



TAMKANG NEWS

Publisher : Flora C. I. Chang

Volume 5, No. 2

Tamkang University, Tamsui, Taiwan

May 10, 2017

Cheers Survey: No. 1 among Enterprises' Most Favored Private Universities for the Twentieth Time

On February 2, Cheers Magazine released the result of its 2017 survey, "Enterprises' Most Favored Universities." Tamkang University occupied the overall No. 9 spot, ranking No. 1 among the private universities for the twentieth time.

Among the top 15 "Graduates' Performance Exceeding Expectations," Tamkang University ranked No. 4 overall, higher than National Taiwan University, and No. 2 among the private universities. According to the survey, graduates' outstanding performance resulted from TKU's adaptability and diversity in designing and developing educational programs.

As indicated by the survey, 72.6 percent of enterprises believed that graduates with "internship experience" would boost chances of getting hired. The second factor was "performance at interview." Also, noticeable in the survey was that up to 60 percent of enterprises desired to seek graduates with "cross-disciplinary professional training." In other words, graduates' understanding of the workplace as well as the nature of jobs

was highly regarded by enterprises. This survey has been conducted for straight twenty-one years, targeting human resource directors of the top 2000 enterprises ranked by CommonWealth Magazine in 2016. Conducted from Nov. 21 to Dec. 23, 2016, the survey collected 840 valid questionnaires, with a response rate of 44.53 percent.

The alumni of the Department of Mass Communication, also marketing director of DeepStone Digital Technology, Tsai-ling Duan said, "I feel proud of my alma mater, ranking No. 1. During my college years, I gained internship experience in media during summer break. Not only did I increase my practical experience, but I also took the opportunity to polish my training in the workplace while studying in school. Besides, the courses offered by the Department of Mass Communication encouraged independent thinking and allowed a space for learning communication skills. With this professional training, I didn't need to spend much time resolving conflicts in the workplace and I was equipped with

courage and ability to face and solve problems." (Deng Chiou-Rung)



(Photo contributed by Tamkang Times)

Ministry of Education Subsidizes Tamkang with 60 Million NT Dollars

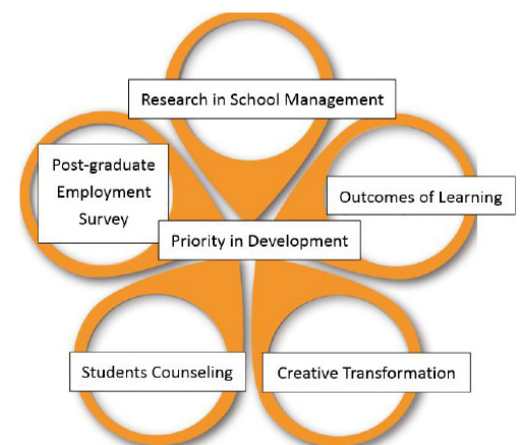
The Ministry of Education (MOE) approved 33 universities with subsidies for the purpose of 106th year project expansion. Among which, Tamkang University received 60 million NT dollars, 10 million more than last year and the highest one in Tamkang's history. The statistics showed that Tamkang University has accumulated 500 million NT dollars in subsidiaries from the MOE ever since Teaching Excellence Project.

President Flora Chia-I Chang expressed her gratitude and amazement, saying, "Tamkang highly esteems sustainability in education." MOE committee members were impressed by Tamkang's facilities and enthusiasm in school management, for instance, cozy learning spaces sporadically found on campus. What was more

encouraging was that Tamkang got more subsidies at a time when the MOE is not intended to increase the budget for higher education. On the whole, the MOE review committee clearly stated that Tamkang did a good job in academic research, employment after graduation, leading performance in futurology and other efforts contributed into theories and practices, etc.

Chief Audit Executive Bai Di-qing outlined Tamkang's future blueprint and elaborated, "In response to Teaching Excellence Project of MOE, Tamkang has five perspectives to fulfill: 1. Academic Research 2. Learning Effectiveness 3. Creativity and Transformation 4. Counseling for Students 5. Post-graduation Employment," and besides, "Office of Quality Assurance and Audit

will coordinate school management in alignment with MOE guidelines for the purpose of advanced quality in higher education." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)

Tamkang University Goes Green



(Photo contributed by Tamkang Times)

Tamkang University organized 2017 Green University Forum in Ching-sheng International Conference Hall on March 28th. With Food & Environmental Protection as the topic, the forum invited around 60 experts nationwide.

