu.tw/en>

## National Taiwan Normal University



### G The Graduate Institute of Global Business and Strategy

#### Institutional Characteristics

- Methodology Based Course Design for Applications in Strategic Management
- Diverse Instructional Staff
- Cross-industry Academic Research Force
- Complete Scholarship and Grant Programs
- Outstanding Geographical Location at Nation's Capital

#### Developmental Directions

- Emphasis on utilizing scientific methods for decision-making to establish globalized business strategies and national industrial policies
- Study of Cross-Strait Regional Economic and Trade Developments
- Utilizing NTNU's Cross-Industry Research Force to Develop Flexible Industrial Research

#### Learning Objective

- Cultivate managers capable of global management and strategic planning
- Cultivate professional researchers capable of global industry analysis

#### International Perspective

- Our institute actively promotes international academic communication with globally well-known universities in America, Japan, Korean, France, etc. to expand students' perspectives.

T: +886-2-77343295 | E: iags@deps.ntnu.edu.tw | <http://www.gbs.ntnu.edu.tw/>

### U Undergraduate Program of Business Administration

- To achieve the goal of developing professionals that meet the needs of current enterprises, the Undergraduate Program of Business Administration was established in August 2009.
- The program is committed to provide a leading-edge business education and to train students with professional business skills and global visions. Not only developing students' professionalism in marketing, finance, and strategic management, our mission also includes cultivating their entrepreneurial spirit and competencies in logic thinking and communication..
- Program Specialties: Professional, Innovative, Global Perspective
  - .1 Globalized vision and perspective
  - .2 Flexible selection of professional specialty
  - .3 Robust Body of Instructional Staff
  - .4 Equal Emphasis on Humanistic Concern and Professional Administrative Capabilities
  - .5 Small Class Size
  - .6 Train Leadership Talent with Innovative Capabilities
- In this program, there are sixteen faculty members, including four professors, nine associate professor, and three assistant professors.
- 85% Local Students and 15% International Students.

T: +886-2-77343297 | E: ychung@ntnu.edu.tw | <http://www.ba.ntnu.edu.tw/>

## National Taiwan University



### U G Department and Graduate Institute of Business Administration

- 95% Local Students and 5% International Students.
- The Department and Graduate Institute of Business Administration at NTU (NTUBA) have long been Taiwan's top business programs, training generations of superb managers in Taiwan, Greater China and around the world. We offer world-class BA, MBA and PhD programs in a Chinese cultural environment. Students will obtain general management skills, while learning the Chinese language and cultural nuances that will enhance their career success in Greater China and Asian business communities around the world. Our programs are the best choice for students. Most of our faculties earned PhD degrees from top universities in North America and Europe, and publish cutting-edge research. We have brilliant and promising students that are the cream of the crop of Taiwan and Asian countries.
- NTUBA provides students with:
  - .1 Academic orientation that meets the needs of contemporary enterprises
  - .2 Integrated and innovative course design  
The main characteristic of NTUBA is the integrated and innovative course design. The freshmen and sophomores need to learn basic managerial tools and quantitative methods while students above junior year have to choose tracks among marketing, operations and decision making, technological management, human resources and organizational management. The courses at graduate school intend to broaden students' horizon and academic ability through fundamental training and integration courses.
  - .3 Professional Faculty  
NTUBA faculty from worldwide top universities is equipped with sound and strict academic training and with second specialty other than management, such as EE, economics, psychology, etc. NTUBA aims to recruit more professors specialized in strategic management, OB, OM, etc. in the following few years.
  - .4 Real World Practice  
To catch the latest move, NTUBA collaborates with many enterprises to give lectures to students, for instance, "Excellence in Global Management" with McKinsey Company, "Green Capitalism and Industry Development" with Delta, and "Practice in Business Management" with several other companies.
  - .5 Active and Innovative Extracurricular Activities  
Students from Department and Graduate School of Business Administration have many opportunities to join contests, such as L'Oreal Brainstorm, TIC 100, ATCC, etc. Students can also learn the essence of leadership through hosting other activities including camps for senior high school students and seminars inviting celebrities or outstanding alumni.
  - .6 Plenty of Research Projects and internship Opportunities  
Students can cooperate in research projects with instructors and firms such as Eastern Group, PHS, BENQ, Taipower, TSMC, etc. In addition, there are plenty of opportunities of summer intern in leading companies.
  - .7 A Prosperous Future  
NTUBA provides students with sound managerial knowledge training and extracurricular activities; after graduation, many students thus can be outstanding in a lot of fields. 28.2% of the graduates enter big enterprises like HP, Philips, IBM, Acer, Asus, McKinsey, P&G, Unilever, etc.; 19.2% join the stocks and investment industries; 12.4% join the banking industry; 12% enter accounting firms, while another 15.4% become civil servants or professors. Graduates take positions such as specialists, analysts, product managers, marketing managers with certificates like CPM, PMP, CIRM, CPIM, etc.

T: +886-2-33661059 | E: ba@management.ntu.edu.tw | <http://www.ba.ntu.edu.tw>

### U International Business Department

- 97.1% Local Students and 2.9% International Students.
- 92% of the faculty obtained their doctoral degrees from top ranking universities around the world, such as Stanford University, Yale University, University of Pennsylvania, Northwestern University, Massachusetts Institute of Technology, Cambridge University, Ohio State University, University of Michigan, and the like.
- Special Concentrations: International Business Management, International Strategic Management, International Marketing Management, and International Financial Management.

T: +886-2-33664991 | E: ib@management.ntu.edu.tw | <http://www.ib.ntu.edu.tw>

### G International Business Department

- 91.6% Local Students and 8.4% International Students.
- 92% of the faculty obtained their doctoral degrees from top ranking universities around the world, such as Stanford University, Yale University, University of Pennsylvania, Northwestern University, Massachusetts Institute of Technology, Cambridge University, Ohio State University, University of Michigan, and the like.
- Special Concentrations: International Business Management, International Strategic Management, International Marketing Management, and International Financial Management.

T: +886-2-33664991 | E: ib@management.ntu.edu.tw | <http://www.ib.ntu.edu.tw>

National Taiwan University of Science and Technology

Taipei

G Graduate Institute of Finance

Master in Finance Program provides a well-designed curriculum with a wide selection of electives. To be eligible to receive the Master of Science in Finance Degree, students must complete minimum 42 credits along with the fulfillment of a thesis during the two-year graduate program. Students are also required to take finance-related courses, which include: Financial Management, Investments, Futures and Options, Econometrics, Time Series Analysis, Macroeconomic Theory, Risk Management, Seminar on Banking and Finance.

T: +886-2-27301095 | E: fn1095@mail.ntust.edu.tw | http://www.fn.ntust.edu.tw/English/e-index.htm

Shih Chien University

Taipei

G Institute of Creative Industries

- Emphasizing the integration of humanities and industries
- Bridging creative thinking and business strategic management
- Broadening the global vision from economical, cultural and social perspectives
- Cultivating innovative business executives

T: +886-2-2538-1111 ext. 8001 | E: cn898352@mail.usc.edu.tw | http://www.ici.usc.edu.tw/main.php

St. John's University

Taipei

U Department of Business Administration

Our programs integrate various management courses, have two major management areas for students to choose for their focus: Marketing, and Information Management. Our main emphasis is on the management of small-to-medium sizes of business as well as the service industries.

T: +886-2-28013131 ext. 6681 | E: ba2002@mail.sju.edu.tw | http://www.ba.sju.edu.tw

Taipei College of Maritime Technology

Taipei

U Department of Air & Sea Logistics and Marketing

- **Goals & Aims**
  - 1 To provide students with modern research and learning facilities to gain proficiency in the international shipping management
  - 2 To cultivate the middle and top management personnel as well as the pragmatic professionals for the domestic and international shipping business
- **Specialized Curriculum**  
There are five modules of main course & curriculum.
  - 1 Sea Transport Module: Sea Transport, Liner Shipping Management, Tramp Shipping Management, Port & Harbor Management, Maritime Law and Regulations.
  - 2 Air Transport Module: Air Transport, Airline Business and Management, Airport Business and Management, Civil Aviation Law and Regulations.
  - 3 International Trade Module: Practice of International Trade, Business English, Practice of Custom Clearance.
  - 4 Logistics Module: Logistics Management, Global Logistics Management, Case Study on Global Logistics Management, Supply Chain Management, Air & Sea Transport Information System.
  - 5 Business Administration Module: International Business Management, Marketing Management, Human Resource Management, Customers Relation Management.

T: +886-2-28052088 ext. 5052 | E: shipmgmt@mail.tcmt.edu.tw | http://shmgmt.tcmt.edu.tw

Tamkang University

Taipei

U G Department of Accounting

**Undergraduate Program**

- The department aims to train students to be accounting specialists both in theory and practice. The department offers an undergraduate program leading to the degree of Bachelor of Science in Accounting. The undergraduate program is designed to offer high-quality accounting instructions emphasizing the development of students' ability in critical thinking, ethical practices, and communication, and to develop a student competence in the professional accounting positions in the public, private, and governmental sectors.
- Total credits required for graduation: At least 139 credits.
- Credits for required courses: 97 credits.

**MBA Program**

- Many advanced and contemporary courses have been provided to graduate students, such as Accounting Theory, Research Methodology, Advanced Management Accounting, Accounting Principles, Seminars in Financial Statement Analysis, Seminars in Auditing, Seminars in Accounting and Non-Accounting Industries.
- Total credits required for graduation: At least 42 credits (not including 4 thesis credits).
- Credits for required courses: 6 credits (not including 4 thesis credits).

**EMBA Program**

- Many advanced and contemporary courses have been provided to graduate students, such as Accounting Theory, Research Methodology, Advanced Management Accounting, Accounting Principles, Seminars in Financial Statement Analysis, Seminars in Auditing, Seminars in taxation practices and principles, Seminars in Accounting and Non-Accounting Industries.
- Total credits required for graduation: At least 34 credits (not including 4 thesis credits)
- Credits for required courses: 12 credits (not including 4 thesis credits).

T: +886-2-26215656 ext. 2594 | E: tlax@oa.tku.edu.tw | http://www.acc.tku.edu.tw

U G Department Of Banking and Finance

The Department of Banking and Finance was established in 1965 as a section of the Department of Banking and Insurance. In 1974, the Department of Banking and Insurance was divided into two departments, the Department of Banking Management and the Department of Insurance. In 1988, the name of the Department was changed to the present one.

The Department of Banking and Finance offers a Bachelor of Business degree. Students are required to take 96 required credits and 42 elective credits in order to qualify for graduation. The objective of the program is to improve students' decision-making ability as bank managers, portfolio managers and financial managers.

Our Master's Program of Money, Banking and Finance, established in 1986, offers a Master of Business degree. The program provides an education that is intensive and specialized within a limited functional area. It aims to improve students' ability for effective decision-making, facilitate professional growth, and increase managerial ability. It will broaden their knowledge and understanding in the areas of economics, finance, banking, monetary policy and investment analysis.

**Undergraduate Program**

- According to the school, the university education aims to response to the evolution of domestic and international financial situation, cultivation of finance in taking into account both theory and practice in other to prepare financial professionals.
- Total credits required for graduation: At least 138 credits.
- Credits for required courses: 96 credits.

**Graduate Program**

- This program aims to provide professional financial training courses to financial industry professionals in order to implement their practical and theoretical ability to integrate applications.
- Total credits required for graduation: At least 41 credits.
- Credits for required courses: 31 credits.

**EMBA Program**

- The master intends to complete the program with advanced courses and training with independent analysis in determining and solving most of the problem of financial professionals.
- Total credits required for graduation: At least 38 credits.
- Credits for required courses: 20 credits.

**PhD Program**

- The PhD offers solid theoretical foundation and rigorous financial research methods to cultivate an international perspective and independent research ability.
- Total credits required for graduation: At least 36 credits.
- Credits for required courses: 21 credits.

T: +886-2-26215656 ext. 2592 | E: tlbx@oa.tku.edu.tw | http://www.bf.tku.edu.tw

**U G Department of Economics**

**Undergraduate Program**

- Providing systematic training on economic theories and techniques of empirical applications, the Department of Economics equips students with a solid foundation on economic analyses to pursue their professional careers.
- Core courses include microeconomics, macroeconomics, and econometrics. Wide-ranging specialized courses such as international economics, money and banking, game theory, economic development, financial economics, labor economics, etc.
- A Bachelor's degree requires completion of 136 credits that include 95 credits of required courses and 20 credits of elective economics courses provided by The Department of Economics.

**Graduate Program**

- A Master's degree requires submitting a master's thesis as well as the completion of 33 credits that include 21 credits of required courses and 12 credits of elective courses provided by The Department of Economics.

T: +886-2-26215656 ext. 2565 / 2595 | E: tlyx@oa.tku.edu.tw | <http://www.econ.tku.edu.tw/>

**U G Department of Industrial Economics**

**Undergraduate Program**

- Requirements for a Bachelor's degree in Industrial Economics: Completion of 136 credits of courses, including 95 credits of required courses and 15 credits of elective industrial economics courses.
- The Industrial Economics department at Tamkang University is ranked one of the best among Taiwan's universities in terms of faculty's research performance.
- The courses offered are specialized in economic theories in general and in industrial economics in particular. In addition, complementary course sequences in the fields of business management, finance and banking, and information management are offered to enhance students' competitiveness in job market.

