

**1+1 KSU Master of Science in Data Analytics (MSDA) and NCKU Master of Management Science in Industrial and Information Management (IIM) & Master of Management Science in Information Management (IM)**

**Articulation between KSU College of Business Administration and NCKU College of Management**

NCKU and KSU agree to allow for the transfer of the courses listed in below.

<b>KSU (MSDA)</b>	<b>NCKU Department of Industrial and Information Management (IIM &amp; IM)</b>
CIS 730: Principles of Artificial Intelligence (S)	IM 7115 (R770400): Artificial Intelligence
STAT 730: Multivariate Statistical Model (S)	IIM 7017E (R354600): Multivariate Analysis

**Maximum hours allowed to be transferred=15**

Note:

1. The assessment was undertaken in August 2021.
2. The above 1+1 articulation is correct at time of printing but may be subject to change and should only be used as a guideline.
3. Each course credits equal to 3 credits or hours.

**1+1 KSU Master of Accounting (MAcc) and NCKU MBA in Accounting A (ACC-A), MBA in Accounting B (ACC-B), & MBA in Finance (FIN)**

**Articulation between KSU College of Business Administration and NCKU College of Management**

NCKU and KSU agree to allow for the transfer of the courses listed in below.

<b>KSU (MAcc)</b>	<b>NCKU Department of Accountancy &amp; Graduate Institute of Finance (ACC-A, ACC-B &amp; FIN)</b>
ACCTG 811: Advanced Financial Reporting	ACC 6009E (R150500): Advanced Financial Accounting
ACCTG 832: Advanced Auditing	ACC 6008 (R150300): Advanced Auditing
ACCTG 835: Advanced Management Accounting	ACC 6004E (R112700): Advanced Management Accounting
ACCTG 855: Financial Statement Analysis & Business Valuation	ACC 6014 (R152700): Financial Statement Analysis & Research
ACCTG 845: International Accounting	ACC 6005 (R112900): International Accounting
ACCTG 831: Fraud and Forensics	ACC 6038 (R154300): Forensic Accounting Theory And Practice

**KSU MAcc & NCKU ACC-B: Maximum hours allowed to be transferred=15**

**NCKU ACC-A & NCKU FIN: Maximum hours allowed to be transferred=18**

Note:

1. The assessment was undertaken in August 2021.
2. The above 1+1 articulation is correct at time of printing but may be subject to change and should only be used as a guideline.
3. Each course credits equal to 3 credits or hours.

# **1+1 KSU Master of Business Administration (MBA) and NCKU Master of Business Administration (BA), MBA in International Business (IB), & MBA in International Management (IMBA)**

## **Articulation between KSU College of Business Administration and NCKU College of Management**

NCKU and KSU agree to allow for the transfer of the courses listed in below.

<b>KSU MBA</b>	<b>NCKU Department of Business Administration (BA)</b>	<b>NCKU Institute of International Business (IB)</b>	<b>NCKU Institute of International Management (IMBA)</b>
FINAN 815: Corporate Finance	BA 6015 (R450700): Financial Management		IMBA 7207E (RA73800): Corporate Finance IMBA7200E (RA50100): Financial Management
MANGT 810: Operations & Supply Chain Management	BA 6027 (R45A100): Operational Management		IMBA 7313E (RA62000): Production Operation Management IMBA 7312E (RA60400): E-Business and Supply Chain Management
MANGT 820: Behavioral Management Theory	BA 6016 (R450900): Organizational Behavior	IB 8120 (R670900): Organizational Behavior and Leadership	
MKTG 810: Marketing Concepts and Research	BA 6024 (R450660): Marketing Management	IB 8538 (R660300): Marketing Management	IMBA 7109E (RA60700): Marketing Management
ECON 815: Managerial Economics	BA 7005 (R450200): Managerial Economics		IMBA 7702E (RA61200): Managerial Economics
MANGT 880: Business Strategy	BA 6022 (R452300): Business Policy and Strategy		IMBA 7303E (RA51900): Business Policy and Strategy IMBA 7112E (RA63200): Strategy Management
MANGT 830: Information Technology Strategy and Application			IMBA 7314E (RA62200): Management Information System
ACCTG 810: Foundation of Accounting			IMBA 7700E (RA61000): Managerial Accounting IMBA 7212E (RA76000): Financial Reporting
GENBA 875: MBA International Business Experience			IMBA 7510E (RA63000): International Business Management

**KSU MBA & NCKU IMBA: Maximum hours allowed to be transferred=18**

**NCKU BA & NCKU IB: Maximum hours allowed to be transferred=21**

Note:

1. The assessment was undertaken in August 2021.
2. The above 1+1 articulation is correct at time of printing but may be subject to change and should only be used as a guideline.
3. Each course credits equal to 3 credits or hours.
4. GENBA 890: Business Capstone can be waived with NCKU Master's Theses.



