CHENG SHIU UNIVERSITY

LOCATION:
Taiwan

PROGRAM ENROLLMENT:
800+ students per year

SUCCESS METRICS:

» Helps students meet graduation requirement to earn three certifications

» Internationally-recognized to help students compete in global economy

» First step in path to career in technology

Microsoft Technology Associate Program Helps Cheng Shiu University Students Develop Global Business Skills

Success Story

www.certiport.com/mta

"Our students' confidence is growing thanks to MTA."

Bao Yong Chen
Supervisor
Cheng Shiu University

Microsoft
Technology Associate

Internationally Recognized Credential Implemented with Cooperation of School, Government and Industry

CHALLENGE

Cheng Shiu University (CSU) in Taiwan was founded in 1965 and now hosts 19 academic departments and 12 graduate institutes. CSU seeks to help develop students who are well versed in professional high-tech knowledge and prepared for the global business world.

The Department of Information Management was established in 2002 at CSU, with the main goal to teach the theory and technology of information management in three key areas: electronic enterprise, digital content and applications and information security.

In order to build and reinforce the skills most desired by business, CSU requires students to pass at least three certification exams before graduation, and they prioritize certifications that are recognized internationally. They also invite

business leaders to CSU regularly to increase interaction and to ensure they are teaching students the skills desired by corporations.

The Department of Information Management Supervisor, Bao Yong Chen, says, "Our faculty members focus on how to systemize the

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> **Yvonne Chiu**
> *President*
> *Elite IT*

usage of technology and merge it with corporate management, through practical projects to strengthen students' skills and teamwork. Once they acquire the skills, we encourage them to take certification exams to prove how well they put their knowledge to use."

The Department of Information Management sought to offer students another credential that would prepare them with global business skills.

SOLUTION
The CSU Department of Information Management learned of the Microsoft Technology Associate (MTA) certification program, an entry-level credential from Microsoft that validates fundamental technology knowledge for students seeking to build a career in technology. CSU compared MTA to higher-level Microsoft certifications and decided MTA would be a better place for students to begin before they extended into other fields.

CSU adopted MTA with the cooperation of Elite IT, Certiport's

partner in Taiwan. In order to offer MTA exams, CSU became a Certiport Authorized Testing Center and incorporated MTA content into their syllabus.

"In order to get the program going we had to guide students to earn a professional certification and

take the MTA exams, and we gave scholarship rewards to students who completed the certification," says Supervisor Bao Yong Chen.

CSU co-hosted an MTA certification training camp for teachers and students to increase their understanding and willingness to earn MTA certification. The training camp prepared faculty to guide students through the MTA process and incorporate the content into their classrooms and as a result the program has been very successful.

RESULTS
Each year from 2012 to 2014 more than 800 students earned MTA certification at CSU. In 2015 that number is expected to grow to more than 1300.

"Our students' confidence is growing thanks to MTA," says Supervisor Bao Yong Chen. "The certification allows students to see where they excel and where they should go with their career."

In Taiwan, most IT jobs require some type of certification to prove a candidate's capability. MTA exams offer a good variety to help students learn different technology disciplines.

"MTA allows students to gain professional capabilities before they graduate and assists them in getting jobs," says Yvonne Chiu, President of Elite IT. "They get hands on practical knowledge of topics like networking and web design, and earning certification demonstrates to corporations that students have the technology skills they want."

CSU Information Management Professor Chun-Hsiung Lee is one of the main instructors who helps students earn MTA certification. "As the professional certification exam is updated, it is a good indication of the latest updates in the technology field," he says. "MTA helps students improve themselves and stay current with the latest technology."

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Microsoft
Technology Associate