

# CTM

## E-Newsletter

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### EMI 是什麼？

What is EMI ?

大學新鮮人的第一堂課，  
如何充實妳 / 你的履歷

Enhancing Your Career Potential :  
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### 雙聯學位一起來

Dual Degree

共同作者來訪獎助學者  
Yu-Xin Chen 教授訪談

Nurturing Creativity And Adaptability Towards Ever-  
evolving Global World



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# EMI 是什麼



## 前言

為了培育具有競爭力的國際化專業人才，清華大學科技管理學院積極推動 EMI 教學計劃，由各個院屬教學單位開設必選修課程，透過英語教學讓同學學習各領域專業知識。然而，EMI 具體是指什麼？台灣學生又為什麼需要透過非母語進行學習，而不是熟悉的中文？最後，我們又對 EMI 教學有什麼期望呢？

## EMI 的簡介

EMI 指的是 English as a Medium of Instruction 的縮寫<sup>1</sup>，亦即在英語非母語的教育機構

作者：科技管理學院學士班 24 級 柯珣儀


中，其教學方式包含內容的傳遞、師生互動、學習及學術支持教材、學習成果展示與評量等等皆完全使用英語。然而，具有成效的 EMI 教學並不僅僅是將中文內容翻譯為英文教授，而是透過創造英語學習氛圍，使學生以英語架構理解學術內容並思考。這也符合政府於 2018 年開始推動的「2030 雙語政策」，期待透過這一政策增強年輕世代高等教育人才的英文交流能力和國際競爭力。

## EMI 的優點

對於台灣學生而言，正面臨全球化和網路數位科技的迅速發展，以及來自其他國家年輕世代能力不斷提升的高等教育人才，臺灣未來的大學生要在畢業後獲得良好的就業和收入，不僅需要隨時跟上國際水準的專業知識，也需要具備與來自各國專業人士進行溝通合作的能力，更需要與臺灣的共同產業鏈在全球市場中立足茁壯，而這一切都必須建立在學習階段建立良好的英語能力基礎。

除此之外，就大學端的角度而言，面對嚴峻的少子化情勢和激烈的高等教育全球競爭，大學需要加速雙語化進程以提升國際化水準，如此便能更好地擴大招收國際學生，並吸引世界一流的學術研究人才。鑑於以上原因，為了讓臺灣的年輕世代擁有

1 參考「大專校院學生雙語化學習計畫全英語授課（EMI）指引」定義



更廣闊的國際視野，能夠理解不同文化背景，並具備與不同文化背景的人們溝通互動的能力，以及在未來全球就業市場中脫穎而出，採用 EMI 教學成為勢在必行的浪潮，對學術單位而言更是一舉數得。



## EMI 教學目標

根據教育部「大專校院學生雙語化學習計畫」，清華大學科技管理學院為大專校院學生雙語化學習計畫的重點培訓學院之一，科管院將要在 2030 年之前，達成以下兩個目標<sup>2</sup>：

一、2024 年達到「25-20-20」：2024 年時，至少有 25% 的大二學生其英文聽力、口語、閱讀和寫作能力達到 CEFR B2 以上的流利精熟程度。與此同時，全校至少有 20% 的大二學生和碩一學生的當年所修學分中有 20% 以上是全英文課程。

二、2030 年達成「50-50-50」：2030 年時，至少有 50% 的大二學生在聽說讀寫方面達到 CEFR B2 以上的流利精熟程度，同時至少有 50% 的大二學生和碩士學生在其當年學分中的 50% 以上為全英語課程，並且積極推動畢業證書 EMI 修課認證，以接軌國際標準和產業需求。

截至 109 學年度，科管院 EMI 的課程數（占比），學士班為 30 門（17%）、碩士班達 47 門（36%）、博士班達 4 門（50%），包含經濟系、計財系、科管所、科法所、服科所以及國際專業管理碩士班，都有許多課程投入此計畫。科管院提供非常充足

的 EMI 資源，同時計畫在 2025 年使全院研究所全英語授課課程比率達到 50%，大學部課程比率達到 25%。此外，全院外籍教師人數將增加至 10 人，大二及碩一學生所修學分中有 20% 以上為全英語授課比率分別達到 50% 和 75%。同時，出國交換和國際交流學生的比例預計達到 25%。以筆者就讀的院學士班必選修為例，院必修課程如經濟學原理、管理學和財務管理等課程，以及專長必選修的統計學、衍生性金融商品和個體經濟學等課程，在選課時皆可選擇以英文授課，可見科管院的確穩定朝 EMI 教學的方向邁進。

