

出國報告（出國類別：其他-出席會議）

AACSB Assurance of Learning Seminar 會議報告書

服務機關：國立高雄第一科技大學財金學院

姓名職稱：周建新 教授兼副院長

洪敏三 助理教授

派赴國家：中國

出國期間：106/6/27~106/6/30

報告日期：106/7/25

摘要

這次參加了 AACSB (The Association to Advance Collegiate Schools of Business, 國際高等商管學院認證協會) 在中國北京所舉辦之 2017 年學習品質保證研習會議 (Assurance of Learning Seminar), 主要是針對學習目標 (Learning Goals) 與學習目的 (Learning Objectives) 的設定與評估, 評量指標的設計, 資料收集, 回饋調整及撰寫報告等做一討論與演練, 使與會者能充分瞭解如何達成學習品保。本次研討會特別邀請了兩位資深的學者專家, 中國中山大學管理學院院長王帆 (Fan Wang) 與韓國漢陽大學 (Hanyang University) 教授 Renee Kim, 負責這次研討會議程的講授並帶領與會人士進行分組討論與練習, 另外來自各國參與認證學校的 54 位人士, 按所在桌次分成數組相互學習與意見交流。此會議提供一個瞭解最近 AACSB 認證發展方向的學習場所, 以及學校在準備認證的過程中應注意事項, 更由於與會者中有不少是來自已經通過認證的學校, 透過他們的經驗分享也讓我們對未來 AACSB 完成認證的可能提供幫助。

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一、目的

本次出國的主要目的在參加AACSB於北京所舉辦之Assurance of Learning (AoL)研習會議，AACSB是針對世界各商管學院認證的非營利組織，核心任務在於提高和促進商管高等教育水平。本校財金與管理學院為提升高品質學習與研究環境並加強國際交流，早於2012開始加入AACSB會員，每年都會派員參加AACSB所舉辦的各項會議參與討論學習，藉以瞭解認證的標準與如何隨時改進，積極準備希望能早日完成此國際認證。

而參加此次AACSB會議希望能得到的學習成果有：

1. 獲得AoL過程中所有步驟的應用知識
2. 認識根據AACSB認證標準下的AoL要求
3. 對於學習目標與學習目的的制定及評量指標的設計之瞭解
4. 制定策略，使學院系所，教職員工能參與AoL過程

二、過程

會議於中國北京中國大飯店舉行，本校財金學院周副院長偕同報告人於前一天晚上飛抵北京，下榻於會議場所附近的京倫飯店。

此會議為期兩天（6/28-6/29），第一天早上 8：30 前就須完成報到，隨後入座，並按所在桌次分成數組進行，藉由此方式，方便與同桌其他學校與會人士互相討論及學習各校於認證期間之經驗。8：30 會議正式開始，兩位主持人（簡介見附錄一），中國中山大學管理學院院長王帆（Fan Wang）與韓國漢陽大學（Hanyang University）教授 Renee Kim，開始進行相關議程並帶領分組討論及演練，整個會議過程彙整如下：

第一天

- 07:45-08:30 報到（簽到並領取會議資料）
- 08:30-10:00 介紹整個AoL的流程
- 10:00-10:30 中場休息，茶點供應
- 10:45-12:00 AoL流程實例的詳細回顧（各組提出問題）
- 12:00-13:00 午餐
- 13:00-15:00 學習目標與學習目的實例的詳細回顧
- 14:30-15:00 中場休息，茶點供應
- 15:00-16:30 學習目標與學習目的的制訂的演練
- 16:45-17:30 接待茶會

第二天

- 07:45-08:30 茶點供應
- 08:30-10:00 學習目標與學習目的的概述與回顧

10:00-10:30 中場休息，茶點供應
10:30-12:00 講述評估決策及評量指標，評量指標的設計練習（各組報告）
12:00-13:00 午餐
13:00-14:30 討論AoL程序執行的挑戰，實地訪視相關議題
14:30 會議結束

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三、心得與建議

參加本次 AACSB 會議讓我能清楚體會，如何建立有效的 AoL 過程，透過會議主持人一步一步的帶領貫穿整個 AoL 過程，也讓我對於學習評估，學習目標與學習目的的制定，資料收集及評量指標的設計等都有更進一步的瞭解。首先，學習品保的焦點在於學程，保括大學部，碩士班，博士班等，學程的學習宗旨與學習目標的制定應與辦學的使命相互連結，例如本校的使命在提供高品質學習與研究環境，以學理與產業需求整合為教育目標，培養學生成為能務實致用之經營管理專業人才。在訂定學習目標與學習目的之後，就應設計具體的評量指標與監控回饋調整機制，如此才是完整的 AoL 過程，才能落實學生的學習品質保證。