**Master Program**

- The Master program is divided into two subprograms, namely, the Industrial Organization Program and the Industrial Regulation Program, with the former focusing on firms' competitive behaviors in different market structures, while the later emphasizing on the ways of regulating firms' behaviors in industrial levels and the following consequence of these regulations.

**Ph.D. Program**

- The Ph.D. program was organized in 2003, with the goal of training academic researchers in the field of industrial economics and development.
- The required courses include advanced micro- and macro- economic theories, advanced econometrics and advanced industrial economics, complemented with elective courses in the fields of energy economics, international finance, and trade and economic growth.

T: +886-2-26215656 ext. 2566 / 2596 | E: tlex@mail.tku.edu.tw | [http://www.ie.tku.edu.tw/eng\\_index.html](http://www.ie.tku.edu.tw/eng_index.html)

**U G Department of Insurance**

**Undergraduate Program**

- The department of insurance is committed to providing courses which enable students to gain a greater comprehension of the concepts and principles of insurance, appreciate various types of insurance policies, synthesize insurance theory and practice, and have professional abilities of insurance operations.
- The purpose of the bachelor's program is to provide students with a broad background in general insurance courses, and Requirements for the Bachelor's degree in Insurance: completion of 142 credits of courses, including 99 credits of core courses and 43 credits of elective insurance courses.
- "Practicum In Insurance Industry" offers the chance of practice in the insurance industry for students who will be able to apply theory to the practice of insurance. ( including life, non-life, broker or agent companies)

**MBA Program**

- Total credits required for graduation: At least 36 credits.
- Credits for required courses: 13 credits.

**EMBA Program**

Total credits required for graduation: At least 36 credits. (not including 4 thesis credits).  
 Credits for required courses: 15 credits.

T: +886-2-26215656 ext. 2563 | E: tltx@oa.tku.edu.tw | <http://www.ins.tku.edu.tw/main.php>

**U G Department of International Business**

1/2 Faculty graduated from Abroad such as, Clark University, Indiana University, University of Wisconsin-Madison, Georgetown University, University of Rhode Island, Kingston (U.S.A); Manuel L. Quezon University (Philippines); University of Cambridge, Queen's University, University of London (U.K.); 39% of faculty from this department obtained their Doctor Degree Worldwide; faculty from Business Community such as Assistant Manager of Jung Kuang Co., Ltd. Singapore, JWT, J. Walter Thompson, Ogilvy & Mather; faculty from Researcher, Research Department, Mortgage Bankers Association of America, Washington DC., and Consultant, Develop Economics Prospects Group, The World Bank, Washington DC.

**Class A or A track**

- 98.3% Local Students and 1.7% International Students.  
 Courses offered cover theories, policies, and practices related to economics, marketing, finance, and International trade. In the 1990s, due to the economic changes experienced worldwide, domestic enterprises were becoming more and more globally involved and seeking foreign subsidiaries and branches. To cope with the need at the time, the Department began to add courses related to international business management and international investment to its undergraduate curriculum.

- Requirements for the degree of Bachelor of International Business: (a Bachelor's degree in International Business)  
 Completion of 138 credits, including 96 credits of required courses and 20 credits of elective courses offered by the department.

**Master's degree in Business Administration (MBA)**

- 88.57% Local Students and 11.43% International Students.  
 The MBA program, aimed at training middle to high ranking managers of multinational enterprises, provides education and research facilities that are intensive and specialized in the following four areas: international business management, international marketing, international financial management and planning, and international investment decision making. These and other relevant courses are designed to correlate with the current trends of internationalization and liberalization.

Requirements for a Master's degree in Business Administration (MBA):  
 Completion of 42 credits, including 18 credits of required courses and 24 credits of elective courses offered by the institute. Students are also required to submit a written thesis completed under the supervision of a faculty member and to pass an oral examination.

T: +886-2-26215656 ext. 2567 / 2569 | E: tlfx@oa.tku.edu.tw | <http://www.dib.tku.edu.tw/>

**Yuan Ze University** Taoyuan

**U I Bachelor of Business Admission Program-Accounting**

We offer flexible concentrations and courses for students to strengthen their competitive competency. We encourage students to have rich experiential learning and to have the insights of cross-geographic boundaries. In order to broaden the global viewpoints of students and shorten the division of leaning and practices, we teach students how to learn and actively connect enterprises to provide internships to students. At the end, we aim to foster students to become T-Shaped leaders and enlighten them bilingual communication competency to be ready for global mobility in their career life.

T: +886-3-4638800 ext. 6081 | E: hsieh@saturn.yzu.edu.tw | <http://www.cm.yzu.edu.tw/CMEN/>

**U I Bachelor of Business Admission Program-Business Administration**

We offer flexible concentrations and courses for students to strengthen their competitive competency. We encourage students to have rich experiential learning and to have the insights of cross-geographic boundaries. In order to broaden the global viewpoints of students and shorten the division of leaning and practices, we teach students how to learn and actively connect enterprises to provide internships to students. At the end, we aim to foster students to become T-Shaped leaders and enlighten them bilingual communication competency to be ready for global mobility in their career life.

T: +886-3-4638800 ext. 6081 | E: hsieh@saturn.yzu.edu.tw | <http://www.cm.yzu.edu.tw/CMEN/>

**U I Bachelor of Business Admission Program-Finance**

We offer flexible concentrations and courses for students to strengthen their competitive competency. We encourage students to have rich experiential learning and to have the insights of cross-geographic boundaries. In order to broaden the global viewpoints of students and shorten the division of leaning and practices, we teach students how to learn and actively connect enterprises to provide internships to students. At the end, we aim to foster students to become T-Shaped leaders and enlighten them bilingual communication competency to be ready for global mobility in their career life.

T: +886-3-4638800 ext. 6081 | E: hsieh@saturn.yzu.edu.tw | <http://www.cm.yzu.edu.tw/CMEN/>

**U I** Bachelor of Business Admission Program-International Business

We offer flexible concentrations and courses for students to strengthen their competitive competency. We encourage students to have rich experiential learning and to have the insights of cross-geographic boundaries. In order to broaden the global viewpoints of students and shorten the division of leaning and practices, we teach students how to learn and actively connect enterprises to provide internships to students. At the end, we aim to foster students to become T-Shaped leaders and enlighten them bilingual communication competency to be ready for global mobility in their career life.

T: +886-3-4638800 ext. 6081 | E: [hsieh@saturn.yzu.edu.tw](mailto:hsieh@saturn.yzu.edu.tw) | <http://www.cm.yzu.edu.tw/CMEN/>

**G** Doctor of Philosophy Program

Ph.D. Program is our premium program of all degrees. We are the frontier to implement the Ph.D. and DBA double-track system to develop students' research and practice abilities. In addition, we offer non-tuition fees and scholarship to encourage students to enroll our program. To connect interdisciplinary groups, we structure networks of well-known institutions and schools to spur academic dialogues with our faculty and Ph.D. students. Moreover, we highlight to train students to have abilities of journal writings, public presentations as well as teaching and research techniques. We aim to strengthen the interaction relationships between advisers and their advisees, and further to promote our school to become the research center which has impact in the Asian-Pacific Area. Ph.D. Program consists of six groups: Organization Management, Marketing Management, Technology and Services Innovation, Electronic and Service Science, Finance, and International Business Management.

T: +886-3-4638800 ext. 6041 | E: [tarn@saturn.yzu.edu.tw](mailto:tarn@saturn.yzu.edu.tw) | <http://www.cm.yzu.edu.tw/phden/>

**G I** MS Program in Accounting

MS Program in Accounting is keen to provide basic conceptual accounting and business knowledge for accounting career development. The curriculum is designed to provide a balance between fundamental management techniques and specialized accounting knowledge, including financial accounting, managerial accounting, controllership, taxation, and auditing.

T: +886-3-4638800 ext. 6061 | E: [rubykao@saturn.yzu.edu.tw](mailto:rubykao@saturn.yzu.edu.tw) | <http://www.cm.yzu.edu.tw/msen/>

**G I** MS Program in Finance

MS Program in Finance is recognized as one of Taiwan's leading academic institutions for research and teaching in financial field. The professors' research interests cover the areas of corporate finance, investment, banking, risk management, financial derivatives, financial engineering, international finance, and asset pricing. Students can pursue any of the special areas in the above fields.

T: +886-3-4638800 ext. 6061 | E: [rubykao@saturn.yzu.edu.tw](mailto:rubykao@saturn.yzu.edu.tw) | <http://www.cm.yzu.edu.tw/msen/>

Central Taiwan University of Science and Technology Taichung

**U** Department of International Business

- Globalization is the necessary trend for future international Business development of Central Taiwan University of Science and Technology (CTUST).
- Under this trend, the immediate aim for Department of International Business is to recruit more foreign students from other countries who have diverse cultural background. At the same time, the Department of International Business places high priority in establishing an effective mechanism for active international exchanges and collaborative programs to enrich the international exposures of local domestic students in CTUST.
- On the viewpoints of Globalization and Internationalization, nurturing cross-boundary managerial expertise included International Business Management, International Finance Management, International Marketing and International Logistics and Supply Chain Management, etc. has been our important mission to undertake these challenges in the future.

T: +886-4-22391647 ext. 7263 | E: [r0104@ctust.edu.tw](mailto:r0104@ctust.edu.tw) | <http://ibd.ctust.edu.tw/>

**U** Department of Marketing Management

- Today's businesses need marketing specialists who are creative, and highly educated to understand the contemporary global and technological economy.
- Our department, we monitor developing trends in the marketplace and concurrent changes in marketing education. That's how we're able to provide you with a first-rate marketing education that's both cutting edge and grounded in the strong foundation skills you must have to compete in today's business world.
- We offer a range of marketing specializations in service industry, including retailing industry, leisure industry, and healthcare industry, so you can develop a deeper level of expertise in these three high competitive markets. Thus our students will possess remarkable properties and unique marketplace.

T: +886-4-22391647 ext. 7901 | E: [r0103@ctust.edu.tw](mailto:r0103@ctust.edu.tw) | <http://market.ctust.edu.tw/>

Da-Yeh University Changhua

**U G** Department of Accounting Information

Basic teaching includes accountant, information specialist training, and investment finances special course, which we strengthen. By been taught accounting information and investment finances, two main courses, students become professional decision-makers. The university not only offer qualified teachers, complete facilities, and perfect curriculum, but also signs up practical training with accounting firms, Internal Revenue Service and financial organizations for long term to help students to comprehend the operation in employment market before they graduate from the university.

T: +886-4-8511888 ext. 3251 | E: [at5140@mail.dyu.edu.tw](mailto:at5140@mail.dyu.edu.tw) | <http://at.dyu.edu.tw/>

**U G** Department of Business Administration

To nurture students to be middle management professionals, who are able to communicate well and work in teams, and having high ethical sense and creative capability, which keenly hired by businesses. Major emphases are on "Innovativeness and Entrepreneurship" and "Marketing and Distribution Channel Management", and minor on "Financial Management and Investment Analysis." In the undergraduate degree program, we recruit students in both "Innovativeness and Entrepreneurship" and "Marketing and Distribution Channel Management" major.

T: +886-4-8511-888 ext. 3011 | E: [ba5110@mail.dyu.edu.tw](mailto:ba5110@mail.dyu.edu.tw) | <http://ba.dyu.edu.tw/>

**U** Department of Finance

The goal of the Department of Finance at the Da-Yeh University is to prepare future professionals for success in the financial and business communities. To achieve the goal, we put equal weight on theory and practice in curriculum design and equip students with expertise and skills in finance for career. Consistent with the educational philosophy of the University, we try hard in several ways to make students more competitive in job market and be entrepreneurs' best partners:

- 1 We introduce professionals in financial industry into classes to share their experience in practice.
- 2 We cooperate with over 50 institutions in banking, securities and futures, insurance, real estate and government to provide internship and employment opportunities.
- 3 We offer tutorship in professional subjects and certificates.

T: +886-4-8511-888 ext. 3521 | E: [fm5190@mail.dyu.edu.tw](mailto:fm5190@mail.dyu.edu.tw) | <http://fm.dyu.edu.tw/>

Feng Chia University Taichung

**U G** Department of Cooperative Economics

BBA Students must take at least a total of 128 semester credits hours in all. The department's courses offered can be categorized into three major areas of interest: (1) cooperation and non-profit business; (2) economics; (3) operation and management. MBA students must take at least a total 36 semester credits hours in all. Our faculty are invited from abroad such as Japan, Germany, England and America, and 100% of faculty obtained their doctor degree from these countries.

T: +886-4-24517250 ext. 4351 | E: [gjtain@fcu.edu.tw](mailto:gjtain@fcu.edu.tw) | <http://www.coop.fcu.edu.tw/>

**G U** Department of Economics

- 98% local students and 2% from international student exchange programs.
- The bachelor degree program in economics is designed to prepare students for rewarding careers in both the public and private sectors of the competitive job market. The programs provide basic economic and financial concepts and knowledge that serve as the foundation for both public policy and business decision-making activity.
- The economics master's program is designed to provide students with the essential background and fundamental knowledge required to prepare for further graduate work or to embark on entry-level or mid-level positions conducting economic analysis and forecasting within industry or government. Courses are selected to allow students to be well prepared for these alternatives.
- The economics Ph.D. program is designed to provide students with the advanced training and substantive knowledge necessary to pursue positions leading to careers in research and teaching at other institutions of higher learning, careers in economic analysis and forecasting within the private sector, and careers in public policy analysis within government
- These programs are taught by a gifted academic faculty with 17 members that possess years of professional and teaching experience, significant research and scholarly accomplishments, and a dedication toward effectively preparing students for pursuing career success.

