

1

Speakers

| | |
|---|--|
|  <p>Yong Liu Vice Dean, Eller College Director, HSLOpez School of Business Analytics Professor of Marketing</p> |  <p>Zoey Lin Current student in Business Management</p> |
|  <p>Yixiang Fan Alumnus '25 MS Business Analytics</p> |  <p>Soondo Hong University of Arizona Regional Recruiter, East Asia</p> |

 THE UNIVERSITY OF ARIZONA
Eller College
of Management

2

2

Agenda

- University of Arizona
- Collaboration pathways with NCU
 - Direct admission
 - 3+1+1 program
 - Summer Immersion Program
- Student/alumni experience sharing



3

The University of Arizona



- Founded in 1885
 - Land-grant Flagship University in Arizona
 - Carnegie R1 Research intensive doctoral university
 - One of 69 members of the prestigious Association of American Universities (AAU)
- 54,384 students (#21 in US)
 - 43,294 undergraduates
 - 11,090 graduates

- Notable facts
 - Top 20 Public Research University (National Science Foundation 2025)
 - Best Value College (The Princeton Review 2025)
 - Top 5 U.S. institution of Fulbright Scholars
 - One of 53 U.S. Universities that qualify for *Hong Kong Top Talent Pass Scheme* (高才通计划)

4

QS World University Rankings (2026)



- #26 public university in the U.S., #51 overall.
- Ahead of schools such as Indiana University, Notre Dame, Rutgers University, Northeastern University, Boston College, and George Washington University.



5

Tucson, Arizona

- Arizona is #5 among all 50 states in economy and #4 in growth
 - Largest cities: Phoenix, Tucson
- Major industries
 - Space and defense, semi-conductor, mining, healthcare, financial services, logistics.
- Tucson
 - “BBC’s Top 25 Cities to Visit in 2025
 - First UNESCO “City of Gastronomy” in the U.S.



6

TSMC \$165B Mega-Investment in Arizona



The screenshot shows a news article from TSMC's website. The header includes the TSMC logo and navigation links for Home, News Center, News, News Collection, and a specific article about the investment. The main headline reads: "台積公司宣布有意增加在美投資金額至1,650億美元以驅動人工智慧未來". Below this, a sub-headline states: "台積公司計畫增加1,000億美元投資美國先進半導體製造，新建三座晶圓廠、兩座先進封裝設施及一間研發中心". At the bottom, it lists the publisher as "台灣積體電路製造股份有限公司" and the date as "2025/03/04". A small red icon indicates a related article about the investment.



7

Eller College of Management

- **Offered the first business degree in 1913**
 - 5,440 undergrad, 1,042 grad students
- **7 academic departments**
 - Accounting, Business Analytics, Economics, Finance, Management & Organization, MIS, Marketing
- **5 cutting-edge labs and institutes**
 - **AI Lab.** First and only AI lab within a business school in the World.
 - **Economic Science Laboratory.** Founded by Vernon Smith who later won Nobel Prize.



8

Eller College Rankings (2026)



• Undergraduate

- Undergrad: #21 public, #37 overall
- Undergrad online: #12 public, #15 overall
- Accounting: #17 public, #37 overall
- Business Analytics: #13 public, #25 overall
- Entrepreneurship: #8 public, #23 overall
- MIS: #1 public, #2 overall

• Graduate

- Accounting: #16 public, #35 overall
- Business Analytics: #13 public, #25 overall
- Finance: #24 public, #46 overall
- Marketing: #20 public, #37 overall
- MIS: #6 public, #11 overall
- MBA (online): #5 public, #6 overall
- Executive MBA: #21 public, #39 overall

Eller Master's Programs

- 1-year MBA
- Specialty Master's
 - MS in Marketing (MSM)
 - MS in Business Analytics (MSBA)
 - MS in Management Information Systems (MIS)
 - MS in AI for Business (MS AIB)
 - MS in Finance (MSF)
 - Master of Accounting/MS in Accounting (MACC/MSA)