本校財金與管理學院正在進行 AACSB 的認證過程，不可否認要通過 AACSB 認證，是需要許多人力，時間及經費的投入，了解認證過程中每個階段的重要及所期待事項，對於未來在製定行動計劃時可有效節省學校的時間，金錢及資源，因此學校派員參加 AACSB 各項會議是有其需要性，藉以瞭解通過認證的標準何在。當然推動 AACSB 認證，應該不只是希望名義上的通過，而是透過認證過程及所建立的制度能確切落實學習品質的提升，因此學校應多鼓勵同仁參加類似教學研討會，並派員到已認證的學校實地訪問，汲取寶貴的經驗，盡快完成認證，使學校朝向國際化邁進，與世界高等教育有效接軌。

最後要感謝有這次參與學習的機會，讓我對 AACSB 認證有更進一步的認識，對於日後自身課程教授安排上也能有所依循，進而能分享與同事，為發展共同建立最佳 AoL 過程的應用知識而努力。

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四、附錄

附錄一：主持人介紹



Dr. Renee B. Kim is Professor of International Business at Hanyang University, and Director, Korea Institute of Sustainable Economy (KISE). Previously she had served as Associate Dean of International Relations for School of Business for 7 years from 2007-2013 with an oversight of Assurance of Learning in the Hanyang University Business School (HUBS), and also had been Associate Vice President of International Affairs for 2013-2016 at Hanyang University. She has actively engaged in the fields of global education, sustainability & creative economy, globalization, global marketing. Renee spearheads numerous global student mobility programs at Hanyang University and bridge the gap between student educational talents and Korea's strategic development goal of enhancing its global leadership.

She serves as a board member of various academic associations, also leads 'Korea Institute of Sustainable Economy (KISE) - a research institute, which is funded by Korea National Research Foundation (KNRF), and established to advocate dynamic socio-economic interchange between Korea and its trading partner countries, particularly in Asia-Pacific. She was also a member of the Economic Advisory Council of Korea Development Institute (KDI), a leading think tank in Korea that sets a visionary course for the national agenda.

In terms of academic activities, she has been involved in several international projects that promote dialogue between North America and Asian countries. She was a Monbusho scholar, and led an international project to assess Japan, Korea and Canada's commodity market trade prospects and challenges. She was a member in the East Asian Food Security program, which was initiated by the ASEAN-Japan Comprehensive Economic Partnership Agreement (AJCEP), a consultative organization in AMAF+3 countries.

FAN WANG



Prof. Fan Wang is Dean and Professor of Sun Yat-sen Business School, Sun Yat-sen University, Guangzhou, China. As the Associate Dean from 2008 to 2016, he has led the school to achieve triple-accreditation by AACSB, EQUIS and AMBA. He received his BSc, MSc and PhD in 1998, 2000 and 2002, all from Department of Computer Science and Technology, Tsinghua University.

He worked for IBM Research as a staff research member for Human-Computer Intelligence and then moved to the Department of Industrial Engineering and Logistics Management, the Hong Kong University of Science and Technology before joining Sun Yat-sen Business School in 2006. He is also the Senior Visiting Professor of Grenoble Ecole de Management (France) from 2009 and acted as Visiting Professor of City University of Hong Kong in 2010 and 2011.

Prof. Wang is currently acting as an AACSB Accreditation Mentor for two Asian business schools and was appointed as an Onsite Panel Review Member for AMBA accreditation.

附錄二：出席會議證書



Certifies that
Jian-hsin Chou

has successfully completed the
Assurance of Learning Seminar
Beijing, China
28–29 June 2017

A handwritten signature in dark ink, appearing to read "Santiago Iñiguez de Onzoño".

Santiago Iñiguez de Onzoño
AACSB International

A handwritten signature in dark ink, appearing to read "Tom R. Robinson".

Tom R. Robinson
AACSB International
President and Chief Executive Officer



Certifies that
Mei-San Hung

has successfully completed the
Assurance of Learning Seminar
Beijing, China
28-29 June 2017

A handwritten signature in blue ink, appearing to read "Santiago Iñiguez de Onzoño".

Santiago Iñiguez de Onzoño
AACSB International

A handwritten signature in blue ink, appearing to read "Tom R. Robinson".

Tom R. Robinson
AACSB International
President and Chief Executive Officer

附錄三：會議照片



