

Newsletter

National Chengchi University
College of Commerce
國立政治大學商學院



Office of International Programs

March / April 2002

Who We Are

Founded in 1957, the College of Commerce at National Chengchi University (CNCCU) is the leading provider of business education in Taiwan.

In the face of globalization and a changing world, CNCCU is repositioning its strategy to further enhance Taiwan's competitive advantages in the new millennium. As a result, CNCCU has established the Office of International Programs (OIP).



The OIP is the coordinating body of the International MBA (IMBA), Exchange Programs (EP) and English Taught Programs (ETP) at the College.

The OIP is a means of facilitating the internationalization of our business school while nurturing students with international capabilities.

The purpose of this newsletter is to spread the word to all of our friends both locally and internationally on the new and exciting things happening at the OIP.

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International MBA



International MBA, Entering Class of 2001

"English Taught Masters Degree, in Taiwan!?"

Just one year ago, the prospects of receiving an International MBA taught in English were impossible. However, through the hard work and dedication of the administration at the College of Commerce at National Chengchi University, the IMBA is a reality. It is the first and only Masters Program taught in English in Taiwan and the subject of much attention. Some featured highlights of the program are its completely re-engineered courses and curriculum to focus on Student-Centered instruction, emphasis on leadership, multicultural team building and cultural understanding. The program also offers internships with local and foreign corporations. In the spirit of true "Internationalness", the program has half its student body being local Taiwanese and the other half representing countries on five continents including Austria, Belgium, France, Guatemala, Honduras, Japan, Korea, Liberia, Sweden, New Zealand and the United States. Being the only program of its kind in Taiwan, the IMBA has created a dynamic environment for scholars from varied cultures and backgrounds collaborate and interact.

IMBA 2001 Class Profile:

Class Size - 30
Average Age - 30
Women - 45%
Full Time Work Experience - 8yr
GPA Average - 3.65
GMAT Average - 620
TOEFL Average - 613

OIP Highlights

Brief descriptions of the ETP and EP

Lessons from the Top

Interview with Professor K. C. Chain
Why she likes IMBA



Distinguished Visiting Faculty at OIP

The Spring 2002 semester at the OIP has been another good step in the right direction for academic excellence as world renowned Professor D'harna deSilva has agreed to assist CNCCU in its bid for AACSB - International Association for Management Education accreditation.

Dr. deSilva is Professor of International Business and Management at the Barton School of Business, Wichita State University and has served as chair to the World Trade Council of Wichita for over 22 years.



In addition to the years of experience and knowledge he brings to our college at the organizational level, Professor deSilva will co-teach two courses in both the IMBA and ETP programs here at CNCCU.

Other Visiting Faculty to the OIP are Professor Kelly Eaton from Nebraska - Wesleyan University and Professor Kate Widdows from Warbush College. Professor Eaton is lecturing Asia Pacific Political Environment and Professor Widdows is lecturing Managerial Economics this Spring Semester at

Student Spotlight

Axel Nordegren, a Swedish exchange student from the Stockholm School of Economics, recounts his semester with us, the lessons he learned and experiences he will take with him forever.



My reasons for choosing CNCCU was the opportunity it gave me to study Chinese and at the same time study business courses. I then chose the IMBA because it seemed the most interesting program at the school, all taught in English. I heard a bit about the program and thought I would like it because of the diversity of students and its uniqueness to Taiwan.

I soon found out that I was right. From the start, I very much liked the set up of the student body. Half of the students being "internationals" and the other half "locals". I made acquaintance with fellow students from all over the globe, as well as Taiwanese. The diversity, both in place of origin and experience level, made for interesting group projects and discussions. I think this is the main competitive advantage which marketing efforts of the program should be based on.

I also liked the curriculum in general. The overall workload was reasonable and the marketing course with Professor Trappey was nothing less than excellent.

When I sum up my time at the College of Commerce it is definitely a very positive experience. I think I learned a lot about the Taiwanese culture, and surprisingly, a lot about other countries as well from my fellow international students. I also know much more about entrepreneurship and the mindset of an entrepreneur, something I simply hadn't come across before. The IMBA program proved to be a very creative learning experience for me.

I will remember interesting group projects, the eccentric mind of Professor Tang and his new year's party, Mr. Goodridge's presentation skills and of course the helpful administration and staff.

I am currently working towards my Masters in Economics and may try at a political science degree after that. I am convinced that I will return to Asia in the near future. I feel there are good working opportunities there and I like the culture and people. I also wish to improve my Chinese language ability, but first and foremost I have personal reasons for going back.

The College of Commerce has taught me a great deal about how things work in Asia and has definitely prepared me for working in the region. I feel more confident in my English as well and do not worry too much about making presentations anymore. I finish by saluting all the excellent people I met while at IMBA. I consider them my good friends and nothing

CNCCU.

The OIP is pleased to welcome all three renowned professors to the OIP and CNCCU family.

can be more important than that.

Axel Nordegren

OIP Highlights

The OIP would now like to briefly introduce the English Taught and Exchange Programs.

English Taught Program (ETP)

Being the first college in Taiwan to offer English Taught Programs at the undergraduate level, the OIP has created a program in which students are immersed in an English learning environment where they are constantly tested and propelled in their professional abilities. The program currently offers over 19 courses in Economics, Accounting, Management, Finance, etc. Due to the overwhelming demand at the college for more English Taught Classes and CNCCU's push for stronger English ability in its students, the program will be expanding to offer 25 courses in the 2002-2003 academic year.