In the opening ceremony speech, President Flora Chia-I Chang expressed,

"Tamkang is dedicated to environmental protection and hygiene. These efforts have made Tamkang an international-security certified school, the first kind in the world. Besides, Tamkang has been awarded with Enterprise Environmental Protection Awards and is ISO certified as well." Furthermore, in a speech given to the forum, Secretary General Cai Peng-zhi expressed his admiration, saying, "Tamkang is doing an amazing job in environmental protection. These works are not lip service. Something tangible and constructive is done." (Wu Yue-Feng)

The Spring Banquet Reunites Tamkang Alumni

The Office of Alumni Services & Resources Development and General Alumni Association organized the Spring Banquet 2017 on March 25th, which was a social dining and homecoming event for Tamkang alumni. In the morning of the Spring Banquet, there were fun contests carried out in Shao-mo Memorial Gymnasium. After that came the awarding and dining of the Spring Banquet in the Student Activity Center. In a speech given at the banquet, Executive Director Peng Chun-yang expressed his excitement and gratitude, saying, "The Spring Banquet adopts specialties of Yilan into the cuisines. Besides, the update in projection facility of the activity center donated by General Alumni Association Chairperson Lin Jian-xiang will make the banquet rich in audio and visual," and "With the good old friends, it seems that the memories come back again." (Wu Yue-Feng)



From Distance Teaching to MOOCs, Open Education and Flipped Digital Learning Have Become TKU's Feature International and Mainland Students Launched the New Semester and Gourmet Food Made Distance Disappear

Since the Cyber Campus was established, Tamkang University, following the principle of triple-objective education, has continued to provide distance teaching and online courses, domestic and abroad. Recently, TKU has been actively joining in global open education, producing diverse courses, in order to construct MOOCs which help learners increase knowledge by learning independently.

The establishment of Cyber Campus integrates and promotes digital leaning

The fourth campus, i.e. Cyber Campus, of TKU was established in 2002 to offer a borderless, digital learning environment featuring digitalized learning resources and advanced information technology. Over the past 14 years, the development of our school's Cyber Campus, following the triple-objective principle, i.e. globalization,

information-oriented and future-oriented education, has contributed to domestic and international distance teaching and online courses. As the development of digital learning and distance teaching reached its maturity, TKU carried out the goal of Open Educational Resources (OER), sharing our school feature courses and promoting the exchange, evolution and accumulation of knowledge. Since 2010, our school has made efforts to create Open Course Ware (OCW), participating in Taiwan Open Course Consortium (TOCC)

and promoting courses. In 2010, joining in the project of MOOCs supported by the Ministry of Education (MOE), TKU started to produce Massive Open Online Courses. With all these efforts, our school has enabled learners to understand the features of TKU's courses via the Internet. Diverse courses will lead learners to independent learning, broaden their knowledge, and finally achieve the goal of independent learning. (Deng Chiou-Rung)

Let's launch the new semester with gourmet food. At noon of March 22, the Office of International and Mainland Students Guidance Section held a welcome bash for international and mainland students in the lobby at the tenth floor of Ching-sheng Building. The Vice President for International Affairs, Dr. Wan-chin Tai; Dean of the Office of International and Cross-Strait Affairs, Dr.



(Photo contributed by Tamkang Times)

Pei-wha Lee; Dean of the College of Liberal Arts, Dr. Sinn-cheng Lin; Dean of the College of Science, Dr. Zicong Zhou; Dean of the College of Engineering, Dr. Hui-huang Hsu; and Dean of the College of Business and Management, Dr. Chien-liang Chiu joined the party along with new students from China, Japan, Korea and India. Some 80 participants enjoyed Taiwanese food, such as turnip cake, pan-fried dumplings, and meat ball soup, while making friends in a warm, lively atmosphere. (Deng Chiou-Rung)



(Photo contributed by Tamkang Times)

Tamkang World Forum for Youth Leaders 2017 Focuses on Global Issues

The Office of International Affairs organized Tamkang World Forum for Youth Leaders 2017 from March 8th to 13th. Youth leaders, from 9 countries and 15 universities, discussed Prospects for the World: Meeting Challenges with Vision. The opening ceremony took place in Ching-sheng International Conference Hall and was attended by Vice President Tai Wan-chin and Dean of International Affairs Li Pei-hua. In a speech given for appreciation, Vice President Tai expressed his wish, saying, "This is a rare opportunity for the youth, from all around the world, to delve into the world characterized with diversity, changes and multiple issues."

