

**Appendix A**  
**National Kaohsiung First University of Science and Technology**  
**College of Management/College of Finance and Banking**  
**Strategic Plan**

**Mission Statement**

*By providing a high-quality learning, research and entrepreneurial environment for the engagement with students, faculty, partners, and stakeholders, we cultivate in students management expertise by integrating academic theories and industrial needs with practical prospects and innovation spirits.*

**Vision Statement**

*To become a college having a high-quality learning, research and entrepreneurial environment to engage students and faculty with the industry.*

**Values**

The following values provide members of the College of Management and College of Finance and Banking community with a shared sense of vision and aspiration:

1. ***Integrity***: Concerning moral and ethical behavior of business.
2. ***Teamwork and Communication***: Cultivating international perspectives on cultures, languages as well as developing capability to work and communicate with others
3. ***Expertise and Practice***: Developing knowledge of business theories and problem solving capability with applications to industrial needs
4. ***Innovation and Entrepreneurship***: Nurturing toward innovation and entrepreneurship.

**Strategic Initiatives**

1. Achieve AACSB accreditation.
2. Build financial and infrastructure resources.
3. Enhance collaborations with stakeholders.
4. Others.

| <b>Strategic Initiative: Achieve AACSB accreditation</b>                                                                |                                                                               |                 |                                                         |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-----------------|---------------------------------------------------------|
| <b>Action items or Tasks</b>                                                                                            | <b>Performance Indicators</b>                                                 | <b>Timeline</b> | <b>Responsible Party</b>                                |
| Have faculty and staff become comfortable with the AACSB standards and terminology.                                     | Faculty understand AACSB terms.                                               | Fall, 2015      | Dean Tsai and Dean Lin                                  |
| Develop and adopt a strategic plan.                                                                                     | Plan is adopted.                                                              | Fall, 2014      | Dean Tsai and Dean Lin                                  |
| Create and implement Assurance of Learning plans for each degree program.                                               | Plans for each degree program are confirmed.                                  | Fall, 2014      | Associate Dean Yang                                     |
| Hold AACSB seminars regularly for students                                                                              | Hold at least one AACSB-related seminar for students each semester.           | Ongoing         | Associate Dean Yang and Department Student Associations |
| Hold AACSB seminars regularly for faculty and staff.                                                                    | Hold at least two AACSB-related seminars for faculty and staff each semester. | Ongoing         | Dean Tsai, Dean Lin and Associate Dean Yang             |
| Create a AACSB feature wall with mission, vision, and learning goals                                                    | The AACSB feature wall is created.                                            | Spring, 2016    | Dean Tsai and Dean Lin                                  |
| <b>Strategic Initiative: Build financial and infrastructure resources.</b>                                              |                                                                               |                 |                                                         |
| <b>Action items or Tasks</b>                                                                                            | <b>Performance Indicators</b>                                                 | <b>Timeline</b> | <b>Responsible Party</b>                                |
| Cope with the University's policies to apply for Exemplary University of Science & Technology for the following 2 years | Receive MOE fund.                                                             | Ongoing         | Dean Tsai, Dean Lin ,and Department Heads               |
| Cope with the University's policies to apply for Teaching Excellence Projects                                           | Receive MOE fund.                                                             | Ongoing         | Dean Tsai, Dean Lin ,and Department Heads               |
| Have more Ministry of Science and Technology Projects                                                                   | Increase the number of projects each year.                                    | Ongoing         | Dean Tsai, Dean Lin ,and Department Heads               |
| Improve the University's English website                                                                                | Modify                                                                        | Spring, 2015    | Associate Dean Yang and Department                      |

|                                                                        |                                                                                      |                 |                                             |
|------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------|---------------------------------------------|
|                                                                        |                                                                                      |                 | Heads                                       |
| Establish EMBA program                                                 | Deploy sufficient faculty and resources and have enough students to run the program. | Fall, 2015      | Dean Tsai and EMBA Director                 |
| <b>Strategic Initiative: Enhance collaborations with stakeholders.</b> |                                                                                      |                 |                                             |
| <b>Action items or Tasks</b>                                           | <b>Performance Indicators</b>                                                        | <b>Timeline</b> | <b>Responsible Party</b>                    |
| Have more tandem courses                                               | Increase the number of tandem courses.                                               | Ongoing         | Dean Tsai, Dean Lin ,and Department Heads   |
| Have more industry-academic cooperation projects                       | Increase the number of projects each year.                                           | Ongoing         | Dean Tsai, Dean Lin ,and Department Heads   |
| <b>Strategic Initiative: Others</b>                                    |                                                                                      |                 |                                             |
| <b>Action items or Tasks</b>                                           | <b>Performance Indicators</b>                                                        | <b>Timeline</b> | <b>Responsible Party</b>                    |
| Have more dual programs                                                | Increase the number of dual programs.                                                | Ongoing         | Dean Tsai, Dean Lin ,and Department Heads   |
| Have more exchange students                                            | Increase the number of exchange students.                                            | Ongoing         | Dean Tsai, Dean Lin ,and Department Heads   |
| Develop teaching materials and textbooks for Service Innovation course | Finish developing 14 case studies as teaching materials.                             | Spring, 2015    | Dean Tsai, Dean Lin and Associate Dean Yang |