



國立臺灣大學  
National Taiwan University

NTU

2024<sub>NTU</sub>

GUIDEBOOK

A detailed line-art illustration of the National Taiwan University campus, rendered in a light beige color against a dark brown background. The illustration shows a large, domed structure with a flag on top, surrounded by various buildings, palm trees, and a person riding a bicycle. The entire scene is framed by a series of concentric, curved lines that create a tunnel-like effect.

National  
Taiwan  
University



2024

NATIONAL TAIWAN UNIVERSITY



## ACADEMIC UNITS

- Department and Graduate Institute of Business Administration
- Department and Graduate Institute of Accounting
- Department and Graduate Institute of Finance
- Department and Graduate Institute of International Business
- Department and Graduate Institute of Information Management
- Global MBA Program
- Executive MBA Program

## THE PRESENT & FORMER DEANS

- Shih-Chun Hsu (Aug. 1987-Jul. 1993)
- Yu-Tsung Lin (Aug. 1993-Jul. 1996)
- Hong-Chang Chang (Aug. 1996-Jul. 1999)
- Neng-Pai Lin (Aug. 1999-May 2000)
- Yun Lin (May 2000-Jul. 2000) (interim dean)
- Chen-En Ko (Aug. 2000-Jul. 2003)
- Chan-Jane Lin (Aug. 2003-Feb. 2004) (interim dean)
- Mao-Wei Hung (Feb. 2004-Aug. 2010)
- Shu-Hsing Li (Aug. 2010-Jul. 2013)
- Andy Ruey-Shan Guo (Aug. 2013- 2019 )
- Shing-yang Hu (Aug. 2019- )

## INTRODUCTION

### NTU College of Management is accredited by AACSB and awarded Eduniversal Five Palm Award 9 times in a row

NTU management education first begins since 1948 at the Department of Business Administration, which changed to College of Management since 1987, followed by rapid growth due to hardworking of all former deans. As of today, the College consists of the Departments and Graduate Institutes of Business Administration, Accounting, Finance, International Business, and Information Management, as well as EMBA, Global EMBA, and EiMBA.

Our College has the faculty that are the best in the country and on par with the first class in the world, and currently employed 117 full-time instructors, most of whom hold degrees from celebrity institutes like Stanford, Yale, MIT, University of Chicago, Penn, and Northwest. In the aspect of academic research, instructors at our College of Management publish more than 100 articles every year on international journals indexed by the SSCI and SCI, thus firmly anchor NTU College of Management among international academic community. Currently the total number of students is about 3,741, all of whom are the elites in all disciplines in Taiwan.

As an effort to expedite international academic exchange and to pursue multiple international development projects, NTU has established the Office of International Affairs in 2004. Soon after which, the all English environment Global MBA Program is launched in 2006. In 2010, for the first time, our College is accredited by the Association to Advance Collegiate Schools of Business (AACSB) specifically in terms of our international business management education quality. The College initiates its

full-fledged international development efforts, by entering into double-degree protocols with 5 universities and sister-university based collaborations with 98 schools. In January 2016, our College once again receives AACSB accreditation. In addition to honor of winning the prestigious the 2016/2017 Five Palm Award of Eduniversal, a European higher education rating institute (we are the only College in Taiwan winning the Award for 9 consecutive years), we always aim for higher excellence.

### Frequently praised, NTU EMBA continues to embrace diversity and integration and maintain international competitiveness

The NTU College of Management has pioneered in establishing the first EMBA program in Taiwan since 1997 to offer further advancements in education for corporate executives and elites, as well as produce higher management talents with global vision and cross-discipline concepts. In 2016/2017, the Eduniversal, a European higher education rating institute, rates our College as number 4 in the Far East. Year after year, our EMBA program has been rated by reputed Taiwanese media as the most desirable EMBA among high-ranking managers.

