



國立臺灣大學 113 學年度第 2 學期推廣教育學分班招生簡章

「臺大國際政經學院領導與管理學程碩士學分班」

Emerging Economies: Entertainment, Neo-nomadism, DEI-leadership

歷史的新／未來的興：娛樂經濟・新游牧主義・DEI 領導力

新興經濟的興起是當代全球經濟格局中的重要趨勢之一，且正在改變全球貿易、投資和科技創新的生態。面臨全球經濟政治局勢劇變，國際跨域人才該如何因應以掌握國際新興經濟脈動及研析趨勢，為領導人不可或缺的能力。臺大首創全英語領導與管理學程學分班，力邀跨域頂尖師資綜觀新興經濟議題，全面探討國際現勢及全球變遷、熟悉理論暨實務界應用，並橋接國際跨域領導人才進階學位課程，期培育未來國際高階領導管理人才。



課程目的：培養學員跨文化領導管理能力，結合新興經濟議題，從多元視角解析全球快速變遷的挑戰與機遇。

授課教師：國立臺灣大學教授群。

上課期間：預計 2025 年 4 月至 6 月，計 12 天，上、下午各 3 小時共 72 小時，日期預計如下

4/11(五)、4/12(六)、4/25(五)、4/26(六)

5/09(五)、5/10(六)、5/23(五)、5/24(六)

6/13(五)、6/14(六)、6/20(五)、6/21(六) ※課程日期若有變更將會提前告知學員。

報名資格：經認定合於報考大學碩士班之同等學力者(請自行上網查詢教育部入學大學同等學力認定標準第五條規定)且可全英文上課者(約為 CEFR 能力指標 B2 以上)。

甄審方式：報名資格審查暨線上報名各項資料審核(含學經歷、工作現職填寫、進修目的等)。

報名日期：即日起至 2025 年 3 月 12 日(三)止

※學歷證件與報名費須於報名截止日前繳交，逾期不受理；未繳交視同報名不完全，無法錄取本班程。

報名費用：報名費 NT\$800 元。報名費經繳交後一律不退還，亦不得辦理保留。

報名費優惠：優惠價 NT\$500 元須於 2025 年 2 月 27 日(四)前線上報名且繳交費用，方得享此優惠價。

報名手續：

- 一律採線上報名。請至「臺大推廣教育網」<https://www.ntuspecs.ntu.edu.tw/specs/tc/>→「學分班程」→「臺大國際政經學院領導與管理學程碩士學分班」點選【我要報名】，依序填寫完報名資料。線上報名資料填寫中的「進修目的與重要成就」須以英文撰寫，資料可於審核前重複登錄修改。
The Statement of Purpose and Major Achievements must be documented in English.
- 依線上操作步驟完成資料填寫後進入<繳費方式>，請自行選擇 ATM 轉帳或信用卡繳費。
※提醒您，報名系統之〈收據抬頭〉經開立後若需變更，將依本校會計程序辦理。
- 除報名費繳交外，尚須繳交學歷證件影本方完成報名，完成報名後開始審核是否錄取。
※證明文件可傳真(02-23691236，請註明領管班)、郵寄(臺北市大安區羅斯福路四段 107 號-翁君豪先生收)或 Email 掃描檔寄至 chwend@ntu.edu.tw 等方式繳交



招生人數：一班以 40 人為原則，本學院保留增額或不足額開班之權利。

放榜註冊：於完成報名手續後 7 個工作日內以 email 通知審查結果是否錄取。

※錄取學員除重病外（須持健保局特約醫院出具之證明），**不得休學或延期就讀。**

課程費用：學雜費 NT\$60,000 元(不含書籍費)；錄取後再繳交學雜費。

課程內容：

課程結構	授課教師
(Module 1) Arts, Culture, Entertainment, and Gaming 文化、娛樂及遊戲經濟	王沐嵐 (臺大外文系教授) 王寶祥 (臺大外文系教授)
(Module 2) Digital Nomads, Transnational Migration 人口遷徙與數位游牧	童涵浦 (臺大政治系教授) 傅友祥 (臺大外文系教授)
(Module 3) DEI-Leadership, Intercultural Competence 平等多元包容領導與跨文化智能	馬惠明 (臺大醫院急診醫學部教授暨台大醫院 雲林分院院長) 傅友祥 (臺大外文系教授)