T: +886-4-24517250 ext. 4455 | E: [mctseng@fcu.edu.tw](mailto:mctseng@fcu.edu.tw) | <http://www.econ.fcu.edu.tw/>

**G Department of International Trade**

- Research and Curriculum Plans: Our master's degree program revolves around the topics on international trade, international business management and cross-strait business between China and Taiwan. The required courses center on the subject of international trade. Students are also required to take international business management related courses.
- International Learning Environment: Currently numerous foreign students from multi-country in the world are enrolled and studying together in the master program along with domestic students. The program also offers a joint master's degree with Tomsk State University (Russia).
- English Skill Enhancement: The required courses are delivered in English or bilingual format. In addition, native English speaking teachers give English-related courses each semester. All students are required to present their thesis proposals and final defense in English.
- Featured Learning Activities: We regularly invite overseas representatives and scholars in the field of cross-strait economic and trade for speech. Overseas field trips and studies are held each year. Students need to visit some companies managed by the alumni and present a case study report.

T: +886-4-24517250 ext. 4251 | E: itra@fcu.edu.tw | <http://www.itra.fcu.edu.tw>

**G Financial and Economic Law**

- Curriculum includes fundamental and professional knowledge and training across multi-disciplinary fields, with special course coverage on "International Economic and Trade Law and Business Transaction", "Antitrust Law and Intellectual Property Right" and "Corporate Governance and Finance."
- All faculty members obtain Doctor Degree, and majority in prestigious universities overseas, such as in the United States or Britain.
- Three different specialty programs such as "Regular LL.M. Program", "LL.M. Program for non-law majors" and "Evening LL.M. Program" further meet students' individual interest and enhance specific field of interest.
- Common required courses "Legal Economics", "Special Topics on Legal Ethics" and "Legal English Literature Reading", which consist of 10 credit hours, are designed to develop students' ability in analyzing and solving legal issues in view of legal economics with strong and specialized English fluency.
- Regular LL.M. Program in total of 32 credit hours, including 10 required credit hours, covers financial laws such as finance and taxation, corporate regulation, intellectual properties, fair trade, and antitrust laws. In addition, professional electives such as corporate governance are included in senior year to help students' understanding in legal practice.
- LL.M. Program for non-law majors in total of 74 credit hours, including 42 required credit hours, covers fundamental laws including the Constitution and Civil Law, etc and subsequently join parts of elective courses in Regular LL.M. Program.
- Students are provided with abundant educational resources including not only computers, specific study rooms and mock trial, but also international literatures such as Westlaw, LEXIS-NEXIS, and many others.
- Students are expected to excel in expertise such as financial and economic laws and best practice in global perspective.

T: +886-4-24517250 ext. 4181 | E: lwlue@fcu.edu.tw | <http://www.econlaw.fcu.edu.tw>

**G Institute of Management of Technology**

- Feng Chia University's "MBA" in "MOT" is differentiated from the other existing MBA program by its emphasis on preparing its students to face the technological challenges in the 21st century. The Program enhances the traditional MBA issues with themes emphasizing innovation, patent management, and entrepreneurship and startup. It provides students with balanced management theories and well-integrated practical management experience. The program objective is to prepare its students for leadership in technological organizations where managing rapidly changing and emerging technologies is the key to success.
- To achieve these objectives, each student is required to successfully demonstrate two developed specialties:
  - .1 Technology Management Specialty  
The achievement of a research or industrial specialist level of expertise in any recognized technology management topics such as: innovation management, organization change management, patent management, entrepreneurship and startup, and merger and acquisition.
  - .2 Industrial Technology Specialty  
The achievement of a professional specialist level of expertise in semiconductor/ optoelectronics, precision machining, or any other emerging technology industry.

T: +886-4-24517250 ext. 4050 | E: whlai@fcu.edu.tw | <http://www.mot.fcu.edu.tw>

**U Marketing**

- Curriculum Plans: Our undergraduate program revolves around the topics on Aesthetics, Creativity, Retailing, Branding, and cooperation with industry leaders around Central Taiwan. Thus, the required core courses center on Aesthetics, Creativity, Design, and Branding.
- Hands-on Teaching method: A blend of problem solving with project Management is applied. Courses are designed to cooperate with companies or local entrepreneurs to solve their marketing problem by teams that are organized as a project management.
- International Learning Environment: Currently numerous foreign students from multi-country in the world are enrolled and study together with domestic students in the campus.
- English Skill Enhancement: Some required courses can be delivered in English or bilingual format. In addition, native English speaking teachers will give English-related courses if needed. All students are required to present their thesis and real works at the last semester.
- Experiences sharing by experts: Industry experts are invited regularly for speech to share their experience and interact with students. As students are required to visit some companies, industry field trips are arranged every semester.

T: +886-4-24517250 ext. 4382 | E: shluo@fcu.edu.tw | <http://www.marketing.fcu.edu.tw>

**G PhD Program in Business**

- 88% Local Students and 12% International Students.
- PhD students must take at least a total of 30 semester credits hours in the graduate school level and complete a Doctoral Dissertation with a qualified academic advisor.
- Program has been offering two major concentrations: Accounting & Taxation and Business Management.
- Students are required to take 6 program required courses (18 credits), 4 major required courses (12 credits).
- Two types of scholarships are provided, one for full amount of tuition and the other for half of the amount of tuition. University scholarship application review committee will review scholarship applications and the number of recipients and amounts awarded shall be determined according to the annual budget.

T: +886-4-24517250 ext. 4072 | E: bphd@fcu.edu.tw | <http://www.bphd.fcu.edu.tw>

**Mingdao University** Changhua

**U Department of Finance**

Our department aims to provide theoretical and practical education in financial management. Our mission is to provide students with solid ability to adapt to the challenging and highly competitive environments in the financial business world through the following schemes:

- .1 Designing a broad spectrum of finance courses for students to develop their competences in the field of financial management. We develop one basic financial core program with two selective programs, including financial institutional management, as well as portfolio management.
- .2 Emphasis on financial laws and related regulations: The students are provided with knowledge and training in civil laws, business laws and financial regulations.
- .3 Enhancement of financial English and vision international: The courses of management English and financial English are provided along with a variety of activities for collaboration with international institutions.
- .4 To assist the students in obtaining professional certificates in financial related areas, including insurance and banking, as well as security and futures.

T: +886-4-8876660 ext. 7711 | E: yaling@mdu.edu.tw | <http://www.mdu.edu.tw/~dof/>

**U Department of Marketing and Logistics**

Department of Marketing and Logistics (DML) is one of the five academic departments in the College of Management at MingDao. It was founded in August, 2006. It provides educational environments of innovative teaching, critical thinking, and creative learning. DML offers students a wide perspectives on what constitutes successful marketing and logistics, on a broad selections of programs designed to equip students to varieties of careers, on the supports of the practical education in the specific topics, and on delivering the educational experiences in social responsibility. For our students, DML provides solid education in both theories and practices of marketing and logistics. Moreover, DML provides opportunities in studying particular aspect of the field chosen so that students can succeed in challenging global marketplaces. In the educational process of Ming Dao University, a student-oriented environment and sufficient interaction with students are our primary targets. For the global society, DML commits to educating students being willing to serve others. We firmly believe that successful marketing and logistics will reflect a fundamental concept of its influences on all its communities.

T: +886-4-8876660 ext. 7611 | E: lanney@mdu.edu.tw | <http://www.mdu.edu.tw/~gml/>

## National Chung Hsing University

Taichung 

### U Department of Accounting

The DoA aims to train the students to be competent accounting practitioners, and designs the courses to fulfil the following goals:

- .1 To provide fundamental and core accounting courses to meet professional standards;
- .2 To equip the students to be adept in information technology;
- .3 To encourage the students to obtain the professional qualifications and offer them opportunities to learn from the real world experiences of CPAs, CEOs, and governmental officers;
- .4 To cooperate with the Department of Financial and Economic Law and other departments to enable the students to be multidisciplinary.

For details, please refer to <http://gia.nchu.edu.tw/main.php>

T: +886-4-22840206 ext. 23 | E: [alicefang@nchu.edu.tw](mailto:alicefang@nchu.edu.tw) | <http://gia.nchu.edu.tw/main.php>

### U G Department of Business Administration

#### Ph. D. Program

Courses Planning

The intent of the Ph.D. program is to foster human resources about theories and practices in senior business management, and to improve the domestic business management education.

In addition to general business management courses, we design several integrated curriculums, including industrial economic and technological environment.

#### Master. Program

The MBA program provides students with advanced management knowledge in fundamental areas such as strategic management, human resource management, marketing, and financial management.

To train students to fit in a professional management position.

To enhance the standard of academic research.

#### Bachelor Program

The program focuses on combination with theory and practice.

Freshman and sophomore courses are mainly based on liberal and professional education. Junior and senior courses provide students in the variety of choices to learn professional skills.

For details, please refer to <http://ba.nchu.edu.tw/main.php>

T: +886-4-22840206 ext. 23 | E: [alicefang@nchu.edu.tw](mailto:alicefang@nchu.edu.tw) | <http://ba.nchu.edu.tw/main.php>

### U G Department of Finance

The Features of Curriculum Planning

- Curriculum planning of department of finance is trying to content both theoretical and practical area. It is designed for students to develop specialization, internationalization and information.
- Basic required courses: The courses emphasize theory analysis and how to use the tools of analysis
- Financial theory courses: The courses integrate the whole theory and structures of corporate finance.
- Management economics courses: Students figure out how a corporation allocates its resources and understand the theory of microeconomics in this course.
- Practical courses: Inviting financial experts to give speeches about practical area of finance every semester on regular or irregular schedule. The speeches can make students combine theory and practical area.

T: +886-4-22840206 ext. 23 | E: [alicefang@nchu.edu.tw](mailto:alicefang@nchu.edu.tw) | <http://140.120.53.153/web/>

### U G Department of Marketing

#### Teaching:

As well as business management and marketing curriculums, this department also offers specializations in consumer behavior, marketing strategy, and distribution management. The department encourages international exchange students from numerous sister universities.

#### Combination of theory and practice:

Consultants from successful businesses are often invited to join with faculty and students in planning and executing department improvements, activities, and cooperative efforts.

#### Student practical training:

During summer and winter breaks, practical work/study sessions are executed in order to improve students' perspectives and experiences in real marketing activities.

#### Internationalization:

Numerous cooperation agreements have been reached with universities from many countries in order to increase exposure to the international community. Both students and faculty participate in internal research and educational trips during winter and summer breaks.

#### Industry Cooperation:

The department of marketing works closely with governmental offices, public organizations, and research institutes.

For details, please refer to <http://marketing.nchu.edu.tw/>

T: +886-4-22840206 ext. 23 | E: [alicefang@nchu.edu.tw](mailto:alicefang@nchu.edu.tw) | <http://marketing.nchu.edu.tw/>

## National Taichung University of Science And Technology

Taichung 

### U Department of Applied Statistics

Our department develops mainly on the fields of business statistics, industry statistics, and finance statistics. We not only stress the application coverage of statistics, but also teach the operation abilities of statistics software and telephone surveys.

Our courses have strong employability, and we encourage students study computer course as well as interrelated assistant department course, in order to enforce individual accessory value.

We popularize the learning and knowledge of statistics technology, combine all assets in our school, accommodate to society development fluctuation, as well as offer innovator and service to new industry. Our graduates not only have knowledge on business and management, but also dominate professional techniques of statistics. Therefore, we nurture statistical manpower for central area, from old boy industry to area industry, in order to exploit the duty of area industry cooperation.

T: +886-4-22196333 / 32 | E: [ums70@nutc.edu.tw](mailto:ums70@nutc.edu.tw) | <http://stat.nutc.edu.tw>

## National Yunlin University of Science and Technology

Yunlin 

### U G Accounting

• Professional Ability: foster professionals with accounting, finance, and management abilities via instruction and university-industry cooperation, and also through an emphasis on the acquisition of licenses/certifications.

• Integration Ability: fosters professionals with the ability to integrate accounting, tax law, and information technology; strengthens students' foreign language ability and humanities.

• Ethics: cultivate accounting professionals who are independent impartial, and principled.

• Complete Counseling System: provides a double-advisor system (joint-advising by a faculty member and industry expert) for the undergraduate program; arrange appointments from time to time for class mentors to counsel and provide other forms of assistance to students on their campus, academic, and personal life; and utilize the Due Performance Warning System for students whose performance is below standard so that faculty members can provide early counseling and assistance.

• Complete Part-time education Channel: offers a part-time undergraduate and master's program, and also credit-counting classes in Yunlin and Taichung.