# 留學美國講座: 美國大學概況

Chwen Sheu許淳, Associate Dean  
College of Business, Kansas State University

January 20, 2022

# PRESENTATION OUTLINE

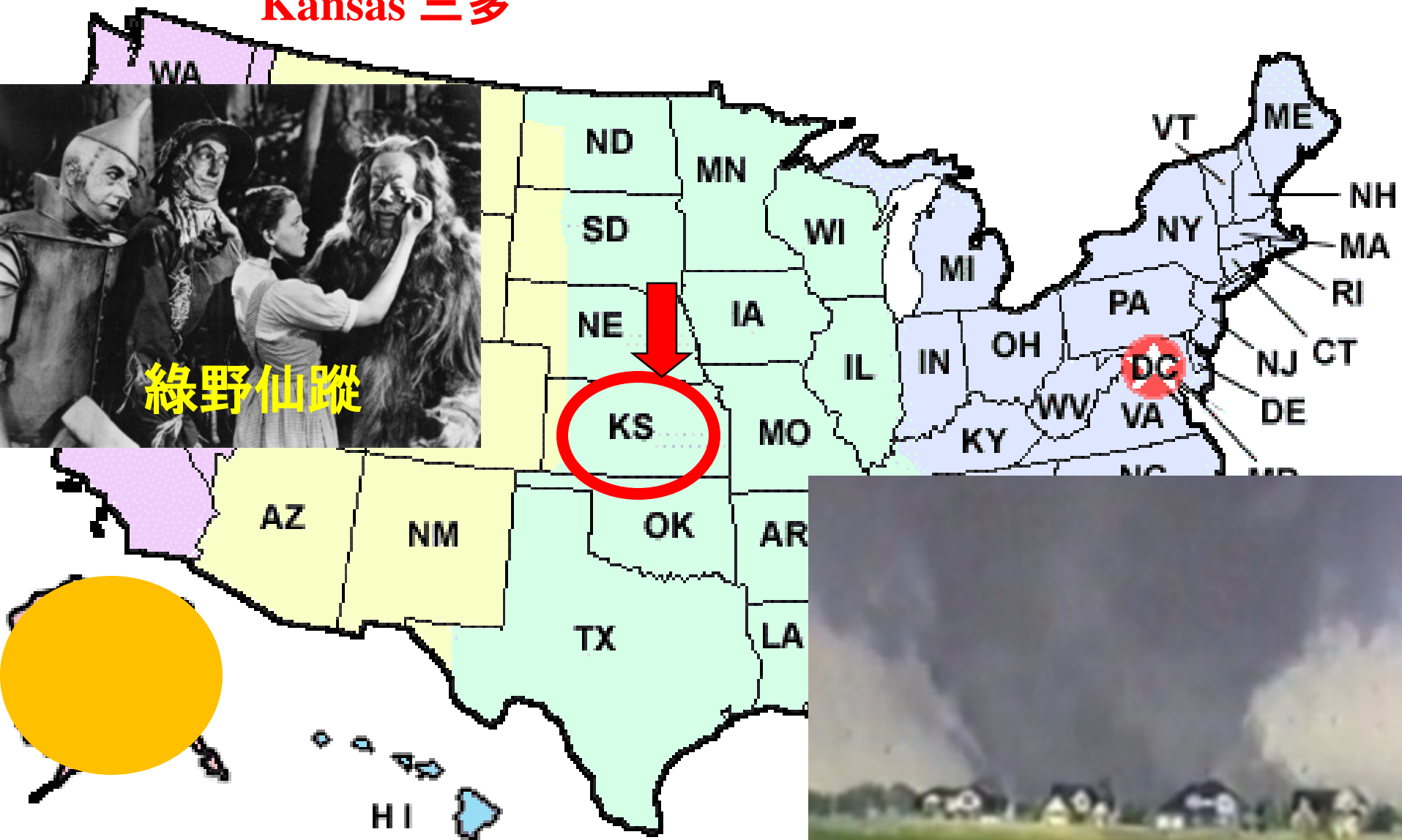
- ❑ **Overview – US Schools, KSU & CBA/商學院**
- ❑ **CBA Grad Programs & Application**
  - **MBA**
  - **MS – Data Analytics**
- ❑ **Q & A**