## 科管院 EMI 教學的初步成果

科管院不僅提供紮實的專業課程，同時也高度重視教學的雙語化發展進程，並加強軟硬體設施的提供，致力於提高學生的國際競爭力。目前，科管院雙語化學習計畫的初步成果如下<sup>3</sup>：

一、於 2021 年訂定 EMI 授課獎勵辦法，教學、教材、評量需以英文為主，且期末學生回饋之課程教學評量值不得低於 4.0 分。110 學年共計開設 95 門課程，教學評量平均分數為 4.42 分。

二、科管院為 EMI 授課教師提供進修課程與補助，111 上半年校方規劃多場次教學增能研習，其中 3 場次為 EMI 相關主題，更補助 4 名院內教師參與「英國劍橋線上 EMI 課程 Cambridge Certificate in EMI Skills」。

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2 參考教育部全球資訊網「大專校院學生雙語化學習計畫」審查結果網站

3 參考「大專校院學生雙語化學習計畫」國立清華大學科技管理學院成效摘要網站



三、科管院也給予學生英語檢測報考獎勵，由本校訂立「大學部學生參加英語檢定補助辦法」，在學期間參加英語能力檢測，且成績達 CEFR B2 以上標準者之學生得申請補助，至 2022 年 06 月 01 日全校共 133 人申請，其中科管院 28 人申請領取補助。

四、為了優化雙語環境，科管院以及其八個系所建立了完整的中英文網站內容，並優化了使用操作流程。此外，院內相關規章制度也提供了雙語版本，以方便外籍教師和學生查閱。院內各個樓層也完成中英文標示，並持續改進院內的相關軟硬體設備。

五、為促進雙語交流活動，科管院主辦 Brownbag Series，邀請校內外師生在中午時間分享其論文與研究主題，至今已經舉辦 24 場活動。此外，科管院也與台灣大學合作舉辦了創新經濟與創業國際研討會，在 2021-2022 年間舉辦 15 場線上與實體會議，邀集創新經濟、創業和科技管理等等領域的學者進行主題演講與分享研究成果。同時，也收集來自全球各地學者有關創新和創業的論文，建立交流和深度討論的平台。

六、每學期，校務研究中心提供學生對 EMI 課程學習成果的評估，包括所有課程、本科課程、研究生課程、必修課程以及選修課程。調查結果發現，修習本院 EMI 課程的同學對「英文熟悉程度」、「學科內容吸收程度」、「教師英語表達可理解程度」和「對自身未來發展幫助程度」的評價皆優於本校的其他課程，以及「實際英

文授課百分比」更是高達 97%，相當接近 100% 的總體目標。

## 未來展望

透過英語教學，學生能夠同時獲取專業知識，並透過英文授課、上台報告以及評量等活動提高自己的英語能力。EMI 是當前的教學趨勢，但其核心是用英語架構來吸收和思考專業知識，而不是通過將英文內容翻譯成中文再進行理解。如何有效率地進行 EMI 教學也成了極為重要的課題。例如在過程中，必須提供學生更多的英語學習支援措施，例如提供學術英文課程（EAP）供學生修讀，以確保學生能夠達到與中文學習相同的學習成效。在課堂上，教師也可以換句話說、以簡單英文加以補充，並鼓勵學生多開口說英文。此外，也必須確保學習不因 EMI 教學受到影響而顧此失彼。因此，科管院提供豐富的 EMI 研習課程，讓教師得以更有效地進行教學。期盼透過 EMI 教學，培養學生透過英語學習、思考、溝通並解決問題，同時厚植英語硬實力，讓清華學子成為閃耀於國際舞台的星星。





## 大學新鮮人的第一堂課， 如何充實妳 / 你的履歷

作者：清華學院學士班 26 級 陳坤苓

### 提升你的職業潛力： 優化履歷的秘訣

履歷在職場中扮演至關重要的角色，它通常是在職場給人的第一印象，那麼該如何在大學時期積累令人印象深刻的履歷呢？10 月底，本院謝英哲教授在「從課堂到職場：如何利用學校資源助力職涯發展」演講中，提出完整建議。

