

Striving to Succeed at a Lower Cost:

Why study in Taiwan?

Important Factors to Study in Taiwan

- Global View with an Asian Perspective
- Diverse Student Body and Faculty Members
- (Traditional) Mandarin Chinese Language Studies
- Quality of Education in Taiwan
- Dual Degree Program (with University of Washington, Seattle, etc.)
- Strong Links with Local & International Business Community
- Flexible Study Time
- Generous Scholarships and Tuition Waivers
- Hands-on Working Experience through Internships in Local or International Enterprises
- English-taught International Degree Programs

Tuition Source (2008)

- Government Provided Scholarship (40%)
 - 60% from the Ministry of Education's (MOE) "*Taiwan Scholarship*"; followed by the International Cooperative Development Fund (ICDF)
 - 19% from the Ministry of Foreign Affairs (MOFA)
 - Mostly comprised of students with Asian ethnicity: Malaysian, Japanese, and Korean
 - Research shows international students with scholarships have higher socio-economic status (SES)
- Exchange Bases (37%)
- Private Fund – Full Tuition Fee (23%)

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Case Studies of International Business Schools from Three Universities in Taiwan

- Asian countries are engaging in the establishment of world-class universities.
- In Taiwan, two government-supported projects were launched:
 - World Class Research University Project
 - “Five-year, Fifty Billion Budget” Plan
- Recruit more **prominent** international students to improve national and international recognition
- Strategy for recruitment:
 - English-taught programs
 - Internship opportunities
 - Scholarship
 - Global connections, especially in Asian markets

National Chengchi University (NCCU)

- ★ IMBA (International MBA) Premier English-taught business program with a specific focus on Asia-Pacific business dynamics, and cross-cultural understanding
- ★ EMBA(Executive MBA) Exchanging of knowledge, and forming executive’s decision model platform
- ★ AMBA (Advanced MBA)

National Cheng Kung University (NCKU)

- ★ TICA (Taiwan International Cooperation Alliance) International curriculum on civil engineering and management
- ★ Institute of International Management Cultivating professional knowledge, communication and leadership skills
- ★ ICID (Institute of Creative Industry Design) A combination of industrial planning and enterprise innovation

Southern Taiwan University

- ★ IMBA (International MBA)
- ★ MA & Ph.D. in Mechanical Engineering
- ★ MA & Ph.D. in Electrical Engineering