



College of Commerce
National Chengchi University
Taipei, TAIWAN

IMBA

Global View with
an Asian Perspective

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Message from the Director

As the pioneer of Taiwan's International Master of Business Administration (IMBA) program 16 years ago, we continually strive to fulfill our vision as the leading-edge incubation center for future leaders in the global business arena. With experience and knowledge, we provide an internationalized environment with a continuously enhanced curriculum for students to excel in the business world. Our students come from all regions globally, creating a vibrant community with an open and diversified character of innovation and collaboration that suits the needs of the twenty-first century organization. They are taught by a dynamic mix of renowned local scholars, prominent scholars invited from top overseas schools and senior executives from the business community.

By continuously broadening our global academic network, we have established over 125 student exchange programs with prestigious universities worldwide and now offer dual degree programs with seven top universities globally. In the meantime, we are building on the unique opportunities that stem from our distinctive access to the Asian economy, which provides students with meaningful business interactions in the Greater China region as well as in emerging Asian markets. Students are able to leverage the diverse perspectives of enriched learning and explore east and west business operations with intellectual curiosity.

I look forward to the opportunity of creating a different future together.



Professor Shari Shang, Ph.D.
IMBA Director
College of Commerce

The IMBA Advantage

The International MBA (IMBA) program offered by National Chengchi University (NCCU) has dual accreditation by the Association to Advance Collegiate Schools of Business (AACSB) and the European Quality Improvement System (EQUIS), a key indicator of our quality resources in business education. With the continued growth of Asia's emerging economies and the expansion of firms on a global scale, the NCCU IMBA offers the perfect venue for international candidates to learn about Asian economies and for Taiwanese candidates to benefit from an international education without traveling abroad.

Global View with an Asian Perspective

Designed to equip students with foundational knowledge of international commerce as well as an Asian perspective of the world's emerging business trends, students will have the option of specializing their degree in *Management in Asia*.

Diverse Student Body and World Class Faculty

The IMBA program provides an optimal international and multicultural learning environment by maintaining balance between Taiwanese and international students admitted to the program. The international students



represent professionals from over 50 countries in five continents. They are guided by our faculty base comprised of academics and industry experts in Taiwan and from around the world.

Theory and Practice

Designed to provide meaningful balance between theoretical and practical learning, a majority of courses apply the case study method, which enables participants to learn by doing and teaching others. Specially designed classes also provide students with the opportunity to get involved with real world business problem decision-making.

Strong Links with the Business Community

NCCUC has collaborative researches across a wide array of initiatives from its strong ties with businesses from various industries and the government of Taiwan. Students are given ample opportunities to engage with these real world business leaders who are invited to teach courses or host numerous seminars that are organized throughout every semester of each academic year.

Prime Location

The IMBA program is held at the Wenshan district of Taipei, the capital city of Taiwan and the heart of Asia's budding financial, commercial, and technological hub. Apart from being well known for its IT infrastructure and manufacturing prowess, Taiwan is slated to be a catalyst in the future development and advancement of Asia.





Program Design

The IMBA program is designed to provide convenience, flexibility, and diversity to a wide range of professionals and academics seeking business education. Our extensive list of courses and flexible hours allows candidates to manage their academic workloads and personal schedules while also accommodating their careers and future outlooks.

Concentrations

Candidates have the option of either pursuing a General MBA or a Specialized MBA in one of four concentrations: Entrepreneurship, Finance, and Management in Asia or Marketing. Students will need to complete a predetermined number of elective courses listed in their relevant concentration to graduate with a specialization.

Internships

IMBA candidates are given the opportunity to strengthen their managerial skills and gain hands-on working experience through internships with local or foreign enterprises.

Field Trips

Faculty-guided tours in corporate Taiwan and other Asian countries enable IMBA candidates to learn first-hand from business professionals. IMBA offers several course-led field trips each academic year.

Core Values

Incoming students are indoctrinated to the core values of the IMBA program through an interactive orientation camp entitled *Leadership and Team Building*. This course promotes recognition of the centrality of teamwork and leadership in the context of individual and organizational effectiveness.

Community Service

This aims to instill a sense of mission, service, and professionalism in hopes that IMBA candidates are able to gain a full appreciation of what it means to be a global citizen and give back to the larger society. All IMBA candidates are required to complete a minimum of 45 hours of community service.

Continuing Education Opportunities

In addition to offering excellent business courses within the program, the IMBA offers an integrated system of continuing education with the facilities and resources of NCCUC. The program allows graduates to enroll in selected courses within the program upon their request.



Academics

IMBA students are required to complete a minimum of 42 credits to graduate.

Required Courses

IMBA core courses build students' foundational knowledge in general management functions. Students are required to complete the following courses, which account for 25 credits of the 42 total credits required for graduation.