On March 9th and 10th, there were 6 forums

carried out on 5 specific issues: Global Governance & Democracy, Food, Energy & Environment in Global Perspective, Global Cultures & Societies, Global Economy and Global Politics. After the conference were visits to popular tourist spots of Taiwan, such as National Palace Museum, Shilin night market, the Sanxia old street, Taipei 101 Tower, Tamsui old street and Cloud Gate. Geraldo Nicholas Setiadi, Indonesian, Department of International Business, expressed his gratitude to the forum and to the youth leaders, saying, "Their research has broadened my



horizons and inspired me into advanced studies." (Wu Yue-Feng)

(Photo contributed by Tamkang Times)

Universiade Weightlifting Trial Run Games Bring the Best Out in Athletes

To prepare for weightlifting at the Universiade, which is an international athletic event for university students, 2017 National Youth Cup Weightlifting Championship and Taipei Universiade Trial Run Games were held in Shao-mo Memorial Gymnasium for three days from March 4th. To boost morale, President Flora Chia-I Chang attended and watched the games in person. At the end of the games, together with Taipei Universiade Committee Executive Director Zheng Fang-fan, President Chang awarded 16 gold medals to excellent athletes.

Prior to the opening ceremony, male weightlifting of 56kg and 62kg weight classes were held and Olympian Tang Qi-zhong carried off the championship with 105kg snatch, 135kg clean & jerk and total 240kg. On the first day of the games, six gold medals were awarded. In the last game, Luo Ga-zhi, Cheng Shiu University, carried off the gold medal with 150kg snatch, 185kg clean & jerk and total 335kg. He said inspiringly, "Even the smallest improvement encourages me to keep going."

The long-expected finale debut was Chen Shi-jie, an Olympian. Even though he had failed in challenging the national record, Chen carried off the gold medal of 105 kg weight class with 190 kg snatch, 240 kg clean & jerk and total 430 kg. After the game, he expressed his hope and said, "I am

looking forward to the championship in the Universiade." Dean of Physical Education Xiao Shu-fen elaborated the efforts in the trial games and said, "The games follow the exact official standards in lighting, control, services, filming, photography and awards ceremony in the hope of bringing out the best in athletes. Hope you go see the Universiade in person in August." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)



Cultures Exhibition 2017 Explores Humanity Profundity

The Overseas Chinese Students Association and International and Mainland Guidance Section organized Cultures Exhibition 2017 in Black Swan Hall on March 14th. In a speech given in the opening ceremony, President Flora Chia-I Chang said encouragingly, "Tamkang has recruited overseas students from over 70 countries and the number is over two thousand. This is a milestone of globalization. The exhibition is not only for the purpose of cultural exchanges but for involving Tamsui District as a whole."

The exhibition themed Secrets in Cultures featured foreign festivals, artifacts, clothes

and cuisines. The exhibition is not a motionless one. But, there were other dynamic activities, such as games, parades, language learning and guided tours, etc. All those were intended to make Malaysia, Hong Kong, Macau, the Americas, Africa, Indonesia, China, Taiwan, and aborigines known to everyone. After the cultural shows, Wu Fan-jue, Mass Media, expressed his excitement, saying, "This is my first time in an exhibition of this kind. Their efforts and contents are impressive." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)

Departments Expo Blazes Recruits' Trails into Tamkang

To help new recruits get used to life in Tamkang University, Admissions Section organized welcome parties and Departments Expo at Tamsui Campus and Lanyang Campus on April 1st and 2nd. There were eight colleges and 42 departments that dedicated their coordinated efforts into the student recruitment from all around Taiwan. Section chief Dang Man-jing expressed her expectation, saying, "Through this expo, we are able to impress the students and further make their way into Tamkang University."

The expo involved department introductions, a guided tour and student counseling. Among

which, the Chinese Department put on an achievement show of labs, school clubs and publications. The Department of Mass Media and the Department of Information & Communication gave briefings along with their graduation productions and audio-video works as well. The Department of Mathematics and the Department of Electrical Engineering organized counseling and seminars. The Department of Economics and the Department of Information Management arranged briefings by faculty members. All these organized efforts depicted Tamkang's ambition in higher education.

