

DEVELOPING POLICY FOR EMBA: MARKET DISTRICT DISTRIBUTION

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In the administrative meeting a few days ago, Chen Dun-ji, Dean of College of Management, made a report on the focalization and development of EMBA. He points out that currently domestic EMBA market is very competitive, and he advises that the school to separate TKU' s marketing districts with those of other schools by providing management and administration programs for the global Chinese businessmen and international outstanding youth in the future,

Talking about the present situation of EMBA, Dean Chen points out that there is still space of improvement in the areas of teacher recruitment, curricular design, and services. He says: "Concerning curricular design, the college of business and college of management will cooperate to organize the resources of all the departments of the two colleges. As to about teacher recruitment, we can follow Yuan Ze university intelligently to hire enterprise CEO or excellent directors from outside of campus as part-time instructors, and increase the hour pays to attract more outstanding teachers to TKU. About services, presently in Taipei campus there is already an office and computer resources provided for EMBA students. In the future, we will hire staffs to assist students.

Dean Chen adds that beside inviting domestic outstanding people from different companies and industries to hold part-time lectures, it is possible to arrange EMBA students to obtain double degrees in TKU' s sister schools.

He emphasizes that these suggestions are meant to break through and innovate, and we will need to talk over to plan in details with larger prospect for the future. The most important thing is to improve TKU' s competitiveness. It is urgent to improve the quality of teaching and

variety of courses, and to establish web of communication and services. He says, “we can set up an EMBA executive chairman in order to monitor the integration of resources and efficiency of services. In addition, students will share opinions and experiences privately in leisure time, but the frequency of interaction among teachers and students is to be improved.”

(~ Johnny Chu & Peiling Hsia)