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

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<thead>
<tr>
<th>National Chengchi University (NCCU)</th>
<th>National Cheng Kung University (NCKU)</th>
<th>Southern Taiwan University</th>
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<tr>
<td>★ IMBA (International MBA) Premier English-taught business program with a specific focus on Asia-Pacific business dynamics, and cross-cultural understanding</td>
<td>★ 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</td>
<td>★ IMBA (International MBA) ★ MA &amp; Ph.D. in Mechanical Engineering ★ MA &amp; Ph.D. in Electrical Engineering</td>
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<td>★ EMBA (Executive MBA) Exchanging of knowledge, and forming executive’s decision model platform</td>
<td>★ AMBA (Advanced MBA)</td>
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