

①出國報告（出國類別：其他-出席會議）

②

參加「新加坡 AACSB 認證研討會」

③

服務機關：管理學院

姓名職稱：翁頌舜院長、林鳳儀副院長、鄭昶怡專案助理

派赴國家：新加坡

出國期間：100/05/22-100/05/26

報告日期：100/08/03

## 摘要

本次研討會為 AACSB(The Association to Advance Collegiate Schools of Business) 亞太辦公室所舉辦，參加目的在於能進一步了解相關認證程序，並與該機構及其會員互動交流。本院派員翁頌舜院長、林鳳儀副院長與鄭昶怡，出席新加坡 AACSB 認證研討會。今年 5 月底在新加坡舉辦兩場研討會，分別為 AACSB Business Accreditation Seminar(5/22-5/23)和 AACSB Asia Pacific Regional Conference(5/24-5/25)，前者由鄭昶怡參加，後者由翁頌舜院長與林鳳儀副院長參加。

參加此研討會最大的收穫，在於了解 AACSB 認證程序與注意事項，拜會 AACSB 認證亞太副總裁及國際上各校院長、參與工作坊和學者專家交流討論、進行本校之招生宣傳與介紹。參與本次研討會之人士，其服務學校有已獲得認證者，也有正在申請認證者。本次研討會內容包括演講（演講者為美國、澳洲、台灣已獲得 AACSB 認證大學之院長，對 AACSB 認證有極為豐富的經驗）、小組討論與腦力激盪等各種不同的活動。與會人士相互學習觀摩，經由討論來交換意見，對正在申請認證的本院，有極大的助益。本報告中包括去新加坡參加研討會的目的過程和感想，並且附上這次研討會當中的照片數張，最後是這次參加研討會的心得及建議。

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本文：

## 新加坡 AACSB 認證研討會工作報告

報告人：

鄭昶怡

管理學院

IMBA 專班助理

### 壹、目的

國際商管學院促進協會 AACSB 認證(The Association to Advance Collegiate Schools of Business)是世界級的商管學院認證，亦是國內數所優秀學校管理學院努力的目標。本院未來之發展亦定位朝此方向規劃，此對管院未來之國際化及吸引外國籍學生就讀具有很大幫助。

本次研討會為 AACSB 所舉辦，參加目的在於能進一步了解相關認證程序，並與該機構及其會員互動交流。本院派員翁頌舜院長、林鳳儀副院長與鄭昶怡，出席新加坡 AACSB 認證研討會，與來自各國的商學院和管理學院之院長和學者們進行認證心得交流。

以下為參加 AACSB 認證研討會的工作報告內容。

### 貳、過程 - 認證研討會期間工作說明

今年 5 月底在新加坡舉辦兩場研討會，分別為 AACSB Business Accreditation Seminar(5/22-5/23)和 AACSB Asia Pacific Regional Conference(5/24-5/25)，前者由鄭昶怡參加，後者由翁頌舜院長與林鳳儀副院長參加。參與研討會的過程中，我們更加了解 AACSB 認證審核程序與注意事項，參與工作坊和學者專家交流討論，並且於休息時間拜會 AACSB 認證亞太副總裁及國際上各校院長，進行本校之招生宣傳與介紹。參與本次研討會之人士，其服務學校有已獲得認證者，也有正在申請認證者。

本次研討會內容包括演講、小組討論與腦力激盪等各種不同的活動。演講者為美國、澳洲、台灣已獲得 AACSB 認證大學之院長，對 AACSB 認證有極為豐富的經驗。與會人士相互學習觀摩，經由討論來交換意見，對正在申請認證的本院大有助益。