NTU EMBA continuously develops its faculty, provides innovative and feature-rich curriculum, and emphasizes on practicality by learner-centered case study teaching method. Students with different industrious background discuss and debate on about 80 cases; it is not only an important process to integrate knowledge of different natures, but also to develop students' capacity in terms of creative thinking, innovation, and entrepreneurship.

In recent years, NTU EMBA has been promoting four values: modularized curriculum, diversified study, integrated education management, and vitalized alumni members. First, in the aspect of modularized curriculum,



NTU EMBA has consolidated its curriculum into 5 major modules of growth and globalization, entrepreneur and innovation, organization and leadership, governance and enterprise responsibility, and economics and finance, to allow more practicality in the curriculum. In the aspect of diversified education, in addition to jointly offering the only double-brand EMBA across the Taiwan Strait with Fudan University, we have extended our efforts and established curriculum exchange initiative to create a cross-culture learning platform. In the aspect of integrated education management, NTU EMBA reviews the meanings and objectives of every stage in the process from students' enrollment to graduation, and optimizes and integrates administrative tasks in every critical moment, thus effectively supports both teaching and learning activities. Finally, in the aspect of vitalized alumni members, in addition to organizing all sorts of social and sport events to keep alumni members connected, NTU EMBA also organizes lifetime learning seminars for alumni members to maintain alumni's loyalty and fulfill the goal of lifetime learning.

### Global Executive Program and Company Specific Programs for corporate to guide corporate navigator

On December 21, 2012, having accumulated the experiences of executive education for more than 15 years, the College established the Service for Executive Education Development (SEED), which focuses on non-degree executive training. The Global Executive Program (GEP), an initiative under SEED, is the collaboration among the College of Management of National Taiwan University, Guanghua School of Management of Peking University, Wharton School of the University of Pennsylvania, and Said Business School of University of Oxford. The program is designed to provide in-depth, comprehensive, and time-effective management courses to executives. Participants not only get to enjoy learning resources from the four prestigious

universities, but also form a close business network with elite business leaders of Greater China. GEP is ideal for the executives who strive for business transformation and growth, and pursue business opportunities in the China market. The Company Specific Program (CSP), another SEED initiative, provides customized management courses tailored for corporations' talent development programs. SEED offers a wide range of learning models, including case studies, interactive discussions, reflective learning, leadership experience-sharing, and cross-industry interaction. It looks forward to cooperating with businesses and creating an effective talent development solution other than the existing degree or credit-based programs.

### Internationalization to secure the College of Management's status in the world

As part of the active efforts to promote internationalization, the English-taught Global MBA Program was established (in 2006) to provide curricula that are consistent with international standards, which in turn have contributed to strengthening of the College's competitiveness and consolidating its global standing among top-tier business schools. The program accepts 60 students annually, half from Taiwan and half from abroad. In 2013 the curriculum was upgraded and repositioned as "Junior MBA" to differentiate from other programs, and to be the "Best Value MBA in Asia". The program provides comprehensive management training for both part-time and full-time students, with core courses, international exchange programs, dual degree programs and corporate internships that strengthen students' global vision and practical skills. The GMBA faculty consists of a pool of outstanding lecturers with solid academic backgrounds from the NTU College of Management, together with renowned professors, visiting scholars, and instructors from Taiwan and abroad. Co-operations have been established with elite schools and managements consulting companies (such as the joint courses with McKinsey) to present students a more

diverse option of courses and opportunities to learn new trends in management and provide opportunities to practice what is learned.

The College has joined hands with an array of outstanding business schools, universities and graduate schools for the promotion of exchange programs and joint degree programs with Waseda University, University of Texas at Dallas, Tulane University, Kyoto University, and Guanghua School of Management of Peking University. In 2012, another feat was achieved in the signing of an agreement on “1+2+1 Dual degree Program” between the Department of Accounting, NTU and the Department of Accountancy, City University of Hong Kong. To date, the College has partnered with 98 business schools from 22 countries; Up to 300 exchange slots are available for our students. The college will continue to explore possible avenues for cooperation, providing students and faculty with diverse international exchange opportunities.

