

第二部分：協助大學追求國際一流地位及發展研究中心  
全校型計畫

**Higher Education Sprout Project :  
Sustained Progress and the Rise of Universities in Taiwan**

*The Second Part:  
Enhancing International Competitiveness*

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President

National Chengchi University (NCCU)



January 15, 2018

【領導思想、啟發社會、影響世界】

*Leadership of Ideas*  
*Inspiration to Society*  
*Global Reach*



# OUTLINE

## 01 Facts about NCCU

## 02 Benchmarks:

Sciences Po & Free University of Berlin

## 03 Achieving and Transcending: How? **6 Keys**

- Uniqueness
- Transformation
- Talent
- Innovation
- Devotion
- Networking



01

Facts About NCCU



# Facts about NCCU

- ◆ Founded in 1927, a premier humanities and social sciences university in Taiwan and an acknowledged leader in Business, Humanities, Social Sciences, International Affairs, Communications, Foreign Languages and Literatures, Law, Education, and Sciences.
- ◆ Member of the 'MoE Top-University Project' Consortium
- ◆ 9 colleges, 38 doctoral programs, 10 university-level research centers
- ◆ The first AACSB- & EQUIS-accredited business school in Taiwan
- ◆ 5 international MA programs, 2 international PhD programs, and 1 international summer school

## QS World University Rankings by Subject 2018

51-100

- ◆ Politics & International Studies

101-150

- ◆ Communication & Media Studies
- ◆ Accounting & Finance
- ◆ Linguistics
- ◆ Modern Languages

151-200

- ◆ Business & Management Studies
- ◆ Education & Training
- ◆ Statistics & Operational Research
- ◆ Art & Design

201-250

- ◆ Economics & Econometrics
- ◆ English Language & Literature

251-300

- ◆ Law & Legal Studies
- ◆ Sociology

301-350

- ◆ Computer Science & Information Systems





# *An International Campus*

**International Student Population**  
**3,000+**

**Number of Partner Universities**  
**720** from **68** Countries

**Student Population**  
**16,000+**

**Campus Size**  
**115** Hectares





# *A Sample of NCCU Partners*

- Nanyang Technological University, Singapore
- National University of Singapore, Singapore
- Australian National University, Australia
- Tsinghua University, China
- University of California, Berkeley, United States
- University of Tokyo, Japan
- Hong Kong University of Science and Technology, China
- Seoul National University, South Korea
- Kyoto University, Japan
- Peking University, China
- KAIST, South Korea
- University of Queensland, Australia
- University of British Columbia, Canada
- University of Wisconsin-Madison, United States
- University of Amsterdam, Netherlands
- Ludwig Maximilian University of Munich, Germany
- University of Heidelberg, Germany
- Katholieke Universiteit Leuven, Belgium
- Lund University, Sweden
- Lomonosov Moscow State University, Russia



# Most Preferred Graduates by Employers

NCCU graduates are the “Most Preferred Graduates by Employers” in:

**No. 1**

**Business Administration**  
**Communications**  
**Social Sciences**

Source: *Global View Magazine*  
(2017 survey)





# *Distinguished Political Service*

*by Alumni and Faculty*

- National leaders and top political appointments
- Over 25% of cabinet members are our alumni or faculty
- Over 10% of national legislators in the Legislative Yuan are our alumni



**Ing-Wen Tsai**  
**President of Taiwan**



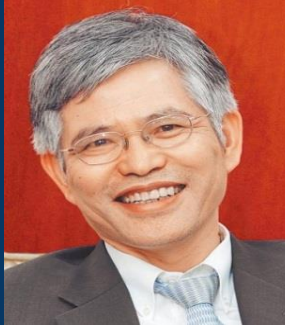
**Jaushieh Joseph Wu**  
**Secretary-General to the President**