# ACADEMIC EXPERIENCE

- ❑ BS – Public Finance, NCHU, Taiwan
- ❑ MBA, Iowa State U.
- ❑ OM Instructor, Iowa State U.
- ❑ Ph.D. (OM): The Ohio State U.
- ❑ **Kansas State U. (1990 - )**
  - Boeing Wellibur Faculty Fellow, 2004
  - Paul Edgerley Chair Professor 講座教授, 2005
  - Management Dept Head, 2009-2014
  - Associate Dean, F2015-present

# STATE OF KANSAS

Kansas 三多



# 趣味數字

7

76

40%

1.1 million

\$39 Billion

# 美國學術趣味數字

7

全世界前十名大學有7所在美國

76

全世界前200名大學有76所在美國

40%

全世界諾貝爾得獎40%是美國人

1.1 million

在美國的外國留學生

\$39 Billion

外國學生對美國經濟的貢獻



# Kansas State (K-STATE) University



**158 years of excellence**



# Overview

- ~ 26,000 students from more than 100 countries.
- **BIG12 Conference**

## CAMPUS TOUR

<https://youtu.be/wFvhi0jsO5k>





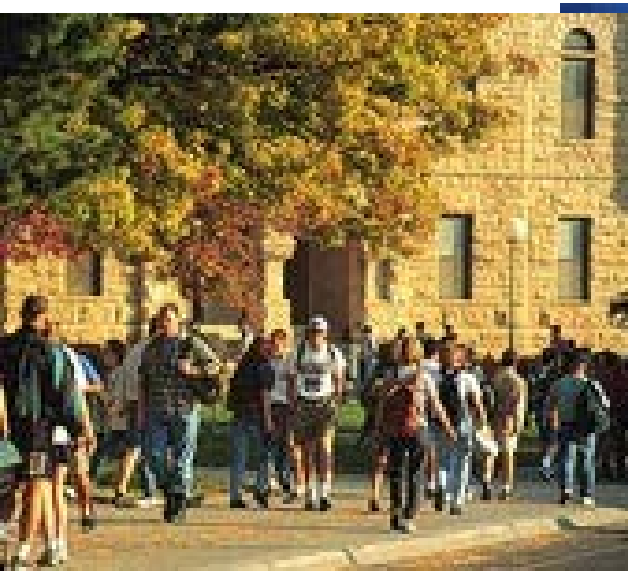
# Rankings

- No. 2 for great campus and community relations)
- No. 5 for student satisfaction
- No. 6 for the happiest students
- No. 7 for best quality of life

(Source: Princeton review)

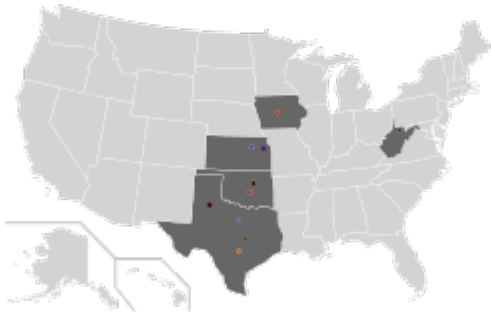
## CAMPUS TOUR

<https://youtu.be/wFvhi0jsO5k>



# 美國大學聯盟 (Conference)

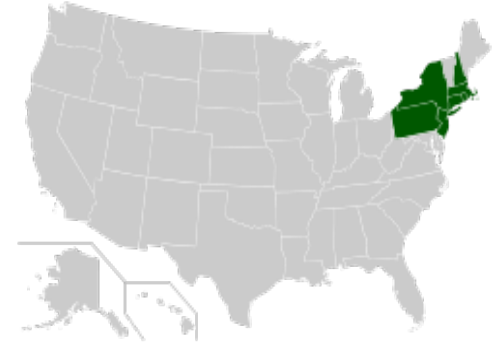
☐ Big 12 



☐ Big Ten



☐ Ivy League



☐ Pac 12



☐ SEC



☐ ACC



# Nickname & Mascot

Wildcats

WHY  
CONFERENCE?



KANSAS STATE  
UNIVERSITY





# College Sports

□ NCAA Football & Basketball

聚宝盆



# QUIZ

大學校長

大學足球教練

大學生起薪

美國總統

年薪

???



\$500,000

\$3,500,000

\$48,000

\$600,000

# QUIZ

大學校長

\$500,000

大學足球教練

\$3,500,000

大學生起薪

\$48,000

美國總統

\$600,000



# 教授 九個月待遇 Faculty Salary

財務教授Fin

數學教授Math

經濟教授Econ

音樂教授Music

???