※本學院保留課程安排及師資調整異動之權利，課程若有變更將會提前告知學員。

上課地點：集思台大會議中心(臺北市大安區羅斯福路 4 段 85 號 B1)或臺大進修推廣學院(臺北市大安區羅斯福路 4 段 107 號)。

※惟上課教室係機動調整，如有調動將提前通知。

結業：完成師長指定評量方式並及格者，由本學院核發推廣教育證明書與成績單（即學分證明）。

其他事項：

- 一、 本班為碩士學分班，僅授予學分，不授予學位證書。修習之學分不得作為取得合格教師資格之證明。
- 二、 本課程可登錄公務員終身學習時數。
- 三、 本班開設課程均須於當學期修習完畢。謝絕旁聽，本班無補課機制。
- 四、 有或疑似患有經中央主管機關認定需要隔離/檢疫/自主管理之法定傳染病，本學院得拒絕其參加筆試、入學及上課。※個人如因疫情需進行隔離/檢疫/自主管理，致使無法繼續上課者(需檢附相關證明)，開課前得申請全額退費（保留），課間則依比例申請退費或保留。
- 五、 學員於本學院修讀期間應遵守本學院規定，如有下列情事，本學院得取消其修讀資格，且不予退費、不發給任何有關學分之證明；如係在取得學分後始發覺者，除勒令撤銷其成績及證明書外，並公告取消其取得學分資格：
 1. 若經複審作業或日後發現不符報考資格者。
 2. 所繳證件有偽造、假借、塗改等情事。
 3. 如有不當行為致影響授課或其他學員之學習，經本學院通知，仍未改善者。
- 六、 經錄取繳費後，學分費及雜費退費規定：學員自繳費後至開班上課日前退學者，退還已繳學分用之九成。自開班上課之日算起未逾全期三分之一者退還已繳學分費、雜費等各項費用之半數。開班上課時間已逾全期三分之一者，不予退還。（報名費經繳交後，概不退還）
- 七、 本簡章若有未盡事宜，本學院保留得以隨時修改之權利。

相關報名或課務問題洽詢電話：(02)23620502 分機 220 翁君豪先生(chweng@ntu.edu.tw)



Syllabus

Advisor: Bennett Fu

Instructors: Pao-Hsiang Wang, Mou-Lan Wong, Hans T. Tung, Matthew Ma, Bennett Fu

Description

The pandemic and the wars, two crucial global events coupled with the accelerating AI revolution, are drastically transforming the globe in economic activities and productions. Apart from analyzing emerging economies from economical and financial perspectives of the manufacturing-consumer markets, FDI recipients and outward investors (Casanova & Miroux, 2017), or the changing demographics of the E20 (Kharas, 2010), this course proposes to teach and interpret emerging economies from an interdisciplinary standpoint. Designed as part of the pre-master's curriculum of the new School of Political Science and Economics at NTU, this innovative course, featuring a humanities-based pedagogy, invites the top-tier faculty from different disciplines (i.e., drama, literature, medicine, political science) at National Taiwan University in the hopes of shedding light on alternative readings and understandings of these intersecting factors in a transforming time. It consists of three modules on entertainment, neo-nomadism, and DEI-leadership, respectively.

● **The first module focuses on entertainment, particularly on the developments of musical and filmic productions and procedures.**

A) Manufacturing dreams and peddling fantasies have been good business ever since the dawning of the entertainment industry in Europe in the 19th century. With the influx of immigrants, predominantly Jewish, from the old world, the USA in its turn experienced dual bursts of creative energies in entertainment industry in the 20th century, first on the east coast headquartered in New York, subsequently on the west coast with Los Angeles as the hub, giving births respectively to Broadway and Hollywood as we know them today. With the modern developments of Western entertainment industry, mainly in the US, it traces its origins to the massive contributions of Jewish emigrants, who mostly fled anti-Semite persecutions in Europe, and explored how the dual themes of escape and fantasy always feature in either Broadway musicals, or Hollywood studio movies. (Prof. Pao-Hsiang Wang)

