

出國報告（出國類別：國際會議）

# 6<sup>th</sup> QS-MAPLE 會議報告及拜訪學校洽 談合作事宜

May 10-12, 2016, United Arab Emirates University (UAEU) Campus, Al Ain

服務機關：國立高雄應用科技大學

姓名職稱：黃世疇教務長

許琬甄助理研究員

派赴國家：阿拉伯聯合大公國

出國期間：2016.5.10-2016.5.12

報告日期：2016.5.17

## 摘要

本次第6屆 QS-MAPLE 會議由 QS 機構與阿拉伯聯合大公國大學( **United Arab Emirates University, UAEU** ) 共同辦理。參加的國家與代表數也較往年增加，是各大學間國際交流的主要平台之一。大會期間除聆聽演講、尋找與本校具同質性的學校商談合作協議的可能性之外，也可觀摩其他大學在教育上的新思維與創舉，以及新的行銷手法。本校係由教務長黃世疇與教學發展中心助理研究員許琬甄代表參加。與會目的在於提高 KUAS 國際能見度，同時了解 QS 的排名機制與他校策略作法及經驗。本校除了在 Day2-SESSION5.1 發表論文( 題目: **Quality Assurance in Taiwan's Higher Education** )，說明臺灣高等教育的國際化現況等相關議題之外，亦蒐集演講資訊並結識各校代表。

關鍵詞：阿拉伯聯合大公國大學、國立高雄應用科技大學、QS-MAPLE。

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## 一、目的

本次第6屆 QS-MAPLE 會議由 QS 機構與阿拉伯聯合大公國大學( United Arab Emirates University, UAEU ) 共同辦理。與會目的有二：

- (一) 提升 KUAS 的國際聲譽，增進與世界各國大學代表的交流機會。
- (二) 因應高等教育國際化趨勢，透過論文發表提出臺灣高等教育的國際化現況，以及 KUAS 對國際學生輔導的特色作法與成效。

## 二、過程

- (一) 參與人員：教務長黃世疇與教學發展中心助理研究員許琬甄。
- (二) 時程：6<sup>th</sup> QS-MAPLE 於 2016.5.10-2016.5-12 舉辦。

<b>Day 1 – Tuesday, May 10, 2016</b>	
09:00	Shuttle Buses departs from Official Hotels Al Ain Rotana / Hilton Al Ain / Ayla Hotel
09:30 – 16:00	Pre-event Registration and Badge Collection Exhibitor Booth Setup
09:30 – 10:00	MORNING COFFEE BREAK
10:00 – 12:00	QS Rankings Masterclass
12:15 –13:45	LUNCH BREAK
12:15	Shuttle Buses depart to Official Hotels Al Ain Rotana / Hilton Al Ain / Ayla Hotel
18:15-21:00	Welcome Gala Dinner @ Hilton Al Ain
<b>Day 2 - Wednesday, May 11, 2016</b>	
08:00 – 17:00	Opening Plenary
09:00 – 09:10	Opening Remarks
09:10 – 09:20	Welcome Address by Organizer
09:20 – 09:30	Welcome Address by Organizing Partner
09:30 –11:00	Keynote Address
11:00 – 12:00	QS Squared Debate
12:00 – 13:30	Lunch
13:30 – 17:30	PLENARY SESSION
17:30	END OF DAY 2

Day 3 - Thursday, May 12, 2016	
09:00 – 09:30	Morning Plenary
09:30 – 10:30	QS Squared Debate
10:30 – 11:00	MORNING COFFEE BREAK
11:00 –12:30	PLENARY SESSION
12:30 –14:00	CLOSING LUNCH
14:00 –18:00	End of Conference

### (三) 參訪過程

#### 1.與會情形

QS-MAPLE 會議交流形式多元，參與者主要包含各校代表(delegate)、攤展代表(booth)與發表者(presenter)，各國與會情形說明如下：

##### (1)各國代表與會情形

本次會議來自 30 個國家，共 124 名與會者共襄盛舉。其中以主辦之地主國阿拉伯聯合大公國參與人數最多，其中有來自台灣的五所大學包含 China Medical University、National Chengchi University、National Kaohsiung University of Applied Sciences、Taipei Medical University、University of Taipei，共六名與會者參與，顯見世界各國對世界大學排名的投入。