Eller College Unique Strengths

Business Communication



Career Support



11

Application Requirements

| Program | MAC | MSA | MSF | MSBA | MSM | MIS | AIB | 1-YR MBA |
|-----------------|---|--------------|--|---|---|--|--|--|
| GPA | 3.0 Minimum Cumulative or Last 60 Units | | | | | | | |
| Work Experience | No Work Experience Required | | | | | | | |
| GMAT/GRE | Not Required | Not Required | Required <small>(waivers available)</small> | Not Required <small>(interview may be requested)</small> | Waived <small>(limited time)</small> | Required <small>(waivers available)</small> | Required <small>(waivers available)</small> | Required <small>(waivers available)</small> |
| Prerequisites | Yes | Yes | Yes | No | No | No | No | No |

12

NCU→UA Pathway #1: Direct Admission

- Finish undergraduate at NCU
- Eller facilitates admission
 - Waive Statement of Purpose and Recommendation Letters
 - Waive application fee
 - Waive GMAT scores (some programs)
- Graduate Assistantship & scholarships for students with high GPA
 - Currently for MSBA. More programs to be added.



13

NCU→UA Pathway #2: 3+1+1

How it works

- Students finish senior undergrad year at Arizona;
- Finish 2 grad courses and 6 undergrad courses, earning NCU bachelor's degree;
- Transition to grad program to earn Eller Master's degree.

Benefits to students

- Early acceptance into a Master's program
- Two degrees with more course options
- More time in US for learning and engagement

Programs

- MS Business Analytics
- MS Marketing
- MS Finance
- MS Accounting

14

NCU→UA Pathway #3: Summer Immersion

“Business Analytics & Strategy in a Global Economy”

2-week in Tucson, AZ

- Business Intelligence & Analytics
- Machine Learning & AI Applications
- Data Visualization and Storytelling
- Business Communication

Cost: US\$3,200 including

- On campus housing
- Lunches on program days
- Workshops
- Local excursion
- Tour of university landmarks

Next program: July 6-17, 2026

Deadline of application: June 1, 2026



15



Grand Canyon State:
亚利桑那“大峡谷州”

16

Saguaro仙人掌



17

Zoey Lin

- Hometown: Chiayi, Taiwan
- First-year Business Management student
- Planning to major in Marketing
- Member of ACEL a student organization



18

Academic Experience at Eller

Learning Experience

- Professors share real-world business experience
- Learned teamwork and communication skills

Student Support

- Academic/Career advisor
- Career fair



19

Campus Life

Campus Involvement

- Joined Asian Corporate and Entrepreneur Leaders (ACEL)
- ADP company visit
- Professional and networking events
- UATSA



20

Campus Life

Life in Tucson

- Warm weather, and outdoor lifestyle
- Relaxed environment
- Different experience from Taiwan



21

Yixiang Fan



- Hometown: Shanghai
- Location: San Francisco, CA
- Education
 - Shanghai Normal University: B.A. in Finance
 - University of Arizona: 3+1+1, MSBA
- Job: Account Executive



22

My UA Experience

- 3+1+1 Pathway
 - 3 years @ Shanghai
 - 1 year transition in Marketing @ Tucson
 - 1 year MSBA @ Chandler
- Why I chose MSBA?
 - Strong combination of business and data analytics
 - Practical, career-oriented curriculum
 - Great opportunities for international students

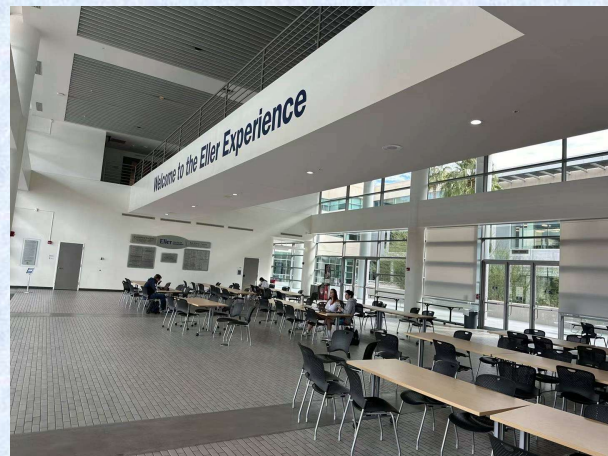


23

What I gained at UA?

Skills

- Data-Driven Thinking
- Problem Solving Skills
- Presentation & Communication
- Team Collaboration
- Coachability



24

What I gained at UA?