B) The other half of this module will explore two major franchises currently under Disney's ever-growing banner: Star Wars and the Marvel Cinematic Universe. By examining the roots of the influences behind these two franchises, such as elements of humor, monomyth, and the multiverse, we will discuss the reasons for their successes and dynamism. On top of delving into the development, transition, and surge of Star Wars and the Marvel Cinematic Universe, the module also touches upon the fan-economy, crowdfunding, and merchandise issues surrounding the two franchises. The understanding of these various issues informs us of how Disney is dealing with a diminishing streaming market and a shrinking movie entertainment business. (Prof. Mou-Lan Wong)

● **The second module will take up issues mentioned in the first module and attend to a new form of production, digital nomadism, or what we call "neo-nomadism."**

A) This part of the module tries to examine the multifaceted dynamics of immigration and digital nomadism as a transformative phenomenon in the international political economy (IPE). It investigates the rise of



remote work, facilitated by technological advancements and global connectivity, and its impact on labor markets, state policies, and transnational mobility. In particular, we emphasize the political and economic interests influencing immigration policies, from business advocacy for labor liberalization to public resistance fueled by cultural and national security concerns. Through case studies, theoretical frameworks, and empirical data, students will learn how to analyze case studies of digital nomad hubs, global inequalities in access to remote work, and the implications for citizenship, sovereignty, and governance in a digitalized world. Ultimately, this module prepares students to critically engage with one of the most pressing global challenges of the 21st century. (Prof. Hans T. Tung)

- B) This half of the second module looks at the new phenomenon of neo-nomadism, an identity that numerous tech workers use to describe lifestyles of location independence. We will start examining from 19th-century European imperialism to allegorize colonial desires and imperial violence alike. Then we will briefly go through conventional diasporic routes of immigration to the West before the 21st century, particularly to North America. However, such transnational migration has taken a new nomadic form. We will choose two main locations for such cultural, imperialist discourses: Southeast Asia and the Silicon Valley. Neo-nomadism promotes a new lifestyle through self-branding in social media platforms where the online contents shape colonial portrayal of Southeast Asia, and in the Silicon Valley economic imperialism with nomadic fantasy is gradually transiting technologies of gentrification into new frontiers. (Prof. Bennett Fu)

● The third module, to summarize pivotal concepts in modules one and two, will investigate how DEI takes various forms in global leadership and management, to be discussed through latest theories and real-world praxis and applications.

- A) The module on leadership in Diversity, Equity, and Inclusion (DEI) equips established managers and employees in the workplace with the knowledge and tools to create inclusive, equitable, and diverse work environments. This module connects theory, policy, practice, and perspective to empower leaders to embed DEI principles into their organizations. In the first half of this module, participants are introduced to explore the foundations of DEI, self-awareness, bias, and inclusive perspectives. At the same time, this half also focuses on the global connections and intercultural skills, coupled with DEI leadership, to help students understand challenges in the PC (politically correct) era in such areas as media, technology, identity, policy, society and so forth. (Prof. Bennett Fu)
- B) The second half of the module takes up the conceptual ideas applied to the implementation of DEI strategies within industries and organizations. It integrates theory, evidence, and practical strategies, using healthcare and hospitals as real-world examples. It addresses challenges such as health disparities, implicit bias, and microaggressions, while fostering the paradigm shift necessary for transformational leadership. A unique aspect of the program is its focus on accountability, ensuring leaders to develop measurable metrics to track DEI progress. Participants gain insights into managing DEI in crises, with a case study on COVID-19 highlighting equitable vaccine distribution and support for marginalized groups. Practical exercises, including action planning, role-playing, and peer feedback, help managers translate DEI concepts into actionable outcomes. By the end of the course, participants will have developed a robust understanding of DEI as a driver of organizational success, equipped with strategies to foster inclusive cultures, equitable policies, and diverse teams. (Prof. Matthew Ma)



Time

Module One (4/11, 4/12, 4/25, 4/26)

Module Two (5/09, 5/10, 5/23, 5/24)

Module Three (6/13, 6/14, 6/20, 6/21)

Evaluation

Discussion, participation, presentation 90% (30% for each module)

Attendance 10%.