\$75,000

\$100,000

\$170,000

\$60,000

財務教授Fin

數學教授Math

經濟教授Econ

音樂教授Music

\$75,000

\$100,000

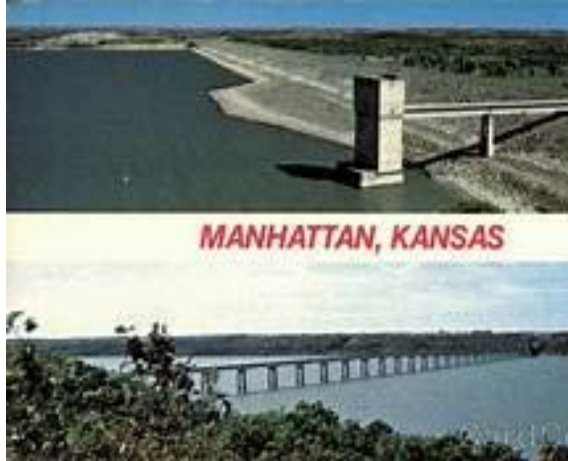
\$170,000

\$60,000

# Manhattan - Great College Town!!!

- Manhattan rated highly in education and in job growth.
- Manhattan is the highest ranked city in Kansas and the Big 12 Conference.

(<http://www.forbes.com/best-places-for-business/list/small/>)





# College of Business Administration (CBA)



**KANSAS STATE**  
College of Business

**TOP 50** Best public undergraduate business school in the United States  
-Bloomberg Businessweek



<https://youtu.be/k35MEvUHyG0>



building comes a new strategy to further  
enhance your educational experience  
this

**97%** JOB  
PLACEMENT  
RATE

**TOP 30**  
BEST  
BUSINESS SCHOOLS  
TO HIRE FROM

# CBA Key Facts



## **CBA Student enrollment:**

2,645 undergraduates, 300 masters students

- 63% Male , 37% Female
- 78% in-state, 22% out-of-state



- **7 Undergrad Majors:** Accounting, MIS, Entrepreneurs Management, Professional Selling, Finance, Supply Chain Management & Marketing
- **4 graduates programs:** (1) on campus MBA, (2) Professional MBA, (3) MS – Data Analytics, (4) MAcc, (5) **MS-Finance**



# CBA Graduate Programs

- Master of Business Administration (36 hrs)
- Professional MBA (Online) (36 hrs)
- MS – Data Analytics (30 hrs)
- Master of Accountancy (30 hrs)

## **K-STATE'S PMBA PROGRAM IS RANKED:**

**TOP 25 IN THE NATION  
1ST IN KANSAS  
1ST IN THE BIG 12  
19TH FOR VETERANS  
20TH AMONG PUBLIC UNIVERSITIES**

**BY US NEWS AND WORLD REPORT**



# WHAT: MBA AT K-STATE

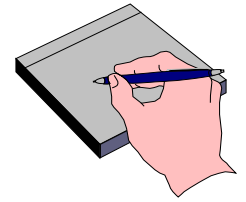
[MBA video \(2.21\)](#)

<https://youtu.be/1Fxd8PjGey4>

- 36 hours
- Scholarships (GPA  $\geq$  3.5) and Assistantships available
- Concentrations in Data Analytics, Finance, International Business, Marketing, Management, and Accounting
- Access to the Graduate Studies Advisory Council: Executives from AT&T, BNSF Railway, AIB, Steel & Pipe Supply, Civic Plus, GTM, ETC Institute, etc.



