College of

Humanities and

Social Sciences

Institute of Applied Economics

Institute of Education

Institute of Oceanic Culture

Institute of Applied English

Center of Teacher Education

Teaching and Research Center of Humanities and Social Sciences

Department of Oceanic Cultural Creative Design Industries

Institute of Applied Economics

The Institute of Applied Economics, formerly Institute of Fisheries Economics, was founded on August 1, 1992, and the degree will prepare students for leadership positions in non-governmental organizations, public agencies, private industry, and academia. The Institute trains students through academic courses consisting of economic theory, quantitative methods, and numerous specialized courses in applied and marine economics. Research fields in the Institute include international trade, marketing management, recreation and tourism, environmental economics and resource management, productivity analysis, labor economics, public economics, marine economics, fisheries management and policy.

The Institute offers a regular graduate program leading to the Master of Business Administration (MBA) degree in applied economics. This is a 40-credit program with 25 elective and 15 required credits (cr.), consisting of seminars for 3 cr; Thesis for 6 cr; Microeconomics for 3 cr; and Econometrics for 3 cr. In addition to coursework, the Institute trains students through research assignments, seminars, field trips, and discussion opportunities.

Institute of Education

  The Institute of Education was established in August 2003, and is intended for training teachers or those who wish to gain a comprehensive understanding of educational theory and research. As an integral component of NTOU, the Institute of Education is characterized by marine education, a special course that has been implemented in primary and secondary schools in 2011.

The Institute offers a wide range of courses for its master degree program. The curriculum requires the completion of 33 credits, including 11 credits of compulsory courses 22 credits of elective courses. The compulsory courses include educational research methodologies, seminar on marine education and a master thesis. The elective courses are divided into four categories: educational foundation theory, research methods and skills, special topics (including educational philosophy, educational administration and school management, curriculum and teaching), and Marine education.

Institute of Oceanic Culture

The Institute of Oceanic Culture was established in 2007 in response to a need for promoting national maritime affairs. The institute is oriented toward a comprehensive study of oceanic culture. A balance between unity and diversity is strongly emphasized in the hope that research at the institute will contribute to cultural theories and the implementation of creative and cultural practices in various industries. Therefore, the institute offers courses taught by faculty members from the College of Humanities and Social Sciences, other colleges at the university, and by leading scholars from Academia Sinica. These courses fall into three categories: history of oceanic culture, oceanic literature, and oceanic social sciences. These courses aim to create professionals who will further cultural research or contribute to other industries.

In contrast to relevant courses in other universities, the NTOU Institute of Oceanic Culture focuses on research in oceanic culture. The institute also focuses on developing local culture, researching marine migrants, cultural exchange, and developmental efforts in oceanic technology, culture, custom, and marine migrants. The development and research area is what distinguishes this program from similar programs at other universities.

The institute provides graduate students with the professional training they require for conducting basic oceanic culture research, development of cultural industries, local culture, and international exchange participation. Local culture professionals work within oceanic libraries and museums. Exchange programs involve elementary, junior and senior high schools, and the public.

Institute of Applied English

The Institute of Applied English, founded in August 2008, seeks to promote English language learning as a social inquiry and a dialogue within communities of practice. It offers an opportunity for students to obtain a master's degree in English language teaching.

The Institute provides students with a solid foundation for exploring how English language is used in the naturalistic contexts of professions, and how language is taught, learned, and evaluated. Students are required to complete 34 credits.

Center of Teacher Education

The Center of Teacher Education was founded in 1995, and was designed to train teachers for teaching in elementary and secondary schools. Regarding the secondary school certification education program, students are required to complete 26 credits, including educational foundation, instructional methodology, and an educational internship. Regarding the elementary school certification education program, students are required to complete 40 credits, including educational foundation, instructional methodology, instructional subjects, and an educational internship. To become a certified teacher, all students are required to complete an educational internship at a local school for half a year, and then pass the national education qualification examination.