Accounting (3 credits)

The course introduces to students how both financial and non-financial information is developed across all management functions – finance, marketing, operations, information technology, and human resources. Students can expect to develop an understanding of the applications of strategic cost management principles for business and not-for-profit organizations, and to develop skills in applying these principles through problems and cases.

Business Quantitative Methods (3 credits)

The course emphasizes applications through the use of case analysis/data sets and presentations, and computer exercises. The focus of the course is as much on modeling and presenting solutions to business problems as it is on understanding statistical methods.

Corporate Social Responsibility and Ethics (1 credit)

This course is designed to train and equip students with the means to be responsible and ethical business leaders. In recent years, the impact of financial scandals, changes in the financial environment, and globalization have called attention to the importance of CSR and sustainability. This course incorporates social responsibility in different areas of study, including supply chain management, international operations, and information security management.

Financial Management (3 credits)

This course provides students with the basics of financial management and a taste of how financial analysts manage financial resources in the real world. The goal is to enable students to understand and appreciate:

- 1) the fundamentals of finance and the factors that contribute in maximizing shareholder wealth;
- 2) the concepts and knowledge a finance manager should possess; and,
- 3) the tools of financial analysis and control.



Leaders Forum (1 credit)

This course includes a series of speeches by top executives. Students will have the opportunity to interact with real world business leaders face to face, making it a great learning and networking opportunity.

Leadership and Team Building – LTB (2 credits)

This course requires students' active participation in group activities, discussion, and sharing of assigned materials to develop students' abilities to recognize the duty and responsibility of individual and organizational effectiveness and prepare them to be able to determine when and where to apply leadership, creativity, and team building in business.

Managerial Economics (3 credits)

The objective of this course is to enable efficient management of customers, suppliers, competitors, employees, and the regulatory environment. This course will introduce basic microeconomic theories and then develop principles of cost, strategic, and organizational analysis. Managerial economics provides fundamental building blocks for various related disciplines such as cost accounting, marketing, corporate finance, and business strategy.

Management Information Systems (3 credits)

This course aims to enhance students' relevant awareness, survival, sustainability, competitiveness, productivity, and creativity in the acquisition of wisdom in the digital age. It first discusses the role of information and communication technology (ICT) in corporate strategy, use of ICT in corporate strategy, and on the ability of the firm to successfully manage its technology. The course covers critical issues in managing technology as a strategic asset.

Marketing Management (3 credits)

This course focuses on the fundamental aspects of marketing management with case studies in the areas of distribution and marketing information systems.

Strategic Management (3 credits)

This course is the capstone of the IMBA program and is designed to train students to analyze business situations from the vantage point of a practicing General Manager. Students will learn how to make business decisions that take into consideration the company as a whole by incorporating issues discussed from functional management courses such as marketing, financial management, and strategic talent management.

Elective Courses

The elective courses fall under four areas of concentration: Entrepreneurship, Finance, Management in Asia and Marketing. Students have the option of taking the required number of courses to achieve a concentration or take courses across concentrations to graduate with a General MBA.

Course Title	Credit	Management in Asia	Entrepreneurship	Finance	Marketing
Chinese Business in Global Perspective	3	V			
Confucianism and Leadership	3	V			
International Business Management	3	V			V
Small and Medium Size Enterprises	3	V	V		
Strategic Talent Management	3	V			
Brand Management and Entrepreneurship	2		V		V
Global Entrepreneur Leadership	3		V		
Strategy and Business Modeling	3		V		V
Venture Capital and Entrepreneurship	3		V		
Corporate Finance	3			V	
Finance and Assessment	3			V	
Special Topics on Profit Models	2			V	
International Finance	2			V	
Investment	3			V	
Consumer Behavior	3				V
Global and Cross Cultural Marketing	3				V

Expertise and Focus on Asia

The international aspect of each and every area of the IMBA, including the courses, student body, and faculty, make this program truly unique. What further differentiates the IMBA from other MBA programs is the expertise integrated in the special Asian featured courses that we provide under the Management in Asia concentration. Aside from developing a global view in world business trends, it is just as essential to gain an Asian perspective of business. Our program is the perfect conduit for learning all about this growing region.



Chinese Business in Global Perspective

This is a course on the transformation of Chinese business in the era of globalization. The course is organized around sixteen seminars, covering structural, urban, and industrial transformation of Chinese business and the Chinese economy.

Confucianism and Leadership

For more than 2,500 years, Confucianism has had a strong impact on the philosophy, culture, society, economy, and politics of China as well as Japan, Korea, and Vietnam. Its core values are also deeply rooted in overseas Chinese communities around the world. With China, and Asia in general, becoming more influential in the world, there is renewed interest in understanding Confucianism and its relevance to economic success. Confucianism provides a useful framework to re-examine our understanding of leadership and reflect on our personal leadership behaviors. The course is designed to help participants understand Confucianism and its relevant concepts and principles on leadership that fit multinational organizations in the 21st century.