# MBA Curriculum (36 hrs)



## ❑ The Business Core – 24 hrs

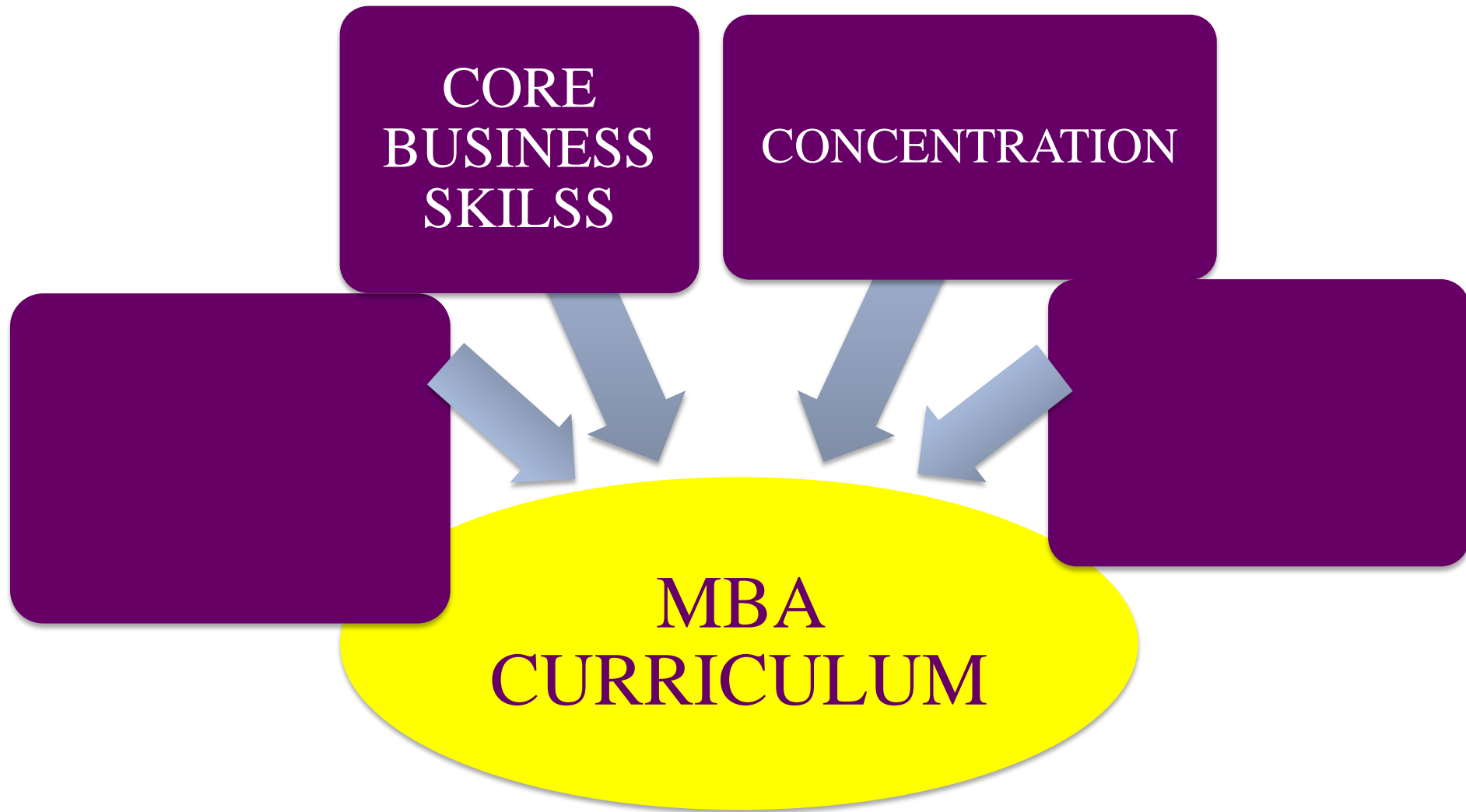
- **ACCTG 810**                      **Foundations of Accounting**
- **FINAN 815**                      **Corporate Finance**
- **MANGT 810**                      **Operations & Supply Chain Management**
- **MANGT 820**                      **Behavioral Management Theory**
- **MKTG 810**                      **Marketing Concepts and Research**
- ECON 815                      Managerial Economics
- MANGT 860                      Managing the Triple Bottom Line Business
- GENBA 880                      Business Strategy