工作時程，如表一說明：

表一 工作時程表

日期	行程	說明
5/21(Sat)	抵達新加坡機場 Chang I International Airport	鄭昶怡下午下榻新加坡的飯店
5/22(Sun)	AACSB Business Accreditation Seminar 認證研討會- Day 1	鄭昶怡上午 7:45 至下午 18:30 參加 AACSB 認證研討會（研討會第一天），詳見附錄一
5/23(Mon)	AACSB Business Accreditation Seminar 認證研討會- Day 2	鄭昶怡上午 7:45 至下午 16:00 參加 AACSB 認證研討會（研討會第二天），詳見附錄一。翁頌舜院長與林鳳儀副院長中午下榻新加坡的飯店。
5/24(Tue)	AACSB Asia Pacific Regional Conference 認證研討會 - Day 1	翁頌舜院長與林鳳儀副院長上午 8:00 至下午 18:00 參加 AACSB 認證研討會（研討會第一天），詳見附錄二
5/25(Wed)	AACSB Asia Pacific Regional Conference 認證研討會 - Day 2	翁頌舜院長與林鳳儀副院長上午 8:00 至下午 16:30 參加 AACSB 認證研討會（研討會第二天），詳見附錄二
5/26(Thu)	搭機返台	

活動花序剪影：



↑翁頌舜院長、林鳳儀副院長於 AACSB 會議會場合影



↑鄭昶怡與輔大李天行院長、外國學者合影



↑翁頌舜院長、林鳳儀副院長於 AACSB 會議會場合影



↑鄭昶怡與 AACSB 亞太副總裁、外國學者合影



↑林鳳儀副院長、鄭昶怡於 AACSB 會議會場合影



↑林鳳儀副院長於 AACSB 報到處拍照





↑翁頌舜院長、林鳳儀副院長與輔仁大學管理學院副院長於 AACSB 會議會場合影



↑林鳳儀副院長、鄭昶怡、中華大學院長、政大認證辦公室畢小姐於 AACSB 會議會場合影

## 參、心得

升此次研討會最大的收穫，在於了解他校如何進行 AACSB 認證相關事宜。本院申請 AACSB 認證，需全院各系所、上下同仁的全力配合，不斷在教學和研究的質與量追求進步。鑑於 AACSB 是始於美國的商管學院認證機構，所有的文件皆須翻譯成英文，程序複雜通常需要 5 年時間，期間還有外國顧問來學校訪視，對院內系所、師資、學生學習成效等做全面性的檢視，並訂定一套完善的評估機制，切實執行。獲得認證後，亦需繼續努力，以持續提昇學生學習成效。認證工作是一長期性的投資，對於本校管院發展、招生、國際知名度將會大有助益。

## 肆、建議事項

申請 AACSB 認證，為耗時且耗力的過程，並且需要大量資金支持。在時間及經費允許之下，應積極參與在國外舉辦之會議及研討會，除了從演講和工作坊討論得到關於認證的第一手消息，還可以接觸更多國外學校院長，經交流所建立的關係，也將有助於本校國際化之發展。

推動 AACSB 認證的目的為提昇教學與學習效益，需要管院各級教授不斷提昇研究成效的質與量，還需要明定本院目標使命、各系所的學習目標等英語文件，還要著重教師素質與師生比重的重要議題。因此，如何在產能早已滿載的情況下，付出更多在學習追蹤學生的學期成效上，考驗眾人的智慧。建議學校以實質的支持，多鼓勵各系教師代表參加 AACSB 研討會，以深入了解認證準備工作，由心接受，以增進推動的力量。

附錄：

附錄一

**AACSB International  
Business Accreditation Seminar**  
**AGENDA – Day One**  
Raffles City Convention Centre  
Singapore