International Business Management

This course is designed to enhance students' understanding of the knowledge and skills needed for international management, evaluate the impact of environmental changes on international business and derive strategies to respond to these changes. The format of class sessions includes lecture materials supplemented by cases for illustrating certain topics as well as current events in international media that affect business.

Small and Medium Size Enterprises

This course is designed to allow students to understand the development and growth of the robust SME environment of Taiwan. After taking this course students should have a middle-to-upper management perspective on the holistic operations of a small to medium sized business.

Strategic Talent Management

Designed to explore the key concepts and principles in leadership, organization development and strategic talent management in the context of building and leading a high performance organization. The focus will be on managing people as the most important assets, so as to create competitive differentiation for organizations facing intense competition in the 21st century knowledge-based new economy.

Dual Degree Program

The Dual Degree Program is exclusively designed for IMBA and is the only bilateral cooperation of its nature in Taiwan. Students in this program have the advantage of combining two areas of interest and expanding career opportunities through earning two degrees simultaneously, as well as saving time and relative cost to attaining these degrees.

Dual-Degree Partners Include:

- Audencia Business School / France: Master in Management
- EMLYON Business School/ France: Master of Science in Management
- Grande École ESCP Europe, Paris / France: Master in Management
- Grenoble Ecole de Management/ France: Master of Science in Management
- IESEG School of Management, Paris - Lille/ France: Master of Science in Management
- HHL – Leipzig Graduate School of Management / Germany: Master of Science in Management & MBA
- University of Mannheim Business School / Germany: Master in Management



World Class Faculty

The IMBA faculty come from three equally qualified pools of local and international talent. A third of the instructors hail from faculty members of the College of Commerce at National Chengchi University (NCCUC), most of whom have earned Ph.Ds from prestigious universities around the world. Another third of the faculty represent renowned scholars from top overseas business schools as visiting instructors and a final third of the faculty are comprised of industry senior executives who have long standing real-world business experience. Our faculty has worked diligently to recruit faculty who are an extension of the quality that NCCUC has developed over 50 years. Here is a short list of the distinguished visiting educators, past and present that have helped make our program outstanding:



Prof. Glen H. Brodowsky, California State University, USA

Prof. David Chang, Consultant of China Credit Information Service LTD., Taiwan

Prof. David Y. Chang, Former Executive Vice President of Ericsson Communications Co. LTD., China

Prof. Andrew C. Chu, California State University, USA

Prof. Chester Ho, former Secretary General, Monte Jade Science & Technology Association, Taiwan

Prof. Foo-Ni Ho, San Francisco State University, USA

Prof. Jason Hsu, Director of Research and Investment Management, Research Affiliates LLC and Professor of UCLA, USA

Prof. Joseph Hu, former Managing Director of Standard & Poor's, USA

Prof. S.H. Lee, former Vice President of Human Resources Dep., Taiwan Semiconductor Manufacturing Company (TSMC), Taiwan

Prof. Sandra Liu, Purdue University, USA

Prof. Kwei Tang, Allison and Nancy Schleicher Chair Emeritus, Purdue University, USA

Prof. Edward J. Shyrng, Former President of Tait Marketing & Distribution Co. LTD., Taiwan

English Taught Program

As part of our continuous quality improvements, the IMBA program has allowed the incorporation of English Taught Program (ETP) courses for all IMBA students. The ETP curricula at NCCUC is a platform that allows NCCUC students to build and excel in their English language communication skills while focusing on management topics. The platform is the first of its kind in Taiwan and is akin to the advanced, elite programs across all departments within NCCUC.

2017 Fall English Business Courses

Subject	Credits
Data Model	3
Digital Media and E-Marketing	3
Financial Economics (I)	3
Finance and Risk Management of Financial Institution	3
International Perspective of Insurance Regulation	3
International Investment	3
Legal Methods	3
MIS Research and Composition (1)	3
New Media Technology Civilization	3
R Computing for Business Data Analytics	2
Strategic Production and Operations Management	3
Topics on International Trade Law (I)	3

2017 Spring English Business Courses

Subject	Credits
Advanced Seminar on WTO Law: dispute settlement	3
Advanced Topics on International Investment	3
Anglo-American Insurance Law and Cases	3
Data Model	3
Digital Media and E-Marketing	3
Fixed Income Securities : Analytics and Derivatives	3
Global Leadership	2
Legal Research Methodology for Intellectual Property Law	3
Macroeconomic Theory (I)	3
New Media Technology Civilization	3
R Computing for Business Data Analytics	2
Seminar on Financial Exonometrics	3

Language Program

Many of our IMBA students interested in the Chinese language also apply for Mandarin Studies offered by our university. The program attracts a diverse group of students making it an ideal and conducive platform for international students to accelerate their language studies.