謝教授身兼科管所教授、IMBA 主任、TSE 執行長及科管院永續長等多項職務，在教授分享中，他提到了書卷獎、校內獎項，他具體建議同學不妨花一些時間深入關注學業，全力以赴衝刺一個學期，成績分數

提高後，就能在履歷上增添一個書卷獎項目，具體證明自己的學業實力。即使沒有取得大滿貫（指連續四年獲得書卷獎）也無妨，教授認為只要獲獎一次一次就足以豐富履歷的深度。

學業實力對有意出國交換的同學來說，也是至關重要。教授提醒同學，如果想透過國外交換增添履歷紀錄，成績也是關係申請成敗的關鍵。一般來說，GPA 超過 3.8 的申請者獲得國外學校錄取機會較高，所以想出國，同樣要在學業多下功夫。

此外，科管院的交換計劃提供學生多國目的地選擇，不限於常見歐美國家，還包括





日本和韓國等國家。建議同學可以綜合考慮語言、文化、氣候等因素，以及當地學校的課程安排，多方面評估後，選擇最符合自己需求與期望的學校。

教授提醒，同學在出國交換期間，除了深度探索該校學術環境，多觀察、體驗當地的生活也很重要。在演講後段，就有學姐分享了一些生活小經驗，比如說去歐美國家，可以多帶一些下半身衣物，因為亞洲人和歐美人的身形往往體型差異懸殊，在當地比較不容易買到合身的衣物，體驗這些文化差異和生活經驗，也是交換期間的另個收穫。

教授也提到，對畢業生而言，最重要的是如何讓個人履歷獨具特色。例如教授現場詢問聽眾們，是否參與了上一個暑假的特殊活動，但當場沒有人回答；教授繼續說明，很多人可能計劃在下一個暑假參加系上的夏令營，擔任營隊幹部，但如果大

家都這樣做，這個經歷就不再特別。教授建議，反而可以思考要去如何規劃與眾不同的假期生活，思考自己具有什麼樣的經歷，對企業來說是格外加分且特別的？

謝教授並建議同學，可以多多參與校外實習活動，增加自己對業界各種工作、企業類型的了解，趁機培養實務經驗。這不僅可以更清楚自己對產業上下游的關係和認識，也能讓履歷有更多機會脫穎而出。

你也想在大學時期打造一份令人印象深刻的履歷嗎？這要你多花心思，兼顧課業、學術成績表現，同時在課外多參與不同活動、實習來豐富經驗，拓展眼界。大學交換學生在科管院有相當豐富的選擇，可以多參考公開資訊，選擇適合自己的學校，創造多彩的大學生活，就從現在開始！

# 雙聯學位一起來

作者：運動科學系 24 級 賴筱晴

國立清華大學 112 學年度科技管理學院（以下簡稱科管院）迎新活動，已於上個月結束，此場活動吸引許多科技管理學院的同學前來參加，尤其是在九月中旬甫入學的大一新生，更是聽的津津有味！

本次講座活動由潘虹華、謝英哲、邱婉茜三位老師帶來精彩內容，針對學校資源運用，幫助聽眾從在校生活到接軌職場、充實個人大學履歷、以及分享交換學生／雙聯學位資訊，內容十分豐富；最後在學姐分享出國交換經驗後，為整場活動畫下完美句點。

其中，由邱婉茜老師所分享的交換學生／雙聯學位環節，引起大量參加同學的興趣。邱老師首先介紹科管院國際事務辦公室，英文全名是「Office of International Affairs」簡稱 OIA，該辦公室於 2009 年成立，主要負責推動本院國際化事物，以及院內師生之國際合作與學術交流活動，也積極與國外學術機構簽訂合作協定，申請國際商學認證 AACSB、EQUIS 等事務。

以清華大學學生常常使用的資源項目為例，出國交換分成「海外姐妹校交換生」、「陸港澳姐妹校交換生」、「兩岸暑期學術交流」三種交換類別；至於雙聯學位的申請，則是有「海外姐妹校」、「陸港澳



姐妹校」、「校級合約—出國交換與雙聯學位」三種學位分類，針對不同學校與科系，簽訂不同合作項目合約，在申請身份與成績限制等門檻要求也有所不同，建議同學可針對自己有興趣的學校或科系，到國際事務辦公室的官網上查詢，提前規劃並提前申請！國際事務辦公室網址：<https://oia.ctm.nthu.edu.tw/>