Since 2013, NTU's Innovation & Entrepreneurship Spring / Summer Program is an all-English program led and taught by distinguished National Taiwan University faculty members, who are internationally acclaimed scholars for their research and influence. We also invite practitioners who are pioneers and leaders in their respective fields to share their real-world experiences with students.

In 2017, the College engaged in several large-scale international activities. Firstly, Dean Ruey-Shan Andy Guo led 11 professors from 5 departments to participate in the NTU DAY @ PKU event held in Beijing to strengthen the collaborations with Peking University. Secondly, representing the College, Dean Ruey-Shan Andy Guo attended the 2017 AAPBS (Association of Asia-Pacific Business School) Academic Conference conducted in Southwestern University of Finance and Economics at Chengdu, China. With more than 100 Deans and representatives from Asia-Pacific business schools, he shared the best practices in





innovation and entrepreneurship education, and initiated the K-I-T (Korea, Indonesia and Taiwan) tri-school joint course. The program aimed to stimulate innovative management thinking through cultural exchanges. Students will visit overseas schools and iconic enterprises to learn the unique business models of the visited countries. Thirdly, the College co-organized a case competition with the USC Marshall School of Business. 30 USC students and 18 CoM students participated in this competition. The College will continuously organize and participate in various international events to broaden the visions and to enhance the competitive advantages of faculties and students globally.

The College of Management is proactively attending all sorts of meeting and convention, such as the Association of Asia-Pacific Business Schools (AAPBS), Pacific Asian Consortium for International Business Education and Research (PACIBER), APAIE in Asia, NAFSA in American, and EAIE in Europe, to increase international popularity of the College of Management and fulfill its development strategy of internationalization.

### Cross-Strait Academic Exchange for New Framework of Global Higher Education

In response to the cross-strait economic and academic developments, the College from 2007 onwards began forming partnerships with 12 higher education institutions and in 2008 launched the cross-strait student exchange program. In 2010, the College and Fudan University began a joint-EMBA program to facilitate high-quality education in the Chinese circle.

In 2011, the College and Renmin Business School initiated a joint project to develop cases of Chinese enterprises. Both parties agreed to select excellent faculties to produce 10 original business management cases each year. The cases were to be used in MBA and

EMBA teachings by both schools in order to create an in-depth learning and sharing opportunity for cross-strait entrepreneurs. The joint effort to develop cases could consolidate the successful stories of Chinese business, open up more cooperation opportunities between the academia and the industry, and accumulate management thinking and the action framework with Chinese characteristics. In February 2017, under the sponsorship of Yuanta Cultural & Educational Foundation, the College set up a Case Study Research and Promotion Center. With "Cross Disciplinary", "Sharing", "Information" as the core values, it brought coherence and continuity to the dynamics of case teachings through forming multi-community networks, cases exchange mechanism, and relevant information provision channels.

In 2011, the College collaborated with Chinese University of Hong Kong and Guanghua School of Management to conduct a seminar on "Industrial and economic development trend in Asia-Pacific", a curriculum which is designed based on industry characteristics of the respective regions and is available to students from all three universities.

### Develop career development network and cultivate excellent managers

In response to the ever changing and evolving future job market, the College of Management opened CARDO (Career Development Office) in January 2014, in the hope to assist students in developing careers that suit their personalities, skills, and opportunities. The office provides NTU students and alumni all sorts of career planning information and career development consultation, guiding them through self-recognition, career exploration, and reinforcement of core competence.

