

出國報告書

(出國類別：其他-國際研討會暨參訪)

EQUIS 歐洲認證會議 暨 參訪南澳大學

服務機關：國立台灣科技大學管理學院

姓名職稱：陳正綱院長

樂斌副院長

歐陽超教授

謝大元經理

派赴國家：泰國、澳洲

出國期間：2014/11/24-2014/11/28

報告日期：2014/12/8

摘要

本校繼成功獲得「AACSB 國際商管協會認證」之後，擬再申請「EQUIS 歐洲管理聯盟認證」。藉由參與本次會議，瞭解 EQUIS 認證精神與流程，同時，向已獲得 EQUIS 認證與正在申請中的學校經驗交流。EQUIS 會議結束後，緊接拜訪澳洲阿德雷德的姊妹校南澳大學(University of South Australia)，進行學術交流及認證經驗分享。

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壹、目的

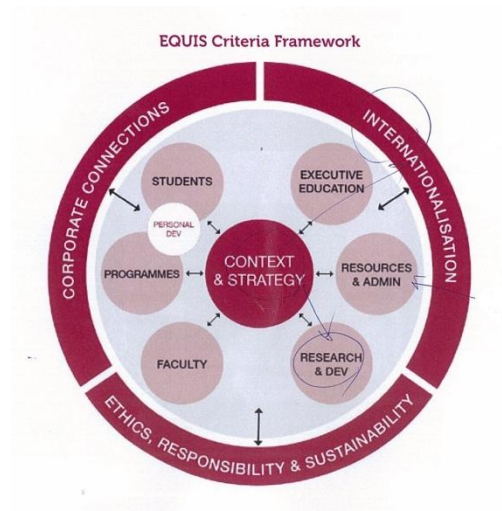
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- 二、藉由參與本次會議，瞭解 EQUIS 認證精神與流程。
- 三、藉此向已獲得 EQUIS 認證與正在申請中的學校經驗交流。
- 四、EQUIS 會議結束後，緊接拜訪澳洲阿德雷德的姊妹校南澳大學(University of South Australia)，進行學術交流及認證經驗分享。

貳、過程

EQUIS 認證研討會

歐洲 European Foundation for Management Development，簡稱 EFMD，是歐洲最大的商管學院聯盟組織，類同於美國的 AACSB 國際商管協會聯盟。EFMD 目前有超過 800 個會員，其中 600 個會員為商管學院等教育機構。EFMD 同時核發多項認證，如針對商學類碩士博士學程的 EPAS 認證，全球有 82 個學程獲得此認證；以及認證整個商學院的 EQUIS 認證，全球有 147 間學校獲得。

EQUIS 全名為「EFMD Quality Improvement System」，中文可解釋為「歐洲品質促進系統」，強調「企業關係/連結」、「國際化」、及「倫理責任與永續發展」等三大主軸，並與校內的師資、學生、研究、課程規劃、行政資源等做連結，如下方圖示。



本場研討會由認證品質部門執行長 Michael Osbaldeston 與副執行長 Christain Delporte 共同主講。此外，主辦學校泰國 Thammasat 商學院院長 Siriluck Rotchanakitumnual 也分享該校獲得 EQUIS 的心路歷程，聽了之後深感 EQUIS 得來不易。當天會議結束後，由商學院學生帶領現場所有來賓參觀校園，介紹建築物與學校歷史發展，進行一趟文化洗禮。

參訪南澳大學商學院

創立於 1856 年的南澳大學(University of South Australia)是南澳州最大的大學，學生人數共計 30,000 名，其中國際學生人數約近 8,000 名。南澳大學橫跨 5 個校區，開設約 300 種不同的課程，同時也是南澳省內與產業界維持良好互動最主要的研究大學。研究中心享譽國際，其教學及社區服務的品質在澳洲也一樣深受肯定。南澳大學一向致力於提供創新以及相關教育課程，以培養未來專業人才為目標。南澳大學傑出成就包括：南澳大學商學院是全南澳省唯一一所受 EQUIS 正式認證的商學院、南澳大學 MBA 課程被評鑑為五星級課程，澳洲過去五年來僅有三所大學的 MBA 課程獲得此認證，南澳大學有幸成為其中一所。

本次訪問，先與亞洲商業中心主任朱迎教授見面，商討未來可能合作機會。朱教授研究背景為比較經濟研究，特別關注大陸、台灣、日本、越南等四個地方的經濟發展與趨勢，同時也負責整合商學院的跨領域研究計畫，未來兩院可以分

別舉行研討會議，互相交流資訊。

接著與南澳商學院院長 Marie Wilson 教授及認證經理 Jade O'Donohue 小姐進行 EQUIS 認證經驗分享與交流，同時也將本院 AACSB 認證經驗一併做分享，收穫良多。南澳大學是澳洲第一間獲得 EQUIS 認證的商學院，已經認證過三回合了，可謂經驗豐富、慷慨解囊，傳授不少秘笈與注意事項，對於本院申請之路注入不少希望，由衷感激他們無私相授。