「機會是留給準備好的人」，想要在大學生涯中和別人有所不同，為自己走出一條獨特的人生道路，並且留下特殊回憶，那麼你就一定需要提前做好準備與規劃，並且有耐心一步一步實踐，妥善運用科管院以及學校提供的各種豐富資源，為自己的大學生活填上繽紛色彩！





A photograph of two men sitting in armchairs for an interview. The man on the left, Prof. Yuxin Chen, is wearing a dark suit and tie. The man on the right is wearing a patterned shirt. A white text box with a black border is overlaid on the image, containing the text 'INTERVIEW WITH PROF. YUXIN CHEN' and the date '2023.06.01' below it.

## INTERVIEW WITH PROF. YUXIN CHEN

2023.06.01

ISS Interview Series – Prof. Yuxin Chen

# **Nurturing Creativity And Adaptability Towards Ever-evolving Global World**

By 台北政經學院 Mohammad Farhan Alkaff, TSE

### **Introduction**

Last June marked a special occasion as we were granted the privilege to engage in an exclusive interview with the esteemed Professor Yuxin Chen, commonly known as Prof. Chen, who holds the distinguished position of Dean of Business at New York University (NYU) Shanghai. Prof. Chen has been at the helm of NYU Shanghai, witnessing

its growth and development since its inception. His tenure as the dean began in 2015 and has been characterized by his visionary leadership and unwavering commitment to academic excellence. Professor Yuxin Chen has played a pivotal role in establishing NYU Shanghai as a world-class institution of higher learning. With his expertise and dedication, he has been instrumental in shaping the university's unique academic programs

and fostering a vibrant and intellectually stimulating environment for students and faculty alike.

Prof. Chen's academic achievements and contributions extend beyond his role as Dean of Business at NYU Shanghai. He is a distinguished scholar in the field of business, with extensive research on data driven marketing, business analytics, and digital marketing. His insightful work has been widely published and has garnered international acclaim, solidifying his reputation as an authority in his field. During our interview with Prof. Chen, we delved into his exciting personal journey as an academia, to bring a new perspective for us students, researchers, scholars, or industry practitioners.

## **Navigating the Confluence of STEM and Liberal Arts in Pursuit of Knowledge**

Since his high school years, Professor Yuxin Chen has harbored a keen interest in liberal arts. However, influenced by his parents and the educational system in China, he initially opted for STEM studies. In China, students were required to choose between STEM and liberal arts directions in high school, leading Prof. Chen to pursue a physics major at Fudan University. Nonetheless, his passion for liberal arts remained steadfast, and he developed interests in other STEM disciplines, such as Computer Science, as well.

When the opportunity arose to study in the United States, Prof. Chen seized it and pursued a Ph.D. program in

marketing. He recognized that marketing encompassed a unique combination of liberal arts knowledge, practical application, and scientific principles. With his interdisciplinary background and personal interests in mind, marketing proved to be an ideal fit for Prof. Chen.

Drawing from his experiences in both STEM and liberal arts sciences, Prof. Chen reflected on the key similarities and differences between these two scientific paths. He emphasized that both require a rigorous problem-solving approach. However, he noted that social sciences, particularly in the realm of business, demand a deep understanding of current events and trends. Staying updated with news outlets like the Wall Street Journal becomes essential in Business where everything is constantly evolving. Prof. Chen emphasized the importance of reading extensive literature, updated journals, and articles to stay abreast of the latest developments. Moreover, he highlighted the significance of cultivating a broad network and engaging with professionals in the business world to gain valuable insights. Leveraging his connections with former students who now work in the industry, Prof. Chen stays connected and attuned to the changing landscape.

To create an environment conducive to continuous learning and networking, Prof. Chen stressed the need to pay attention to social media platforms, media outlets, and other relevant sources. By becoming knowledgeable and updated on current trends, one can naturally attract others who seek to exchange insights and expertise. Prof. Chen emphasized



the importance of developing a personal expertise in a specific area of interest, as it enables meaningful contributions and engenders further connections.

## **Cultivating Creativity, Adaptability, and Resilience in Academic Research**

Throughout his PhD research, Professor Yuxin Chen discovered the importance of creativity and independent thinking. He emphasized the value of provoking one's own thoughts while effectively managing time. Reflecting on his experience abroad, particularly in the U.S., Prof. Chen highlighted the flexibility afforded during the doctoral journey. Unlike strict publication requirements in some programs, the emphasis was placed on developing high-quality research outputs. Prof. Chen did not publish anything before completing his degree but managed to publish five papers in top journals within two years of graduation. This flexibility allowed him to prioritize the quality of his research and ensure the highest standards were met.