## ❑ Culminating Experience/Capstone – 3 hrs

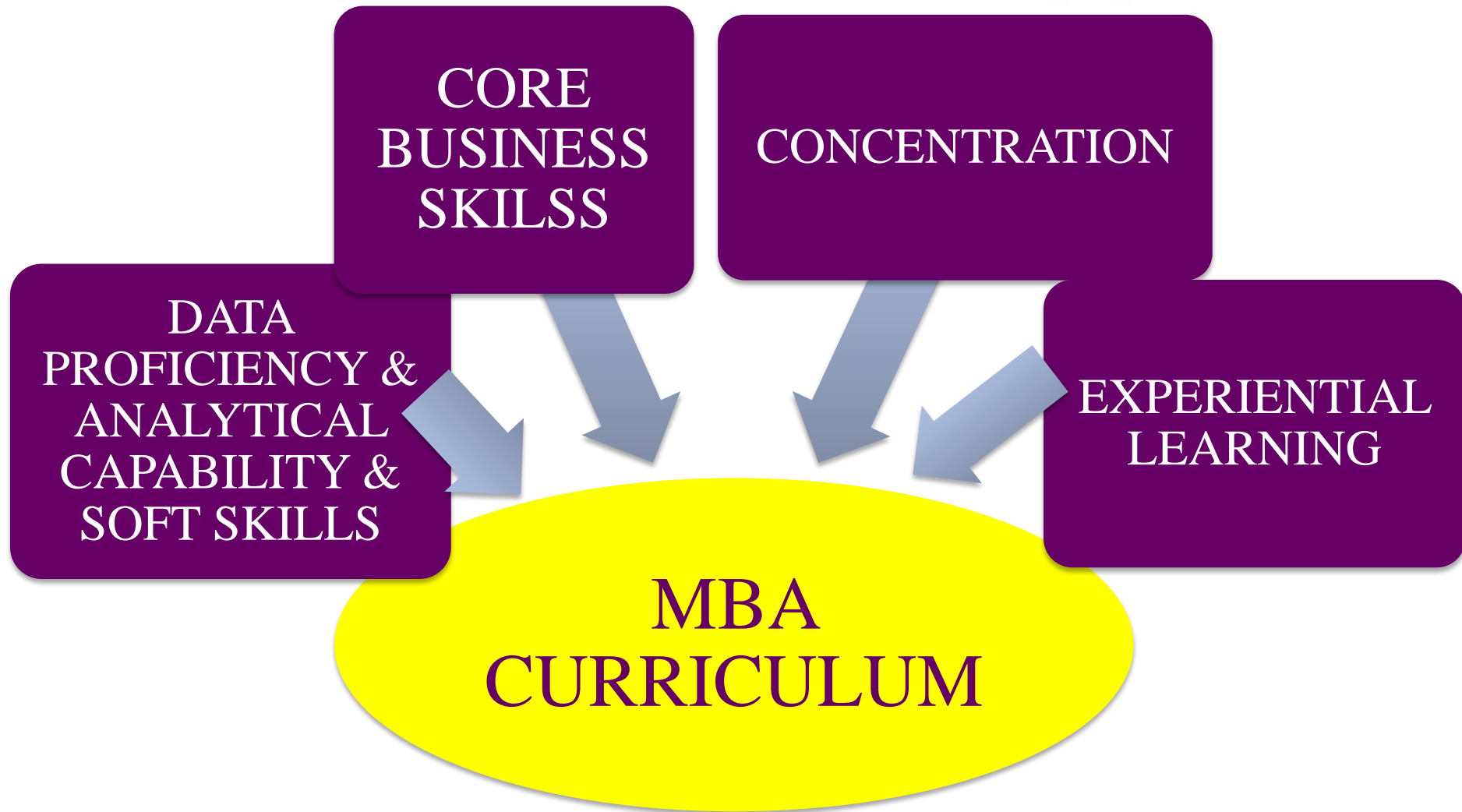
## ❑ Electives/Concentration – 9 hrs



# MBA CURRICULUM



# MBA CURRICULUM



# M.S. - DATA ANALYTICS (DA)

- **STEM Program: 30 hours, or 21 hours with Concurrent BS-BA program**
- **Two tracks: Data Science & Applied Analytics**
- **Partnered with six departments: *Comp. Sci., Econ., Stat., Math, Geog., IMSE***
- **More job opportunities than graduates, 8.6% job growth rate**
- **Undergrad & Grad Certificates also available**



- **Access to the Graduate Studies Advisory Council: Connect with executives from AT&T, BNSF Railway, Steel & Pipe Supply, ETC Institute, Civic Plus, etc.**



# *A Recent Graduate ...*

12/14/2020

Anish Sinha  
1850 Claflin Road Apt 10

Manhat

Blue Cross and Blue Shield of Kansas City (Blue KC)

Dear An

Blue Cr  
Ingram

JOB TITLE: Workday Senior Financial Consultant

We're p  
details c

START DATE: 01/04/2021

JOB TI

COMPENSATION: On an annualized basis, your base salary is \$108,000.00.

REPORT

START DATE: 01/04/2021

COMPENSATION: On an annualized basis, your base salary is \$108,000.00.

# 嘉義大學 & KSU: MBA/MBA + MIS/MSDA雙聯學位

## 2.0 Course Articulations (NCYU\_MIS+ KSU\_MSDA)

NCYU Elective Course (Credit)	KSU Course (Credit)
● 28700078 Programming Techniques for Data Science & Analytics (3 hrs)	● CIS 731 Programming Techniques for Data Science & Analytics (3 hrs)
<ul style="list-style-type: none"> <li>Concurrent Degree Programs (4+1): Economics, Comp Sci, Physics, Chemical Eng</li> <li>Dual Degree Programs (1+1): 嘉義大學, 成功大學</li> </ul>	
● 28700082 Information Technology Strategy and Application (3 hrs)	● MANGT 830 Information Technology Strategy and Application (3hrs)
● 28700070 Practice in Special Topics on Data Science (3 hrs)	● MIS 665 Business Analytics and Data Mining (3 hrs)
● 28700011 Multivariate Analysis (3 hrs)	● STAT 730 Multivariate Statistical Methods (3 hrs)
● 28700046 Information and Network Security (3 hrs)	● CIS 751: Computer and Information Security (3 hrs)

