

# 東亞研究型大學協會亞洲商管學院合作發展研討會

## 2<sup>nd</sup> Forum of Asian Pacific Business Schools

( Original 2<sup>nd</sup> Workshop for Development and Collaboration of Asian Business Schools )

### 計畫書

會議日期： 2002 年 9 月 26 日至 30 日  
主辦單位： 國立台灣大學  
計畫主持人： 國立台灣大學校長陳維昭教授 (兼任東亞研究型大學協會會長)  
計畫承辦單位： 國立台灣大學管理學院柯承恩院長  
聯絡人： 國立台灣大學管理學院莊正民副院長  
國立台灣大學管理學院院長特別助理呂象新小姐  
電話 2366-0950 分機 27, 傳真 2363-2082

#### 一、會議目的與緣起

東亞研究型大學協會 (Association of East Asian Research Universities, AEARU) 於 1996 年 1 月成立，目前共有 17 個會員學校，分佈於日本、韓國、臺灣、中國大陸及香港 (如附件)。諸多東亞地區各學術領域之跨校性會議，均由該協會主導。各會員學校均持有相似之教育目標與學術成就，尤其著重科技方面之研發。

該協會之宗旨在結合東亞地區具有領導地位之研究型大學，建立彼此具有共同興趣之合作領域，進行資源共享、資訊交流，合辦學術會議、教師及學生之交換，並由各校輪流主辦各類學術活動及聯誼活動。

本校係該協會之理事會成員，校長陳維昭博士並於 2001 年獲選為 2002-2003 年度協會會長。今年 5 月並由本校主辦該協會之第十屆理事會議，同時亦將於同年 9 月由本院主辦亞洲商管學院合作發展研討會。屆時將針對亞洲各會員學校間之高階商業管理教育發展 (EMBA Program) 作為研討會之主軸，進而對課程之規劃與安排、研究計畫之進行及合作、產學界之整合過程作更進一步的研究探討。本研討會之舉辦，為單純之學術性質研討會議，絕對無關任何政治議題。

## 二、預定議程

### **Thu. September 26 Howard International House, Taipei**

*Arrival at Howard International House, Taipei (Check-in)*

18:30~20:30 *Welcome Dinner*

### **Fri. September 27 NTU College of Management**

07:00~08:30 *Breakfast from Hotel*

08:45~09:15 *Registration / Information*

09:15~10:30 **Forum Session 1**

*Development of Executive MBA Programs*

10:30~10:45 *Coffee Break*

10:45~12:00 **Forum Session 2**

*EMBA Curriculum Design and Teaching Methodology*

12:00~13:30 *Luncheon*

13:30~15:00 **Forum Session 3**

*Cross-Border Research Opportunities from EMBA Education*

15:00~15:20 *Coffee Break*

15:20~17:00 **Forum Session 4**

*Interactions of Academia, Business, and Government for EMBA Enhancement*

17:30~20:30 *Dinner*

### **Sat. September 28 NTU College of Management**

07:00~08:30 *Breakfast from Hotel*

09:00~12:00 **Forum Session 5**

*Exploring Regional Alliance Opportunities among Member's Programs*

12:30~13:30 *Luncheon*

*Program Concludes*

14:00~18:00 *City Tour: National Palace Museum (Optional)*

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### **September 26~30 Asian Pacific Business School EMBA Exhibition**

### 三、與會代表名單

預定與會代表包括各會員學校商管學院院長暨其他教授代表。目前暫定出席學校計 20 所，共計人數約為 21 人。另將邀請觀察員若干列席。

### 四、預期效益

透過此次會議，可與日、韓、大陸、香港著名之研究型大學進行直接之經驗分享與意見交流，增進日後與東亞各國長期之學術研究合作關係，提升教學品質與辦學實效。隨著高階管理教育之重要性日益受到國際學術界、產業界之重視此項商管學院合作發展研討會在台大管理學院召開，對於促進高等管理教育國際化實有積極助益，亦可推動兩岸學術方面之良性互動。