T: +886-5-5342601 ext. 5501-5502 | E: [uma@yuntech.edu.tw](mailto:uma@yuntech.edu.tw) | <http://www.uma.yuntech.edu.tw/en/index.htm>

**U G Finance**

- We attend international colloquia to improve our teaching and research quality.
- To meet the needs of current requirement, we plan appropriate programs, recruit excellent teachers, and increase our facilities.
- In order to assist the solution of regional financial problems of enterprises and enhance the cooperation relationship with enterprises in middle Taiwan, we designed in-service program and continuing education to provide learning opportunities for those who are working, in accordance with the training program for industry professionals.
- Besides, we established financial counseling center to provide professional advice to industries.
- Also, we assist our school in planning the endowment and fund.

T: +886-5-5342601 ext. 5402-5404 | E: [umf@yuntech.edu.tw](mailto:umf@yuntech.edu.tw) | <http://www.umf.yuntech.edu.tw/english/about.html>

**G International Business Administration**

- Internship (e.g. in Mainland China, Vietnam): The period normally involves one month or more, and the purpose is to let our students to understand enterprise management processes in Greater China Economic Zone.
- Study abroad program: Students are encouraged to participate in international exchange program, for a period of time that says to be a month, one semester or more for experiencing different culture. The places can be China, Vietnam, India, Japan, USA, Spain, France, Holland, Denmark, and Germany.
- All course instruction in English: Class lectures in English within 5 different disciplines, in terms of, Political Economy, Finance, Strategy, Marketing, and Culture Study which we emphasize business affairs occurring in the area of Hong Kong, Singapore, China and Taiwan.
- Foreign visiting professor: workshops, seminars, conferences Every year we have some prestigious foreign visiting professors participate in workshop, seminars, and conferences which focus on academic issue, and lecture on the regular basis.
- Chinese Language Courses: The language center offers 18 weeks intensive training in small classes with interactive teaching and qualified teachers, these courses are divided into three main levels from beginner to intermediate and to advanced levels. In the future, a personal tutor will double check with your progress and you can have further assigned exercise to work on.

T: +886-5-5342601 ext. 5201-5204 | E: [mba@yuntech.edu.tw](mailto:mba@yuntech.edu.tw) | <http://www.mba.yuntech.edu.tw/IMBA/default.html>

**TransWorld University** Yunlin

**U G Graduate Institute of Strategic Management of Small & Medium Enterprise Department of Business Administration**

- The first academic organization in Taiwan that focuses on the study of small and medium enterprises.
- To cultivate talented academic researchers and to serve as the cradle of future pioneer managers in small and medium enterprises.
- To develop venture education with school and local resources in order to strengthen students' operational abilities.
- To promote international education in order to foster small and medium enterprise talents.

T: +886-5-5370988 ext. 2233 / 2234 | E: [cia@twu.edu.tw](mailto:cia@twu.edu.tw) | <http://ba.twu.edu.tw/gschool01/>  
<http://ba.twu.edu.tw/dba/>

**Tunghai University** Taichung

**U International Business & Management**

The Department of International Business established the International Business Management program in 1999, and it focuses on the concerns of the practicing international trade professional worldwide. It has been designed to let students understand about the principles, terminology, relationships, and needs of the practical working import/export professional. Students develop the following knowledge and skills that can be applied to the global marketplace: 1) Expansion of business overseas 2) International market research; 3) International pricing; 4) International financial tools; 5) International distribution; and 6) International business resources/institutions. The Activity Based Learning model focuses learning on the student, through extensive in-class participation and the student's ability to connect new material to his/her previous knowledge base. The International Business Management program combines teacher expertise in all departments of the college of Management to nurture student strengths with transnational business management professional ability, in order to strengthen their competitiveness from an international perspective and according to international trends.

It is divided into two parts: core courses and elective courses. Core courses are taught in English to enhance students' English abilities in listening, speaking, reading, and writing. The International Business program provides a variety of elective courses to enhance student international business management expertise. Many well-known manufactures provide internship opportunities during winter and summer vacation to increase students' practical experience enabling them to find a job easier after they graduate from school. We sincerely encourage students of other departments ranging from sophomores to seniors to register in the International Business program.

T: +886-4-23590121 ext. 35100 | E: [ba@mail.thu.edu.tw](mailto:ba@mail.thu.edu.tw) | <http://ba.thu.edu.tw/>

**Chang Jung Christian University** Tainan

**U G Department of Business Administration**

- Well-rounded Curriculum: we provide a curriculum rich and sufficient, both in its breadth and depth, to meet students' personal needs. It includes basic business courses and three distinctive concentrations: E-Business and Innovation, marketing research and organization and operation.
- Practicality and Practices: we integrate the practicality spirit to create teaching environment of the integration theory with practice.
- Professional Classrooms: there are an audio-visual classroom, a statistics and market survey lab and electronic business labs.

T: +886-6-2785123 ext. 2100 / 2101 | E: [ba@mail.cjcu.edu.tw](mailto:ba@mail.cjcu.edu.tw) | <http://www.cjcu.edu.tw/h-ba>

**U Department of Finance**

- The department provides various and complete courses covering major fields in finance such as corporate finance, investments, financial markets, and risk managements.
- Students are encouraged to take variety of license exams in finance and English proficiency for students' career development.
- The department provides students with lots of in-term training opportunities in banks, security firms, and insurance companies.
- Each semester the department holds two or more "Practical Finance Forum" with practitioners and social elites to broaden students' view in practical field.
- 100% of thirteen faculties are with Ph.D. degree in the field of finance, risk management, accounting, or economics.
- Our alumni, since 2002, have displayed tremendous performance on academics and financial service industries.

T: +886-6-2785123 ext. 2351 | E: [fi@mail.cjcu.edu.tw](mailto:fi@mail.cjcu.edu.tw) | <http://sites.cjcu.edu.tw/finance>

**U G Department of International Business**

- The curriculum is designed according to our faculty members' specialties and research focuses, which can be categorized into three main areas: International Trade and Economics, International Business Management and International Business Communication.
- With the appealing curriculum and outstanding faculty members, we are giving our commitment to providing each student with an exceptional international experience on doing business.
- With the distinguished faculty and innovative curriculum, we offer high quality business education to students enrolled in this department. Interested students are welcome to enquire at the Department of International Business.

T: +886-6-2785123 ext. 2151 / 2152 | E: [ibcjcu@mail.cjcu.edu.tw](mailto:ibcjcu@mail.cjcu.edu.tw) | [http://sites.cjcu.edu.tw/ib/page\\_C0105021.html](http://sites.cjcu.edu.tw/ib/page_C0105021.html)

**G Executive Master of Business Administration**

- 100%Local Students
- Professors with rich practical experience from the Graduate School of Business and Operations as well as the departments of Business Administration, International Business, Accounting and Information System, Finance, Aviation & Marine Transportation Management, Land Management and Development, Sports and Recreation Management are recruited for the EMBA courses.
- The EMBA courses emphasize the integration of theory and practice. Besides lectures offered by teachers at the Graduate School of Business and Management, off campus experts are also invited to share their experiences in the real world. Learning tours to international enterprises and academic institutes are also regularly arranged to cultivate executive managers with international perspectives and overall strategic thinking abilities.

T: +886-6-2785123 ext. 2021 / 2022 | E: [emba@mail.cjcu.edu.tw](mailto:emba@mail.cjcu.edu.tw) | <http://www.cjcu.edu.tw/~emba>

**Fortune Institute of Technology** Kaohsiung

**U I International BA Program**

- Department of Business Administration (Both of English and Mandarin Chinese)
- Department of Finance (Both of English and Mandarin Chinese)
- Department of Tourism and Leisure Management (Both of English and Mandarin Chinese)
- Department of Food & Beverage Management (Both of English and Mandarin Chinese)
- Department of Property Management (Both of English and Mandarin Chinese)
- Department of Applied Foreign Languages / English division / Japanese division (Both of English & Mandarin Chinese)
- Department of Information Management (Both of English and Mandarin Chinese)
- Marketing and Distribution Management (Both of English and Mandarin Chinese)

T: +886-7-7889888 ext. 2350~2352 | E: [gc2350@center.fotech.edu.tw](mailto:gc2350@center.fotech.edu.tw) | <http://www.fotech.edu.tw/>

## National Cheng Kung University



### G I Advanced Master Business Administration

- The program accepts youth elites with work experience and provides them with comprehensive training. All the students are required to have at least 2 years of working experience.
- All faculty members that are teaching in the College and the leading experts from different industries.
- The students declare their major according to their interest and vocational plans, and continue their studies in one of the eleven graduate schools in the College. A student must complete 12 credits courses in the area of specialization.
- A course is design to invite executives from Ford company (Taiwan) to explain their experience on the operation of a multinational business.

T: +886-6-2751234 ext. 14 | E: janeyi@mail.ncku.edu.tw | <http://www.amba.ncku.edu.tw>

### U Bachelor of Business Administration

- 90% local students and 10% international students.
- 2/3 faculty invited from abroad such as University of Pennsylvania, Purdue University, New York City/State University, Columbia University, Keio University, University of Cambridge, University of Manchester, University of Bradford, etc.; 1/3 faculty from business community such as consultant of Chi Lin Tech., former marketing specialist of BenQ Corp, former manager of China Steel, etc.
- The courses in the undergraduate program include not only the training for integration and application of courses in business knowledge of finance, accounting and strategic thinking, but also allow students to discover various courses in other fields of study. Combined together with the University's compulsory social science courses, the program is designed to educate students in society value and ethics as well.

T: +886-6-2757575 ext. 53501 / 53300 | E: em53300@email.ncku.edu.tw | <http://www.ba.ncku.edu.tw>

### U G Department of Accountancy

- 1 Educate students with appropriate research capability, analytical skills, and integration between accounting and information systems.
- 2 Help students appreciate the importance of business ethics and corporate social responsibility in accounting profession.
- 3 Motivate students with innovative thinking by inviting outstanding practitioners and academicians to offer cutting-edge knowledge.
- 4 Prepare students to meet the qualification of top-tired accounting firms and multi-national corporations.
- 5 Invite accounting professionals from major accounting firms or corporations from various industries such as partners and managers to lecture in the classes or seminars to provide cutting-edge accounting knowledge or rules to students.

T: +886-6-2757575 ext. 53400 | E: em53400@email.ncku.edu.tw | <http://www.acc.ncku.edu.tw/eng/>

### G I Executive Master of Business Administration

- All the students are required to have at least 7 years of working experience.
- All faculty members that are teaching in the College and the leading experts from different industries.
- Supporting Faculty from professional field such as President of Taiwan Depository & Clearing Corporation, Chief Judge of Taiwan Keelung District Court.
- All the courses are taught in two ways: theory lecture and case study. The professors from the College teach the theory part and the experts from the industries teach the practice part.

T: +886-6-2751234 ext. 14 | E: rachel@mail.ncku.edu.tw | <http://www.emba.ncku.edu.tw>

### G Graduate Program of Statistics

- Master Program
- Teach statistical research methods, data analysis tools as well as consulting techniques for business, medical and industrial applications.
- Provide a curriculum that combines the statistical knowledge in theory, practice and various applications.
- Develop socially responsible statisticians with global perspectives.
- Ph.D. Program
- Emphasize theoretical development and methodological innovation in statistical science.
- Provide rigorous academic training in mathematical statistics, advanced probability and applied statistics.
- Cultivate quality scholars and researchers whose res

T: +886-6-757575 ext. 53600 | E: em53600@email.ncku.edu.tw | [http://www.stat.ncku.edu.tw/general\\_eng/briefintroduction.asp](http://www.stat.ncku.edu.tw/general_eng/briefintroduction.asp)

## G Institute of Physical Education, Health and Leisure Studies

- The mission of the Institute of Physical Education, Health and Leisure Studies is to promote health and examine leisure behavior and leisure services through the creation, transmission and application of knowledge related to physical activity. Furthermore, students are prepared in order to be able to deliver services, manage resources and teach others to do so.
- Provide advanced certification for teachers in the public school, P-12. May also qualify the graduate for teaching and/or coaching at the collegiate level. For non-teacher certification degree, it focuses on management roles in the sport/leisure industry. Qualifies the graduate for positions may range in health-related specialists, recreational managers and coaches.

T: +886-6-2757575 ext. 53800 | E: em53800@ncku.edu.tw | <http://course-query.acad.ncku.edu.tw/qry/index.php?lang=en>

## G Institute of Telecommunication

- Provide a high-quality education on communication and to build a foundation for continuing learning.
- Motivate students with innovative thinking by inviting outstanding practitioners and academicians to offer cutting-edge knowledge.
- Four main teaching objectives of this Institute are as stated as follows: (1) Analysis and development of telecommunications policy; (2) Management of telecommunications firms; (3) Applications of telecommunications technology to transportation and other business activities; and (4) Global issues of telecommunications management.

T: +886-6-2757575 ext. 53200 | E: em53200@email.ncku.edu.tw | <http://www.tcm.ncku.edu.tw/eng/>

## U Undergraduate Program of Statistics

- Offer a high quality teaching and learning environment that develops students a basic understanding in the fundamentals of statistical theory, application and decision analysis.
- Prepare students for data collection and analysis as well as survey sampling techniques.
- Enhance practical application of statistical methods and computer software.