參、心得

- 一、本院如果能獲得歐洲的認證機構核發的認證，對於本院與歐洲學校，不論是既有的關係或新的姊妹校的進一步交流合作，必定能有所幫助，更上一層樓。
- 二、歐洲是高等教育發源地，商管教育完善，本院可以更頻繁積極參與各項歐洲非營利組織的學術機構舉辦的活動，加強交流。
- 三、南澳大學商學院是南澳區域最好的商學院，MBA 學程在澳洲全國排名第四，對於 EQUIS 認證流程毫不陌生，也願意傾囊相授、無私分享，是值得深耕交流的好學校。
- 四、本院目前已經在申請當 EFMD 會員。

肆、 建議事項

- 一、本院雖然已經有申請 AACSB 認證的經驗，但畢竟 EQUIS 認證還是一項陌生的課題。兩像認證標準經過比對後，EQUIS 特別著重全面的國際化，包括師資來源、受教育經驗、學生原來、課程內容、課程規劃等；以及學校與企業的關係，除了合作開課外，還有校外實習、產學合作、校友經營等，並特別強調品質與過程。以上種種，都是本院在此項認證中，應該要特別加強的課題。
- 二、取得 EQUIS 認證並非一步登天，所需的資源，包括經費來源與人力及校方的支持等，需要穩定而且長遠規劃。
- 三、台灣目前只有政大擁有雙國際認證的商管學院，在本院國內與國外知名度與聲譽提升，以及國際交流與合作、海外招生等業務，皆有正面助益。

伍、 附錄

一、 EQUIS 研討會會議議程與主講者介紹



The banner features the EFMD Global Network logo on the left, the EFMD EQUIS and EPAS Accredited logos in the center, and the Thammasat Business School logo on the right. The text reads: "2014 EQUIS and EPAS Accreditation Seminar", "25 - 26 November 2014", "Hosted by THAMMASAT BUSINESS SCHOOL", and "BANGKOK, THAILAND". A photograph of the Wat Arun temple in Bangkok is also included.

EQUIS ACCREDITATION SEMINAR
25 November 2014

Speakers:
Professor Michael Osbaldeston, Director, Quality Services, EFMD
Professor Christian Delporte, Associate Director, Quality Services and Director, Business School Services, EFMD

Guest Speaker:
Prof. Siriluck Rotchanakitumnuai Ph.D., Dean, Thammasat Business School

Tuesday, 25th November 2014

08:30 – 08:45	Registration/Coffee
08:45 – 09:00	Welcome and Introductions
09:00 – 10:00	The nature of EQUIS and its benefits for schools going through the accreditation process Introduction to the EQUIS Process
10:00 – 10:15	Coffee Break
10:15 – 11:45	EQUIS Standards and Criteria (I) Key issues and their interpretation by the Peer Review Teams and the EQUIS Awarding Body
11:45 – 12:45	EQUIS Standards and Criteria (II)
12:45 – 13:45	Lunch
13:45 – 14:45	EQUIS Process key stages: Process Manual, Application, Eligibility, Self-Assessment Report, Peer Review Visit
14:45 – 15:00	Coffee Break
15:00 – 15:30	The EQUIS Process as lived by a School – Thammasat Business School, Bangkok, Thailand
15:30 – 16:15	Introduction to EPAS and a new service of EFMD: Deans Across Frontiers (EDAF)
16:15 – 16:45	Open Forum: Q&A on EQUIS

Ample time will be available during these interactive sessions for participants to raise issues of particular concern to them.

17:00 – 19:00 **Campus Tour and Boat Trip**



Professor Christian Delporte
Associate Director, Quality Services, EFMD

Christian Delporte is currently working as an Associate Director of the Quality Services Department and as Director of Business School Services at EFMD. Before joining EFMD, Christian Delporte was Rector of FUCAM (Facultés Universitaires Catholiques de Mons) and Dean of the Louvain School of Management of UCL (Université Catholique de Louvain) in Belgium.

He was professor of Operations Management at Louvain School of Management and visiting professor in the USA, France, Poland, Russia, Latvia and the Mauritius Islands.

He has been member of several Business School Boards and is a former member of the EFMD Board of Trustees. He looks back on more than 25 EQUIS/EPAS peer review visits.

He holds a Business Engineering degree and a graduate degree in Actuarial Sciences from UCL, as well as an MBA and a PhD in Operations Management from Cornell University.



Professor Michael Osbaldeston
Director, Quality Services, EFMD

Michael Osbaldeston was Director of Cranfield School of Management, Cranfield University, from January 2003 to April 2009, providing strategic leadership for the School's academic, professional and administrative staff.

During 2000-02 Michael was Head of Global Learning in the HR Corporate Centre of Shell International. He provided functional leadership to Shell's learning and education professional community worldwide, concerned with technical and skills training, change management and transformation learning, and management and leadership development.

During 1990-99, Michael was Chief Executive of Ashridge Business School, with responsibility for the strategic development of its management research, executive education and organisation consulting services. Michael first joined Ashridge as a researcher and worked on a wide range of projects in the chemical, construction and motor industries. On transferring to the teaching faculty, he concentrated his education and consultancy interests in human resource management. In 1985, he was appointed Director of Studies, a role which he combined with Deputy Principal, before becoming the Dean in 1988 and CEO in 2000.