Regular courses are designed to enhance listening, speaking, reading, and writing skills at different levels; elective courses are also available for those interested in learning Classical Chinese, Taiwanese, or Cantonese calligraphy. IMBA students can choose between intensive courses which take place every weekday for 3 hours at a time or a less intensive class which meets twice a week.

Workshops and field trips are organized to provide students with opportunities to integrate culturally and socially with local students. Instructors in the program are highly qualified with multiple years of experience in teaching Mandarin Chinese as a foreign language to individuals with various linguistic and cultural backgrounds.

For more information, please visit the NCCU Chinese Language Center website at: <http://mandarin.nccu.edu.tw/english>



International Exchange Programs

NCCUC's international recognition has made it possible for us to establish reciprocal exchange programs with over 127 prestigious schools worldwide. The program hosts more than 300 students from its partner schools annually as IMBA students are encouraged to enrich their studies by preparing themselves for varied challenges in the international business environment by exposing themselves to short-term exchange programs at leading universities in the Americas, Europe, Asia, and the Pacific.

Currently, we have established exchange programs with leading schools including:

Asia



China

Antai College of Economics & Management, Shanghai Jiao Tong University
Graduate University of Chinese Academy of Sciences
Guanghua School of Management, Peking University
Huazhong University of Science & Technology School of Management
School of Business, Renmin University of China
School of Economics and Management, Tsinghua University
School of Management, Fudan University
School of Management, Zhejiang University
Shanghai Advanced Institute of Finance, Shanghai Jiao Tong University
Sun Yat-Sen Business School
Sun Yat-sen University, Lingnan College



Hong Kong

College of Business, City University of Hong Kong
Hong Kong Baptist University School of Business
Hong Kong University of Science and Technology Business School
The Chinese University of Hong Kong Faculty of Business Administration



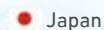
India

Indian Institute of Management Bangalore
Indian Institute of Management Kozhikode
Indian Institute of Management Ranchi
Indian School of Business



Israel

Collier School of Management, Tel Aviv University



Japan

Graduate School of Management, Kyoto University
Hitotsubashi University School of Commerce and Management
International University of Japan Graduate School of International Management
Kyushu University Business School
Nagoya University of Commerce and Business
Faculty of Commerce, Waseda University



South Korea

KAIST College of Business
Sungkyunkwan University School of Business



Malaysia

Faculty of Business & Accountancy, University of Malaya



Philippines

Asian Institute of Management



Singapore

Nanyang Technological University Nanyang Business School
National University of Singapore Business School



Thailand

Chulalongkorn University Chulalongkorn Business School (CBS)
Sasin Graduate Institute of Business Administration of Chulalongkorn University
Thammasat Business School



Turkey

Bilkent University Faculty of Business Administration

Central & South America



Brazil

FGV-EAESP
University of Brasilia



Colombia

Universidad de los Andes School of Management



Costa Rica

INCAE Business School



Honduras

UNITEC | La Universidad Global de Honduras



Mexico

ITAM



Peru

ESAN University

Europe

 Austria	University of Innsbruck School of Management WU (Vienna University of Economics and Business)
 Belgium	Faculty of Economics and Business KU Leuven Louvain School of Management Solvay Brussels School of Economics & Management, ULB
 Czech Republic	University of Economics, Prague
 Denmark	Copenhagen Business School
 Finland	Aalto University School of Business Hanken School of Economics
 France	Audencia School of Management EDHEC Business School EMLYON Business School ESC Rennes School of Business ESCEM School of Business and Management ESCP Europe Business School ESSCA ESSEC Business School Grenoble Ecole de Management IÉSEG School of Management Kedge Business School NEOMA Business School SKEMA Business School
 Germany	European Business School, International University Schloss Reichartshausen HHL Leipzig Graduate School of Management University of Cologne, Faculty of Management, Economics and Social Sciences University of Hamburg School of Business University of Mannheim Business School WHU Otto Beisheim School of Management
 Hungary	Corvinus University of Budapest, Corvinus Business School

 Italy	Bocconi University LUISS-Libera Università Internazionale degli Studi Sociali Guido Carli
 Norway	BI Norwegian Business School NHH-Norwegian School of Economics
 Poland	Kozminski University SGH Warsaw School of Economics
 Portugal	Católica Lisbon School of Business & Economics Nova School of Business and Economics
 Russia	Graduate School of Management, St. Petersburg University
 Slovenia	Faculty of Economics, University of Ljubljana
 Spain	EADA ESADE Business School IE Business School University of Navarra School of Economics and Business Administration
 Switzerland	University of St. Gallen
 The Netherlands	Maastricht University School of Business and Economics Rotterdam School of Management Erasmus University Tilburg University School of Economics and Management University of Amsterdam Faculty of Economics and Business University of Groningen Faculty of Economics and Business
 United Kingdom	Aberystwyth University Aston Business School Bradford University School of Management Lancaster University Management School School of Business & Economics, Loughborough University University of Essex Business School University of Exeter Business School University of Strathclyde Business School University of Sussex University of York the York Management School