T: +886-6-757575 ext. 53600 | E: em53600@email.ncku.edu.tw | [http://www.stat.ncku.edu.tw/general\\_eng/briefintroduction.asp](http://www.stat.ncku.edu.tw/general_eng/briefintroduction.asp)

## Wenzao Ursuline College of Languages



### U Department of International Affairs

The main focus of the department is to orient students towards theory and practice of international affairs and to promote their English ability. The department stresses the student's acquisition of a comprehensive worldview; its curriculum and teaching programs and based on the future demands of the job market and higher education. Most of the department designated courses are conducted fully in English. Students are expected to expose themselves naturally to a comprehensive English environment and gradually become well-trained professionals of international affairs. The courses are divided into four categories:

- General Required Courses designed by the university (61 credits, including 36 credits of English Language training courses);
- Required Courses designated by the department (44 credits).
- Elective Courses designated by the department (31 credits).  
These are subdivided into three main tracks:
  - 1 International Politics;
  - 2 International Culture Studies;
  - 3 International Economy.

At the end of the first year, students have to select two out of the above three tracks according to their career goals and preferences. Students have to complete a minimum of 11 credit-hours courses in each of the two chosen elected tracks from the above elective courses designated by the department.

T: +886-7-3426031 ext. 6102 | E: ia00@mail.wtuc.edu.tw | <http://c030.wtuc.edu.tw/front/bin/home.phtml>

## Tzu Chi College of Technology



### U Department of Marketing and Logistics

Our goal is to cultivate and nourish both humane and professional talents in Marketing and Logistics. This program is designed to integrate humane essences with the emphasis on sincerity, integrity, faith and honesty. Students may enhance their professional competencies through the various internship programs incorporated with Tzu-Chi related organizations and domestic/local companies.

T: +886-3-8572158 ext. 415 | E: acc11@tccn.edu.tw | <http://ml-en.tccn.edu.tw/front/bin/home.phtml>

# Management

**Jinwen University of Science and Technology** Taipei

**U** Tour guide and Tour Leader Program

Tour leaders and tour guides are highly demanded in the tourism industry. Therefore, those people who take the license test increase rapidly. To nurture qualified tour leaders and tour guides, the Tour Manager Program is designed. Its curriculum includes courses from travel Management department as well as other courses from different departments. The former core courses encompass tourism geography, tour Leader and tour guide practice, recreational resource management, tourism laws and regulations, and airline ticketing. Courses from other departments include tour guide English, and international etiquette. The aim of the program is to educate qualified tour leaders and guides.

T: +886-2-2122000 ext. 2661 | E: [hospitality@just.edu.tw](mailto:hospitality@just.edu.tw) | <http://htc.just.edu.tw/bin/home.php>

**National Central University** Taoyuan

**G** Ph.D. Program

- Requirements of quality and relevancy in academic publications have become more stringent over the last few years. Also, interaction with the international academic community has been bolstered. To date, those important business journals that our faculties and students get to publish are as follows: *Transportation Science*, *Annals of Operations Research*, *Decision Support Systems*, *Information & Management*, *Journal of Advertising Research*, *Marketing Letters*, *Industrial Marketing Management*, *IEEE Transactions of Software Engineering*, *Journal of Financial Intermediation*, *European Journal of Operational Research*, etc.
- Required courses (19 credits):** Research Methodology I, II (6 credits) / Independent I, II (6 credits) / Ph.D. Seminar I, II, III, IV (4 credits) / division requirement for 3 credits (BA8080 Seminar on Special Topics of Financial Management / BA8050 Seminar on Marketing Management / BA8091 Special Topics on the Production and Operations Management / BA8041 Special Topics on Strategic Management / BA8061 Seminar on Human Resource Management / BA8070 Seminar on Information Management)
- Thesis-related courses:** at least 3 thesis courses with the student's assigned thesis advisor.

T: +886-3-4227151 ext. 66100 | E: [lishu@ncu.edu.tw](mailto:lishu@ncu.edu.tw) | <http://ba.mgt.ncu.edu.tw/>

**National Taiwan Normal University** Taipei

**G** Graduate Institute of Management

- 78% Local Students and 22% International Students.
- Courses at Graduate Institute of Management includes:
  - Basic preliminary courses: 3 courses for a total of 9 courses credit, can be waived with evidence of relative course credits
  - Mandatory joint courses: 9 courses for a total of 24 courses credits
  - Professional elective courses: 38 courses (students should take at least 7 for a total of 21 course credits)
- In terms of course requirements, graduate students at the institute complete one master's thesis and also earns 45 credits. Those who earn the required number of credits and pass their master's dissertation will be granted an MBA, Master of Business Administration.

T: +886-2-77343296 | E: [shchuang@ntnu.edu.tw](mailto:shchuang@ntnu.edu.tw) | <http://www.mba.ntnu.edu.tw/index.php>

**National Taiwan Sport University** Taoyuan

**U G** College of Management (COM)

- 99% Local Students and 1% International Students.
- Three Adjunct Professors Invited from Abroad such as Prof. Ian Henry, Loughborough University, UK, Prof. Douglas Michele Turco, Drexel University, USA, Prof. David Kent Stotlar, University of Northern Colorado, USA; 75% of COM faculty obtained their Doctor Degree Worldwide.
- The College of Management was established on August 1, 2010. It comprises the Department of Recreation and Leisure Industry Management (undergraduate programs and master programs for full-time and for on-job-training students) and the Graduate Institute of International Sport affairs (master degree). Besides it also has one professional center –Innovation and Leadership R&D Center providing high quality professional services in the fields of Sports Leisure Industry, Outdoor Leadership, and Sports & Health Communication.

T: +886-3-3283201 ext. 8502 | E: [sandy@mail.ntsuo.edu.tw](mailto:sandy@mail.ntsuo.edu.tw) | <http://com.ntsuo.edu.tw>

**National Taiwan University of Science and Technology** Taipei

**G** Department of Information Management

- The department offers Ph.D. and M.S. Degree Programs in Information Management.
- The department has been rated among the TOP 200 Best Master Programs Worldwide (Far East Asia Region) in the Information Systems Management.
- 100% of our faculty members obtained their PHD degrees from top universities worldwide. Our distinguished faculty wins research and teaching awards.
- The research groups in our department include (a) Information Technology and Applications, (b) Enterprise Systems and Management, and (c) Quantitative Computing and Information Security.
- Our courses combine strong business and technical components with real-world experiences and aim to produce MIS professional who can design the application of IT to solve various business problems.
- The department also has a wide range of teaching, learning, and research facilities including 17 well-equipped teaching, and research laboratories, which cater for both students and staff.

T: +886-2-27376764 | E: [eim@cs.ntust.edu.tw](mailto:eim@cs.ntust.edu.tw) | <http://eim.cs.ntust.edu.tw>

**Oriental Institute of Technology** Taipei

**U** Department of Healthcare Administration

The Department combined and applied the specialty knowledge of medicine, humanism and management to the medical industry, in order to cultivate hands-on specialists in medical affairs management.

T: +886-2-77388000 ext. 1231-1233 | E: [ac\\_ga\\_adm@mail.oit.edu.tw](mailto:ac_ga_adm@mail.oit.edu.tw) | <http://www.oit.edu.tw/?m=9&o=GD2>

**U** Department of Industrial Management

Department of Industrial Management trains top integration and perspective in production management, human factors engineering and e-commerce management students by expanding their knowledge of professional management and skill.

T: +886-2-77388000 ext. 1231-1233 | E: [ac\\_ga\\_adm@mail.oit.edu.tw](mailto:ac_ga_adm@mail.oit.edu.tw) | <http://www.oit.edu.tw/?m=9&o=GA1>

**U** Department of Information Management

The Department emphasizes the integration and application of information technology and management policies. Based on the concept of "value-added services for smart living" as our development goal, the Department adopted two developmental directions: "digital content innovative service" and "smart mobile commerce". The corresponding courses are designed to cover both industrial practices and the current trends. Stress is also placed on shaping an active attitude of students and cultivating modern citizens. By aiming to help students acquire specialist licenses, the Department has expanded its practical special topic projects to include industrial and academic cooperation, industrial internship and professional competitions. It is hoped that, through diversified learning and experience accumulation, the students will become information management specialists.

T: +886-2-77388000 ext. 1231-1233 | E: [ac\\_ga\\_adm@mail.oit.edu.tw](mailto:ac_ga_adm@mail.oit.edu.tw) | <http://www.oit.edu.tw/?m=9&o=GA3>

**U G Department of Marketing and Distribution Management**

**.1** The Department provides the students with concepts and practical skills in marketing and distribution, focusing specifically on marketing planning practice, applying POS (point of sale), market-cultivating, e-commerce, franchised chain enterprise management and retailing management with strong emphasis in honing the proper business communication skill within the marketing industry. The goal is to ensure that graduates of the Department excel and can readily contribute at any company they eventually work at. Thus, case studies and teamwork activities are designed to cultivate student's comprehensive, analyzing, and communicating abilities, which equip our graduates with both practical and academic skills essential to be successful in the working world. With a strong foundation of marketing in both theory and practice, graduates from this department would be able to distinguish themselves from other job candidates and increase their success rate of obtaining their dream job.

**.2** For a business to thrive during the development of cross-strait and regional economic planning between Taiwan and China commerce coalition, it must rely on a strong foundation of logistic management. Our course focuses on logistic management, supply chain management, and strategic logistic operation. Both our research and teaching are based on real world case studies of globalization and integration.

In order to establish new and effective logistic management concepts, we must consider both current technical and business perspectives. At our institute, we are able to successfully apply a balance of theory and practice, as well as science and management, because we work in partnership with numerous national and international organizations from the public, private and voluntary sectors. More importantly, we have close ties with the most influential and leading professional bodies in these industries as well.

The goal of "Graduate Institute of Logistic Management" is to nurture and produce high level managers for information and logistic management. We aim to train future leading management professionals by ensuring our graduates with both knowledge and practical skills necessary to succeed in the dynamic markets that include Logistic Management, marketing, Supply Chain and Global Logistic Operation.

T: +886-2-77388000 ext. 1231-1233 | E: ac\_ga\_adm@mail.oit.edu.tw | <http://www.oit.edu.tw/?m=9&o=GA2>

**Ta Hwa University of Science and Technology** Hsinchu

**U I College of Management (COM)**

- 90% Local Students and 10% International Students.
- 1/3 Faculty Graduated from famous Ph.D. programs abroad. 1/3 Faculty from Local Ph.D. programs with majors in Management, Culinary and Geography. 1/3 from Tourism and Business Community such as former 5-Star hotel managers, Chief Chef, international Tour Guide. 90% have master or higher degrees.
- The program will provide students with systematic and in-depth knowledge about tourism industry globally as well as locally.
- We also offer 9-month to 1-year internship in this four-year program. Students have chances to work with globally famous hotels, tour operators, and other Travel-related agencies.

T: +886-3-5927700 ext. 2206 | E: myfanyi@tust.edu.tw | <http://en.tust.edu.tw/bin/home.php>

**Tamkang University** Taipei

**U G Department of Business Administration**

**Undergraduate Program**

- The purpose of the bachelor's program is to provide students with a broad background in general business and management, and to give them adequate preparation to pursue graduate school and to assume responsible jobs including banking, management, marketing, human resources, sales, purchasing, and manufacturing in business, industry, government, or nonprofit institutions.
- Total credits required for graduation: At least 140 credits.
- Credits for required courses: 97 credits.

**MBA Program**

- Many advanced and contemporary courses have been provided to graduate students, such as Organization Theory, Research Methodology, Strategic Management, Knowledge Management, Cross-cultural Management, Seminars in Business Functions, and Seminars in Industries.
- Total credits required for graduation: At least 37 credits (not including 4 thesis credits).
- Credits for required courses: 18 credits (not including 4 thesis credits).

**EMBA Program**

- Many advanced and contemporary courses have been provided to graduate students, such as Organization Theory, Research Methodology, Strategic Management, Knowledge Management, Cross-cultural Management, Seminars in Business Functions, and Seminars in Industries.
- Total credits required for graduation: At least 39 credits (not including 4 thesis credits)
- Credits for required courses: 21 credits (not including 4 thesis credits).

T: +886-2-2621-5656 ext. 2623 | E: tlcx@oa.tku.edu.tw | <http://www.ba.tku.edu.tw/>

**U G Department of Information Management**

**Undergraduate Program**

- The purpose of the bachelor's program is to provide students with a broad background in information management, and to give them adequate preparation to pursue graduate school and to assume responsible jobs including project management, system analysis, network management, software engineering, computer programming, and system sales in business, industry, government, or nonprofit institutions.
- Field project is the key feature of the department and a requirement for undergraduate students to fulfill their Bachelor degrees.
- Required credit hours for Bachelor degree: 98 credits of compulsory courses and 42 credits of elective courses.

**MBA Program**

- Many advanced and contemporary courses have been provided to graduate students, such as research methodology, information security, software technology, data mining, business intelligence, soft computing, evolutionary computing, project management, social media marketing, software agents, e-commerce, and machine learning.
- Requirement for Master's degree: completing 32 credits of courses (containing 8 credits of compulsory courses), and submitting a written master's thesis completed under the supervision of a faculty member and pass two (one internal and one external) oral examinations.

**EMBA Program**

- Many advanced and contemporary courses have been provided to graduate students, such as information strategy and policy, network management practice, project management, IT case study, information risk management, e-commerce, business intelligence, and special topics in information industry.
- Requirement for Master's degree of EMBA: a minimum of 43 credit hours of coursework including 4 credits hours of thesis writing.

