



The IMBA Advantage

The International MBA (IMBA) program offered by the National Chengchi University College of Commerce (NCCUC) 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 business education offered. More recently, NCCUC became the 65th member of the Partnership in International Management (PIM), a consortium of leading international business schools. With the continued growth of Asia's emerging economies and the expansion of firms on a global scale, the IMBA program 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 business and an Asian perspective of the world's emerging business trends, students will have the option of specializing 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 20 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

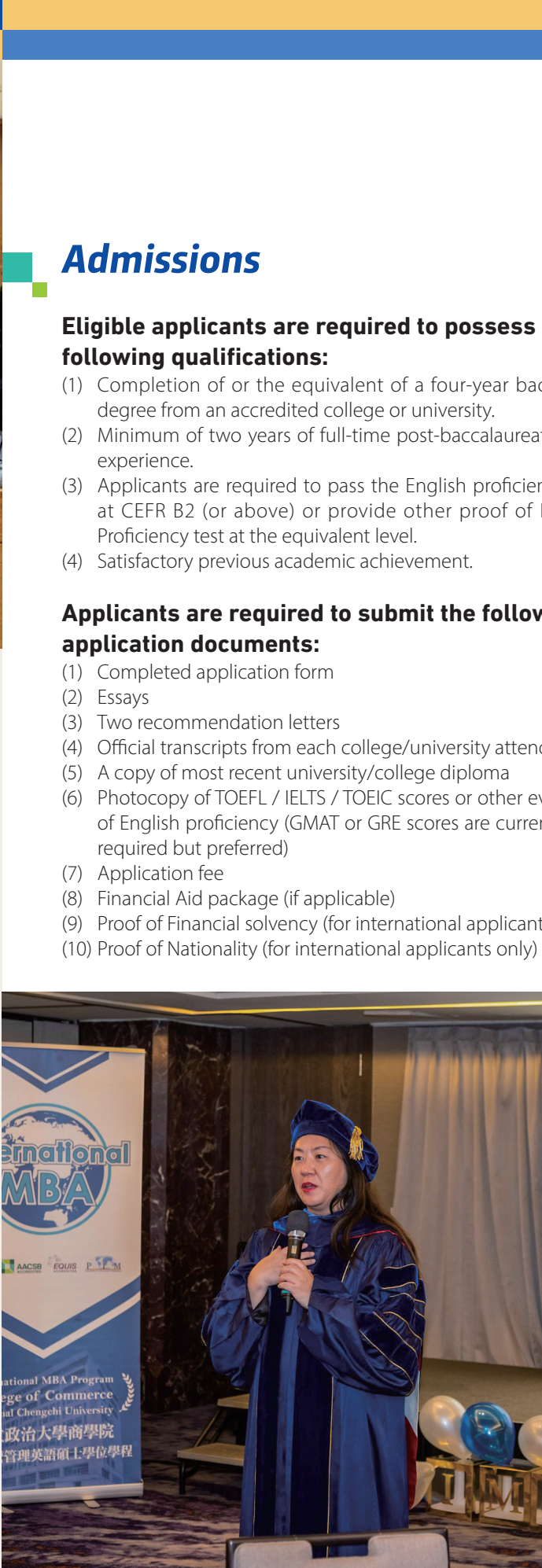
Designed to provide a meaningful balance between theoretical and practical learning, a majority of courses apply the case study method, which enables participants to learn by doing and teaching others. Specially designed classes also provide students with the opportunity to get involved with real-world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

Strong Links with the Business Community

NCCUC conducts collaborative researches across a wide array of initiatives through its strong ties with businesses in various industries and the government of Taiwan. Students are given ample opportunities to engage with business leaders who are invited to teach courses or host seminars organized throughout 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.



Admissions

Eligible applicants are required to possess the following qualifications:

- (1) Completion of or the equivalent of a four-year bachelor's degree from an accredited college or university.
- (2) Minimum of two years of full-time post-baccalaureate work experience.
- (3) Applicants are required to pass the English proficiency test at CEFR B2 (or above) or provide other proof of English Proficiency test at the equivalent level.
- (4) Satisfactory previous academic achievement.

Applicants are required to submit the following application documents:

- (1) Completed application form
- (2) Essays
- (3) Two recommendation letters
- (4) Official transcripts from each college/university attended
- (5) A copy of most recent university/college diploma
- (6) Photocopy of TOEFL / IELTS / TOEIC scores or other evidence of English proficiency (GMAT or GRE scores are currently not required but preferred)
- (7) Application fee
- (8) Financial Aid package (if applicable)
- (9) 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
Subtotal	NTD 449,600
Dorm Fees (Two-bed Rooms)	120,000
Books	40,000
Other Expenses	60,000
TOTAL	NTD 669,600

*Tuition is computed based on NTD 8,800 per credit. This is subject to change.

Scholarships and Financial Aid

The IMBA program offers merit-based scholarships to incoming local applicants through a tuition waiver and to current students for their academic excellence and devoted service to the program. The scholarship total amount is NT\$1,000,000 for incoming students. 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.

