

CHEERS SURVEYS 1000 ENTERPRISES IN TAIWAN, TAMKANG RANKS 9TH BEST MBA

The latest special issue of Cheers (20 November) unprecedentedly surveyed 1000 enterprises in Taiwan on the best MBA, and Tamkang ranked the 9th place in the list of “most favored by enterprises.” Dean of the College of Management Ting-ko Chen indicated that in competition with other national universities in the MBA trend, Tamkang has won a leading position among private universities, an obvious achievement in promoting MBA education.

Tamkang occupies the 9th place in the MBA ranking among the universities and colleges in Taiwan; other private universities that also gained a position include Yuan Ze University and Soochow University. In terms of the four indices “professional skill,” “work ethics,” “alumni’ s influence,” and “enterprise-academy interaction,” Cheers evaluates universities’ specialties in MBA education, attempting to identify the 1000 enterprises’ evaluations of universities. The first and second position are occupied by Taiwan University and Chengchi University, whose MBA courses without exception enjoy wide popularity, with Chengkung University and Chiaotung University following. In terms of the index “professional skill,” Tamkang ranks the 8th place, the best among private universities.

There are around 1500 MBA graduates in Taiwan every year, Ting-ko Chen indicated, and it is lucky that Tamkang can rank among the 10 best. He also emphasized that besides the school’ s well-known reputation, the integration and sharing of resources, feedback, and marketing of the school’ s specialty are factors that attract students and increase the influence of Tankang’ s MBA courses among enterprises; with a “single-window” marketing strategy, it is not difficult to publicize the

reputation of Tamkang' s MBA program.

As the first native MBA graduate, Ting-ko Chen once worked on establishing MBA programs at National Taiwan University and Chengchi University, contributing much to the development of the MBA in Taiwan. Taking Kuanghua College of Management, Beijing University, Mainland China as an example, Ting-ko Chen indicated that although the tuition fee is as high as 250,000 Chinese Dollars, 40 percent is reserved for MBA programs in building an MBA Center and holding activities; therefore, MBA programs no longer are subordinate to school' s system and can enjoy more research freedom and independence, which strengthens student trust in the value of their high tuition fees.

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