Prof. Chen attributed his interest in data-driven marketing to his early studies in computer science. While the field was not as prominent at the time, he recognized the importance of database marketing, which laid the foundation for contemporary data-driven marketing practices. Prof. Chen's early research focused on phenomena such as loyalty programs and comprehensive consumer databases used in strategic decision-making. These early explorations align with his current interest in applying digital

data analysis, demonstrating the evolution and expansion of his research focus.

The professor emphasized the need to stay attuned to societal changes and the ability to adapt research interests over time. He shared an example of his recent paper, which examined gender biases among parents for boys and girls in e-commerce channels, analyzing data from online companies selling clothes. While this topic delved into a specific social issue that he had not previously explored, there was a clear connection to his fundamental interest in applying digital data analysis. Prof. Chen highlighted the importance of smoothly broadening research interests rather than switching abruptly, maintaining a coherent trajectory while embracing new areas of study.

Offering valuable advice, Prof. Chen emphasized the importance of not fixating too much on when and how to publish research papers. He stressed the need to pursue knowledge for its own sake and approach research as a scientific investigation driven by curiosity and problem-solving. By focusing on the process and setting aside concerns about immediate payoffs, researchers can maintain a commitment to achieving quality perfection. Prof. Chen emphasized the superiority of quality over speed, acknowledging the importance of time management while keeping the expansion of knowledge as the ultimate goal.

As an established scholar, Prof. Chen acknowledged the challenges researchers face, including the feeling of being stuck or receiving negative feedback. He advised researchers to

approach such situations by focusing on the research itself and refraining from personalizing criticism. Prof. Chen shared his experiences of major revisions and lengthy response letters to address reviewers' comments. He emphasized the necessity of remaining patient and receptive, using critical feedback as an opportunity to refine research. Prof. Chen emphasized that critical feedback should not be taken personally, as it is solely focused on improving the research itself. He further highlighted that even in his role as a reviewer or senior editor, decisions are never personal but solely based on the merits of the research.

## Trailblazing the Academic Path and Embracing Global Opportunities

Regarding his career choice, Professor Chen emphasized the significant influence of his family background. Growing up with both parents as academic researchers, he was exposed to the academic life from an early age, gaining firsthand knowledge of the challenges and rewards it entailed. This familiarity played a crucial role in shaping his decision to pursue a career in academia. In addition to familial influence, Professor Chen highlighted his inherent curiosity and thirst for new experiences as key factors in choosing an academic path. He emphasized the allure of constantly embarking on new projects, seeking fresh perspectives, and having the freedom to explore novel research topics. Such flexibility and autonomy, he believes, are privileges often not afforded in corporate environments.

Moreover, Professor Chen acknowledged the advantage of flexible deadlines in academia, aligning with his personal preference for a less rigid timeline. Unlike the high-pressure, tight deadlines typically encountered in consultancy roles, his chosen career allows him to work at his own pace, a feature that complements his work style.

However, Professor Chen did not shy away from acknowledging some downsides of the academic life. He noted that one of the challenges scholars face is the potential delay in publishing research papers, which can differ significantly from the immediate feedback and rewards often seen in professional industries. This delayed gratification can be demotivating for some individuals, underscoring the importance of maintaining a strong willpower and belief in one's work to overcome such obstacles.

To foster personal growth as a scholar, Professor Chen stressed the importance of collaborating with individuals from diverse cultural backgrounds. He believes that working with people from different cultures not only brings forth new ideas but also encourages the exchange of perspectives, which can lead to innovative breakthroughs in research.

In terms of advice for those aspiring to pursue an international career outside their home country, Professor Chen emphasized the significance of actively participating in scholarly events such as conferences and seminars. By showcasing one's presence and engaging with peers from around the world, one can create opportunities for networking and





collaboration, opening doors to further professional growth and international connections.

## Conclusion

Professor Yuxin Chen, the Dean of Business at NYU Shanghai, has been a trailblazer in his role, leading the university with a steadfast commitment to academic excellence and global engagement. His vision and dedication have firmly established NYU Shanghai as a prominent institution, bridging the gap between East and West and nurturing the next generation of global leaders.