Personal growth

- Confidence
- Communication skills
- Professional network
- Career opportunities



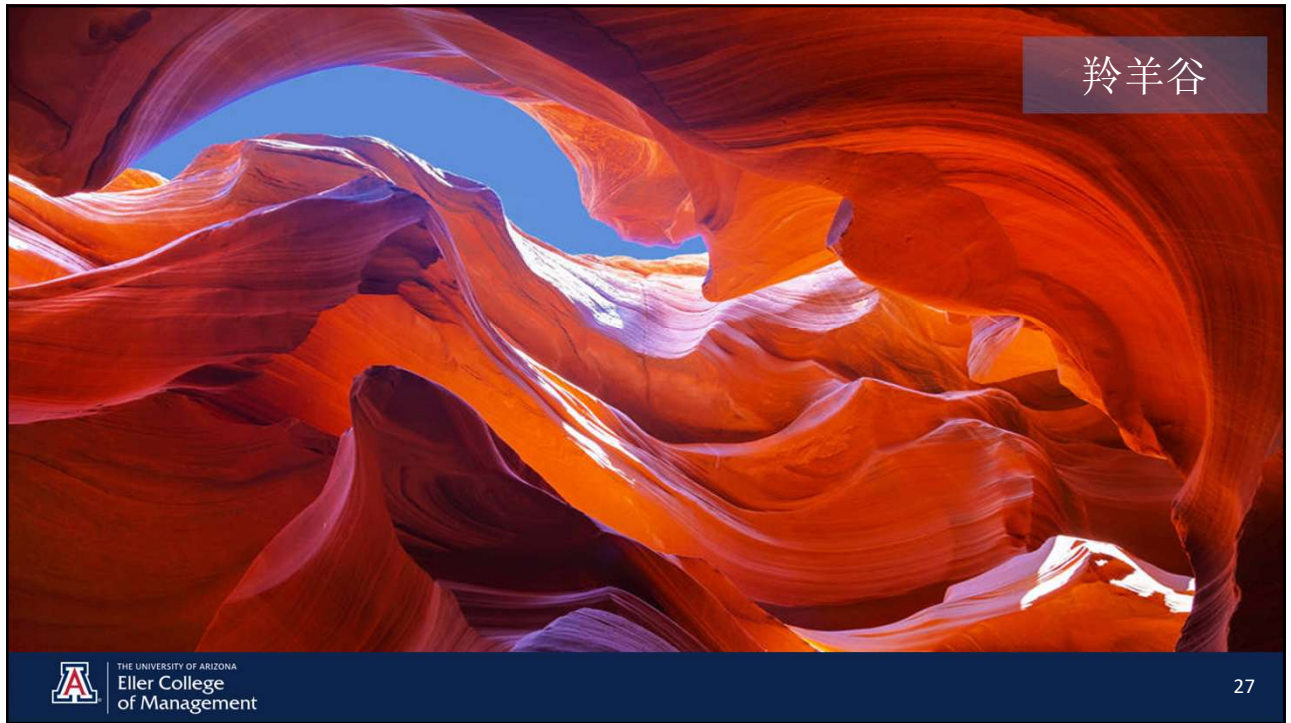
25

Final Thoughts

- Step Out of Your Comfort Zone
- Don't Be Afraid to Make Mistakes
- Build Connections Early
- Stay Open to Opportunities
- Enjoy the Journey
- Welcome to U of A!



26



羚羊谷

27



Arizona Sunset

28

Always Remember Us This Way

Lady Gaga
"A Star is
Born (2018)



Lyrics (歌词)

That Arizona sky
Burning in your eyes
You look at me
and babe
I wanna catch on fire
It's buried in my soul
Like California gold
You found the light
in me
That I couldn't find

29

Summary and Contact

- Programs
 - Direct admission to Master's
 - 3+1+1
 - Summer Immersion Program 2026
- NCU
 - Emily Huang, emilyyu@ncu.edu.tw
 - Penny Wu, pennywu@ncu.edu.tw
- University of Arizona
 - Yong Liu, yoliu@arizona.edu
 - Soondo Hoon, soondohong@arizona.edu



30