

TKU IS POPULAR AT THE EMBA FAIR

The Third EMBA High-level In-Service Education Fair, sponsored by The China Times, was exhibited at New York, New York Mall in downtown Taipei on Dec. 27 and 28. Sixteen departments and graduate institutes of TKU participated in the event to promote enrollment. Prof. Fu Hsi-jen, Dean of Academic Affairs, and Prof. Chen Ting-ko, Dean of College of Management, were present at the promotional fair that attracted a multitude of visitors interested in seeking on-the-job training.

According to a survey conducted by the sponsor and announced on Dec. 28, 77.87% of office workers are interested in studying an EMBA, a popular trend revealing that a high percentage of employees is seeking more advanced on-the-job study and training.

Five years ago, TKU established the EMBA to aim at promoting a concept of life-long study and providing an excellent learning environment to attract highly experienced jobholders to return to the campus for the purpose of pursuing a master's degree.

The fair was well attended by more than 80 universities, including many prestigious national universities famous for business schools such as NTU and National Cheng Chih University. Confronting the keen competition, Dr. Chen, Dean of College of Management, pointed out the three goals pursued by TKU's program: 1) to strengthen competitiveness, resources should be integrated on the basis of college to launch activities; 2) budget should be more properly managed to benefit more students. For example, a laboratory equipped with a coffee room catering to the students was opened at NTU; 3) to invite and recruit more distinguished scholars and masters

to teach to increase our reputation.

Wang Mei-shan, who has worked for Taiwan Astronautics Company as a high-ranking analyst for more than ten years, is enrolled in an EMBA program. She explained the reason why she returned to study an EMBA was that besides obtaining a higher degree, she could make a lot of good friends to strengthen her connections. What was the most important, as she stressed, was that she could bring the new ideas back to her company for its benefit and betterment.

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