##### (2)攤展情形

共 31 個機構單位設攤，台灣參加攤展的學校僅「台北醫藥大學」1 所。

##### (3)發表者情形

來自 22 個國家代表參與論文發表，交流各校辦學經驗。台灣參與論文發表的學校代表，除了本校之外，另有「政治大學」。講題囊括五大主題，包含 Measuring Student Success in Higher Education、Designing, Defining and Assessing the Co-Curriculum、Innovative Student Learning Projects and Strategies、Integrating Research with Student Learning、Developing and Managing International Strategy。本校發表主題為 Quality Assurance in Taiwan's Higher Education，說明臺灣高等教育的國際化現況，以及 KUAS 對國際學生輔導的特色作法與成效，時間在 Day2 13:30-15:00-SESSION5.1(Developing and Managing International Strategy)進行發表。

#### 2.交流與論文發表

此次參與 QS-MAPLE 會議，走訪 31 個學校機構攤位，介紹本校特色與辦學現況，並積極請各校於 peer review survey of academic 中推薦本校。在討論中，許多大學代表提出大學辦學的目標是要幫助產業升級、提升學生就業競爭力及如何維持大學本身的優勢。例如：美國 National Institute for Learning Outcomes Assessment 副執行長 Natasha Jankowski 提及學校如何有效蒐集影響學生學習成效的資料，找出關鍵的影響因素，並回饋於教學中，達到適性化學習的效果是一大挑戰，這對國內目前推展的校務研究深具意義。University of Bahrain 校長 Reyad

Y. Hamzah 提到大學辦學目的如何與時俱進，且兼顧多元的價值需求（例如：學生、家長、教師、學校、國家、全球）？打造國際化大學品牌具有重要性，但促進學術專業領域發展，以創造知識經濟價值更是大學經營的基礎。

本校論文發表主題為 Quality Assurance in Taiwan's Higher Education，說明說明臺灣高等教育的國際化現況，以及 KUAS 對國際學生輔導的特色作法與成效，並介紹學習門診設計理念與成功案例。吸引與會者目光，與會者提問臺灣高等教育國際化招生對象為何以東南亞為主要市場？如何因應個別化需求提供國際學生適性化的輔導？並於會後交流聯繫方式，以進一步後續交流。

	
<p>此次活動主席 Dr Kevin Downing 開幕</p>	<p>與香港理工大學交流</p>
	
<p>與 2014 年 QS-APPLE 主辦學校台北醫學大學 請益與交流</p>	<p>與 University Kebangsaan Malaysia 請益與交流</p>
	
<p>本校參與論文發表及與會者提問</p>	<p>與 QS Asia 執行長 Mandy Mok 請益排名策略</p>

### 三、心得及建議事項

#### (一)心得

此次與會蒐集了許多國際大學的學校簡介，例如：可增加學生實習以及校友企業或夥伴企業網絡資訊，強調本校與企業間的緊密連結。此外，呈現歷年或未來的國際合作與交流的全球版圖，可以展現學校追求國際聲譽的企圖心，吸引大學聯繫合作。值得一提的是與 QS Asia 執行長 Mandy Mok 請益擠進世界大學排名的策略，她提醒學校持續支持並投入世界大學排名，以及提升學術同儕調查對排名名次具有關鍵影響力，多方經營才能逐步嶄露頭角。

#### (二)建議事項

1. 亞洲大學與中國醫藥大學將辦理 2017 年 13th QS-APPLE，本校可以規劃相關國際交流活動，藉此於會議中進行宣傳，以吸引更多國外學校參與。
2. 多校聯合合作已然成為趨勢(例如：Colombo Plan, G8, G30 等)，可以參考並擬定策略聯盟對象與方向。
3. 針對 KUAS 辦學特色(例如：太陽能車隊)設計文宣和影片，參與 QS 廣告設計比賽。
4. 持續加強和姊妹校的學術研究合作，積極發表論文。
5. 線上課程也是未來正式課程規劃趨勢之一，可提供學生來自世界各地特色課程，以促進跨領域與跨場域學習。