Exchange Program (EP)

Not entirely new to our college but equally important is the exchange program offered through the OIP. The exchange program completely facilitates the "global mindset" of our students abroad. As students are given the opportunity to learn and collaborate at our sister schools from all around the world. The EP is also the bridge to bringing foreign students to CNCCU.

Our sister schools include:

University of Innsbruck

Austria - (Master - PhD)

Australian National University

Australia - (Master)

York University

Canada - (BS - Master - PhD)

Copenhagen Business School

Denmark - (BS - Master)

Helsinki School of Economics

Finland - (Master - PhD)

EM Lyon

France - (Master)

Stuttgart Institution of Management and Technology

Germany - (Master - PhD)

Announcements

Thursday, March 7th

Returning Exchange Student Forum

Monday, March 18th

Visiting students from the University of Washington meet with CNCCU students for a cross cultural get-together.

Tuesday, March 19th

The Representative of the Netherlands, Mr. Siebe K. Shuur visits IMBA

Friday, March 22nd - 29th

Professor Carol Lin and Professor Edward Chow hold 4 promotional presentations on CNCCU and IMBA in Malaysia and Thailand.

Monday, March 25th

Australian National University Vice Chancellor, Professor Ian Chubb, visits CNCCU.

Wednesday, April 10th

Y. C. Lo Scholarship program will present and take applications for exchange study in the Netherlands

Wednesday, April 20th

CNCCU Graduate School, including International MBA entrances exams

Studying Abroad

One of CNCCU's Exchange Program graduate students, at the Colleges' Institute of Technology and Innovation Management Wen-Tai Hsu, recently returned from a semester abroad at the University of Washington, Seattle. He shared his thoughts with us and what he found most interesting.

OIP: How different from CNCCU was The University of Washington (UW)?

Wen-Tai: Well, I found that the systems and styles of teaching were very different. It was rather new for me but I felt really comfortable and welcome.

OIP: What would you consider the most important thing you learned at UW?

Wen-Tai: That education is more than just books and lecture, but it has a feel to it. You have to

Wen-Tai: I hope I gave them a sense that cross culturally we can learn a great deal from one another. I feel it was an even exchange of ideas and ways of thinking. I look at the world a bit different now.

OIP: What do you want people to know about doing exchanges?

Wen-Tai: I think it's well worth it. It's always good to step out of a particular mindset and see things from someone else's view.

European Promotion

Professor Carol Lin, Director of the International MBA program recently returned from a promotional tour of Europe. In a move to spread awareness about the OIP's excellent programs, professor Lin traveled to: Innsbruck University in Austria; Copenhagen Business School in Denmark; Leiden University in the Netherlands and Basel, Switzerland for an International Conference on

[Universidad Tecnologica Centroamericana](#)

Honduras - (BS - Master)

[KAIST Graduate School](#)

Korea - (Master - PhD)

[University of Washington](#)

USA - (BA - Master - PhD)

has given to us. You have to experience it from a different perspective sometimes to get the whole picture. At UW we had a lot of "real world" problems.

OIP: What impression do you feel you left on your friends at UW

business education. On her 2 week tour, she visited with prospective exchange students and met with administrators from the various universities on creating sister school partnerships and exchanges.

Lessons from the TOP



Professor K. C. Chen lecturing IMBA students on Contract Analysis

Aside from being Taiwan's leader in business education and creating the most dynamic and innovative international programs on the Island; the International MBA program is very pleased to have a "star studded" team of visiting lecturers and professors. One of our distinguished visiting professors is none other than Professor K. C. Chen. A woman well respected for her 35 plus years of commitment to both the corporate / legal world and academia; Professor Chen was one time President of the TSMC Education and Culture Foundation. We spoke with her briefly to get her personal take on what the IMBA is doing and her views on the future of business education.

OIP: What are your feelings on the International MBA program?

Prof Chen: This program is so very precious; because of IMBA, I chose to lecture at CNCCU. IMBA is the most exciting program I have heard of in Taiwan. I have been extremely concerned about Taiwan not being "globalized" fast enough. The greatest attraction of a program such as this, is having students from across the world, able to come together "here" to learn and share their experiences. Cross culture integration is something that should have happened a long time ago but I am glad to be a part of it now. Secondly, I feel our focus needs to be on understanding culture and people, not just business. IMBA to me, opens up opportunity for students of Taiwan to break those barriers.

OIP: What do you think is the future of business education?

Prof Chen: Firstly, business ethics must become an important part of business education. You need to have strong values and a sense of moral obligation and that must be continuously taught. Secondly, the concept of globalization must be realized and through removal of cultural and linguistic borders, we move further toward internationalization. Being broad minded and gaining practical as well as theoretical experiences will prove more important in the years ahead. Also, internships between academia and industry are an invaluable asset and we must continuously work on student and faculty exchanges. What the IMBA program has done is an excellent start. Bringing people to Taiwan and sending our people out into the world, especially between Taiwan and Mainland China; the time to close our gap is now.

Corporate Connections

The OIP is proud to mention our corporate sponsors who not only contribute to our programs through their financial assistance, but because of their immense willingness to help us bridge the gap between academia and industry. Our sponsors, give internship opportunities to our students both in Taiwan and abroad and their experienced professionals frequent our conferences and seminars, and have contributed with lectures, speeches and panel discussions. All of these things are helping to build strong linkages between ourselves, other universities and the business world.

Our corporate partners include:

[TSMC Education and Culture Foundation](#), [China Motor Corporation](#), [Taiwan Stock Exchange Corporation](#), [Fubon Culture and Education Foundation](#), [International Cooperation and Development Fund](#), [The Acer Group](#) & [Reuters](#)

Organization of OIP

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