

## **RUN A UNIVERSITY LIKE AN ENTERPRISE?**

Why not? This is a new vision from Dr. Clement Chang, the Founder of TKU, who instructed all the senior directors of the university last week that apart from its existing managerial models, there will be a new aspect, namely, an Entrepreneurial Model, added to them. Currently, TKU's management style and philosophy impinge on three models which are the Political Model, the Collegial Model, and the Bureaucratic Model. With the new addition, the university is expected to be equipped with a dynamism that will propel it to a new height in its Fourth Wave of development.

The Founder will roll out a more detailed road-map to the 200 strong participants, who are mainly the senior staff, faculty members and teacher representatives of various organizations and faculties at the 2006 The Seminar in Instructional and Administrative Reforms on Sept. 30 at Lanyang Campus.

At the meeting, Dr. Chang will speak about how the existing models have guided TKU successfully in the past 56 years. In particular, since 1980, these models have been applied systematically to different areas so as to optimize their individual characteristics. For instance, the university president uses the Political Model to run the university affairs; the deans and departmental heads of academic units use the Collegial Model to coordinate teaching and research; and the administrative units deploy the Bureaucratic Model to achieve better efficacy. However, with the arrival of the Fourth Wave in an era of a global market at the dawn of the 21st century, Tamkang is faced with a fast changing world of social as well as economic development. In light of this, TKU needs to think preemptively by integrating a more competitive Entrepreneurial Model to its managerial style so as to thrive, not just survive, in the future.

Dr. Chang' s speech is one of the seven speeches that are devoted to the seminar' s theme—Beyond Excellence: Reformulating Tamkang Educational Core Values on that day. After the speeches, two discussion panels will be divided to brainstorm on new ideas which will serve as the impetus for further changes. The seminar will be closed by Dr. Flora Chang, the President of TKU, who will also open the meeting. A professor of the Graduation Institute of Educational Policy and Leadership-cum-the former Minister of Education, Dr. Yung Chaur-shin, a will be the key note speaker. (~ Ying-hsueh Hu )

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