Sunday, 22 May 2011	
7:45 - 17:00	<b>Registration/Information</b>
8:30 - 9:15	<b>Plenary I: Welcome, Purpose of Accreditation and Maintenance of Accreditation, and Introductions</b> <ul style="list-style-type: none"><li>• Eileen Peacock, Senior Vice President and Chief Officer Asia, AACSB International</li><li>• Michael T.S. Lee, Professor and Dean, College of Management, Fu Jen Catholic University, Taipei, Taiwan</li></ul>
9:15 - 10:15	<b>Session #1: Strategic Management Standards</b> <ul style="list-style-type: none"><li>• Standard 1: Mission Statement</li><li>• Standard 2: Mission Appropriateness</li><li>• Standard 3: Student Mission</li></ul>
10:15 - 10:45	<b>Refreshment Break</b>
10:45 - 12:00	<b>Session #2: Strategic Management Standards, cont.</b> <ul style="list-style-type: none"><li>• Standard 4: Continuous Improvement Objectives</li><li>• Standard 5: Financial Strategies</li></ul> <b>Participant Standards – Student and Faculty</b> <ul style="list-style-type: none"><li>• Standard 6: Student Admission</li><li>• Standard 7: Student Retention</li><li>• Standard 8: Staff Sufficiency – Student Support</li></ul>
12:00 - 13:00	<b>Lunch</b>
13:00 - 15:00	<b>Session #3: Participant Standards–Student and Faculty, cont.</b> <ul style="list-style-type: none"><li>• Standard 9: Faculty Sufficiency</li></ul>
15:00 - 15:30	<b>Refreshment Break</b>
15:30 - 17:00	<b>Session #4: Participant Standards–Student and Faculty, cont.</b> <ul style="list-style-type: none"><li>• Standard 10: Faculty Qualifications</li><li>• Standard 11: Faculty Management and Support</li></ul>
17:30- 18:30	<b>Reception</b>

**AACSB International  
Business Accreditation Seminar**

**AGENDA – Day Two**

Raffles City Convention Centre  
Singapore

<b>Monday, 23 May 2011</b>	
7:45 - 16:00	<b>Registration/Information</b>
8:30 – 10:00	<b>Session #5: Participant Standards – Student and Faculty, cont.</b> <ul style="list-style-type: none"> <li>• Standard 12: Aggregate Faculty Educational Responsibility</li> <li>• Standard 13: Individual Faculty Educational Responsibility</li> <li>• Standard 14: Student Educational Responsibility</li> </ul> <b>Assurance of Learning Standards</b> <ul style="list-style-type: none"> <li>• Standard 15: Management of Curricula</li> </ul>
10:00 - 10:30	<b>Refreshment Break</b>
10:30 - 12:00	<b>Session #6: Assurance of Learning Standards, cont.</b> <ul style="list-style-type: none"> <li>• Standard 16: Undergraduate Learning Goals</li> <li>• Standard 18: Master’s Level General Management Learning Goals</li> <li>• Standard 19: Specialized Master’s Degree Learning Goals</li> <li>• Standard 21: Doctoral Learning Goals</li> </ul>
12:00 - 13:00	<b>Lunch</b>
13:00 – 14:30	<b>Session #7: Assurance of Learning Standards, cont.</b> <ul style="list-style-type: none"> <li>• Standard 17: Undergraduate Educational Level</li> <li>• Standard 20: Master’s Educational Level</li> <li>• Assurance of Learning Standards Application</li> </ul>
14:30 – 15:00	<b>Refreshment Break</b>
15:00 – 16:00	<b>Session #8: From the Application to the Maintenance Process</b> Process for Initial Accreditation and Accreditation Maintenance Preparing for and Having a Successful Accreditation or Maintenance Visit
16:00	<b>End of Seminar</b>

## **Seminar Learning Objectives**

Seminar participants will develop a deeper understanding of:

- The accreditation standards;
- The processes leading to initial and maintenance of accreditation;
- The importance of continuous quality improvement for management education;

Seminar participants will also:

- Develop relationships with other deans, administrators, and faculty, many who could serve as important resources for initial accreditation or maintenance of accreditation;
- Have an opportunity for self-reflection and evaluation relative to one's own school.

## **Seminar Pedagogy**

- Pre-seminar review items will be used in the seminar.
- All seminar power point slides are included in your notebook.
- Ancillary accreditation materials are included in your notebook.
- The status of accreditation will be reviewed with each school attending the seminar.
- All notebook materials will be reviewed.