\*Maximum hours allowed to be transferred = 15

# HOW?

## Admission Standards

- Application Deadline
- Application fee waiver (\$65 or \$75) if GPA  $\geq 3.50$
- Minimum GPA of 3.0 in last 60 credit hrs
- GMAT waiver
- International applicants –
  - ✓ TOEFL 550 IELTS 6.5 IBT 79

# ***YES! SCHOLARSHIP***

# International Students Application

## □ Timeline

	Undergraduate	Graduate
Fall ( 8/20 )	5/1	<b>2/1</b> 4/15
Spring ( 1/15 )	10/1	<b>8/1</b> 10/1
Summer ( 6/10 )	3/1	12/1

## □ Cost

- \$ Tuition: ~\$1,080/hr, or \$38,880/program
- \$ Living: ~\$1000/month, or &12,000/yr



## ❑ Value of Study Abroad

- 開闊視野，增廣見聞
- 認識異國文化，培養包容心
- 增進語言能力
- 增加職場自我價值
- 自我學習，修行，成長

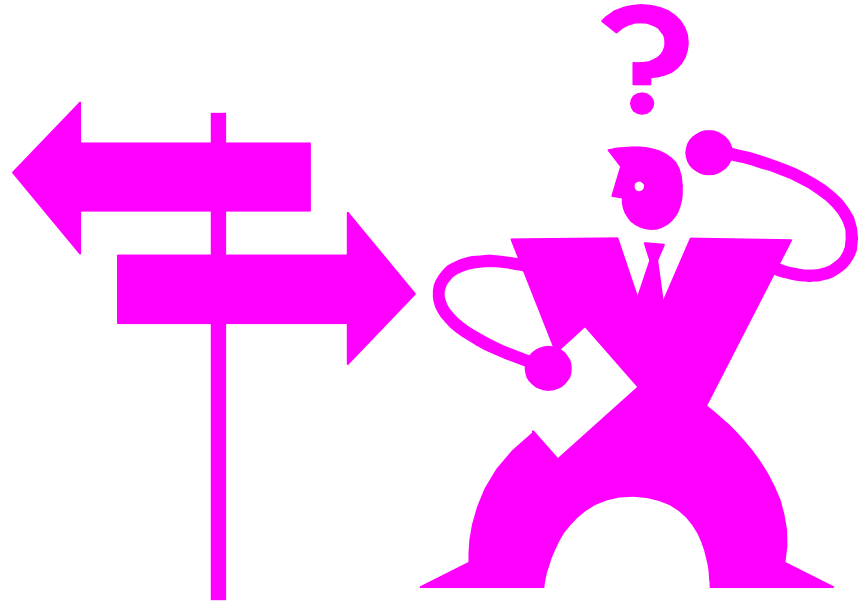
Ref : <http://study-without-borders.com/articles/42>





# Q & A

Chwen Sheu (許淳)  
csheu@ksu.edu



# Thank You!!!

# 嘉義大學 & KSU: MBA/MBA + MIS/MSDA 雙聯學位



<https://fb.watch/2xB42eTLj1/>  
2020 Taiwan Tour



# 出國前：懵懵懂懂的築夢和準備

## □ 中興大學財稅系

- “才睡”四年
- 跆拳道社長，田徑隊，棒球隊



## □ 服役兩年 + 就業1.5 年

- 逐漸萌芽的美國夢 **American Dream**
- 築夢，準備托福 & GMAT
  - ✓ TOEFL=500, GMAT=490

起跑慢

出身低

## Lessons:

- It is okay to be “**出身低**”，“**起跑慢**”！
- 有夢一定要以“鐵般，鋼般，鑽石般”的意志**堅持圓夢**



# 出國後(1)：就學篇

## ❑ MBA, Iowa State University

- 唸書, 打工, 交友
- 助教, 講師



## ❑ Ph.D. The Ohio State University

- 唸書, 助教, 家庭

## Lessons:

- 免驚！一定有人墊底！語言是成敗關鍵！Practice! Practice ! Practice !
- 跨出舒適圈。多學習/認識！**多嘗試/跌倒！** Take initiative!
- 結交美國麻吉close friends 很重要。投其所好！  
**入境隨俗**也必須先知道有哪些“**俗**”。