Teaching and Research Center of Humanities and Social Sciences

As a way of deepening this school's pedagogical output and research level in the sphere of humanities and social sciences, as well as promoting interdisciplinary integration, innovation, exchange, and co-operation; in the 2014 academic year, this school has established a Teaching and Research Center of Humanities and Social Sciences. Its main goals are:

1) To help to plan out, examine, and implement a general academic course on humanities and social sciences for use across the school.

2) To establish an interdisciplinary humanities and social sciences research platform, where individual or integrated research and teaching is promoted.

3) To promote academic exchange and co-operation both domestically and internationally.

4) To handle other teaching and research matters related to the humanities and social sciences.

Current integrated programs in the process of being implemented are:

1**. The Digital Humanities Research on the Maritime Management and Narratives in Ming Dynasty (August 2014–July 2015, Integrated Research Program)**

This program has received subsidies from the Ministry for Science and Technology's “Digital Humanities Research Program”, and it is intended that digital humanities research will be used as the tool for engaging in discussion about the operations, governance, time and historical setting of the oceans during the Ming dynasty. Led by program Principal Investigator (PI) of the Dean of the College of Humanities and Social Sciences Huang Li-sheng, four separate programs are encapsulated within the general exhibit:

1) The Digital Humanities Research on the Maritime Management and Narratives in Ming Dynasty: Islands and Navigation (PI: Professor Huang Li-sheng of the Institute of Ocean Culture) 2) The Digital Humanities Research on the Maritime Management and Narratives in Ming Dynasty: The Scriptures and Statecraft (PI: Professor Wu Chih-Hsiung of the General Education Center)

3) The Digital Humanities Research on the Maritime Management and Narratives in Ming Dynasty: Poems of Naval Battle (PI: Professor Yan Jy-Ing of the General Education Center)

4) The Digital Humanities Research on the Maritime Management and Narratives in Ming Dynasty. Thought behind the Control of Japanese Pirates (PI: Assistant research Fellow Yang Cheng-hsien of the Teaching and Research Center of Humanities and Social Sciences)

**2. Integrated Program on Oceanic Culture and Tourism (September 2013 – December 2016, Integrated Education Program)**

This Ministry of Education subsidized program on Taiwan's oceans has the Dean of the College of Humanities and Social Sciences Huang Li-sheng as its convener, and also makes use of associate Professor Duu-Hwa Lee from the Institute of Applied Economics, the Director of Institute of Ocean Culture Pien Feng-kwei, associate Professor An Chia-fang, and Assistant Professor Lin Ku-jung; along with Associate Professor of the institute of Education Sheu Terng-Ji. The joint participation of these five scholars emphasizes the importance of co-operation in teaching, of inviting industry leaders, and undertaking work experience. Furthermore, the establishment of a teaching community platform which offers 9 levels of classes ranging from masters to undergrad has already seen good results since inception in 2013.

3. **Putting Into Practice Oceanic Humanities, Social Sciences, and Innovation: A Template to the Teaching and Research of Ocean Humanities and Social Sciences (January 2016 – January 2017, Integrated Education Program)**

With subsidies received from the “2016 Ministry of Education Humanities and Social Science Subsidy Program”, it is hoped that by putting into practice and remolding social science and humanities education around the principles of innate character and worth, knowledge and application, and primacy of the sea, a seed of ocean consciousness may be sown deeply, helping to bring forth new innovation in society, and promoting teaching and research efficiency. This program's PI is President Zhang Ching-fong, and supported by the Dean Huang Li-sheng. It encapsulates the following programs:

1. Overall Program: Ocean Humanities and Social Sciences. Presented by Co-PI the Dean Huang Li-sheng.

2. Ocean General Knowledge. Presented by Professor Wu ChihHsiung of the General Education Center.

3. Ocean English. Presented by Co-PI the Director of the Institute of Applied English Hsiao Tsung-yuan.

4. Ocean Education. Presented by Co-PI the Director of the Institute of Education Wang Chia-ling.

5. Ocean Cultural. Presented by Co-PI the Director of Institute of Ocean Culture Pien Feng-kwei.

6. Ocean Cultural Creativity: Presented by Co-PI the Chairman of Bachelor Program of Ocean Cultural Creative Design Industries Yan Jy-Ing.