North America



Canada

HEC Montréal
McMaster University DeGroote School of Business
Queen's University Smith School of Business
Simon Fraser University Beedie School of Business
The Schulich School of Business, York University
Université du Québec à Montréal School of Management
University of Calgary Haskayne School of Business
University of Ottawa Telfer School of Management
Western University Ivey Business School



USA

Claremont Graduate University, School of Information Systems and Technology
David Nazarian College of Business and Economics, California State University, Northridge
A.B. Freeman School of Business, Tulane University
George Mason University School of Management
Hawaii Pacific University College of Business
Brandeis University International Business School
Purdue University Krannert School of Management
The George Washington University School of Business
The Ohio State University Fisher College of Business
University of Florida Warrington College of Business
University of St. Thomas
University of Washington Foster School of Business

Oceania



Australia

Griffith Business School, Griffith University
Queensland University of Technology
The University of Queensland



New Zealand

The University of Waikato, Waikato Management School

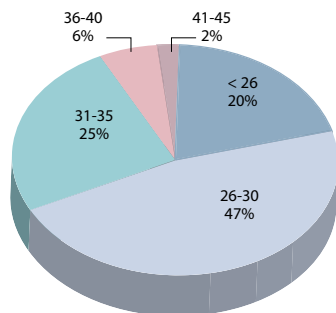
For more information, please visit <http://iep.nccu.edu.tw>

Student Statistics and Data

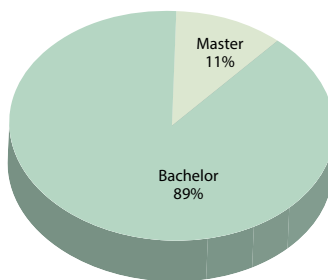
The IMBA student body is comprised of approximately 50% Taiwan nationals and 50% international students, representing over 30 countries on five continents. With such diverse and varied backgrounds, students fully enjoy the cultural and academic mix brought to our program.

Profile of 2017 Incoming Students

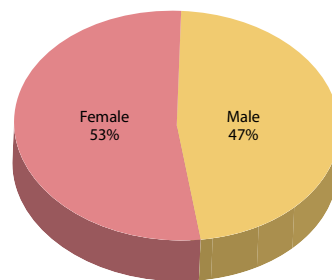
Age Distribution



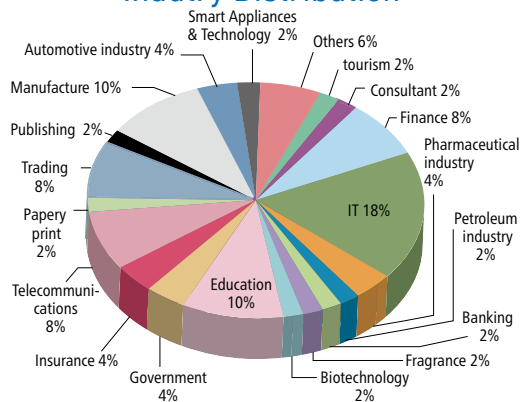
Level of Education



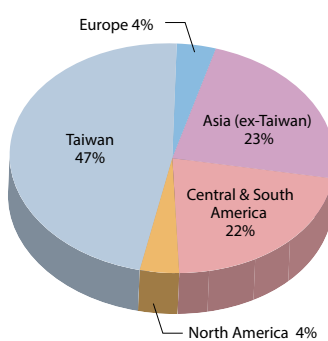
Gender Distribution



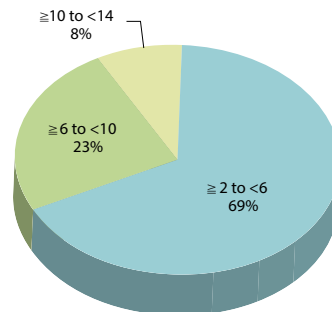
Industry Distribution



Regional Distribution



Work Experience



IMBA students hail from every corner of the globe



Several employers of IMBA students and alumni include

- Acer Inc.
- AsusTek Computer Inc.
- Chinatrust Bank
- Chunghwa Telecom Co., Ltd.
- Citigroup Inc.
- Dell Inc.
- Delta Electronics, Inc.
- EVA Airways Corp.
- Fubon Financial Holding Co., Ltd.
- Foxconn Electronics Inc.
- Hewlett-Packard Development Company
- HSBC Group
- International Business Machines (IBM)
- Intel Corporation
- JPMorgan Asset Management
- KPMG
- LG Chem (Taiwan), Ltd
- L'Oreal Taiwan
- McKinsey
- MediaTek
- Melchers Trading GmbH
- MRT
- Microsoft
- Motorola
- Nokia
- NVIDIA
- PepsiCo Inc.
- Pfizer
- Philips Taiwan
- PricewaterhouseCoopers
- Samsung
- SinoPac Holdings
- Sony Taiwan
- Taiwan External Trade Development Council
- Vie Show Cinemas Co., Ltd.
- Yuanta Financial Holdings



