



## **Executive Master of Business Administration**

### **Objectives & Features**

#### **Objectives**

The EMBA program modifies traditional guidelines to enhance its applicability and span the distance between industry and academies, hoping to accomplish the following objectives :

- Nurturing high-ranking administrators who are capable of independent thinking and effectively solving problems
- Nurturing industrial elites who combine theories and practice with a global perspective.

**The EMBA program aggressively promote the following features :**

- Emphasizing qualitative analysis
- Scheduling personalized curricula
- Developing a global vision
- Insisting on general education
- Introducing flexible schooling.

## **Training goal**

#### **Objectives**

To train middle and high-level professionals so that they possess practical knowledge of marketing and logistics management

#### **Characteristics**

- Faculty with outstanding academic backgrounds and much teaching experience
- Cooperation projects between the department and small or mid-sized enterprises
- Scholarships for excellent students chosen to join professors' research projects
- Emphasis on practical application of theory through hands-on learning
- Emphasis on academic exchange, especially with mainland China
- Scholarships for students whose graduation theses win national contests and students whose theses are published in related professional journals