BRIEF HISTORY

Department of Industrial and Business Management (IBM), the commencement of this department, was established in 1955 for the Taiwan Provincial College of Engineering, the forerunner of the University. The Department started with two divisions in its course design, the industrial management and the corporate business management, for fulfilling varied educational purposes in shaping Taiwan’s economy. In 1956, Taiwan Provincial College of Engineering was expanded into the Taiwan Provincial Cheng Kung University. In the same year, the College of Business was founded, so as that the IBM Department became one of the leading programs under the College. In 1971, the University was further expanded as the National Cheng Kung University. The two divisions of IBM were also expanded independently as the Industrial Management Department and the Business Administration Department in
the following year. An evening undergraduate program was initiated in 1973 to serve the merging industry that expands Taiwan’s economy.

The educational objective of the Department is to develop managerial personnel with sound engineering knowledge. The students enrolled in the Department should possess a good foundation in mathematics and science. In 1974, the Department was listed in the Natural Science Section in the Joint Entrance Examination of Universities (JEEU) and renamed as the Department of Industrial Management Science. Later, the College of Business was renamed as the College of Management in 1980, and the Department was expanded as well under the College of Management.

Different degree programs were established in Industrial Management Department from 1969 to 2001. A master program was offered from 1969. In 1991, the Department started up a doctoral program for advanced study in industrial engineering and management. A continuous education program at master’s level was launched in 2000, focusing on the fields of industrial and information management. In the next year, a master’s degree program for On-Job Training Class was commenced.

Since 2002, a diversified admission program for recruiting undergraduate students has adopted. Undergraduate students may apply for the admission by either submitting applications to the department or taking the standard academic tests through JEEU. These tests include five subjects (Chinese, English, Mathematics, Physics and Chemistry), which are listed and classified in the Natural Science Section of JEEU. The applicants who achieve satisfactory scores are admitted to the Department. In 2003, the Department was expanded into the Department of Industrial and Information Management (IIM) for providing a more solid curriculum to serve the expanding IT industry. IIM aims at integrating two disciplines into the curriculum (industrial management and information management) to assist the students acquiring interdisciplinary knowledge in facing the advancement of the technologies and the rapid change of the world.

MISSION STATEMENT
The mission of the undergraduate, the graduate and Ph.D. programs share the same mission in the Industrial and Information Management. The mission statement is: to cultivate industrial and information management professionals who possess TIP (Technological knowledge, Innovative foundation, and Perceptive learning). Embedded in TIP, each degree program pursues the following educational objectives:
1. Cultivate students to acquire technological knowledge.
2. Equip students with managerial innovation foundations.
3. Encourage perceptive learning, teaching, and research environment.
EDUCATIONAL OBJECTIVES

Bachelor of Science
To achieve the above mission and overall educational objectives, the B.S. degree Program in Industrial and Information Management will:
1. Provide introductory courses of various industrial and information systems.
2. Strengthen learning abilities in participating internships and senior projects.
3. Enrich learning progress with customized instructions and hand-on practices.

Master of Science
To achieve the above mission and overall educational objectives, the M.S. program in Industrial and Information Management will:
1. Provide advanced courses of latest industrial and information systems.
2. Strengthen exploratory abilities in the involvements of different research projects.
3. Enrich exploratory progress through interaction with academic researchers and company practitioners.

Doctor of Philosophy
To achieve the above mission and overall educational objectives, the Ph.D. Program in Industrial and Information Management will:
1. Provide advanced courses for conducting research on specific industrial and information systems.
2. Strengthen research abilities in conducting independent research projects.
3. Enrich research progress with doctoral research forums and workshops.

DEVELOPMENT
In order to train industrial and information management professions for Taiwan’s industries, the Department emphasizes professional education of industrial and information management, in addition to the training of fundamental courses. Students can apply their professional knowledge readily when they graduate from school. The Department has specific teaching emphasis for different programs to follow.