College of Commerce,
National Chengchi University
國立政治大學商學院



Student and Alumni Associations

IMBA Student Council

The IMBA Student Council is an organization run by current IMBA candidates. It serves as a conduit between the students, administration, alumni, business and local communities as well as other MBA programs in Taiwan and abroad. Every year, the Council builds on the experiences of the previous student representatives to deliver better services for the student body, better marketing of the program and stronger links that benefit both the students and the businesses that we work with.

Undoubtedly, the biggest achievement of the Student Council in 2008 was winning the honor to host the 2009 Global Business Conference at the NCCU campus in Taipei. We were proud to show all of the top business schools from the US, Europe and Asia, including Harvard, Yale, and CEIBS, the level of business education offered in Taiwan. The great facilities, devoted faculty, as well as the breadth of diversity and competence of IMBA students all make our school a great place to further your business education. The Student Council hopes to continue in this tradition by hosting more conferences and reaching out the qualified applicants about the power and potential of the NCCU IMBA.

IMBA Alumni Association – A Gateway to Excellence

Since 2001, the IMBA program has graduated outstanding business professionals from across the globe in many industry sectors. The IMBA Alumni Association (IMBAA) was established in order to create, develop, and maintain opportunities for alumni through life-long partnerships

The IMBAA is governed by three guiding principles, namely:

Social Events:

Events are frequently organized by different members and promoted through the IMBAA website and newsletter

Business Networking:

Through the alumni database directory and various social networking tools, members are easily connected with each other for business opportunities, jobs, etc.

Strategic Alliances:

Strong ties with executives from the EMBA and other MBA programs in different universities around Taiwan and abroad allow the IMBAA to network and collaborate with MBA graduates around the world



Career Development and Placement Services

IMBA graduates are highly employable and sought after by local and international business communities. They perform outstandingly in business sectors, the academic realm, and in government offices.

Our commitment to career development drives us to diligently prepare students with resources and techniques to conduct successful post academic employment searches and acts as a facilitator in making employment connections through a range of programs and services. The full array of IMBA services is as follows:

Career Development Counseling:

IMBA provides services and resources that support students in their candidacy for dual graduate programs and employers. This counseling also promotes networking and collaborative thinking that open doors to potential job opportunities.

Industry Academia Collaboration:

IMBA seek internship and project opportunities from various enterprises to enable students to apply learnt business concepts and methods. Currently, the primary source of internships and projects are the companies where our alumni and EMBA students work. IMBA is keen on developing relationships with bona fide employers who provide part-time, summer, temporary, developmental, and professional employment opportunities to students and graduates.

Alumni Services:

IMBA alumni host regular social events where current students and graduate exchange ideas, promote opportunities, and collaborate on job placement initiatives. The alumni offer direct connections to employers and business groups that current students greatly benefit from.

In addition to the IMBA program Career Development and Placement Services, the College of Commerce also offers the Office of Student Affairs and Alumni Association (OSAAS) as a college wide, unified platform for career development. Formally established in 2004, OSAAS is charged with combining the alumni service offerings of the collective departmental bodies of NCCUC within an organized and professional manner to leverage and maximize the career development opportunities and linkages with the greater alumni body of the college spanning more than 50 years.



Admissions

The IMBA program welcomes graduates of all disciplines. The admission period is open once a year during the fall term in September. The program application only requires online-based information forms to be submitted which you may download from the IMBA website. There are different application deadlines for local and international applicants; please check our website for the exact dates that will be released as they become available. As a requirement set by the Ministry of Education, an oral test will be administered to local applicants.

Eligible applicants are required to possess the following qualifications:

- (01) Completion of or the equivalent of a four-year bachelor's degree from an accredited college or university.
- (02) Minimum of two years of full-time post-baccalaureate work experience.
- (03) Satisfactory previous academic achievement.

Applicants are required to submit the following application documents:

- (01) Completed application form
- (02) Essays
- (03) Two recommendation letters
- (04) Official transcripts from each college/university attended
- (05) A copy of most recent university/college diploma
- (06) Photocopy of TOEFL / IELTS / TOEIC scores or other evidence of English proficiency (GMAT scores are currently not required but preferred)
- (07) Application fee
- (08) Financial Aid package (if applicable)
- (09) Proof of Financial solvency (for international applicants only)
- (10) Proof of Nationality (for international applicants only)

Program Investment

The IMBA program offers an education comparable to the quality of leading global programs at a fraction of their cost. The program requires a minimum of 42 credit hours for completion. The estimated cost to complete the program in two years is shown below.