Professor Chen's journey as an academic and scholar showcases the importance of creativity, adaptability, and perseverance in the realm of research. From his early interest in liberal arts to his studies in STEM fields, Prof. Chen's multidisciplinary background has shaped his perspective and approach to academia. His experiences during his PhD research,

particularly abroad, have taught him the value of independent thinking, time management, and the luxury of flexibility in publishing. Prof. Chen's interest in data-driven marketing stems from his early studies in computer science, and he has seamlessly expanded his research focus to encompass new areas while staying true to his core expertise. His advice to fellow researchers emphasizes the pursuit of knowledge for its own sake, the willingness to embrace challenges, and the ability to separate personal emotions from critical feedback. As an established scholar, Prof. Chen continues to

advocate for the highest standards of research quality, recognizing that research is an ongoing journey of growth and discovery. Through his insights and experiences, Prof. Yuxin Chen serves as an inspiration for aspiring scholars seeking to make a lasting impact in their chosen fields.

# What is EMI ?



In order to cultivate internationally competitive professionals, the College of Technology Management (CTM) actively promotes the EMI (English Medium Instruction) teaching program. This initiative involves offering required and elective courses across various academic units, allowing students to learn

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diverse fields of expertise through English instruction. However, what exactly is EMI? Why do Taiwanese students need to learn through a non-native language, English, instead of their familiar Chinese? Lastly, what expectations do we have for EMI teaching?

## Introduction to EMI:

EMI stands for English as a Medium of Instruction<sup>1</sup>. In educational institutions where English is not the native language, EMI involves conducting all aspects of teaching, including content delivery, teacher-student interaction, learning materials, and assessment, entirely in English. Effective EMI instruction goes beyond translating Chinese content into English; it aims to create an English learning environment, enabling students to comprehend academic content and think critically in English. This aligns with the Taiwanese government's "2030 Bilingual Policy," aiming to enhance the English communication skills and international competitiveness of the younger generation in higher education.

## Advantages of EMI:

Facing globalization, rapid digital technological advancements, and

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<sup>1</sup> Referring to the guidelines for the bilingual learning program with full English-medium instruction (EMI) for university and college students.



increasing competition from highly skilled young talents worldwide, Taiwanese university students need not only stay updated with international standards of professional knowledge but also possess the ability to communicate and collaborate with professionals from different countries. Moreover, they need to thrive within Taiwan's common industrial chains in the global market, all of which require a strong foundation in English language proficiency during their learning phase.

From a university perspective, coping with declining birth rates and intense global competition in higher education, universities need to accelerate bilingualization to enhance international standards. This, in turn, enables better recruitment of international students and attracts world-class academic research talent. Given these reasons, adopting EMI teaching becomes imperative, especially for academic institutions.

### EMI Teaching Goals:

As part of the Ministry of Education's "Bilingual Learning Program for College and University Students," CTM is a key training institution. The college aims to achieve two goals by 2030<sup>2</sup>:

**1.** By 2024, reach the "25-20-20" target, ensuring at least 25% of second-year students have English proficiency at CEFR B2 or above, and 20% of their course credits are from fully English-taught courses.

**2.** By 2030, attain the "50-50-50" target, with at least 50% of second-year students proficient in English (CEFR B2 or above) and 50% of their course credits from fully English-taught courses. NTHU also aims to actively promote EMI course certification for graduation to align with international standards and industry needs.

As of the 109 academic year, CTM offers a substantial number of EMI courses, with 30 courses (17%) at the undergraduate level, 47 courses (36%) at the master's level, and 4 courses (50%) at the doctoral level. Various departments, including Economics, Quantitative Finance, Technology Management, Law for Science and Technology, and International MBA, contribute to the EMI initiative. The school plans to achieve a 50% EMI course ratio for research institutes and a 25% ratio for undergraduate courses by 2025. Furthermore, the number of foreign faculty members across the entire institution will increase to 10. The goal is to achieve a 50% English-taught course ratio for second-year undergraduates and a 75% ratio for first-year master's students, with more than 20% of their course credits being from fully English-taught courses. Additionally, the proportion of students participating in international exchange programs and international study abroad experiences is expected to reach 25%.