# 附錄

簡報資料：Quality Assurance in Taiwan's Higher Education

國立高雄應用科技大學  
National Kaohsiung University of Applied Sciences

Quality assurance in Taiwan's higher education:  
Strategies to provide guidance services  
for international students:

*Shyh-Chour Huang*  
Professor and Provost

*Wan-Chen Hsu*  
Assistant Researcher

May 11, 2016

The Leader in Application and Innovation

高雄 Kaohsiung, Taiwan (高雄市)

*Kaohsiung is a beautiful and modern metropolis located in southern Taiwan. It is the second-largest city on the island.*

國立高雄應用科技大學  
National Kaohsiung University of Applied Sciences

First part: About KUAS

**The Leader in Application and Innovation**

The first 200000th anniversary country in Southeast Asia and in Taiwan 1999  
The first University of Technological Applied Sciences with 1000 employees for 100th anniversary in 2000  
Taiwan is the national leader with outstanding performance since 2002  
The 10th Service International Program Management established in 2008  
The only 100% international students in Taiwan (2011)  
The first 1000th anniversary activity center for internationally mobile students 2010

**Key Areas of Research and Development**

- Smart education and education with 5G
- Green and smart city and smart home
- Smart energy and smart city
- Multi-level international education and smart commerce and culture
- Smart manufacturing and smart working
- Smart and service and other emerging industries

**National Kaohsiung University of Applied Sciences**  
Kaohsiung, Kaohsiung City, Taiwan, ROC, Republic of China, 81301, Taiwan, R.O.C.  
Kaohsiung, Kaohsiung City, Taiwan, ROC, Republic of China, 81301, Taiwan, R.O.C.  
Kaohsiung, Kaohsiung City, Taiwan, ROC, Republic of China, 81301, Taiwan, R.O.C.

in Taiwan

Population density of Kaohsiung: 941 people/km<sup>2</sup>  
Climate: Tropical monsoon climate

國立高雄應用科技大學  
National Kaohsiung University of Applied Sciences

Japan  
Taiwan  
Philippines  
United Arab Emirates  
Australia  
Africa  
Europe  
Asia  
North America  
Caribbean  
South America  
Central America  
Antarctica

Chien-Kung Campus

**National Kaohsiung University of Applied Sciences (KUAS) is located in the downtown area.**

Yancho Campus

國立高雄應用科技大學  
National Kaohsiung University of Applied Sciences

## KUAS

- Founded in 1963, KUAS was originally known as the Provincial Kaohsiung Institute of Technology, with the aim to educate technical professionals to meet the demands of national economic development.



1963 Provincial Kaohsiung Institute of Technology

1979 National Kaohsiung Institute of Technology

1997 National Kaohsiung Institute of Technology

2000 National Kaohsiung University of Applied Sciences

國立高雄應用科技大學  
National Kaohsiung University of Applied Sciences

## KUAS TODAY

- KUAS is the best science and technology university in southern Taiwan. It is home to more than 11,800 students from all over the nation and the world.
- Over 20% of courses are delivered in English with plans for increases every year.
- Approximately 3% of students are international students, mostly from Vietnam.



文化 All in One  
有志一同 掌控情四海  
2015/6/07

國立高雄應用科技大學  
National Kaohsiung University of Applied Sciences

## Four Colleges

- College of Engineering
- College of Electrical Engineering and Computer Science
- College of Management
- College of Humanities and Social Sciences

The only university with a Department of Mould and Die Engineering (est. 1970) in Taiwan



18 undergraduate programs  
19 master's programs  
9 PhD programs

國立高雄應用科技大學  
National Kaohsiung University of Applied Sciences

## Collaborative effort between international scholars and students

Nobel Prize in Chemistry, 1986

127 Fellow The American Geographical Institute Fellow

1000 Fellow

International Faculty



Yuan-Tsah Lee Chang-Hong Yang Jyh-Hong Chou Darcy Spanish Roman

國立高雄應用科技大學  
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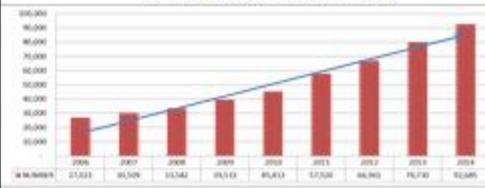
## Second part: An investigation of KUAS international students

國立高雄應用科技大學  
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## Institutions of higher education are in the process of internationalisation

- The number of international students in Taiwan has increased significantly in recent years.
- University counselling centres face the challenge of providing services to an increasingly diverse student population.