### Endeavor and pioneer to promote entrepreneurial business education

The College offers the Entrepreneur and Innovation MBA program (EiMBA) since 2016, to exert our influence to push innovation business education forward. Based on the University policy of promoting entrepreneurship and innovation, EiMBA program offers a 3-year education program to cultivate potential managers who are innovative and flexible and open to changes. They are expected not only supporting their teams, organizations or industries to have a positive impact on societies, but also help Taiwan to achieve a world-leading position in entrepreneurship and innovation. The curriculum adopts the principle of “action learning” and “entrepreneurship and innovation”. Professional faculties and experienced industrial mentors are retained to provide assistance in entrepreneurship practice, integration of information and resources. In the program, students will be trained to acquire first-hand skills in entrepreneurship and innovation. They are expected to startup a new business or make internal innovation in company, and lead Taiwan to the primary position in global entrepreneur and innovation.

### Upgrade software and hardware education quality and space

The College spares no efforts in seeking legitimate resources to encourage research and upgrade facilities. In terms of resources from private sectors, the E. Sun Academic Award, initiated in 2010 by E. Sun FHC., is conferred to professors who have published papers in top international business journals. So far total 15 teachers have received the award, and the research standard and international visibility of our College have been effectively increased.

In 2011, Fubon Financial very generously set up the “Fubon Chair Professor,” whereby the world’s top management professionals or scholars are recruited to NTU College of Management on a long-term basis. This not only enhances the visibility of the College in the international academic community of business and management but also strengthens the resolve of the College in its pursuit of academic excellence.

In terms of educational facilities, Building II of the College







began operation in 2001, enabling each faculty member to have an individual space for research. In 2012, the newly-renovated research rooms and upgraded facilities expected to significantly enhance the quality of teaching and research.

A total of 3 case study classrooms - 1 learning center and 2 multi-function convention halls - have been established through the generous support from local enterprises and EMBA alumni. Thanks to their generosity, NTU College of Management has been able to further upgrade existing facilities and improve overall learning environment. The first case classroom, "E. Sun Hall," modeled on Harvard Business School, was donated by E. Sun Bank in 2006. The second, named "Kuan-te Lecture Hall," was donated in 2008 by Mr. Yushan Ma, the 3rd EMBA alumnus and president of Kindom Construction Corp. Kuan-te Lecture Hall is the first case study classroom donated by EMBA alumni.

The third classroom, "Chong Guang Lecture Hall," was donated in 2009 by Chen Chong-Guang Foundation through two foundation representatives, respectively, Ms. Yu-mei Chen (2002 EMBA alumna) and Mr. Bin-fu Chen (2007 alumnus; student association president). In 2011, both "Li-chih Learning Center" and "Sungreat International Convention Hall" were built with donations from EMBA alumnus, Mr. Janus C.D. Sun. In 2012, the "C.C. Hong Hall" was completed with donations from Hong's Foundation for Education and Culture, represented by Mr. Richard M. Hong, president of Panasonic Taiwan. The C.C. Hall is equipped with state-of-the-art convention facilities, which accelerate information network construction for e-education at the College.

The College of Management is one of the fastest growing colleges in NTU. Since 2011, our College has upgraded its hardware, buildings, and equipment on a massive scale as to improve teaching equipment and establish the first-class campus environment. Our goal is to accommodate the needs of developing our country and society, to increase academic

research in management, to train students with innovative new ideas, broad vision, and teamwork spirit, to cultivate high-level managers, and, more importantly, to cultivate talents that may become Asian or even international corporate leaders, and thus improve Taiwan's economic status and influence in the world. The College is now actively preparing for the construction of Building III, hoping to win recognition as one of the top-tier business schools in the world.

## FUTURE PROSPECT

The future development vision of the College of Management, which is based on the NTU's philosophy of "Pursue Excellence and March Toward First-Class", aims to build up academic influence, education influence, society influence, industry influence, and international influence, to achieve the development strategies of excellent academic research, innovation management, world alignment, and strengthened influence. In order to achieve these goals, the College of Management will provide administrative services and cross-disciplinary integration to increase teaching quality, enhance research capacity, develop industry-academic collaboration, strengthen international exchange, and exercise society influence.