Taking the author's experience in the undergraduate program as an example, in mandatory and elective courses such as Principles of Economics, Management,

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2 Referring to the Ministry of Education's official website for the review results of the Higher Education Bilingual Learning Program for Students.



and Financial Management, as well as specialized electives like Statistics, Derivative Financial Instruments, and Microeconomics, students have the option to choose English-taught classes during the course selection process. This illustrates that the CTM is indeed making stable strides toward the direction of EMI teaching.

### Preliminary Results of EMI Teaching at the College of Technology Management:

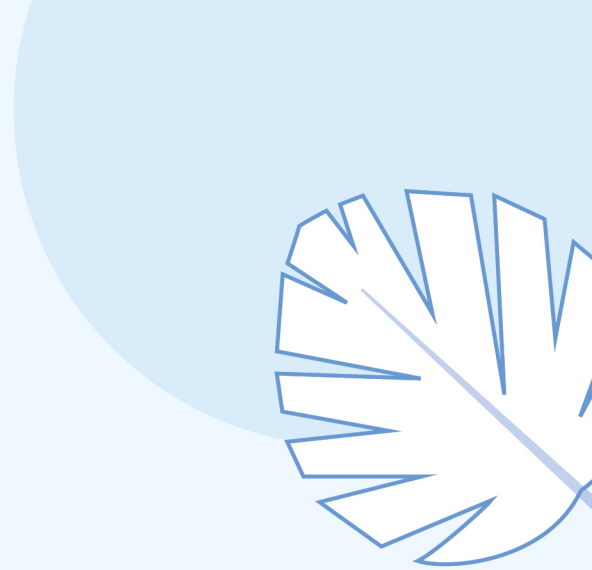
CTM not only provides rigorous professional courses but also prioritizes

the bilingual development of teaching. The college has implemented measures to enhance both hardware and software facilities, focusing on improving students' international competitiveness. Some of the preliminary results include <sup>3</sup>:

- 1.** Establishment of the EMI Teaching Award in 2021, requiring teaching, course materials, and assessments to be primarily in English. The average teaching assessment score for the 110 academic year was 4.42 out of 5 for the 95 EMI courses offered.
- 2.** Offering training courses and subsidies for EMI instructors. In the first half of the 111 academic year, the university

<sup>3</sup> Referring to the effectiveness summary website of the Higher Education Bilingual Learning Program for Students at the College of Technology Management, National Tsing Hua University.





organized multiple training sessions, including three related to EMI topics. Additionally, four faculty members were sponsored to participate in the "Cambridge Certificate in EMI Skills" online course.

**3.** Providing incentives for students taking English proficiency tests. The school established a subsidy program for students achieving CEFR B2 or above, with 28 students from CTM applying for and receiving subsidies as of June 1, 2022.

**4.** Enhancing bilingual environment and communication through the creation of bilingual websites, optimization of operational processes, provision of bilingual versions of regulations, and continuous improvement of related hardware and software facilities.

**5.** Organizing bilingual events such as the Brownbag Series and international conferences to facilitate English language communication and academic exchange.

**6.** Every semester, the Academic Research Center provides students with an assessment of the learning outcomes of EMI courses, covering all courses, undergraduate programs, graduate programs, mandatory courses, and

elective courses. The survey results reveal that students enrolled in EMI courses at this institution rated their "proficiency in English," "absorption of subject content," "understanding of teacher's English expression," and "perceived assistance for future development" higher than those in other courses at the university. Furthermore, the "actual percentage of English-taught classes" is as high as 97%, closely approaching the overall goal of 100%.

### Future Prospects:

EMI is not just a trend in current teaching methods but a core strategy to absorb and contemplate professional knowledge in English. Effective EMI teaching involves providing additional English learning support, encouraging students to speak English, and ensuring that the learning experience is not compromised. CTM offers comprehensive EMI training courses for teachers to enhance teaching effectiveness. The goal is to cultivate students who, through English learning, critical thinking, and effective communication, can solve problems and possess strong English language skills. CTM aspires to contribute to NTHU students' success on the international stage.



## Enhancing Your Career Potential: Tips for Optimizing Your Resume

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Resumes play a crucial role in the professional world, often serving as the first impression one makes in the workplace. So, how can you accumulate an impressive resume during your university years? In late October, Professor Hsieh Ying-Che Hsieh, who holds various positions such as professor at the Institute of Technology Management, director of IMBA, executive director of TSE, and sustainability director of the College of Technology Management, provided comprehensive advice in his lecture titled "From Classroom to Workplace: How to Utilize School Resources for Career Development."