<附件>

**AEARU Member List: (依區域順序排列)**

- Fudan University, Mainland China (復旦大學)
- Nanjing University, Mainland China (南京大學)
- Peking University, Mainland China (北京大學)
- Tsinghua University, Beijing, Mainland China (北京清華大學)
- University of Science and Technology of China (USTC), Mainland China (中國科技大學)
- Hong Kong University of Science and Technology (HKUST), Hong Kong (香港科技大學)
- Kyoto University, Japan (京都大學)
- Osaka University, Japan (大阪大學)
- Tohoku University, Japan (東北大學)
- Tokyo Institute of Technology, Japan (東京工業大學)
- University of Tsukuba, Japan (筑波大學)
- University of Tokyo, Japan (東京大學)
- Korea Advanced Institute of Science and Technology (KAIST), Korea (韓國科學技術院)
- Pohang University of Science and Technology (POSTECH), Korea (浦項科技大學)
- Seoul National University (SNU), Korea (漢城大學)
- National Taiwan University, Taiwan, ROC (台灣大學)
- National Tsing Hua University, Hsinchu, Taiwan, ROC (新竹清華大學)



# The 2<sup>nd</sup> Forum of Asian Pacific Business Schools

(Original 2<sup>nd</sup> Workshop for Development and Collaboration of Asian Business Schools)

## “EMBA Education and Regional Alliance in Asian Pacific Area”

*Organized by College of Management of National Taiwan University*

*September 26 ~ 30, 2002*

### ACCOMMODATION & CITY TOUR

Your room(s) will be reserved at the Howard International Hotel, located at the heart of the Taipei's college and cultural area. The rooms are reserved for 3 nights (check-in after 15:00 on Sept. 26<sup>th</sup>; check-out before 12:00 on Sept. 28<sup>th</sup>) under each participant's name. If you would like to make hotel arrangement for any additional stay prior to or after the forum OR if you'd like to bring your spouse with you, please notify us no later than the 10<sup>th</sup> of August, 2002. Please note that the hotel costs for additional stay(s) OR any other extra charge is each participant's responsibility. (Additional room charge per night is NTD1600 for Standard Single and NTD3080 for Semi-Suite, breakfast, service and tax charge included)

For more information concerning the hotel and its facilities, please visit the website: <http://3w.howard-hotels.com> or contact them directly by phone, fax or e-mail:

Tel: (886 2) 8369-1155      Fax: (886 2) 8369-1177

E-mail: [howardih@howard-hotels.com.tw](mailto:howardih@howard-hotels.com.tw)

Here is a questionnaire regarding your hotel room arrangement. Please fill out the form below and return the confirmation by Fax: +886-2-23632082, attention to Ms. Shining Lu, OR Email to [sfapbs@mba.ntu.edu.tw](mailto:sfapbs@mba.ntu.edu.tw) to your NTU contact person before **August 10<sup>th</sup>, 2002**.

DATE	Yes I'd like to make additional room arrangement	No no additional room arrangement is needed
9/25 Wed.		
9/26 Thurs.	<b>Accommodation provided</b>	
9/27 Fri.		
9/28 Sat.		
9/29 Sun.		
9/30 Mon.		
9/31 Tues.		

For those participants who wish to bring their spouse to this forum, please also fill out the form below and return it with the form above before **August 10<sup>th</sup>, 2002**.

Name of the spouse	Room preference	Room preference
	Semi-suite With <b>2 standard single beds</b>	Semi-suite With <b>1 king-sized bed</b>

**AIRPORT—→HOTEL TRANSPORTATION**

In order for all participants to receive convenient transportation from the airport to the hotel, we would like to ask you all to provide us with your flight information, including the arrival date, time, and flight number, as soon as your flights are arranged.

Name (First name, Last name)	Arrival Date	Arrival Time	Arrival Flight Number

**CITY TOUR—THE NATIONAL PALACE MUSEUM (Optional)**

The optional city tour will be taking the participants to the National Palace Museum, the number one site in Taiwan. It ranks as one of the four best museums in the world, with the largest Chinese artifacts collection. The tour will take place after the program concludes, at 14:00, on Sept. 28<sup>th</sup>, 2002. To indicate your tour interest, please check the appropriate box that is listed below and return your response no later than **August 10<sup>th</sup>, 2002**. For further information about the museum, please visit the official website: <http://www.npm.gov.tw>.

- ☐ **Yes**, I would like to join the city tour on Sept. 28<sup>th</sup>, 2002
- ☐ **No**, I will not be joining the city tour on Sept. 28<sup>th</sup>, 2002

**REMINDER**

- Participants are encouraged to arrive for the Welcome Dinner, which will be held at 18:30 on Sept. 26<sup>th</sup>, 2002.
- Each participant is responsible for your flight arrangements.
- Information concerning this forum is now available on our web site:  
<http://www.mba.ntu.edu.tw/~sfapbs>