Growth of international students in Taiwan



Year	Number of International Students
2006	23,022
2007	26,209
2008	25,742
2009	29,113
2010	35,413
2011	57,324
2012	46,963
2013	76,730
2014	82,485

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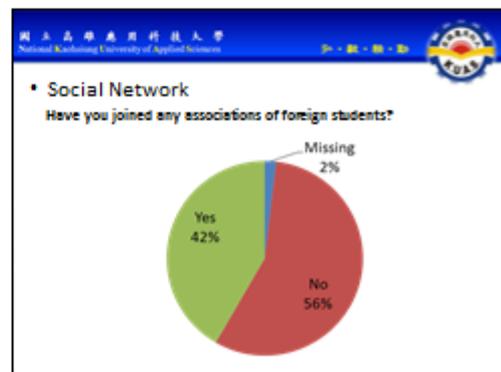
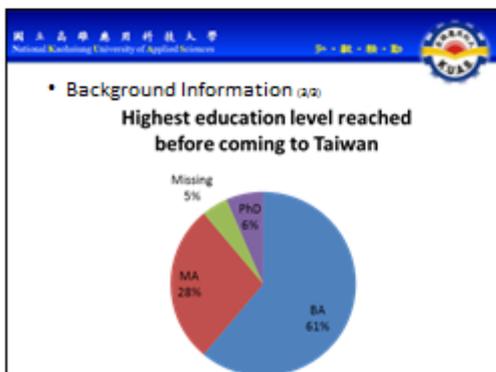
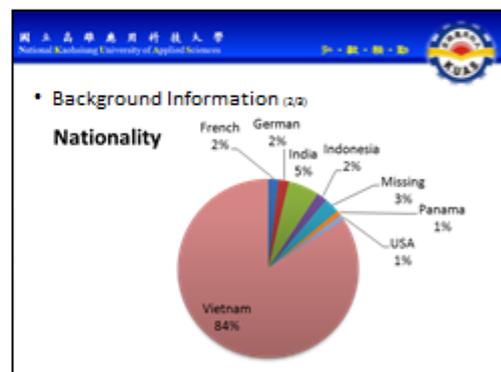
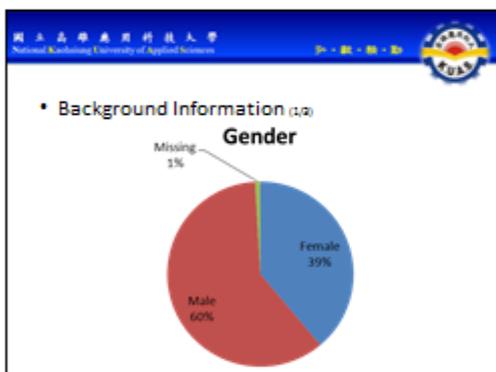
## An Investigation into the Learning Status of International Students

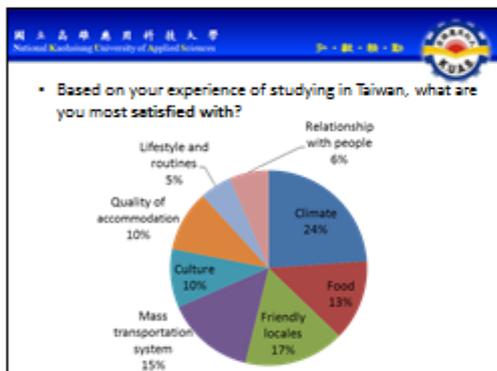
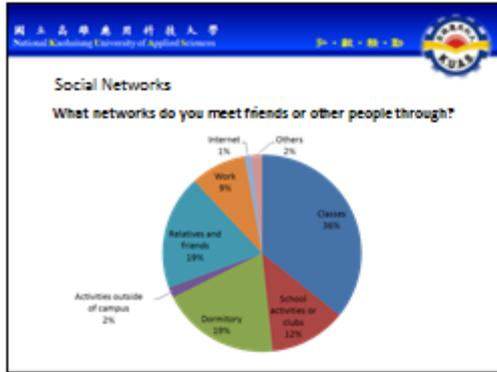
Data collection and participants  
 > National Kaohsiung University of Applied Sciences (KUAS)  
 Data collection: June 2014 to July 2014  
 Participants : A total of 108 international students