T: +886-2-26215656 ext. 2645 | E: tlmx@oa.tku.edu.tw | [http://www.im.tku.edu.tw/en\\_index.html](http://www.im.tku.edu.tw/en_index.html)

**U G Department of Management Sciences**

The Department of Management Sciences offers 4 programs including B A, MBA, EMBA, and Ph.D. degrees.

**Undergraduate Program**

Requirements for a BA of Business Administration in Management Sciences:  
Completion of 137 credits of courses, including 96 credits of required courses and 41 credits of elective courses, where at least 20 credits of elective courses have to be selected from courses offered by the Department.

**MBA Program**

Requirements for a MBA in Management Sciences:  
Completion of 42 credits of courses. Students are also required to submit a written thesis completed under the supervision of a faculty member and pass an oral examination.

**EMBA Program**

Requirements for an EMBA Master's degree in Business Administration:  
Completion of 39 credits of courses, including 24 credits of required courses offered by the Department. Students are also required to submit a written master's thesis completed under the supervision of a faculty member and pass an oral examination.

**Ph.D. Program**

Requirements for a Ph.D. degree in Management Sciences:  
36 credits of coursework are required, including 10 credits of the required course. Students are also required to submit a written doctoral dissertation completed under the supervision of a faculty member and pass an oral examination. There needs to be at least two research papers published before the doctoral dissertation, including at least one research paper published in any journal listed in SCI, SSCI, A&HCI or E.I., and at least one research paper published in another journal.

T: +886-2-26215656 ext. 2185 | E: tlqx@oa.tku.edu.tw | <http://msdm.ms.tku.edu.tw/>

**U G** Department of Public Administration  
Public Administration Program / Master of Public Policy Program

- The ratio of international to domestic students is about 133:5.
- Over 40% of faculty members received their doctoral degree oversea such as UIUC, Kobe U, Purdue U, SUNY, U of Maryland, U of Manchester and UIC. 1/4 faculty members have previous experience working in public agencies or consulting for government.
- A series of courses are designed for each of the following sub-fields: political science, public management, public policy and law.
- Regularly offer two courses taught in English: *Public Policy* for sophomore year and *Organizational Behavior* for junior year.
- Graduation requirements: Complete a minimum 141 credit hours of which 96 are from required courses.

T: +886-2-26215656 ext. 2554 | E: tlp@oa.tku.edu.tw | <http://www.pa.tku.edu.tw/env/main.htm>

**U G** Department of Statistics

- Undergraduate Program**
- The purpose of the bachelor's program is to train students understanding the concepts of statistical inference and being familiar with the methods of applied statistical analysis and to prepare students for careers in industry, business, government, medical research, and academia.
  - Total credits required for graduation: At least 139 credits.
  - Credits for required courses: 97 credits.

- MBA Program**
- Many advanced and contemporary courses have been provided to graduate students, such as Statistical Theory, Statistical Consulting, Quality Control, Reliability Analysis, Data Mining, Statistical Computing, Financial Topics, Risk Management, Survival Analysis, Epidemiology and Seminar.
  - Total credits required for graduation: At least 36 credits (not including 1 thesis credit).
  - Credits for required courses: 9 credits (not including 1 thesis credit).

T: +886-2-26215656 ext. 2632 | E: tlsx@oa.tku.edu.tw | <http://www.stat.tku.edu.tw/main.php>

**U G** Department of Transportation Management

Established in 1986, the Department of Transportation Management aims to help students develop their expertise in diverse transportation fields, including highway, railway, waterway, aviation, and urban transportation, in order to fill employment needs for the continued national economic development of Taiwan.

- Undergraduate Program**
- Our graduate program was established in 1995. To enhance the quality of advanced research in transportation and related industries, the graduate program not only focuses on the theories of transportation science, but also places emphasis on student problem solving and independent research. Courses offered in the undergraduate program emphasize fundamental disciplines of transportation and management science, whereas the graduate program focuses on the theoretical aspects of transportation science, as well as interdisciplinary technologies and practical applications. In addition, three special programs—intelligent transport systems (ITS), logistics, and environmental science—are flexibly embedded in the course design to further prepare students for careers in these areas.
  - Requirements for a Bachelor of Science degree: The Bachelor of Science degree is awarded after completion of 136 credits, with 95 credits of required courses, 20 credits of transportation related courses, and 21 elective credits.

- MBA Program**
- Requirements for a Master of Science degree: The Master of Science degree is awarded after completion of 33 credits. Students must also pass an oral examination and write a thesis approved by the degree committee.

T: +886-2-26215656 ext. 2597 | E: tltx@oa.tku.edu.tw | <http://www.tm.tku.edu.tw>

Tatung University Taipei

**U G** Department of Information Management

The Department of Information Management was established in 1992, offering bachelor and master's degrees. Aiming at educating students with the abilities of information services and Information system development, this department provides five types of courses: (1) Business Fundamentals; (2) Analytical and Critical Thinking; (3) Interpersonal, Communication, and Teamwork Skills; (4) Information Technology; and (5) Enterprise System Development and Service. Besides academic and application-oriented courses, students can also select two professional programs such as business intelligence and information security in order to enhance their professional skills.

T: +886-2-21822928 ext. 6787 | E: milly@ttu.edu.tw | <http://www.mis.ttu.edu.tw>

**U G** The Department of Business Management

**Historical sketch**  
This department was founded in 1963. Graduate school was established in 1976. In 1999, EMBA program was set up to provide a place for the currently on-the-job managers. PH.D program was set up in Design Science School in 2011. Currently, there are one chair professor, one honor professor, two full professors, five associate professors, four assistant professors, two lecturers.

- Special features of instruction**
- English and Japanese training is provided in the four-year undergraduate education. The master's thesis is written in English to cultivate talent for international business.
  - A managerial lecture course is offered to MBA and EMBA students. Top managers in various industries are invited to deliver lectures every week to pass on experience.
  - An eight-week shop-floor practice program, certificate, or bachelor thesis is required of undergraduate students.
  - Programs: Marketing, Accounting, and Electronic Commerce.

- Credits for graduation**
- Undergraduate division: 83 required credits plus a minimum of 45 optional credits.
  - A minimum of 53 credits of professional courses is required for the MBA degree.
  - A minimum of 44 credits plus a 4-credit thesis is required for the EMBA degree.
  - A minimum of 30 credits plus a dissertation and a paper in SCI, SSCI or TSSCI are required for the PH.D degree.

**Enrollment of students**  
• The student body of 536 includes 6 PH. D students, 60 MBA students, 70 EMBA students, and 400 undergraduate students.

**Fields of employment**  
Most of the alumni work in various organizations in the private sector, and a majority of them occupy the top level of management. Of those who run their own business, many have won wide acclaim from people of all circles. There are several dozens of the alumni who have earned their Ph. D. degrees and are teaching in universities at home or abroad.

T: +886-2-21822928 ext. 6670 | E: mclien@ttu.edu.tw | <http://www.mba.ttu.edu.tw/>

Tungnan University Taipei

**U G I** College of Management

- Local Students and International Students join the same undergraduate or graduate program.
- The College of management at Tungnan University has the strong faculty and well-organized curricula. A total of 50 full-time Faculty members are academically or professionally qualified. Most of them received Ph.D. degrees and attained many management certificates. About 70 part-time Faculty members with professional experience relevant to teaching fields are hired from industries. Currently, the college has more than 2000 undergraduate and graduate students.
- Curricula cover the fields of Industrial Management, Logistics Management, Business Administration, Environmental Management, and Information Management. Practical project and industrial internship are arranged in each field. In addition, a series courses in Humanities and General Requirements are designed.
- Students require 130~133 credits and 40 credits (including 6 credits of writing a thesis) to obtain the bachelor and master degrees in management, respectively.

T: +886-2-86625985 | E: com-office@mail.tnu.edu.tw | <http://www.tnu.edu.tw/>  
<http://cm.tnu.edu.tw/>

## Central Taiwan University of Science and Technology

Taichung 

### U G Department of Healthcare Administration

- The department is to nurture managerial talents with both theoretical foundation and cultural literacy for modern medical institutions.
- The features of the curricula focus on hospital and health industry operating management. Both theory and practice are essential.
- Graduates can choose to work either in a hospital, health institution, or related health industry, or go to graduate school for further study.

T: +886-4-22391647 ext. 7201 | E: r0101@ctust.edu.tw | <http://ha.ctust.edu.tw/>

### U Department of Management Information Systems

- MIS department provides education and research opportunities associated with knowledge of information technologies and management capabilities required to design, analyze, implement, and manage information systems.
- To provide exceptionally academic programs, MIS department integrates three basic strengths.
  - 1 Conceptual and analytical capabilities related to information systems.
  - 2 IT applications in healthcare industry.
  - 3 Close interaction with associated CTUST departments, and IS centers of hospitals in central Taiwan.

T: +886-4-22391647 ext. 7701 | E: r0102@ctust.edu.tw | <http://mgis.ctust.edu.tw/>

## Chung Chou University of Science and Technology

Changhua 

### U Department of Creative Fashion Design and Management

- The department offers an undergraduate program which is tailored to meet the needs of students who will enter the challenging and exciting world of professional fashion. Included in this are Cosmetology Styling, Hair Design, and Creative Fashion Design.
- The focus of the undergraduate program is to develop students' skills and knowledge on aesthetics, fashion, and creative design. Another important focus is marketing and public relations.
- The curriculum emphasizes research, critical and creative thinking, and strong practical skills. Courses are taught by fashion design educators and industry professionals.
- Fundamental skill areas include cosmetology, hair styling and marketing and management for fashion and beauty industries. Computer assisted design is integrated into the curriculum. The creative work of the students will be showcased at CCUT.

T: +886-4-8359000 ext. 3601 | E: cfdm3601@dragon.ccut.edu.tw | <http://en.ccut.edu.tw/node/57>

### U Department of Information Management

- The department carefully monitors interactions among industries by communicating with industries to help students get multi-employment opportunities in the future market.
- We emphasize both research and teaching by encouraging teachers to pursue advanced education and enhancing cooperative relationship with other universities and industries to help faculty promote research capacity.
- Our curriculum is designed to help students get professional certificates related to courses. This will improve students' competitiveness in their future work places.
- We look for and create opportunities for industry-academia cooperative research by consulting industries to facilitate Enterprise Resource Planning (ERP) systems to help faculty get more opportunities for industry-academia cooperative research. Furthermore, we also help industries develop project management systems.

T: +886-4-8359000 ext. 3201 | E: infm681@dragon.ccut.edu.tw | <http://en.ccut.edu.tw/node/43>

### U Department of Marketing and Logistics Management

- The department offers courses integrating information technology, commercial training, the combination of industry and university training in methods to cultivate professionals in marketing and logistics and to train middle-level managers for the business world.

T: +886-4-8359000 ext. 3101 | E: edward@dragon.ccut.edu.tw | <http://en.ccut.edu.tw/node/29>

### U Department of Tourism and Leisure Management

- The development goal is to "produce talents in the fields of tour guiding, tour leading, hotel and accommodation, leisure economy and tourism business."
- Two major curricula are provided: (1) Business operation of tourism and travel agency; and (2) business operation of leisure and hotel/bed & breakfast. There are 2 additional cross-discipline programs: (1) show management (with Dept. of Creative Fashion Design and Management); and (2) market survey (with Dept. of Information Management).
- The departmental curriculum is a combination of flexible practical applications in gradual steps, step-by-step enhancement of professional knowledge and practical experience.

T: +886-4-8359000 ext. 3401 | E: busa661@dragon.ccut.edu.tw | <http://en.ccut.edu.tw/node/40>

## Da-Yeh University

Changhua 

### U G Department of Human Resources and Public Relations

The purpose for the establishment of this department is to cultivate the human resource management professionals with the abilities of both organizational communication and relation management. According to this purpose, the educational framework is built with the main program of human resource management in the horizontal axis, supported by the differential program of communication management and relationship management in vertical axis. Human resources management is used to strengthen the functional differentiation and enhance the competitive effectiveness for enterprises. High-quality human resources are based to create and maintain a competitive advantage in business; while marketing public relations for business is the ability to expand the resources of relationship and the weapon to enhance the market performance. The professional programs of this department are as "Human Resource Development Program" and "Marketing Public Relations Program."

T: +886-4-8511888 ext. 3071 | E: hrpr@mail.dyu.edu.tw | <http://hrpr.dyu.edu.tw/>

### U G Department of Information Management

This department was the first information management department set up in the central region of Taiwan. The quality of teaching and research has been of great renown. In order to cultivate more excellent information management professionals, to integrate information technology and management practice, and to foster e-business talent, she is currently focused on the following three areas: E-business, digital content, and information systems development.

T: +886-4-8511-888 ext. 3131 | E: im5120@mail.dyu.edu.tw | <http://im.dyu.edu.tw/>

### U G Department of International Business Management

Our department aims to cultivate students' with global awareness and enhance their foreign language proficiency. We construct cross-culture and cross-learning and in-class interactions with international students. Through international study tour in summer vacation and collaboration of international institute, we strengthen the capable of multiple thinking. In response to international trends and market demand, key training is divided into two spindles: "creative marketing" and "trading business". We combine foreign languages, management expertise, international perspective, internships, and licenses the five strengths to cultivate the required personnel for enterprise under globalization.