- TaiwanICDF Scholarship
- MOE Taiwan Scholarship
- MOFA Taiwan Scholarship
- IMBA Distinguished International Student Scholarship

Contact Us



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IMBA

Global View with an Asian Perspective



College of Commerce
National Chengchi University
Taipei, Taiwan

Message from Director of IMBA Program

Make an Impact with Self-Fulfillment!

Founded in 2001, the International Master of Business Administration (IMBA) program is the first and only MBA program in Taiwan that are triply accredited internationally. Our vision is simple and straightforward – enabling IMBA students to make an impact with self-fulfillment.

As a pioneer of business education in Asia, we design our curriculum to integrate theory with practice and offer a wide range of courses that are industry relevant and equip students with hard as well as soft skills to face the fast-changing environments. Notably, our courses are taught by a group of prominent corporate executives, well-recognized faculty from overseas, and renowned local scholars. This diversity of faculty profiles ensures that our students can network with industry practitioners, keep up with new and global trends, and develop analytical and problem-solving skills needed to deal with challenges as leaders in the ever-changing world.

We highly value international exposure and have undertaken various initiatives to increase students' cross-country exposure. Our students come from over 60 countries in 5 continents, making our program an internationalized community that enables students to connect with people from all regions and learn the essentials of various cultures and gain broad business insights. Besides the mix of student composition, we provide an opportunity for students to go as exchange students to one of 85 partner schools globally. We also partner with 9 top universities worldwide to offer dual degree programs. Altogether, the international exposure and experience that students enjoy in our program will be eye-opening and helpful for them to seek fulfillment in life and make an impact through work.

If you want to make an impact with self-fulfillment, join our IMBA family! We look forward to the opportunity of creating a better future together!



Professor Chenghsien Jason Tsai, Ph.D.
Director of the IMBA Program
College of Commerce,
National Chengchi University



EXPERTISE AND FOCUS ON ASIA

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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 Asian expertise delivered through the Management in Asia concentration. Our program is the perfect conduit to gain a global view of business trends while learning all about the growing Asian 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.

Co-opetition: A Game Theoretic Approach to Business Practices
This course enables students to employ Game Theory to analyze business practices and make strategic decisions by moving the players within the game through simulated business scenarios. It also emphasizes the factors deriving the change of supply and demand in business market, negotiation and further introduces the importance of networking to one's career with a practical networking event.

Cross Cultural Business Negotiation

This course provides both theoretical and practical cross-culture negotiation techniques and communication skills in real-life workplaces. It also utilizes the advantage of the combination of local and international students from IMBA program by encouraging them to share their culture background with each other during negotiation simulations. Through practical assignments, students could further explore and develop their own skills and ways of handling negotiation process.

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.

Digital Marketing

This course will discuss theories and practices in digital marketing in Web 1.0, 2.0 and 3.0. Through this course, students will be able to design an effective campaign for digital marketing, matching with clear and achievable goals, to reach desirable outcomes including word-of-mouth and earned media. Moreover, students will be able to understand and employ innovative technology such as virtual reality, augmented reality and social media for greater customer engagement and conversion.

Entrepreneurship and New Venture Development

This is a challenging, instructive, and valuable class for students who are considering a career in entrepreneurship. The course covers topics ranging from evaluating potential opportunities and their broader context, assessing risks in pursuing such opportunities, organizing founding teams, and managing new ventures. Students will gain a deeper understanding of the entrepreneurial process, including how value can be maximized (or destroyed) across different aspects of a business.



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 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 60 years. Here is a short list of the distinguished visiting educators, past and present that have helped make our program outstanding:



Dual Degree Program

The Dual Degree Program is exclusively designed for IMBA. 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 Grande École
- EMLYON Business School/ France: Master of Science in Management
- ESCP Business School/ France: Master in Management Grande École
- Grenoble Ecole de Management/ France: Master of Science in Management
- HHL Leipzig Graduate School of Management/ Germany: Master of Science in Management or MBA
- IESEG School of Management, Paris - Lille/ France: Master of Science in Management
- University of Mannheim Business School/ Germany: Master of Science
- WU (Vienna University of Economics and Business)/ Austria: Master of Science (WU)
- Program: Master in Strategy, Innovation and Management Control
- Purdue University, Krannert School of Management/ USA: Master of Science in Global Supply Chain Management

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.

For more information, please visit English Taught Program:
<http://etp.nccu.edu.tw/>

International Exchange Programs

NCCUC's international recognition has made it possible for us to establish reciprocal exchange programs. The program hosts students from its partner schools annually as IMBA students are encouraged to enrich their studies among 90 prestigious schools worldwide 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, Asia, Europe and the Pacific.

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



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 may take a class which meets twice a week.

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



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 seeks internship and project opportunities from various enterprises to enable students to apply learnt business concepts and methods. 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 graduates 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 60 years.