Undergraduate program: Through offering fundamental courses and general courses, the Department cultivates students with solid management knowledge and philosophy. Professional courses focus on the fields of production management and computer applications, including quality management, operations research, management principles, marketing, computer programming and applications, system analysis and design, database management, organizational behavior, human resource management, financial management, and so on.

Master program: The Department inculcates students with professional knowledge and skills of industrial management based on their background at the undergraduate level. The program emphasizes the coordination of both theory and application so that the graduates can have decision-making abilities for solving industrial problems and become leaders of industry.

Doctoral program: This program provides students with the ability to independently accomplish a research issue by further investigating management theories and participating in research projects. The main purpose is to direct students towards developing new management theorems and approaches and then to make students
become high quality researchers.

The Department focuses not only on the teaching but also on faculty members’ research. All professors are entirely engaged in their own research projects. Almost all faculty members participate in one or more research groups. And their research papers have been published in international journals. Furthermore, extension education and industrial services are also their concern. By performing cooperative projects, the Department has established a good mutual communication with industries in order to corroborate the applicability of management theories. The establishment of the programs for high-level executives, mid-level managers, and quality managers has provided industries in southern Taiwan with an excellent opportunity to learn modern industrial management. Many programs with varied characteristics are established:

1. **Industrial and Information Management Master Degree Credit Course Program**
   Purpose: Following the educational policy, this program is to provide higher educational opportunities to the public. Designed for those people who are currently managers or project leaders, it offers them the change of learning more about academic theories. It also provides the society with more industrial management or information management specialties.

2. **Training program for Chinese Air Force (CAF) Logistic Officers**
   Purpose: This program is designed for the officers of CAF logistic management. It contains a series of courses of human resource management and professional management technologies, which enhance the officers’ knowledge and abilities of managing and decision-making. Moreover, it provides an easier way to probe the techniques of professional management so that it can lead the officers to be more effective in learning, and it the mean time promotes the functions and value of the whole officers system per se.

3. **Women’s Self-Management Program**
   Purpose: This program tries to help the women of modern generation to be more omnibus. Through out this program, they will learn how to recognize their personalities, pure their souls, control their temper, release their pressure, enrich their life, and discover the use of hypnosis, the art of speaking, and the skill of communication and time management to open themselves with positive attitudes and improve their quality of life.

4. **Workforce Management Program**
   Purpose: This program promotes the leading and managing abilities of labor party leaders. It offers a change to carry out the ideas of lifelong learning. It also encourages labor leaders to achieve the goal of synergy by using business administration methodology to manage their teams.

Recently, the following cooperation projects were finished effectively and successfully:

1. Designing teaching materials for President Enterprise Cooperation.
2. Total quality management proposal for Sunon Corporation.
3. The study of operation indexes for electric industry under comparative environment-2nd subproject of the research of the effects on privatizes and liberalizes to Taiwan power ltd.
4. The technology on processing 3D point data (Industrial Technology Research Institute).
5. The Study of Multithreads Operation Strategies for Taiwan Power Ltd.-5th subproject of the research of the effects on privatizes and liberalizes to Taiwan Power Ltd.
6. The Study on Supply and Demand Forecasting Model (Metal Industries Research Development Centre).
7. A study of location and distribution model (Metal Industries Research Development Centre).

FACULTY
Professor: 13
Associate Professor: 5
Assistant Professor: 4
Adjunct Professor: 3
Lecture: 1

Chang, Hsin Hsiung  Adjunct Professor
Ph.D., Tokyo University of Agriculture, Japan  
Marketing Management, Marketing Strategy

Chang, Shio-Yun  Associate Professor
Ph.D., Georgia Institute of Technology, USA  
Operations Research; System Simulation; Materials Management; Production Management; Financial Management

Chang, Yu-Ching  Assistant Professor
Ph.D., University of Washington, USA  
Quality Engineering, Service Management, Production Management and Supply Chain Management in semiconductor industry, Queuing Network