T: +886-4-8511-888 ext. 3191 | E: ib5150@mail.dyu.edu.tw | <http://ibm.dyu.edu.tw/index.html>

## Hsiung University of Science and Technology



### G I College of Management

The College of Management degrees offered are listed below:

- Bachelor's Degree in Applied Finance
- Bachelor's Degree in International Business Management
- Bachelor's Degree in Marketing and Distribution Management
- Bachelor's Degree in Human Resource Development
- Bachelor's Degree in Tourism and Recreation Management

Students looking to jump start a career in Business Management will find Universal Degrees the best on-line education provider. The degree programs offered are in accordance with the current academic and industry requirements, to ensure excellence, significance, and rigor. Universal Degrees provide convenience, affordability, flexibility, and quality in on-line education. These degree programs educate students and turn them into successful business professionals.

T: +886-4-24961100 ext. 6110 | E: [manage@mail.hust.edu.tw](mailto:manage@mail.hust.edu.tw) | [http://www.hust.edu.tw/english/college\\_management.jsp](http://www.hust.edu.tw/english/college_management.jsp)  
<http://cmap.hust.edu.tw/>

## NanHua University



### U G College of Management

- The college offers one Doctoral, seven Master, five Bachelor degree programs.

- Ph.D. in Management Sciences
- Master in Tourism Management
- Master in Leisure Environment Management
- Master in Management Sciences
- Master in Nonprofit Organization Management
- Master in Cultural & Creative Enterprise Management
- Master in Financial Management
- Master in Leisure Management and Economics
- Bachelor in Tourism Management
- Bachelor in Business Administration
- Bachelor in Financial
- Bachelor in Cultural & Creative Enterprise Management
- Bachelor in Leisure Management and Economics

- The College is dedicated to a humanistic and professional education mission whereby an excellent learning and teaching environment is based on humanistic values, integrative resources, innovative knowledge, and global vision. In addition, the College has created a paradigm for running higher education in management, and equips management professionals with comprehensive management knowledge and skills as well as professional moral standards. Furthermore, the College continues to pursue excellence in academic research, diversified teaching and learning, and services to the public.

T: +886-5-2721001 ext. 2001 | E: [cswu@mail.nhu.edu.tw](mailto:cswu@mail.nhu.edu.tw) | <http://www.nhu.edu.tw>

## National Chung Hsing University



### U G Department of Management Information Systems

#### • Ideal & Vision

- .1 In teaching affairs base on each undergraduate's qualities.
- .2 Attitude, Compassion and Professional abilities are equally important.
- .3 Building a digital environment of teaching, learning and service.
- .4 To accomplish the goal of creating a mutual-benefit environment of research & theory.
- .5 Providing a "multi-intellect" learning channel.
- .6 Forming a learning environment of happiness, honor, benignancy and harmony.

#### • Our goal in Educating:

Cultivating "cross-field" undergraduates who specialized in both application of info-technology & MIS dev-integration.

#### • Our aim in Educating:

- .3 Professional Capability: To make the undergraduates capable of applying Info-technology and dev-integration of MIS.
- .2 Competitive Capability: To make the undergraduates capable of thinking independently, self-learning and solving problems.
- .3 Mental Management Capability: To make the undergraduates capable of being responsible, having good attitude towards working, and a positive view of life.

For details, please refer to [http://mis.nchu.edu.tw/mis\\_en/index.html](http://mis.nchu.edu.tw/mis_en/index.html)

T: +886-4-22840206 ext. 23 | E: [alicefang@nchu.edu.tw](mailto:alicefang@nchu.edu.tw) | [http://mis.nchu.edu.tw/mis\\_en/index.html](http://mis.nchu.edu.tw/mis_en/index.html)

### G Graduate Institute of Technology Management

Why Technology Management is the best choice for further study?

- .1 The industry in Taiwan is experiencing the transformation to a capital- or technology-intensive industrial base and it urgently requires managers who possess expertise in both technology and management fields. Graduate Institute of Technology Management (GITM) provides outstanding teachers and deliberate courses to develop professional managers with global competitiveness and vision.
- .2 Central Taiwan is the main area for the development of aviation & space technology, biotechnology, precision machinery, automation technology, and optoelectronic technology. NCHU, the top university in mid-Taiwan, has established the Entrepreneurship Incubation Center to assist Central Taiwan Science Park in developing the above industries. GITM plays a key role to provide qualified and competitive human resources for the Central Taiwan Science Park.
- .3 NCHU has well developed eight colleges that have accumulated rich research achievements. Studying in GITM, students can not only study management knowledge but also have greater opportunities to exploit other study resources in NCHU.
- .4 Innovation Incubator and Technology Licensing Office in NCHU have reached the international standard. Our Innovation Incubator is the best one in Taiwan and has been recognized as the "Incubator of the Year" for 4 years by the Ministry of Economic Affairs and is also rated as one of the top 10 incubation centers in Asia. Our students have intern opportunity with the NCHU Innovation Incubator for practice and advancement of knowledge learned in GITM.

T: +886-4-22840206 ext. 23 | E: [alicefang@nchu.edu.tw](mailto:alicefang@nchu.edu.tw) | <http://tim.nchu.edu.tw/>

### G Graduate Institute of Sports and Health Management

#### • The course design

The focus of the courses is on the application of technology to the improvement of human health, as well as on the theory and the practice of recreation management. The minimum credits required are thirty-six. Students take the self-selected field as the subject of their future research.

#### • The space design

- .1 The establishment of Sports Biomechanics Lab
- .2 The establishment of Exercise Physiology Lab
- .3 The establishment of Sports Equipment Lab
- .4 The establishment of Research Center for Sports Management and Sociology
- .5 The establishment of Fitness Evaluation Center

For details, please refer to <http://gishm.nchu.edu.tw/english.htm>

T: +886-4-22840206 ext. 23 | E: [alicefang@nchu.edu.tw](mailto:alicefang@nchu.edu.tw) | <http://gishm.nchu.edu.tw/english.htm>

## National Yunlin University of Science and Technology



### U G Industrial Engineering and Management/Global Operations Strategy and Logistics Management/Health Industry Management

- Manufacturing, statistical quality control, human factors engineering, information and operation research, global logistics and supply chain management, and health industry management related disciplines are designed in teaching for students to cultivate their professional ability so as to allow students to meet the needs in different fields and industrial development.
- A one-year senior project which can be applied to or integrated with industrial needs to meet the developmental trend in industries is planned and implemented.
- The Department promotes and encourages a full-time professor supervised external internship a broader university-industry cooperation system has been established in order to integrate social and enterprise resources into students learning and to elevate students' practical application.

T: +886-5-5342601 ext. 5102 | E: [iem@yuntech.edu.tw](mailto:iem@yuntech.edu.tw) | <http://www.iem.yuntech.edu.tw/home/index.php>

### U G Information Management

- Localization of management skills and theories: the Department introduces the latest technology from overseas, creating and refining information management theories for the local context.
- System development and management: the Department focuses on management breadth and technical depth in its cultivation of students' ability to analyze, design, and implement information management technology.
- Technical Management and organization integration: the Department actively examines how informatization affects an organization and individuals, system usage behavior, management control, and so on when conducting informatization process diagnosis and design renewal.
- Application: the Department actively foster in students' information management systems skills strategic support skills and theories, enterprise re-engineering, e-commerce, and knowledge management.

T: +886-5-5342601 ext. 5302-5304 | E: [yuru@ms.mis.yuntech.edu.tw](mailto:yuru@ms.mis.yuntech.edu.tw) | [http://www.mis.yuntech.edu.tw/english/introduce\\_introduction.htm](http://www.mis.yuntech.edu.tw/english/introduce_introduction.htm)

## Chang Jung Christian University



### U Bachelor Degree Program of Leisure Industry Management

- The primary educational goal of the new program is to nurture expert elites with a global view of the leisure industry as well as to enhance students' humanitarian accomplishments, business ethics, and professional skills.
- The curriculum for undergraduates covers liberal arts courses, languages, basic and core business courses, and other professional courses. Each student is required to complete at least 128 credits to be able to complete the program and graduate. The curriculum features are based mainly on management theory, cultural development, and professional courses on the leisure and digital game industries. In addition, the program provides students with multiple internship opportunities by establishing good communication between business owners. The program actively strives to achieve industry-university collaborations that can enhance the employment competitiveness of its students. Scholars and experts in the leisure industry are invited as guest speakers and lecturers to talk about different aspects in the business world. All the graduates are expected to be well prepared for fulfilling careers in the leisure industry and be capable of contributing to the enhancement of the quality of services and products provided by this industry.

T: +886-6-2785123 ext. 2100 / 2101 | E: [lim@mail.cjcu.edu.tw](mailto:lim@mail.cjcu.edu.tw) | <http://lim.cjcu.edu.tw/>

### U Bachelor Degree Program of Technology Management

- 100% Local Students.
- The program was granted approval for establishment in October 2008 and recruited 45 students in the first academic year of 2009. Up to date, there are 138 full time students enrolled.
- The program aims to give students unique management-related knowledge and skills for working in hi-tech industries, such as innovation, R&D management, legal affairs, religions and cultures. With these trainings, our graduates would be more employ-competitive. In the meantime, they would possess the abilities to make progress of industrial development and subsequently contribute to our society.
- Goals
  - .1 Incubating wide hi-tech management-related skills
  - .2 Training the students to have global perspectives
  - .3 Increasing the students' English proficiency
  - .4 Strengthening the employability of students

T: +886-6-2785123 ext. 2401 | E: [tm@mail.cjcu.edu.tw](mailto:tm@mail.cjcu.edu.tw) | <http://www.cjcu.edu.tw/~bdpotm/>  
<http://www.cjcu.edu.tw/~bdpotm/course.html>

### U G Department of Aviation and Maritime Transportation Management

- 90% Local Students and 10% International Students.
- About half of faculties invited from abroad such as University of Washington (U.S.A), Princeton University (U.S.A), University of Michigan (U.S.A), Cranfield University (U.K.), The Institute of Russian Literature (Pushkinskij Dom) (Russia), and so on. The other faculties from Taiwan's outstanding universities like National Cheng Kung University, National Taiwan Ocean University, and National Kaohsiung First University of Science and Technology. Beside, a part of faculties have been granted by National Science Committee of Taiwan to visit European Organization for the Safety of Air Navigation (France) for a short studying.
- Course designed for maritime management and aviation management. Students can select maritime or aviation as their core course since the year of sophomore.

T: +886-6-2785123 ext. 2250 | E: [smm@mail.cjcu.edu.tw](mailto:smm@mail.cjcu.edu.tw) | <http://sites.cjcu.edu.tw/amm>

### B M Department of Land Management and Development (LMD)

- The focus of the LMD is to merge social concerns and engineering techniques into land issues; it is extensively practice-oriented.
- It is the one and only land-related higher education program in Southern Taiwan.
- Its courses cover land policies and regulations, planning and design, construction engineering, disaster mitigation, real estate, and land market practices.
- With sustainability in mind, the LMD offers bachelor and master degree that integrates academics from diverse professions to develop innovative and multidisciplinary knowledge.
- The LMD graduates are equipped with global views and the capability for local actions. It's graduates fulfill the needs at all levels, from the local community, regional, national, and global land-related businesses and governing bodies.
- 100% of the LMD faculties obtained PhD Degrees.

T: +886-6-2785123 ext. 2302 | E: [lmd@mail.cjcu.edu.tw](mailto:lmd@mail.cjcu.edu.tw) | <http://sites.cjcu.edu.tw/lmd/>

## Fooyin University



### U Department of Information Management

- .1 The course design is modularized and includes application of multimedia and webpage design, development of systems and network management, digitalization of businesses and management. Students can choose a personalized course of training according to their interests and career.
- .2 The Department emphasizes professional skills and practical training. Professional courses are taught by using a course management system or relevant software and hardware. The Department encourages collaboration with industry if allow students have a chance for an early transition into the workforce.
- .3 The Department has established basic and professional skills standards before graduation. Students must not only meet basic requirements in English and information technology but also need to get relevant certificates in their professional fields to increase their future competitiveness.

T: +886-7-7811151 ext. 6410 | E: [dim@fy.edu.tw](mailto:dim@fy.edu.tw) | <http://www.fy.edu.tw>

## I-Shou University

Kaohsiung 

### U Department International Tourism and Hospitality

#### International Tourism & Hospitality Goal Statements

The Department has adopted the motto "Learn – Apply – Succeed" to communicate its education philosophy in preparation of tomorrow's professional managers into these exciting growth industries.

As the motto indicates, our education strategy will be one of applied teaching and learning. Every subject that is offered along with every supporting activity will be designed according to the international needs of various sectors of the hospitality and tourism industries. To educate the talents with both professional knowledge and hands-on experience, TH program also places emphasis on the internship and study abroad program.

According to our motto, objectives of education will be:

- .1 To develop the professional knowledge in the field to tourism or hospitality.
- .2 To apply the academic knowledge in practice.
- .3 To develop an international perspective.
- .4 To develop the business ethics and communication skills.

#### I.T.H. Teaching staff

ITH Department hires the teaching staff from abroad based on their academic qualifications as well as their industry managerial experience. Currently there are nine instructors to support ITH programs.