**SESSIONS-AT-A-GLANCE**  
Asia Pacific Regional Conference • 23-25 May, 2011 • Singapore

<b>MONDAY, 23 MAY</b>		
4:00 p.m.–6:30 p.m.	Registration/Information	Atrium Ballroom Foyer
4:30 p.m.–5:30 p.m.	Bonus Session: Value of AACSB Accreditation	Lovell Hullet Room
5:30 p.m.–6:30 p.m.	Welcome Reception	Atrium Ballroom Foyer
<b>TUESDAY, 24 MAY</b>		
8:00 a.m.–5:30 p.m.	Registration/Information	Stamford Foyer
8:00 a.m.–9:00 a.m.	Welcome Refreshments	Stamford Foyer
8:00 a.m.–8:50 a.m.	Bonus Session: AACSB Accreditation Q&A	Peacock Hullet Room
9:00 a.m.–10:30 a.m.	Plenary I: Globalization of Management Education	De Meyer, LeClair Stamford Ballroom—Sophia
10:30 a.m.–11:00 a.m.	Refreshment Break & Networking	Stamford Foyer
<b>11:00 a.m.–12:30 p.m.</b>		
<b>Concurrent Sessions</b>		
<b>Building Global Business Leaders</b>		
(A1) Designing and Implementing Global Curricula and Pedagogy Yeung	Advancing Management Education Quality in Asia Pacific	Business Schools on an Innovation Mission
(A2) Case Studies on the Successful Journey to AACSB Accreditation Cheosakul, Lu, Whitwell	(A3) Innovations in Programs and Curricula Carlin, B. Lee, Salleh	
Moor Room	(Morrison Room)	Hullet Room
12:30 p.m.–2:00 p.m.	Luncheon & Plenary II: Pursuit of Quality in Management Education in a Globalizing World, Asia Pacific's Role M. Lee, Lu, Thomas, Yeo	Stamford Ballroom—Sophia
<b>2:15 p.m.–3:45 p.m.</b>		
<b>Concurrent Sessions</b>		
<b>Building Global Business Leaders</b>		
(B1) Forming High Impact Collaborations: Case Studies for Promoting Management Education in a Global Context Chen, Ghosh, Park	Advancing Management Education Quality in Asia Pacific	
(B2) Developing Effective Assurance of Learning Goals, Measures and Processes Cheung, Mabin		
Morrison Room	Hullet Room	
5:00 p.m.–6:00 p.m.	Evening Reception	Stamford Ballroom—Olivia

**SESSIONS-AT-A-GLANCE**  
**Asia Pacific Regional Conference • 23-25 May, 2011 • Singapore**

<b>WEDNESDAY, 25 MAY</b>		
8:00 a.m.–1:30 p.m.	Registration/Information	Stamford Foyer
8:00 a.m.–9:00 a.m.	Welcome Refreshments	Stamford Foyer
8:00 a.m.–8:50 a.m.	Bonus Session: Making the Most Out of AACSB's Online Resources Lovell	Hullet Room
9:00 a.m.–10:30 a.m.	Plenary III: The AACSB Blue Ribbon Committee on Accreditation Quality: Focus on Asia Pacific Fernandes, Peacock, Rangnekar, Williams	Stamford Ballroom—Sophia
10:30 a.m.–11:00 a.m.	Refreshment Break and Networking	Stamford Foyer
11:00 a.m.–12:30 p.m.	<b>Concurrent Sessions</b>	
	Building Global Business Leaders	Advancing Management Education Quality in Asia Pacific
(C1) Research in the Asia Pacific - Challenging the Status Quo Chan, Thomas		(C2) Sustainability and PRME Price
<i>Morrison Room</i>		<i>Hullet Room</i>
12:30 p.m.–1:30 p.m.	Networking Buffet Luncheon	Stamford Ballroom—Sophia
<b>PROGRAM CONCLUDES</b>		