**Mei-ling Chen**  
**Minister, National Development Council**



**Yu-Jer Sheu**  
**Minister, Ministry of Finance**



**Ning-jye Shih**  
**Minister, Directorate-General of Personnel Administration**



**Chang, Hsiao-Yueh**  
**Minister, Mainland Affairs Council**



**Yung-te Lee**  
**Minister, Hakka Affairs Council**



# 02

## Benchmarks: Sciences Po & Free University of Berlin



## ► *Sciences Po and FUB: Why? We are similar.*





**SciencesPo**



- Non-English speaking countries
- Top universities in their countries
- Outstanding in Humanities and Social Sciences
- Significant forces in national development
- Long-standing partners of NCCU
- German and French students make up the largest cohorts of exchange students at NCCU

# Benchmarks

## NCCU versus Benchmarks

	 NATIONAL CHENGCHI UNIVERSITY	SciencesPo	Freie Universität  Berlin
Established	1927	1872	1948
International student ratio	16.05%	47%	20% (BA & MA) 33% (PhD)
2018 QS World Ranking	600	220	125
- Social Science & Management	<b>114</b>	<b>62</b>	<b>74</b>
- Arts & Humanities	<b>125</b>	<b>154</b>	<b>37</b>
English-taught degree programs	7	25	24
Dual degree programs	26	42	5
Citations per publication	1.9	1.9	2.5

\* FUB is also highly-ranked in sciences, engineering, and medical sciences, fields NCCU does not have.



## ► *Inspiration: Why?*

### SciencesPo

- NCCU and Sciences Po had similar missions when founded, and Sciences Po has been extremely productive in educating national leaders and greatly influential on national policy-making and social transformation.



- In the past two decades, Free University of Berlin has implemented a painstakingly-planned series of reforms in pursuit of education and research excellence, as in its doctoral programs (Dahlem Research School) and R&D (“Profund Innovation”), etc.

# 03

## Achieving and Transcending: How?

### 6 Keys

- **Uniqueness**
- **Transformation**
- **Talent**
- **Innovation**
- **Devotion**
- **Networking**



# U niqueness

- *The Road Not Taken*
- *“that has made all the difference”*
  - *Diversity with Inclusiveness*

*Two roads diverged in a wood, and I –  
I took the one less traveled by,  
And that has made all the difference.*

*“The Road Not Taken” by Robert Frost (1874-1963)*

Oriented toward Social Sciences and Humanities, NCCU took the road less traveled. And that has made all the **difference: diversity with inclusiveness.**



The Center for Aboriginal Studies helped identify 7 additional Taiwanese aboriginal tribes and preserve their languages and cultures from extinction.

- Completed 4 series of aboriginal language education materials (42 languages and dialects)
- Added Taiwanese aboriginal languages to **Wikipedia** (including Atayal, Amis, and Sakizaya).
- Networked closely with Austronesian language research groups in other nations.





