



TAMKANG UNIVERSITY

LOCATION:

Taiwan

PROGRAM ENROLLMENT:

2,000

SUCCESS METRICS:

- » Prepares students for employment with in-demand workforce skills
- » Competition builds excitement for students to earn certification
- » Helps students find self confidence with technology skills

Tamkang University in Taiwan Helps Students Overcome High Unemployment Rates with Microsoft Office Skills

Success Story

www.certiport.com/mos

"We knew the ability to apply Microsoft Office skills in the workplace was essential, and we found the MOS certification to be the right way to help our students gain these skills."

Ms. Kai-Ning You
Career Guidance Teacher
Tamkang University

Microsoft Office Specialist Certification and World Championship Success Motivates Students and Brings University Prestige

CHALLENGE

Founded in 1950 as the first private college in Taiwan, Tamkang University now has 4 campuses serving more than 28,000 students with 2,100 faculty and staff members. Tamkang places great importance on assisting students and graduates as they build a career and enter the workforce.

A few years ago unemployment became a critical issue in Taiwan, especially for recent graduates who lacked competitive professional skills. Many students stayed in

school hoping for an improved job market, but significant challenges continued. As a result, the Tamkang Career Guidance department sought ways to help students better prepare for careers and find employment.

SOLUTION

The Career Guidance department settled on three solutions to the unemployment problem for students and graduates: first, motivate students to gain professional skills; second, help students earn

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professional certifications; and third, earn employers' trust and build relationships to help students gain employment.

recognized certification would make our students more competitive as they applied for jobs both in Taiwan and at foreign companies."

medalists were interviewed by the Taiwan Minister of Education, which resulted in top media coverage and enhanced prestige for Tamkang.



Ms. Kai-Ning You, Career Guidance Teacher, says Tamkang decided to focus on Microsoft Office since the software was used in businesses all over the world. "We knew the ability to apply Microsoft Office skills in the workplace was essential, and we found the Microsoft Office

Tamkang worked with Certiport Taiwan partner Elite IT to implement MOS certification and courses. The Career Guidance department promoted MOS courses via broadcast, posters, and other University communications. In order to motivate students to gain these professional skills, they also heavily promoted the MOS World Championship, an international and well-known competition.

"The competition gave Tamkang University students a rare opportunity to practice what they had learned and they were very motivated by the exciting event," said Yvonne Chiu, president of Elite IT. "While training for the World Championship they also learned excellent workforce skills."

RESULTS

As Tamkang students began to win awards at the MOS World Championships, more students became excited about the competition and earning certification. More than ten Tamkang students won regional competitions, three won gold medals at the World Championship, one earned a silver medal, and one earned a bronze medal. All of the

Two of the former winners have become well-known instructors in Taiwan, helping other students to train and prepare for the MOS World Championships. Local companies were also impressed by the MOS World Championship victories, and it enhanced Tamkang's reputation. "Now companies can see that Tamkang students have superior professional abilities," said Ms. Kai-Ning.

MOS courses at Tamkang University have been very popular and continue to fill up quickly. The number of students who have earned MOS certification has increased significantly over the past few years. 335 students earned MOS certification in 2010, 597 in 2011, and 966 students in 2012. Just halfway through 2013 Tamkang had already awarded more than 2400 MOS certifications. Most of the students who have earned certification were in the College of Business and Management, so Tamkang looks forward to promoting the competition and MOS certification to other colleges as well.

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Specialist certification to be the right way to help our students gain these skills. Internationally-