## CONTACT INFORMATION

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College of Management established since: 1987

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# NTU EMBA

## INTRODUCTION

Established since 1997, NTU EMBA owns a faculty comprised of the best teachers from the five departments of NTU College of Management: Business, Accounting, Finance, International Business, and Information Management, while scholars with international reputation are retained as our instructors. In addition, over the past two decades, NTU EMBA has accumulated more than 3,500 alumni members in a wide spectrum of business and industry. NTU EMBA is absolutely a diversified learning platform that attracts elites of all disciplines.

For 21 years, NTU EMBA has been shaping its capacity, network, and culture of Social Innovation from three aspects: balance among intellectual, knowledge, physical, mind, and spiritual quality; equal emphasis on shareholders' gains and social responsibility; and adaptiveness to managerial profession and entrepreneur spirit. For 21 years, NTU EMBA has cultivated more than three thousand alumni members who are professional, physically fit, compassionate, and humanity conscious. These elites are not only an asset of NTU, but also the hope of our society. They are expected to work hand-in-hand and move toward the milestone of Social Innovation.



國立臺灣大學 管理學院  
College of Management  
National Taiwan University

大陸市場企業成長與經營模式( I )  
2017/7/7~7/10



人大商学院  
RENMIN BUSINESS SCHOOL

## FACULTY

NTU EMBA faculty comprises with the 5 departments of NTU College of Management and meets international quality standard. All full-time teachers hold diploma from celebrity institutes, such as Stanford, MIT, Yale, UC Berkeley, Oxford, and London School of Economics and Political Science. In the aspect of academic research, teachers at our College of Management publish around 100 articles every year on international periodicals accredited by the SSCI and SCI, thus firmly anchor NTU College of Management among international academic society. °

## FACILITIES

### Case Study Classroom – To cultivate students’ ability to think independently.

It provides ample space for both teachers and learners to interact in a Learner-Centered learning environment. Through diversified case study and discussion, participants are able to develop comprehensive decisionmaking logic, which helps high-level management education to improve constantly.

### Service Center – A friendly, stress-releasing learning environment.

This comfortable and soothing space also provides free internet access and office automation machines. Students may use the printer, copier, scanner, and fax for their reports, or access the internet for information. Refreshments are also provided. This is a wonderful place for students to talk about business or have a short break before the next brilliant class begins.

## COURSES

### Curriculum planning

For higher relevance between our curriculum and practical world, NTU EMBA has specially designed five major modules in its curriculum. The first is Growth and Globalization Module, which includes Global Brand Decision and Management and Global Business Management. The second is Entrepreneurship and Innovation Module, which includes Entrepreneurship and Innovation Management and Information Technology and Innovation. The third is Organization and Leadership Module, which includes Organizational Behavior: Principles and Applications and General Management and Strategic Leadership. The fourth is Governance and Performance evaluation, which includes Corporate Governance and Business Development and Family Business Governance. The fifth is Economics and Finance Module, which includes Financial Markets and Investments and Global Economy and China Economy.

### Taipei Class

Each course of the core curriculum and specialty curriculum as required by NTU EMBA carries 2 credit-hours, while each elective carries 2 credit-hours. Total 36 credit-hours are required toward graduation.

#### 1. Electives

Our Program’s Electives include Entrepreneurship and Innovation Management, Industry and Competitiveness, Organizational Leadership, Financial and Accounting, High-level Business Administration, and Information Technology, while cross-institution courses are offered from time to time. Details will be published during course selection period each semester



**2. Fundamental Courses**

Essentials of Economics  
Introduction to Financial Reporting and Analysis  
Learning Management with Case Method

**3. Core Curriculum**

Service and Operations Management  
Organizational Behavior: Principles and Applications  
Digital Technology and Business Innovation  
Corporate Governance and Business Development  
Financial Markets and Investments  
Entrepreneurship and Innovation Management  
Financial Management  
Global Business Management  
General Management and Strategic Leadership

Management Accounting  
Marketing Management and Customer Analysis  
Strategic Management  
Business Decision Making

**4. Specialty Curriculum**

Business Administration Specialty: Technology Innovation and Business strategy.  
Accounting Specialty: Performance Management and Business Valuation.  
Finance Specialty: Special Topics in Finance.  
International Business Specialty: International Financial Investments.  
Information Management Specialty: Information Technology Management.