#### I.T.H. Program

ITH elective courses are separated into two concentrations, Tourism Management and Hospitality Management. Students can choose one of the concentrations depending on their interest.

- Internship Program  
The third year of the four-year degree course, students may choose to undertake on-the-job training in selected properties within Taiwan.
- Study Abroad Program  
Students may choose to study abroad in one of the sister universities the College has in many countries during third year.

#### Careers and Employment

Students will be monitored and counseled throughout their study to identify their areas of strength and interest so that they can be placed into jobs that would fit their aptitude and ambitions.

T: +886-7-6577711 ext. 8802 | E: [chime108@isu.edu.tw](mailto:chime108@isu.edu.tw) | [http://www.isu.edu.tw/isuic\\_en](http://www.isu.edu.tw/isuic_en)

### U Department of Entertainment Management

- 80% Local Students and 20% International Students.
- All the faculty members obtained their Doctoral Degree worldwide such as Keio University, Mississippi State University, National University, University of Ljubljana, and University of Pecs.
- Emphasis on both theoretical understanding and practical training, and maintains the "learning by doing" approach.
- The Department designs two studying tracks: Event Management and Entertainment Business Management. Students need to choose one of these two tracks based on their interests, career development and advanced studies in the future.

T: +886-7-6577711 ext. 8852 | E: [entertainment@isu.edu.tw](mailto:entertainment@isu.edu.tw) | [http://www.isu.edu.tw/isuic\\_en](http://www.isu.edu.tw/isuic_en)

## National Cheng Kung University

Tainan 

### U G Department of Industrial and Information Management

- 12 professor, 4 associate professor, 5 Assistant Professor who are Specialized in Four Research Domains: (1) Quantitative Methods (2) Production and Operation Management (3) Decision and Management Science (4) Information Technology.
- At Least 3 Courses Delivered in English for Each Semester in Graduate Program.

T: +886-6-2757575 ext. 53100 | E: [em53100@email.ncku.edu.tw](mailto:em53100@email.ncku.edu.tw) | <http://www.iim.ncku.edu.tw>

### U G Department of Transportation & Communication Management Science

- 8 professor, 8 associate professor, 4 Assistant Professor who are Specialized in Four Research Domains: (1) Transportation Management (2) Logistics Management (3) Transportation Technology Management Science (4) Telecommunication Management.
- At Least 3 Courses Delivered in English for Each Semester in Graduate Program.
- Provide a high-quality education on transportation and communication and to build a foundation for continuing learning.
- Equip students with managerial competencies needed in transportation / telecommunications-related organization.
- Provide multi-discipline learning opportunities.
- Foster students' skills in problem-solving skills through case studies, interactive teamwork, and internships.

T: +886-6-2757575 ext. 53200 | E: [em53200@email.ncku.edu.tw](mailto:em53200@email.ncku.edu.tw) | <http://www.tcm.ncku.edu.tw>

## National Pingtung University of Science and Technology

Pingtung 

### U G College of Management

- Six departments: Business Administration, Industrial Management, Agribusiness Management, Management Information Systems, Hotel and Restaurant Management and Fashion Design and Management. With the exception of Hospitality, all of the departments above have master's programs.
- Three graduate Institutes: the Landscape Architecture and Recreation Management, the Finance and the Management of Innovation and Technology. And for students with more extensive work experience, we offer an Executive MBA.
- Our faculty is currently composed of 82 instructors: 23 Full Professors, 29 Associate Professors, 23 Assistant Professors, 6 Lecturers, 1 Assistants, as well as 71 Teaching Assistants who are doctoral candidates and 8 who are master candidates.

T: +886-8-7703202 ext. 7935 | E: [mgnt@mail.npust.edu.tw](mailto:mgnt@mail.npust.edu.tw) | <http://management.npust.edu.tw>

## National Sun Yat-Sen University

Kaohsiung 

### G Master of Human Resource Management

This degree program is primarily going to develop cross-country international HRM talents in future development. Focus statements are as followed:

- Develop top HRM managerial talents that are mobile internationally
- Specialized knowledge in human resource management, organizational management in cross-cultural context
- Establish ambidexterity with academic theories and practical internships
- Multiculturalism and multi-learning
- Unite global HRM specialists and experts

#### Program advantages

- Exchange study programs with international interactive cooperation
- Cross-fields and cross-nations learning experience in Asia or western countries
- Ambidexterity with academic theories and enterprising practices
- Speeches and seminars with international HR and cross-cultural experts

T: +886-7-5252000 ext. 4941 / 4942 | E: [janet11022000@cm.nsysu.edu.tw](mailto:janet11022000@cm.nsysu.edu.tw) | <http://hrm.nsysu.edu.tw>

## National University of Tainan

Tainan U G Business and Management 

Our mission is to 1) foster a higher education environment of high caliber through student centered, industry oriented, and flexible program arrangements and 2) to conduct quality researches to become a significant contributor to engage with our communities. The Department focuses on marketing and logistic of high technology products and technology innovation and entrepreneurial management. We focus on Biotechnology, electro-optical and other industries. Designed in consultation with industry and the professions, our programs create and apply knowledge at the theoretical as well as the practical levels. Facing on global competition, we also aim to increase the competency of our graduates with international aspects and problem solving skills.

T: +886-6-2606123 ext. 7732 | E: [taco@mail.nutn.edu.tw](mailto:taco@mail.nutn.edu.tw) | <http://phpsrv.nutn.edu.tw/~bm2012/English/>

U G Public Administration Management 

The programs are designed into two separate fields, Public Administration Program, and Management Program, cover both public and private sectors. Our programs integrate modern knowledge of industrial organization into the management of administrative institutes and public policies for the purpose of providing students deeper and wider understanding about the public and private sectors and the mutual interaction between them.

Students based on their interests may have considerable flexibility in taking optional courses to develop needed administrative management skill. Their future career will be promising after graduation if coupled with language and information processing abilities.

T: +886-6-2133111 ext. 631 | E: [in7645@mail.nutn.edu.tw](mailto:in7645@mail.nutn.edu.tw) | [http://140.133.2.77/management/English/1\\_introduction.html](http://140.133.2.77/management/English/1_introduction.html)

## Tajen University

Pingtung U I Marketing and Distribution Management Program 

- Four-year Bachelor degree program. Aims to meet the high demand for innovative marketing and distribution management professionals of business enterprises and non-profit organizations in Taiwan.
- Ten faculty members: one professor, one associate professor, five assistant professors, three lecturers; Six members hold doctor degrees, three are Ph.D candidates; 2/3 faculty from business community.
- The curriculum consists of courses in four areas: (1) Core Business Courses: principle of management, economics, fundamental accounting, statistics, marketing and distribution project; (2) Marketing Management Courses: marketing management, consumer behavior, product management, marketing channels, advertising and promotion, pricing strategy, marketing strategy and plan, services marketing, international marketing, marketing research, and etc.; (3) Distribution Management Courses: retailing management, logistics management, transportation and warehouse management, physical distribution, supply chain management, global logistics, industry analysis, and etc.; (4) Information Technology Application Courses: business automation, management information systems, e-commerce and e-marketing, business operations simulation systems, and etc.
- Facilities: e-business computer lab, logistics system lab, marketing and advertising room, mobile marketing systems, mobile logistics systems, business simulation systems: marketing winner, chain store master, beer games, and BOSS.

T: +886-8-7624002 | E: [yklee@mail.tajen.edu.tw](mailto:yklee@mail.tajen.edu.tw) | <http://www.tajen.edu.tw>

## Wenzao Ursuline College of Languages

Kaohsiung U Department of Digital Content Application and Management 

- 100% Domestic Students
- The Digital Content Application and Management Department focuses on two main application areas of digital content, i.e., digital value-adding marketing and e-learning courseware development. Two course track modules were designed to enable development of students' professional knowledge and skills in the focus areas, respectively. The first module enables knowledge and skill development in digital value-adding marketing and website development and management; the second module enables knowledge and skill development in media and animation design and e-learning courseware development.

T: +886-7-3426031 ext. 6302 | E: [imic@mail.wtuc.edu.tw](mailto:imic@mail.wtuc.edu.tw) | <http://imics.wtuc.edu.tw/>

## Dahan Institute of Technology

Hualien U G Logistics and marketing management Program 

The objective of this department is to train medium- to high-level professionals, which are capable to incorporate business automation into logistic and marketing management, to conduct in-depth research using systematic methodologies, and to increase business operation efficiency and marketing strategy. The unique characteristics of this institute are summarized as follows:

- Our graduates will be able to integrate businesses from a multi-dimensional perspective: logistic, marketing and information. The focus of our training is supply chain, channel management, retailing, service management, and marketing strategy.
- They will be able to efficiently allocate resource by analyzing material supply, manufacturing, wholesale, retailing, and customer services, Applying methodologies and techniques of management science. They can help business obtain competitive advantages in by building up the value chain of logistic systems.
- They are expected to increase business efficiency and competitiveness by using information, telecommunication, and the Internet technology, and to transform conventional business processes into real-time digital models.
- This goal of this institute is to train logistic and marketing professionals who may help local businesses and to provide practical consultation and on-the-job trainings.

T: +886-3-8210884 | E: [logistic@dahan.edu.tw](mailto:logistic@dahan.edu.tw) | <http://class1.dahan.edu.tw>

## Tzu Chi College of Technology

Hualien U Department of Health Administration 

Our major goal is to train students to become skillful hospital administrators with a sense of humanism. This program provides students with clinical practice and guidance in mastering required managerial skills. The program also assists students to obtain knowledge about information management and hospital administration functions.

T: +886-3-8572158 ext. 368 | E: [mm11@tccn.edu.tw](mailto:mm11@tccn.edu.tw) | <http://mm.tccn.edu.tw/front/bin/home.phtml>

U Department of Information Technology and Management 

The Department of Information Technology and Management's aim is to cultivate excellent IT professionals, possessing humanistic quality and information integration and practical use abilities. The curriculum is designed to provide students with both theoretical and practical expertise. To meet the industry demand, we focus on digital multimedia, mobile network applications, information management in business and information security applications. Our intent is to help students develop a second IT specialty and to cultivate their professional ethics and teamwork with the support of the resources in other Tzu Chi affiliates. With these tools, our students are more able compete openly in the current job market.

T: +886-3-8572158 ext. 488 | E: [iei11@tccn.edu.tw](mailto:iei11@tccn.edu.tw) | <http://iei-en.tccn.edu.tw/front/bin/home.phtml>

# Brief Summary of Tuition

At the higher education institution in Taiwan, each academic year is comprised of two semesters. Students who intend to study in Taiwan should note that tuition varies widely at different schools. Tuition at private universities is usually higher than that at public universities. Tuition may also vary from program to program within a university.

The following is a brief summary of tuition in 2012

Type of School	Period	Tuition
Public	Semester	NT\$25000-30000 / USD\$840-1000
Private	Semester	NT\$46000-54000 / USD\$1540-1800

USD\$1 ≈ NTD\$30

## Additional Information

### Useful Websites

Study in Taiwan	<a href="http://www.studyintaiwan.org">http://www.studyintaiwan.org</a>
Ministry of Education	<a href="http://english.moe.gov.tw">http://english.moe.gov.tw</a>
Education in Taiwan, R.O.C.	<a href="http://english.education.edu.tw/">http://english.education.edu.tw/</a>
Tourism Bureau	<a href="http://www.taiwan.net.tw">http://www.taiwan.net.tw</a>

### Scholarships

Taiwan Scholarship Program	<a href="http://english.moe.gov.tw/ct.asp?xItem=11981&amp;CtNode=1860&amp;mp=1">http://english.moe.gov.tw/ct.asp?xItem=11981&amp;CtNode=1860&amp;mp=1</a>
MOFA	<a href="http://www.mofa.gov.tw/webapp/mp?mp=6">http://www.mofa.gov.tw/webapp/mp?mp=6</a>
MOEA	<a href="http://www.moea.gov.tw/Mns/english/home/English.aspx">http://www.moea.gov.tw/Mns/english/home/English.aspx</a>
NSC	<a href="http://web1.nsc.gov.tw/mp.aspx?mp=7">http://web1.nsc.gov.tw/mp.aspx?mp=7</a>
TIGP	<a href="http://tigp.sinica.edu.tw/">http://tigp.sinica.edu.tw/</a>



## FICHET: Your all – inclusive information source for studying in Taiwan

FICHET (The Foundation for International Cooperation in Higher Education of Taiwan) is a Non-Profit Organization founded in 2005. It currently has 118 member universities.

Tel: +886-2-23222280  
 Fax: +886-2-23222528  
 E-mail: [fichet@fichet.org.tw](mailto:fichet@fichet.org.tw)  
[www.fichet.org.tw](http://www.fichet.org.tw)



**Foundation for International Cooperation in Higher Education of Taiwan (FICHET)**

Address: Room 202, No.5, Lane 199, Kinghua Street, Taipei City, Taiwan 10650, R.O.C.

Website: [www.fichet.org.tw](http://www.fichet.org.tw)

Tel: +886-2-23222280

Fax: +886-2-23222528



**Ministry of Education, R.O.C.**

Address: No.5, ZhongShan South Road, Taipei, Taiwan 10051, R.O.C.

Website: [www.edu.tw](http://www.edu.tw)