國立高雄應用科技大學  
National Kaohsiung University of Applied Sciences

## An Investigation into the Learning Status of International Students

Measure	Items
Background Information	1. Gender 2. Nationality
Social Network	1. Highest level of education reached before coming to Taiwan
The Experience of Study in Taiwan	1. What networks do you most often meet friends or other people through? (You may choose multiple answers.)
	2. Have you joined any associations of foreign students?
	1. Overall, have you ever encountered any learning problems while studying in Taiwan? (You may choose multiple answers.)
	2. Based on your experience of studying in Taiwan, what are you most satisfied with? (You may choose multiple answers.)





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### Findings

- The main social networks for international students: classes (36%), school activities or clubs (12%)
- The main learning problems: communication ability (37%), the way classes are conducted (17%)
- The main items international students are most satisfied with: climate (24%), friendly locales (17%), mass transportation system (15%)

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### Third part: Strategies for promoting learning satisfaction

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### Strategies for providing guidance services

- How do we promote the learning and satisfaction of international students?
- The Learner Outpatient Centre Project  
*Providing individualised counselling services to cope with individual differences*

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**Idea The Learner Outpatient Centre Project**

Imitates medical clinic appointment system (仿效醫院門診預約制度)

仿效醫門診制度 建構學習門診制度

submit questions or problems professional consulting services

data for tracking and analysis

國立高雄應用科技大學  
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**System Functions**

- The Learner Outpatient Centre Project
- Instant online booking (即時線上預約)
- System management counselling archives (系統管理輔導檔案)
- Regular follow-up and feedback (定期追蹤與回饋)

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**Operating Mechanism The Learner Outpatient Centre Project**

2011-2012 Building stage 2012-present Implementation stage Prospects for future sustainable development

高應大首創學習門診

student's need online registration individual consulting file storage and analysis

learning problems, adaptation problems, psychological problems

counseling services, psychological counseling, life guidance, health services

general issues, maturity problems, mood or motivation problems, substance use, or eating disorders

counseling records, analysis and statistics

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**Usage Status (1/2)**

Reservation

預約門診流程 > 01 選擇預約日期 02 選擇預約時間 03 預約成功

Step 1 Select appointment date Step 2 Make an appointment Step 3 Complete reservation

預約日期	預約時間	預約狀態	預約人數	預約費用
2012-11-11	14:00-15:00	預約成功	10	0
2012-11-11	15:00-16:00	預約成功	10	0
2012-11-11	16:00-17:00	預約成功	10	0
2012-11-11	17:00-18:00	預約成功	10	0
2012-11-11	18:00-19:00	預約成功	10	0
2012-11-11	19:00-20:00	預約成功	10	0
2012-11-11	20:00-21:00	預約成功	10	0
2012-11-11	21:00-22:00	預約成功	10	0
2012-11-11	22:00-23:00	預約成功	10	0
2012-11-11	23:00-00:00	預約成功	10	0

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**Usage Status (2/2)**

one-on-one guidance service

massage for stress relief

group guidance services

guidance services for exercises to relieve pressure

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**Promote Learning Outcomes**

- On-time graduation rate increased by 0.51% (2015 compared with 2014)

counseling services enhanced student achievement

on-time graduation rate

Semester	Rate (%)
2013 first semester	85.5
2013 second semester	86.9

Year	Rate (%)
2012	97.42
2013	97.76
2014	98.27

國立高雄應用科技大學  
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**Success Stories**

Concern about students' needs      Assessment and feedback      Comprehensive consulting and guidance services

Use adaptive equipment for disabled students and provide a good learning environment.





Caregivers live in dormitories to take care of students.      Student received the President's Education Award.      KUAS received the 2014 annual Guidance and Counseling Outstanding Performance Award.



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**More about KUAS**

- [Fun Taiwan – Kaohsiung\(1 minute\)](#)
- [The best team of clean energy vehicles in Taiwan-the Solomon Fuel Cell Vehicle Team at KUAS\(40 seconds\)](#)