Instructors

1. Prof. Pao-Hsiang Wang is full-time Associate Professor of the Department of Foreign Languages and Literatures at NTU, where he teaches dramatic literature, history of opera, and elective courses such as Bob Dylan and Leonard Cohen. He received his M.A. in Theatre Studies from Indiana University, Bloomington, and Ph.D. in Dramatic Art from University of California, Santa Barbara. He served as English Secretary of University President (2001-4), Academic Secretary of Shakespeare Association in Taiwan (2018-20), and sat on the committee of judges for Taishin Arts Awards (2020-2021), and is currently an invited critic reviewing new productions for Performing Arts Review online. His research interests are *fin-de-siècle* drama, Jewish studies, history of opera, and American minority theatre, and has published journal papers on plays by Karen Finley, Anna Deavere Smith, Chay Yew, Alfred Uhry, Israel Zangwill, H. Leivick, Djuna Barnes, Elizabeth Robin, and operas by John Adams and Donizetti. His monograph *Crisis of Identity of Fin-de-siècle Viennese Jews* was published by Lambert Academic Publishing in 2010.
2. Prof. Mou-Lan Wong is Associate Professor in the Department of Foreign Languages and Literatures with a DPhil in English from St. Anne's College, University of Oxford. His main research focuses on Victorian visual culture, nonsense literature, and intermedia. He participated in various editing posts with journals such as *Chung-Wai Literary Monthly* and *Humanitas Taiwanica*, and has published academically under the University of Iowa, University of South Carolina, Palgrave Macmillan, and Routledge.
3. Hans H. Tung is the Associate Dean for Research & Development of the College of Social Sciences and a Professor of Political Science at National Taiwan University. He received his Ph.D. in Government from Harvard University. He is a non-resident research fellow at the V-Dem Regional Center for East Asia hosted by Keio University, and an Executive Committee Member of the Research Institute for the Humanities and Social Sciences under Taiwan's National Science and Technology Council. He is primarily interested in formal and empirical analyses of the political-economic dynamics under authoritarian rule at both macro and micro levels, and has authored and co-authored several articles in academic journals such as *Political Communication*, *Review of International Organizations*, *Public Opinion Quarterly*, *Journal of Theoretical Politics*, *Social Science & Medicine*, *Nature Communications*, *Japanese Economic Review*, and *PNAS Nexus*. His co-authored article, Power Sharing and Media Freedom in Dictatorships, won the 2022 Kaid-Sanders Best Political Communication Article of the Year Award issued by the Political Communication Division of the International Communication Association in 2023.



4. Prof. Matthew Huei-Ming Ma, a leading expert in emergency medicine, earned his M.D. from National Taiwan University (NTU), a Ph.D. in Health Policy and Management from Johns Hopkins University, and MBA from NTU. Currently a Professor of Emergency Medicine at NTU and Superintendent of NTU Hospital's Yunlin Branch, he has made significant contributions to pre-hospital care and resuscitation science. Honored with the 4th Asian EMS Lifetime Achievement Award in 2016, Dr. Ma is recognized internationally for his work in emergency medical systems. Since 2017, he has led digital health innovations in Yunlin, addressing disparities in healthcare equity, access, and quality, aligned with universal health coverage goals. These initiatives, which earned the 2021 Taiwan Sustainability Action Award and National Innoaward, are being adopted across Taiwan, exemplifying his commitment to improving healthcare delivery through innovation and expertise.

5. Prof. Bennett Fu is Professor in the Department of Foreign Languages and Literatures at NTU. He earned his doctorate in English and American Literature from the University of Montreal, Canada. Before joining NTU, he had taught English writing and American literature at McGill University, University of Montreal, and Concordia University in Montreal. A trilingual scholar in English, French, and Chinese, over the past decade he has presented over 50 academic conference papers and 30 presentations on global higher education strategies and development, and published over 25 essays in such areas as race/ethnicity studies, comparative literature, and postcolonial studies. These critical essays have been published in 12 countries: USA, UK, Canada, France, Germany, Portugal, Spain, Netherlands, Korea, Japan, China and Taiwan. He is the author of the book *Transgressive Transcripts* (New York/Amsterdam: Rodopi Press) published in 2012. He is the English Editor-in-chief of National Taiwan University Press (NTUP) for the book series "East-West Cultural Encounters in Literature & Cultural Studies," jointly published with the University of South Carolina Press (USCP), and he currently serves as the Director of Global Affairs at the School of Political Science and Economics at NTU.