Michael retired from the Deanship of Cranfield in April 2009 and was appointed an Emeritus Professor of Cranfield University. He is a Past Chairman of the Association of Business Schools (UK), a Non-Executive Director of the University of Stellenbosch Business School - Executive Education Ltd, (South Africa) and was previously a Vice President of the European Foundation for Management Development (Belgium). More recently, he has been appointed as a Vice President of Ashridge Business School (UK), a Governor of the Royal Agricultural College (UK), International Development Advisor at SKEMA Business School (France) (formed by the recent merger of Ceram and ESC Lille) and Director of the Quality Services team of EFMD (Belgium).

Michael was awarded an OBE, for services to national and international higher education, in the Queen's Birthday Honours List in 2008.



Professor Dr. Siriluck Rotchanakitumnui
Thammasat Business School

Professor Dr. Siriluck Rotchanakitumnui earned her Ph.D. from Asian Institute of Technology (AIT) and her MBA from University of Texas at Austin. She has been the Dean at Thammasat Business School since 2013.

She also served as Vice Rector for Academic Affairs at Thammasat University, Associate Dean for Graduate Studies, Associate Dean for Research and Associate Dean for Planning at Thammasat Business School.

Also, she has published numerous research papers in both international and national journals. Her other accomplishments includes, Distinguished Professor of Thammasat University, President Executive Board Members of the International Conference on Electronic Business and Chair of the Eleventh International Conference on Electronic Business.

二、南澳大學行程表



University of
South Australia

Program for National Taiwan University of Science and Technology, School of Management

<p>Date of Visit: 27 November 2014</p> <p>Delegates:</p> <ol style="list-style-type: none"> 1. Dr. Cheng-Kang CHEN, Dean, School of Management, 2. Dr. Pin LUARN, Associate Dean, School of Management 3. Diane Hsieh, Accreditation Manager, School of Management

Arrive 26 November at 4:15pm at Adelaide Airport. Hughes Chauffeur Limousine pick-up confirmation number 89545252

Hotel: Oaks Embassy Hotel, 96 North Terrace, Adelaide

Date: Monday 19 May 2014			
Time	Activity	UniSA Staff/Contacts	Location
8:50am-9:00am	Walk to UniSA City West Campus	Joanne Kelly to meet you	Lobby, Oaks Embassy Hotel, 96 North Terrace
9:00am – 9:30am	Meet with Prof Ying Zhu, Director, Australian Centre for Asian Business (ACAB)	Prof Ying Zhu, Director: Australian Centre for Asian Business	City West Campus, Way Lee Building, WL5-46 PVC Meeting Room
9:30am-10:30am	Meeting and EQUIS discussion, data sheet and process	Jade O'Donohue, Executive Officer to the Pro Vice Chancellor and Manager Accreditation. Sarah Surman, Project Officer, EQUIS Accreditation 2013	City West Campus, Way Lee Building, WL5-46 PVC Meeting Room
10:30am -12:00pm	Meeting and presentation on NTUST's accreditation process for AACSB.	Prof Marie Wilson, Pro Vice Chancellor (Business and Law) Jade O'Donohue, Executive Officer to the Pro Vice Chancellor and Manager Accreditation.	City West Campus, Way Lee Building, WL5-46 PVC Meeting Room
12:00pm-12:15pm	Walk to lunch	Prof Marie Wilson, Pro Vice Chancellor (Business and Law)	City West Campus to Waymouth Street
12:15pm	Lunch with UniSA Business School	Prof Marie Wilson, Pro Vice Chancellor (Business and Law) Prof Vicki Waye, Dean: Teaching and Learning, UniSA Business School Stan Astachnowicz, Director: International, UniSA Business	Georges on Waymouth Street 20 Waymouth Street Adelaide

Depart 28 November, 4:30am for airport, Hughes Chauffeur Limousine pick-up confirmation number 89545255

CRICOS provider number 00121B

三、照片



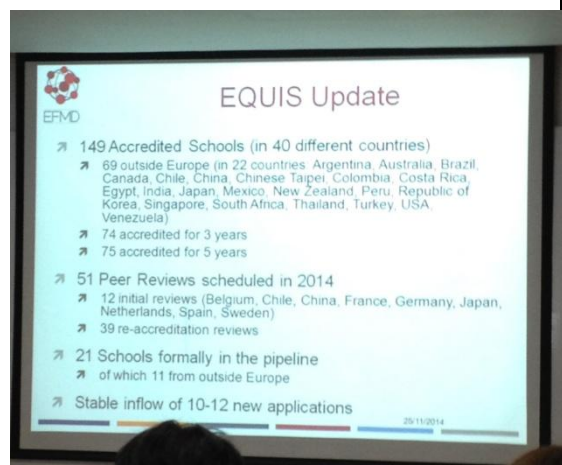
泰國 Thammasat 商學院主辦



EQUIS 是 EFMD 旗下認證之一



EQUIS 會議現場



EQUIS 認證近況數據



與南澳大學商學院進行討論



陳院長與南澳院長 Marie Wilson 合影