7. Ocean Economy: Presented by Co-PI the Director of the Institute of Applied Economics Jan Man-ser.

Department of Oceanic Cultural Creative Design Industries

The Department of Oceanic Cultural Creative Design Industries (Abbreviated as: Creative Design) was established in the 2016 academic year, with the program falling under the College of Humanities and Social Sciences. This department aims to cultivate the graduates with the composite ability of interdisciplinary about the oceanic culture resources, creative product design, and industrial management based on three fundamental competences on oceanic literacy, foreign language ability as well as digital skills. To respond to emerging talent needs in the era of creative economy, we focus on nurturing the abilities about integrated design and service design of students. We also integrate extracurricular resources into the course to strengthen industrial connections as well as interdisciplinary learning to promote students’ competitiveness and employability. In addition to full-time professors, lecturers from wide fields are engaged, and student learning mechanisms which interact with public and private sectors of the cultural creative design industries are established.

What we emphases on the course development are:

1) Fundamental Competence on Oceanic literacy, foreign language ability and digital skills;

2) Core (or professional) curriculum on oceanic culture resources, creative product design, and industrial management;

3) Integration of related teaching resources from NTOU’s colleges and departments;

4) Industry-university cooperation and interdisciplinary practical learning.

According to the goals of this department, the instructional spaces and professional facilities including: a sketch and painting classroom, a digital manufacturing laboratory, a computer graphics and digital design studio, a modeling and fine art studio, a photographic studio, a gallery space for students to exhibit their works, and other production facilities for 3-D printing, laser cutting etc. Students are also encouraged to participate in international competitions as a way to increase their pragmatic experience and international visibility.

The island of Taiwan is surrounded by oceans, which give Taiwan a unique natural and cultural resource. In spite of numerous cultural and creative industrial institutes within the higher education system, however, there is no any department emphasizing on the ocean within Taiwanese culture and resource at all. National Taiwan Ocean University was established in 1953, since then, we have focused on the research and development of marine science. Responding to the changing needs of society, the demand of national legislation and policy, and seizing the global trend of cultural and creative industries, it's time to establish a Bachelor Program in Oceanic Culture Creative Design Industries based on the foundation and characteristics of Taiwanese oceanic culture and resource, so as to facilitate the development of society, culture, and the economy.

This major consists of comprehensive courses related to oceanic cultural resource use, product design, and industrial management. It will provide students of cultural creative design with unique cultural backgrounds and Ocean elements. Students' abilities to practical work in the cultural creative design industries are also nurtured. Other than continuing advanced studies or participating in related civil service exams, the majority of graduates work may include digital culture and cultural creative cloud applications, brand marketing, cultural and creative product design and manufacturing, service and integration design, advertisement publication, digital cultural creative design, industrial design, digital contents and entertainment industries, Ad copy planning, art and cultural administrative appreciation, cultural and creative product marketing agency, cultural and creative business, oceanic culture and museum related events, cultural events curatorial, as well as oceanic cultural tourism and leisure.

圖片說明:

International Workshop on Southern Bluefin Tuna organized by the Institute of Applied Economics at NTOU (Aug. 28, 2005)

2015 Conference on Marine Education Assimilate into the Twelve-Year Compulsory Education Program

New Graduate Students’ Greeting Event of the Institute of Education

Learning Support for Foreign students

Program of Educational Service of Albert Schweitzer

The first Teacher Education Center on Implementing "Marine Education" Course in Taiwan

Teaching and Research Center of Humanities and Social Sciences unveiling ceremony

Dean Huang (Right) and Director Yan introduced the Department of Oceanic Cultural Creative Design Industries at the 2016 College Fair.

Director Yan (Right) meticulously describes to the students the structure of cultural creative design courses and employment opportunities for graduates.