## Fudan Class

This Program includes 18 courses, which require 36 credit-hours and master's thesis toward graduation: a regular length of study is 2 years; two-thirds of the time is spent at the Fudan University and one-third is at the NTU. The Program is conducted with case study, group discussion, project works, experience sharing, entrepreneur forum, and overseas learning and inspection.

## Featured Courses

### Global Economy and China Economy

Taught by Professor Hua Ming, Dean of Institute of World Economy, Fudan University In responding to the environment of Cross-Strait deregulations and exchange, and the resulting close relationship in trades, and to seize the great business opportunities to develop markets in China, this course explores the resurrection of Chinese economy through global economy development and global trade structure, and discusses in depth the status quo and trend of global macro-economy, Chinese economic miracle, and their imminent challenges.

### Games and Strategies for Industrial Competition

Taught by Professor Wu Han-Mao, Professor of Economics; eartment Chair (Economics and Decision Sciences), CEIBS

Game theory is a strategic way of thinking that helps people to make decisions in daily life, career, and industry competition. It applies particularly to business scenarios, such as how to determine on price, whether to go for a merger, to compete or rather to collaborate. Each decision will cause consequences like ripples.

### Family Business Governance

Taught by Professor Fan Bo-Hon of the Chinese University of Hong Kong

Family Business Governance teaches the most forefront ideas and research findings about sustaining both family and business. The purpose of this course is to help family businesses to custom-make a roadmap that leads to sustainability, and by which roadmap the systems of family governance, equity, and business governance may be developed. This course also discusses about the ways to carry forward family ideas as an intangible asset, to design and allocate equity among family, to stipulate methods that integrate and implement opinions among family, to cultivate heirs for business, and to incentivize professional managers.

### Management on Health-related Physical Fitness

In collaboration with NTU Hospital and NTU Sports Center Managing health comes before managing business. This course helps students to cultivate sport habits and offers the optimal exercise advice. Each student will have a personal health account, which is used to blend health management into daily life.



## ACADEMIC ACTIVITIES

### Cross-Strait and Triple-Region Exchange

To cultivate international vision and knowledge on-par with the world among our EMBA students, NTU EMBA has been proactively developing collaborative courses with reputed universities throughout the world. The TriUniversity Course, a joint effort with the Guanghua School of Management of Peking University and the Chinese University of Hong Kong, includes a Greater China EMBA Elite Study Week, which is jointly hosted by renowned domestic and foreign scholars. With futuristic vision in education, NTU EMBA constantly develops Cross-Strait and Triple-Region EMBA academic exchange model.