## 出國後(2)：就業篇



### □ Kansas State University

- 助理教授，副教授，正教授
  - 7個教學獎，十多個研究獎，近300篇論文
- 講座教授 (Endowed Chair Professor)
- 波音公司研究員 Faculty Fellow
- 系主任，副院長

## Lessons:

- 美國月亮不見的比較圓。但是美國夢American Dream provides another excellent choice!
- 美國文化 vs 華人文化
- 化劣勢為優勢

## ❑ Value of Study Abroad

- 開闊視野，增廣見聞
- 認識異國文化，培養包容心
- 增進語言能力
- 增加職場自我價值
- 自我學習，修行，成長

Ref : <http://study-without-borders.com/articles/42>



# PRESENTATION OUTLINE

## □ 出國前 (築夢) , 出國後 (圓夢)

- Lessons 野人獻曝

## □ Overview of KSU & CBA/商學院

## □ CBA Grad Programs & Application

- MBA
- MS – Data Analytics

## Q & A





# GALLUP BUSINESS SURVEY

*(25,683 business leaders surveyed)*

**BY 2021 ...**

- **79%:** college graduates will need to have data analytics skills to be competitive in the job market
- **67%:** will prefer to hire students with data analytics skills
- **59%:** will consider data analytics skills to be as essential as communication skills

**BUT ...**

- Only **23%** of schools will graduate students with necessary analytics skills

30 hours (7 required courses w/ 3 electives)

Core knowledge: Mathematical & statistical foundation, programming, data management & wrangling, data visualization, machine learning, big data analytics, cloud computing, project management, business acumen, communication, and natural language processing

Two tracks: Data Science & Applied Analytics

- Flexibility in choosing a specialized area: Supply chain analytics, Marketing analytics, Financial analytics, Geospatial analytics, ...

Programming Techniques for Data Science &  
Analytics

Big Data Analytics

Business Analytics and Data Mining

Econometrics

Information Technology Strategy and Application

Social Media Analytics and Web Mining

Applied Marketing Analytics

Principles of Artificial Intelligence  
Machine learning and Pattern Recognition  
Information Retrieval and Text Mining  
The Mathematics of Data and Network  
Accounting Analytics  
Financial Modeling  
Supply Chain analytics  
Geocomputation  
Programming for Geographic Analysis  
Advanced Marketing Analytics

...

# Industry Partnership: Grad Studies Advisory Council

## GSAC members (9/10/2018)

- (1) Chris Althoff, Partner, Invoyent
- (2) Andre Biane/Tom Ogle, President & CEO, AIB International
- (3) Pat Caldwell, Consult, Operations Management
- (4) Matt Crocker, President, Steel & Pipe Supply Co
- (5) Brent Depperschmidt, President & Managing Partner, Tallgrass Capital Investments
- (6) Jamshid Ebadi, Senior Manager, Crowe Horwath
- (7) Justin Eck, VP of Operations, Wagner Logistics
- (8) Junbin Shane Feng, Founder, SunField, LLC.
- (9) Kent Glasscock, President, KSU Institute for Commercialization
- (10) Adam Glendening/Jeff Johansen, CFO GTM Sportswear
- (11) Carl Goossen, Chief Marketing Officer, Spray Equipment, Inc.
- (12) Chris Gutierrez, President, KC SmartPort
- (13) Scott Jimison, General Director, BNSF Railway
- (14) Victor Jou, Business owner
- (15) Bret Lanz, Commercialization Manager, Advanced Manufacturing Institute, KSU
- (16) Kirt Leyda, Director Supply Chain Management, Stormont Vail Health
- (17) Benny Lee, CEO, Duracomm
- (18) Mike Leikam, CEO, the Centralized Supply Chain Services



# MSDA Market

- **11.5M jobs in the Data Science/Analytics area by 2026** (U.S. Bureau of Labor Statistics)



<https://www.kdnuggets.com/2018/09/how-many-data-scientists-are-there.html>



# MBA/MSDA Capstone Projects (8 projects in S2020)

Spring 2020	
Firm	Project
1. Textron Aviation	Sales analytics
2. The Elmores	Marketing a new Agri Software: Value
3. Beach Museum	Enhancement of Beach Museum
4. ETC Institute	Job Satisfaction
5. Graduate School, K-State	Institutional Effectiveness:
6. CSCS	Forecasting model with seasonality
7. Veriship	e-Commerce sales fulfillment strategies
8. SPS	SC Analytics: Warehouse operations

Survey Question	Feedback
Q1. Are you pleased with the results of this project? (1=extremely pleased, 5=extremely displeased)	Avg score: 1.13
Q2. Did the students demonstrate professionalism in conducting the project? (1=extremely agree, 5=extremely disagree)	Avg score: 1.13