Particulars		Amount
Tuition	NTD	369,600
Miscellaneous Fees		80,000
Living Expenses		360,000
Books		40,000
Other Expenses		60,000
TOTAL	NTD	909,600
* Tuition is computed based on NTD 8,800 per credit. This is subject to change.		



Scholarships and Financial Aid

The IMBA program receives generous grants from well-established corporations in Taiwan, many of which subsequently offer merit-based scholarships that offer a tuition waiver of up to NTD 200,000 a year to eligible local and international applicants through the IMBA scholarship. Applicants must complete and submit scholarship applications along with an admissions application form to be considered for an IMBA scholarship. Please be advised that IMBA scholarship opportunities are subject to change as the stipulations and benefits of each scholarship may be altered by our program sponsors.

Other scholarships are also available for international applicants.

ICDF Scholarship

Provided by Taiwan's International Cooperation and Development Fund, which grants full scholarships to applicants strengthening relations between Taiwan and allied, friendly nations.

MOE Taiwan Scholarship

The Ministry of Education's Taiwan Scholarship is granted to outstanding international students (excluding students from Mainland China, Hong Kong and Macau) who want to familiarize themselves with the academic environment in Taiwan, promote communication, and foster understanding and friendship between Taiwan and countries around the world.

MOFA Taiwan Scholarship

Provided by Taiwan's Ministry of Foreign Affairs, this scholarship is granted to students from countries that have diplomatic relations with Taiwan.

New International Student Scholarship

Provided by National Chengchi University for incoming degree-seeking international students who are not recipients of government scholarships. The IMBA office will automatically submit an application on behalf of eligible students for the university's review and decision (students don't have to submit any documents for this scholarship).



National Chengchi at a Glance

Founded in 1927, National Chengchi University (NCCU) is one of the most prestigious research-oriented centers for higher education in Asia. Comprised of nine degree granting colleges (Commerce, Communication, Education, Foreign Languages, International Affairs, Law, Liberal Arts, Science, and Social Sciences), 10 independent graduate institutes and 34 departments, NCCU is renowned for its work in the humanities, social sciences, and business management. The school's success is attributed to its exceptional faculty and staff of more than 600 full-time professors, 70 researchers, 200 part-time lecturers, and scholars.

College of Commerce

The College of Commerce at National Chengchi University (NCCUC), established in 1957, is highly regarded nationally and internationally as the best business school in Taiwan. Our reputation is based on the caliber of our academics and students. With eight departments, one institution, 16 national-level research centers, and 39 multi-functional laboratories, NCCUC has achieved an outstanding record in academic research, consulting for government policies, as well as business and the community. The college consists of more than 151 professors who have earned Ph.D. degrees from world-renowned universities. NCCUC graduates are highly employable and sought after by local and international business communities.

University Campus

The main campus of National Chengchi University (NCCU) is located in the southeastern suburbs of Taipei. The university commands a beautiful view in a peaceful setting at the foot of Mt. Zhi-nan and is close to many tourist spots including Zhi-nan Temple, the Tea Display Museum, and the Taipei Zoo.

The main campus is approximately 103 hectares, with 80 hectares set aside as lush, green hillside. On the hillside are the Communication College, DaoFan, BaiNian, and JiTao buildings that have wonderful views of the Jing-mei and Zhi-nan Rivers which run through the campus. A hiker's path was also built on the hillside campus to provide leisure activities for the faculty, students and residents from nearby neighborhoods.

A key feature of the campus are its historical buildings, such as the Zhi-shi Building, Guo-fu Building, and Si-wei Auditorium. There are also newly constructed buildings including the Chung-cheng Library, the Social Science Information Center, the General Research Building, the College of Commerce Building, and the General Building of Colleges. The sixteen-story General Building of Colleges, completed and opened in 2000, is now the landmark of the campus.

Housing

Our University provides dormitory and off campus housing services. International students not residing in Taiwan are given first priority and applications to dorm accommodations must be made at least 2 months prior to entrance to our University. There are no coed dormitories at NCCU. Graduate students are housed in furnished single or double rooms though students must make arrangements for their own mattress, bedding, linens, etc. Laundry, food, and entertainment facilities are also available at the dormitories, however, cooking is prohibited. Please see the International Student Handbook or IMBA website for further information regarding housing and accommodations.



Testimonials



Selina Hsin | *Taiwan* | *Class of 2005*

Before IMBA in 2005, organizing international trade shows and attending business supporting events are the main part of my works. As an executive assistant to company president, my career plan was not obvious though. With huge supports and encouragement from my boss, I started my IMBA journey and most rewarding adventure ever. I have many valuable learnings from outstanding professors as well as many super smart IMBers. Like puzzle and blocks, one after another, IMBA helps building a clear picture and a solid platform for my future. I have shifting my domain to full function HR and in different industry afterwards and I am grateful for such unique international learning atmosphere and experience. NCCU IMBA is an elite program and the first English taught MBA in Taiwan for local and international applicants who prefer to explore the world while staying in Taiwan and perusing a MBA.



