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Using Self-Assessment Corporate Governance Project to Motivate and Engage Finance Students into Financial Service Industry

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Abstract

The Asia financial crises in 1997 provided critical lessons for Taiwan to respect the importance of corporate governance. In order to compete in world financial markets, Securities and Futures Commission (SFC) in Taiwan has tried to urge the importance of corporate governance practice for publicly held companies since 1998. Since corporate governance mechanisms assure investors in corporations that they will earn fair returns on their investments, the mechanisms of corporate governance have to exist and to function properly in order to attract outside investors to investment them. The purpose of this study is to educate finance student by using a self-assessment corporate governance questionnaire to review and to evaluate the quality of corporate governance practices in Taiwan's listed banking & insurance companies.