(Wu Yue-Feng)



(Photo contributed by Tamkang Times)

The Spring Banquet Furthers Tamkang's Vision

The Spring Banquet 2017, an alumni homecoming event, was held on March 25th at Tamsui Campus and Lanyang Campus. The poor weather condition did not deter the alumni of their desire in homecoming. President Flora Chia-I Chang, together with three vice presidents, attended the Spring Banquet and gave a welcome speech. In the opening ceremony speech, President Chang expressed her gratitude and said, "Tamkang appreciates your financial donation for the construction of Shou-qian International Conference Hall. The removed scaffolding reveals the silhouette. Tamkang is going into the fifth level of development in the time when the conference hall is fully completed." Besides, Chang elaborated her philosophy in higher education, "It is digital creativity going all the way with industry-university cooperation that shapes sustainability in school management. Without which, Tamkang is not going to go anywhere but spinning around."

General Alumni Association Chairperson Lin Jian-xiang made a preliminary announcement and said, "The Spring Banquet 2018 is going to be held with World Alumni Association Biennial Meeting on 2018 March 3rd to 4th," and furthermore, Lin expressed his expectation, "Alumni's help and donation are indispensable in building up the vision of Tamkang. We are now looking forward to Tamkang's development in higher education in mainland

China. This is very groundbreaking." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)

Instantaneous Competitiveness Makes Tamkang Irreplaceable

At the 153rd Executive Meeting, President Flora Chia-I Chang presented a Chinese calligraphy work for gratitude to Lin Hwai-min, founder of Cloud Gate. The calligraphy was an artwork done in Chinese cursive brushes by Fine Arts Center Director Zhang Bing-huang and decorated with Chinese ink painting by Meng Zhao-guang.

In the meeting with Founder Lin, President Chang expressed her appreciation toward Lin's commitment into the arts after the fire accident in Bali. She said the return of Cloud Gate was inspiring. Feeling encouraged by its resurrection, Chang indicated, "This

year is the start of Tamkang's fifth level, in which we are looking earnestly for Tamkang's orientation and relevant core value."

Besides, Chang shared her experience in an interview done with Tamkang Times, saying, "It is instantaneous competitiveness that helps Tamkang gain ground in the society. We need to step out of the comfort zone. We need to develop agility to gain the upper hand on this shifting society. We need to have resources reallocated for utmost efficiency. All these are making Tamkang irreplaceable and unbeatable." (Wu Yue-Feng)



(Photo contributed by Tamkang Times)



Professional Experts in Business, Management, Higher Education, Communication Give Lectures

Starting with this semester, 6 departments and programs, including Information and Communication, Banking and Finance, Industrial Economics, Accounting, the Ph.D. Program of Educational Leadership and Technology Management, and the Graduate Institute of Futures Studies, opened 6 seminars, inviting managers, mentors, senior supervisors, and scholars to offer valuable practical experience in different industries.

Seminar on the Trend in Financial Markets, Analyzing the Current Development of Financial Industry

The Department of Banking and Finance offered "Seminar on the Trend in Financial Markets," inviting senior supervisors in finance, including banking, trusts, futures, stock, and insurance. A total of 14 business mentors joined in the

seminar and provided views on the current status, including the President of Taiwan Cooperative Financial Holdings, Tsan-chang Liao; the Minister of Examination Yuan, Ya-hui Yang; the General Manager of Taiwan Stock Exchange, Chi-xian Li; the President of KGI Bank, Bao-sheng Wei; the



(Photo contributed by Tamkang Times)

President of We-Think Insurance Broker, Xin-li Wang; the President of Taiwan Futures Exchange Lian-yu Liu; and the President of Chung-Hua Institution for Economic Research, Zhong-shu Wu. Associate Professor of the Department of Banking and Finance, Kuan-ping Ku, explained that being recognized by Taiwan Financial Services Roundtable (TFSR), our school has cooperated with the financial industry and offered this seminar twice every year. This semester was the eighth time. The number of students enrolling in this seminar exceeded 2000. Among the 15 schools cooperating with TFSR, Tamkang University has the most students to participate. Kuan-ping Ku further pointed out that via this seminar, in which business mentors introduce the current development of financial markets, students would be able to grasp the dynamics in this industry and increase their financial knowledge. (Deng Chiou-Rung)