## Uniqueness

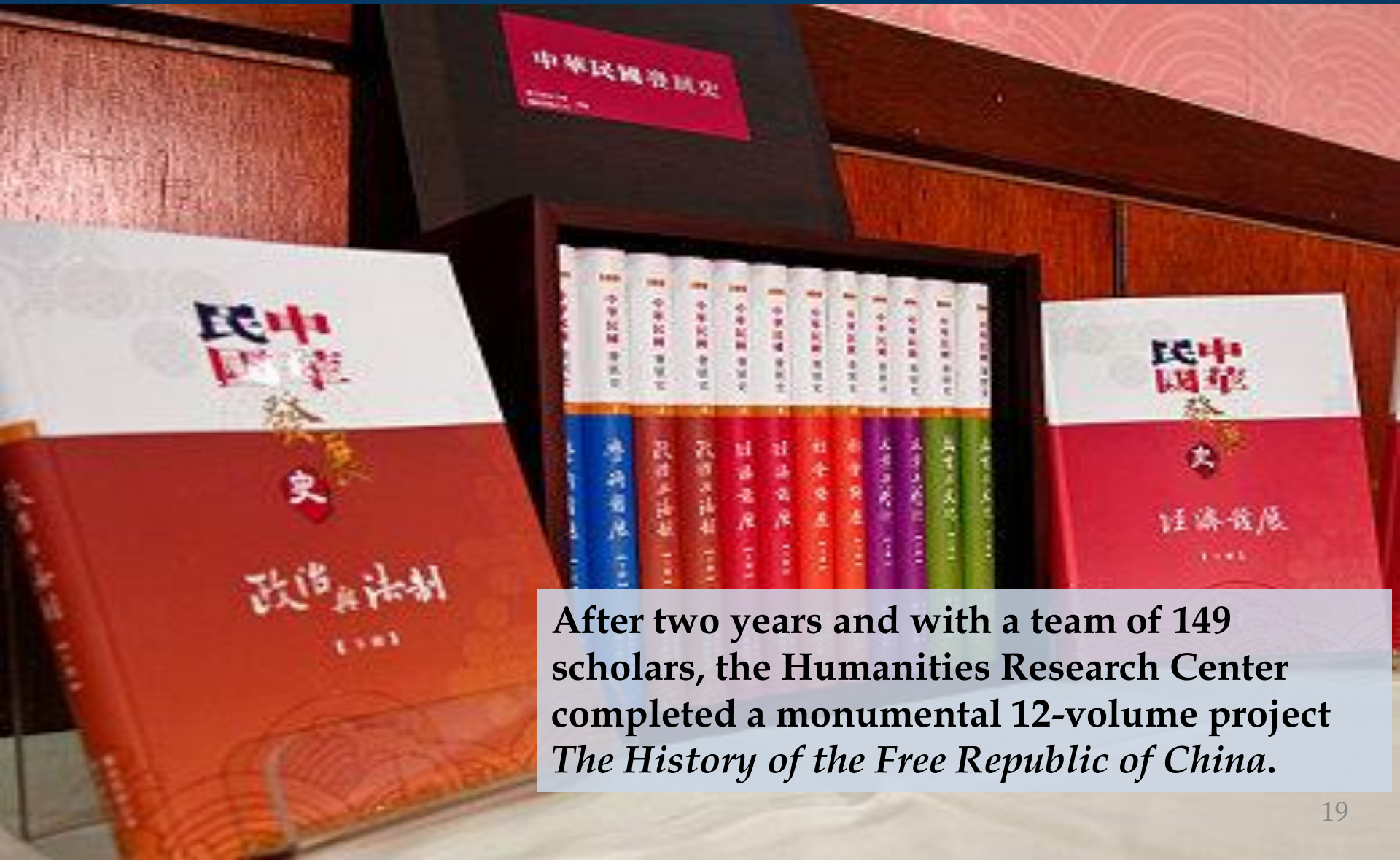
# Literature Otherwise Invisible

Professor Fang-Ming Chen's lifelong devotion to Taiwanese literature has gained global recognition. His magnum opus *A History of Modern Taiwanese Literature* has been translated into Japanese and is to be translated into other languages. His work has earned Taiwanese literature a distinct place in East Asia.



Uniqueness

# History Otherwise Unwritten



After two years and with a team of 149 scholars, the Humanities Research Center completed a monumental 12-volume project *The History of the Free Republic of China*.



**Uniqueness**

**Artistry Otherwise Unexperienced**



Prof. Hsin-Chien Huang, the winner of the Best Virtual Reality Experience Award at the 74th Venice International Film Festival, has demonstrated a new experience of life through his magnificent work, *La Camera Insabbiata*, setting a milestone for the global creative and artistic industries.



# Uniqueness

# Humanity Otherwise Unrealized

The IMPCT team from the IMBA program at NCCU beat 20,000+ teams and won the prestigious Hult Prize in 2015 for their creation of a platform that facilitates pre-school education in the urban slums in El Salvador. The team was granted US\$ 1 million as a seed investment. The platform is currently being scaled to other countries around the world.



