

ENTERPRISE VIPS TO TEACH FINANCE AND ENTREPRENEURSHIP NEXT SEMESTER

College of Business will open a new core course, "Finance and Entrepreneurship" (2 credits), next semester. The college has invited many leaders in the fields as the instructors of the course, including Chao Teng-shiung (President of Farglory Group), Cho Chun-chi (President of Sinyi Estate), Ma Yu-shan (President of Kindom Construction Corp.), and Chu Cheng-chih (President of Marbo Weekly).

The idea of this course is derived from President C. I. Chang, Dr. Kao Po-yuan, Vice President for Administrative Affairs, and Dr. Chen Kan-nan, Vice President for Academic Affairs. Dr. Kao indicates that from the perspective of globalization, the world finance crisis last year has influenced most people as citizens in the capitalist society. Therefore, it is necessary to publicize a proper knowledge of finance in university education to prepare the students for the changing social environment. Though most people believe that finance is the problem and privilege of rich people, a proper financial knowledge will help normal people to create, manage, utilize their wealth, and provide feedback to the society. If this course is warmly welcomed by the students, the school will consider opening more courses of this kind.

Dr. Hu Yi-jen, Dean of College of Business, indicates that the idea to open the new course, "Finance and Entrepreneurship," is substantiated with the help of faculties of both College of Business and College of Management, especially Dr. Chen Ding-yuan of Dept. of Management Sciences and Decision Making, Dr. Chuang Mong-han of Dept. of Industrial Economics, and Dr. Hung Ying-chen, Chair of Dept. of Business Administration. They believe that by consolidating the course with academic knowledge of TKU teachers and experiences from business leaders students will feel more

interested in financing. This course will be coordinated by Dr. Ku Kuang-ping of Dept. of Banking and Finance. It is open to all TKU students.

Chiu Chih-chieh, a junior of Dept. of Mass Communication, expresses that she highly expects to take this course to build a proper knowledge of financing and investment. “Successful people must have some successful ideas and experiences. I expect to take this course and to learn from their successful experience,” said Tseng Yu-han, a sophomore of Dept. of International Trade. (~Chen Chi-szu)

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Figure 1: Chu Cheng-chih, President of Marbo Weekly (left), Chao Teng-shiung, President of Farglory Group (middle), Ma Yu-shan, President of Kindom Construction Corp. (right) will join to teach a new course, “Finance and Entrepreneurship,” next semester.