Chen, Liang-Hsuan  Professor
Ph.D., University of Missouri -Columbia, USA  
Fuzzy Set Theory and Its Applications; Robust Design Methods; Methods of Decision Making

Cheng, Shih-Yu  Assistant Professor
Ph.D., University of Minnesota at Twin Cities, USA  
Human Resource Development, Organizational Development, Knowledge Transfer, Employee Educational Training

Hsieh, Chung-Chi  Professor
Ph.D., University of Michigan-Ann Arbor, USA  
System Design and Reliability; Object-oriented Programming and Design; Production Management and Supply Chain Management

Hsieh, Pei-Hsuan  Associate Professor
Ph.D., Pennsylvania State University, USA  
e-Learning, Web-based Knowledge Management, Action Research, Multimedia and Animation Design

Huang, Yeu-Shiang  Professor
Ph.D., University of Wisconsin-Madison, USA
Information Technology Management; Data Warehousing and Decision Support Systems; Management Decision Analysis; Supply Chain Management

Kao, Chiang          Professor
Ph.D., Oregon State University, USA
Operations Research; Systems Simulation; Probability Models

Kreng, Victor-B.     Professor
Ph.D., Purdue University, USA
Manufacturing System Engineering; Artificial Intelligence

Lee, Pin-Sheng       Lecture
Master, National Cheng Kung University, Taiwan
Financial Accounting, Cost and Managerial Accounting,

Lee, Shine-Der       Professor
Ph.D., Georgia Institute of Technology, USA
Production/Inventory Models; Manufacturing System; Logistic Management; Operations Research

Lee, Tzai-Zang       Adjunct Professor
Ph.D., Texas Technical University, USA
Human Factors Engineering; Organizational Behavior; Organization Theory & Management; Human Resource Management

Li, Der-Chiang       Professor
Ph.D., Lamar University, USA
Engineering Economics; Expert System; Machine Learning

Li, Sheng-Tun        Professor
Ph.D., University of Houston, USA
Intelligent Decision Support Systems; Knowledge Engineering; Knowledge Management; Java Network Computing

Lin, Chin-Ho         Professor
Ph.D., City University of New York, USA
Material Management; Strategic Management; Production Management

Lin, Ming-I          Assistant Professor
Ph.D., Penn State University, USA
Human Factors Engineering, Work Study, Human–Computer Interaction

Liu, Ren-Shiou       Assistant Professor
Ph.D., The Ohio State University, USA
Design of wireless network architectures, Protocols and network optimizations

Lyu, Jr-Jung         Professor
Ph.D., University of Iowa, USA
Management Information Systems; Production Management; Global Quality Management
Tsai, Chang-Chun        Adjunct Professor
Ph.D., Iowa State University, USA
Operations Research; Queuing Theory; Production Management; Economics; Experimental Design

Tsai, Shing-Chih         Associate Professor
Ph.D., Northwestern University, USA
System Simulation; Operations Research; Applied Statistics

Wang, Hei-Chia           Professor
Ph.D., University of Manchester Institute of Science and Technology, UK
Computer Networks; Database Management; Object-oriented System Analysis and Design; Server Management; Network Management

Wang, I-Lin              Associate Professor
Ph.D., Georgia Institute of Technology, USA
Operations Research; Optimization Algorithm; Logistics

Wang, Tai-Yue            Professor
Ph.D., Auburn University, USA
Production Management; Marketing Management; Electronic Commerce

Wang, Wei-Tsong          Associate Professor
Ph.D., State University of New York at Albany, USA
Knowledge Management, Crisis Management, Information Strategy, System Dynamics, Software Engineering, E-Commerce Theory

Wong, Tzu-Tsung          Professor
Ph.D., University of Wisconsin-Madison, USA
Information Security; Data Mining; Production Management; Software Testing; Simulation

Wu, Chih-Sen             Adjunct Professor
Ph.D., Lamar University, Texas, USA
Management Information Systems; Production Management; Management Control Systems