Subsidizing Advanced Professional Courses and Capstone Courses to Increase Learning Effectiveness

The Curriculum Section of the Office of Academic Affairs released the list of subsidized courses, including ten advanced professional courses, plus one workshop, and 6 capstone courses. The director of the Curriculum Section, Jen-chu Tsai stated, "Starting with this semester, our school will offer capstone courses, helping students integrate and apply their learning. Before students graduate, these courses will help students evaluate their learning effectiveness. Also, following our school's plan for future development, all the departments and programs will offer advanced professional courses to promote students' professionalism."

two courses offered by the College of Liberal Arts and four by the College of Engineering, will get a maximum subsidy of 40,000 TWD. Associate Professor Jenmu Wang of the Department of Civil Engineering, offering the course "Computer-Aided Engineering Technology and Exercise" this semester, said, "Taiwan's higher education puts more and more emphasis on 'output' and students' 'learning outcomes.' Adjusting teaching styles and materials, capstone courses help students integrate their learning. This time we have nine teachers joining this class and students can choose to take part in one of the teachers' projects. Divided into different groups and focusing on practice, students will be able to explore, present, debate, and solve real but complicated engineering

problems from multiple perspectives, based on their professional knowledge. (Deng Chiou-Rung)

The List of Subsidized Advanced Professional Courses

Table with 2 columns: College, Course. Lists courses from Engineering, Business and Management, and Languages and Literatures departments.

(SOURCE: The Curriculum Section of the Office of Academic Affairs)

Survey: Graduates Have a Positive View on Faculty's Professionalism



(Photo contributed by Tamkang Times)

The results of the two surveys, "2014 Graduates' Satisfaction and Job Placement" and "2012 Tracking Graduate Careers Three Years after Graduation," were released. On the noon of February 22, the Office of Alumni Service and Resources Development gave a presentation on the surveys in Ching-Shen International Conference Hall and shared their experience of collecting graduates' information.

The response rate of "2014 Graduates' Satisfaction and Job Placement" was 64.6%, and according to the survey, 55.8% of those who graduated in 2015 got a job. Among those graduates in the workplace, 56.3% confirm that professionalism that they acquired meets the requirements for

their job. About how alumni regards alma mater, the six-point scale survey revealed that the top three responses with the highest scores were as follows, "I feel proud of alma mater" with 4.73, "I am willing to give back to alma mater when I make achievements in the future" with 4.66, and "I am willing to recommend relatives and friends to study in Tamkang University" with 4.54.

With regard to teaching faculty, the following three responses received the highest scores, "faculty's professionalism" with 4.52, "teachers' respecting students' opinions" with 4.04, and "interaction between teachers and students" with 3.77, all higher than those in the previous survey. Also, graduates confirm that eight essential qualities our school's education aims to cultivate in students benefit their career development. In particular, "a spirit of teamwork and dedication" was scored 4.32, "independent thinking" 4.29, and "moral integrity" 4.01. The Chief Executive of the Office of Alumni Service and Resources Development, Chun-young Perng explained that the eight essential

qualities have been the guideline for our school's education, aiming to cultivate professionalism as well as team spirit in students. In addition, "The completion of the Shou-Chien International Conference Hall will increase our school's international exposure, promote TKU's reputation, and encourage the enrollment of prospective students." (Deng Chiou-Rung)

The Kaleidoscopic Life Broadens Your Horizons

If you are curious about foreign cultures, the Kaleidoscopic Life might best satisfy you. Through which, international students are going to share everything of their home countries and interact with local Taiwanese students. The activities are going to be carried out in the lounge of Ching-sheng Building at 6:30 PM every Wednesday until May 31st. The first sharing, on March 8th, featured the experience of Zhu Dong-ye, Department of Water Resources and Environmental Engineering, as an international volunteer in Sri Lanka. With his profound knowledge in sea turtles and elephants,

Zhu claimed the importance of environmental protection, saying, "We have only one earth." Besides, having been volunteers in Thailand, Chen Yi-ting, Department of Public Administration; Xu Qian-ya, Department of Transportation Management; and Zhang Bing-li, Department of Economics introduced Thai cuisines, culture and how they greeted each other. They said, "Thai people say hello by pressing both their hands, palm to palm, in front of their chests and this greeting will vary according to their social status." (Wu Yue-Feng)