

15.2.2026

**Author**

CHU, Hsiang-Ning Rebecca (LEE, Wing Shing; OBRIEN, Peter William)

**Title**

Student Satisfaction in an Undergraduate International Business EMI Program : A Case in Southern Taiwan / Hsiang-Ning Rebecca Chu, Wing Shing Lee, and Peter William OBrien

**Publication year**

2018

**Source/Footnote**

In: Journal of studies in international education : a publication of the Association for Studies in International Education (ASIE). - 22 (2018) 3, S. 198 - 209

**Inventory number**

47198

**Keywords**

Ausland : Taiwan : einzelne Hochschulen ; Ausland : Taiwan : Auslandsbeziehungen ; Internationalität

**Abstract**

This study assessed both local and international students' satisfaction on dimensions that may foster or disadvantage their learning experience in a recently established English-medium instruction (EMI) undergraduate international business program in Southern Taiwan. The study recruited 278 students (171 local and 97 international), and assessed their satisfaction with program management, interaction with peers within the program, and cultural diversity in the university. The results indicated that both local and international students were satisfied with local students' openness to foreign cultures, students' ability to communicate in English during class, content of courses, and the level of internationalization of the college. All participants, however, were significantly dissatisfied with the depth and frequency of social interaction outside classrooms, and with the facilities and management offered by the university. Findings of this study may have managerial and instructional implications

**15.2.2026**

for staff and faculty of English-medium programs in identifying potential issues and improving student retention. (HRK / Abstract übernommen)