Nicolas BLANC | *France* | *Class of 2015*

When I look back at this past two years, from the moment I applied from the IMBA, I see a changed person. These two years of studies requires a huge investment of time, effort and adaption in my personal life and work. As a part time student it was very challenging to work in the day time and study in the evening. Overcoming those challenges made me a different person. I would like to express my appreciation to this program that brings me confidence in my professional life as well as gives me expertise I needed, and broaden my horizon for future career path.



Lucas Stein | *USA* | *Class of 2015*

The “I” in IMBA is what I believe makes this program so unique. This gathering of international students provides an opportunity for motivated individuals with different lifestyles, cultures, and thought processes to learn to work together and build on each other’s strengths. This is a vitally important experience as the world becomes more “flat” and globalized. I was also glad that I was able to keep my job while I attended the program. Although it was an added workload, the evening and weekend classes were convenient and pushed me to strengthen my personal life skills, such as time management and prioritization.



Trixie Tan | *Philippines* | *Class of 2015*

I can't imagine a better program for young managers who want to progress in their career and further develop their management skills. The IMBA program comprehensively caters to those from different industries, academic backgrounds and most impressively, across cultural borders. With its business courses covering Strategic Management, International Business, and Investment, amongst many others, I never ran short of learning opportunities. Outside of class, the program also opens doors to international competitions, interschool activities and exchange programs abroad with top-ranking schools in Europe and America. Additionally, the active and genuine support of every member of the IMBA staff coupled with their tried-and-tested system for administrative processes has made my experience with the program that much more enriching and convenient as an international student in Taipei



Noel Adolfo Tinoco | *Nicaragua* | *Class of 2016*

The NCCU-IMBA program has helped me be the best professional I can be. From the highly qualified faculty professors and efficient staff, to the success stories of the many IMBA Alumni; there is no doubt why this prestigious program is proceeded by its great reputation. As an international student, I have learned to fall in love with the culture and lifestyle in Taiwan and I couldn't be happier to be having this experience under the umbrella of the IMBA family at NCCU. Now as Student Council president for the upcoming academic year, I am more than excited to help IMBA and its student body thrive in every aspect, though efforts of corporate and social networking, skills and career development, strategic alliances, and just making things happen!



Steven Tsou | *Taiwan* | *Class of 2015*

The life in Paris is a very special experience to me; the structure of the academic year is very different from Taiwan. The courses have been condensed in to 22 weeks (2 semesters) so I had plenty of time to travel across Europe. For a working professional like me, it's a very good short stop for me to think about my career with people from different background and experience the whole Europe. The school also hosted several forums which gave me the chance to contact with senior managers in top companies. I really appreciate NCCU gave me the chance to go to Paris and I highly recommend the program.





Life in Taiwan

Taiwan's total land area is only about 36,000 square kilometers; it lies off the eastern coast of mainland China -- a solitary island on the western edge of the Pacific Ocean. With Japan and Korea in the north, Philippines in the south, and China in the west, Taiwan's location makes it a perfect spot for further traveling.

The Taiwanese government has established 8 national parks and 12 national scenic areas to preserve Taiwan's best natural ecological environments and cultural sites: Take in the splendor and sheer heights of the cliffs at Taroko Gorge; take a ride on the Alishan train--one of only three mountain railways in the world--and experience the breathtaking sunset and sea of clouds; hike up to the summit of Northeast Asia's highest peak, Jade Mountain. You can also soak up the sun in Kenting, Asia's version of Hawaii; stand at the edge of Sun Moon Lake; traipse through the East Rift Valley; or visit the offshore islands of Kinmen and Penghu. It's an awesome journey full of natural discovery!

The cultural aspects of Taiwan should not be missed. The blending of Hakka, Taiwanese, and Mainland Chinese cultures have produced a rich plethora of cultural and social color. Whether it is religion, architecture, language, living habits, or food, it's one big exciting melting pot!

The school campus is located right at the edge of Taipei, the capital city of Taiwan. Taipei is a lively and modern city, and is home to approximately 6 million people. In the city, the food is exotic, the people are friendly, and there are top-notch spots for sightseeing. Being just minutes away from the heart of Taipei, our campus provides students with the closeness and contact of city life while maintaining the peaceful and relaxed pace of a suburb!

For more information on Taiwan, please visit the Taiwan Tourism Bureau website at:
<http://www.taiwan.net.tw>



Major Corporate Partners



NOTE:

The contents of this brochure describe programs at the time of printing. It may be subject to change and does not serve as contract with the university. Should there be any inconsistencies or ambiguities in the content, the Office of International Programs, at the College of Commerce, National Chengchi University reserves the right for final decision.

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