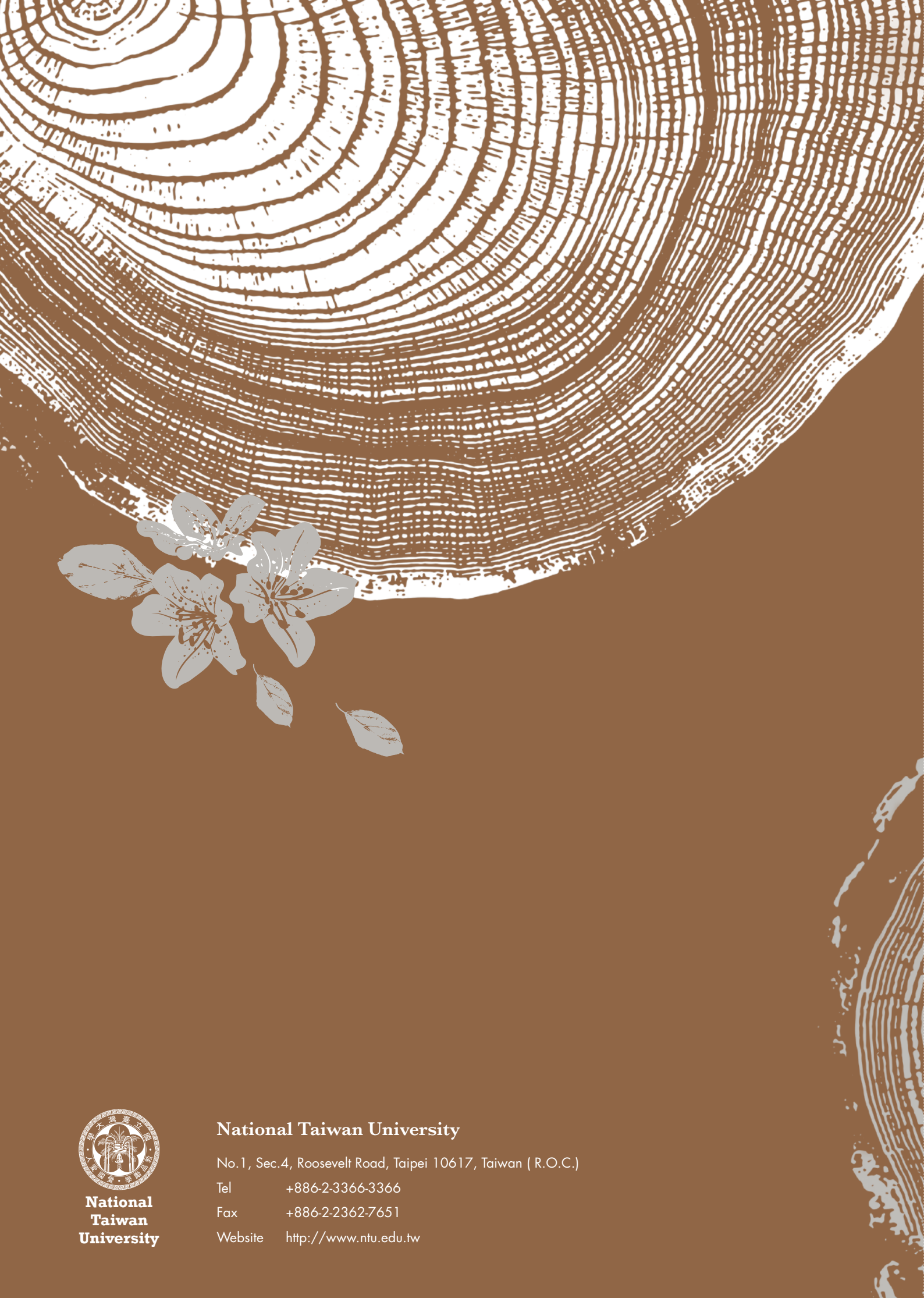
NTU EMBA collaborates with the Chinese University of Hong Kong and Guanghua School of Management of Peking University and designs the Tri-University Course based on the respective regional industry features, allowing EMBA students of the three universities to cross-select courses. To learn about the differences in history, culture, business, and development experience. To understand the future of the Greater China Area shall demand on actual contact, and the exchange and sharing among high-level managers may enhance both height and width of regional businesses and cultivate a vision that covers the entire Greater China Area. To effectively improve learning result, the course is supplemented with case study discussion, analysis by professor, guest lecture, forum, and business fieldtrip.

In addition to Tri-University Course, NTU EMBA also collaborates with the School of Business of Remin

University of China to offer the Double-University Course. What is worth mentioning is that the cases adopted for study in this course are domestic cases and are jointly prepared by NTU College of Management and the School of Business of Remin University of China and taught by the professors who actually prepared these cases. The subjects of these cases may include Financial Innovation, Corporate Transformation, Growth Pattern, Supply Chain Innovation, Branding Strategy, and Social Innovation. The student profile consists of two halves of NTU EMBA students and Remin University EMBA students. Credit hours earned are mutually accredited by both universities.

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