Professor Hsieh, with his extensive roles, suggested focusing on academic achievements such as academic awards and campus accolades. He specifically recommended dedicating time to excel academically for a semester, as improved grades can add an academic award to your resume, showcasing your academic prowess. Even if you don't achieve a full sweep (four consecutive years of academic awards), Professor Hsieh believes that winning awards multiple times is sufficient to enrich the depth of your resume.





For students interested in international exchange programs, academic strength is equally vital. Professor Hsieh reminded students that grades are crucial for building a strong resume when applying for overseas exchange programs. Generally, applicants with a GPA exceeding 3.8 have a higher chance of being accepted by foreign universities. Therefore, if you aspire to study abroad, investing effort in your academic pursuits is essential.

The College's exchange program offers students a variety of destination choices beyond the typical European and American countries, including Japan and Korea. Professor Hsieh suggested that students consider factors such as language, culture, climate, and the curriculum of the host institution. By evaluating these aspects, students can choose a school that best fits their needs and expectations.

During the exchange period, Professor Hsieh emphasized the importance of exploring the academic environment and experiencing local life. In the later part of the lecture, a senior student shared practical tips, such as bringing extra lower-body clothing when going to European or American countries due to differences in body shapes. Experiencing cultural differences and life abroad adds another dimension to the exchange period.



Professor Hsieh also stressed the significance of making one's resume stand out. He encouraged students to think creatively about their summer activities and avoid common experiences. Instead of planning to participate in the department's summer camp and becoming a camp officer, which many might do, he suggested considering how to plan a unique holiday experience that adds value to the resume.

Furthermore, Professor Hsieh advised students to participate in extracurricular internships to gain practical experience, providing a clearer understanding of industry dynamics and relationships. This not only enhances your awareness of the industry but also increases the chances of making your resume stand out.

If you want to create an impressive resume during your university years, it requires careful consideration. Balancing academic performance with participation in various activities and internships outside the classroom enriches your experience and broadens your perspective. The College of Technology Management offers a rich selection of choices for exchange students; therefore, make informed decisions based on public information to create a vibrant university life starting now!

# Dual Degree

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The welcoming event for the 112th academic year at the College of Technology Management (referred to as CTM) of National Tsing Hua University concluded last month, attracting numerous students from the College, especially the freshmen who just started their journey in mid-September. The event was a captivating experience for all attendees!

The lecture, led by professors Hung-Hua Pan, Ying-Che Hsieh, and Wan-Chien Chiu, presented engaging content focused on utilizing school resources. The talk aimed to help the audience navigate from campus life to entering the workforce, enhancing their personal university

resumes, and sharing information about exchange programs and dual degree opportunities. The content was rich and diverse, with a perfect conclusion provided by a senior student sharing her experience studying abroad.

Particularly noteworthy was the segment on exchange programs and dual degrees presented by Professor Wan-Chien Chiu, which captured the interest of many attending students. Professor Chiu first introduced the Office of International Affairs (OIA) of the College of Technology Management. Established in 2009, OIA is responsible for promoting international affairs within the College, facilitating international cooperation, academic





exchanges, and actively signing cooperation agreements with foreign academic institutions. They also handle matters related to international business school accreditations such as AACSB and EQUIS.

Using resources commonly utilized by National Tsing Hua University students, the opportunities for going abroad include three categories: "Overseas Sister School Exchange," "Mainland China, Hong Kong, and Macau Sister School Exchange," and "Cross-Strait Summer Academic Exchange." As for applying for dual degrees, there are three degree classifications: "Overseas Sister School," "Mainland China, Hong Kong, and Macau Sister School," and "School-level Contract - International Exchange and Dual Degree." These classifications involve signing different cooperation project contracts with different schools and departments. There are variations in application requirements, including identity and grade restrictions, so it is recommended that students interested in specific schools or departments check

the OIA official website in advance for planning and application. The website for the Office of International Affairs is: <https://oia.ctm.nthu.edu.tw/>

"Opportunity favors the prepared mind." To distinguish yourself during your university journey, carve out a unique path, and create special memories, preparation and planning are essential. Be patient, step by step, utilize the rich resources provided by the College of Technology Management and the university, and add vibrant colors to your university life!



# CTM

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## E-Newsletter

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