*Diversity*

*Inclusiveness*

*Ingenuity*



**A Highly**

**Internationalized**

**University**

- 720 International Partners in 68 Countries
- 3,000 International Students From 80 Countries across 5 Continents
- By Fall 2019, English-taught undergraduate programs in every college, 19 English-taught doctoral programs, and 5 English-taught master's programs
- Most comprehensive curriculum in Taiwan for 26 languages, cultures, and regional studies
- The largest research group in Taiwan devoted to digital humanities and arts

# **T**ransformation: Paradigm Shift

- *New Challenges*
- *New Paradigms*
- *New Spaces*



### **New technology New economy**

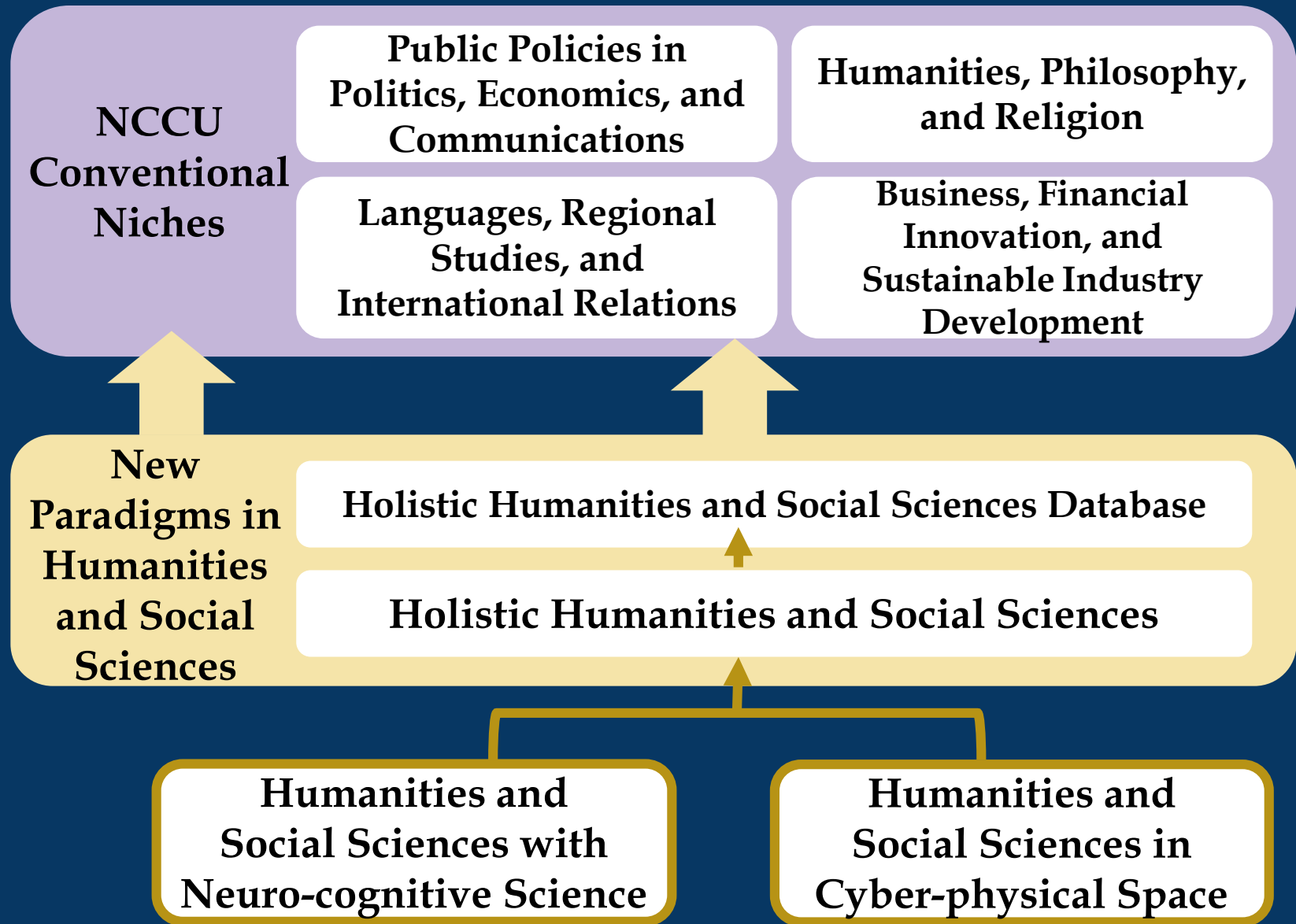
The application of AI and Big Data, the digital economy, the influence of social media, populism and political engagement, polarization, etc.

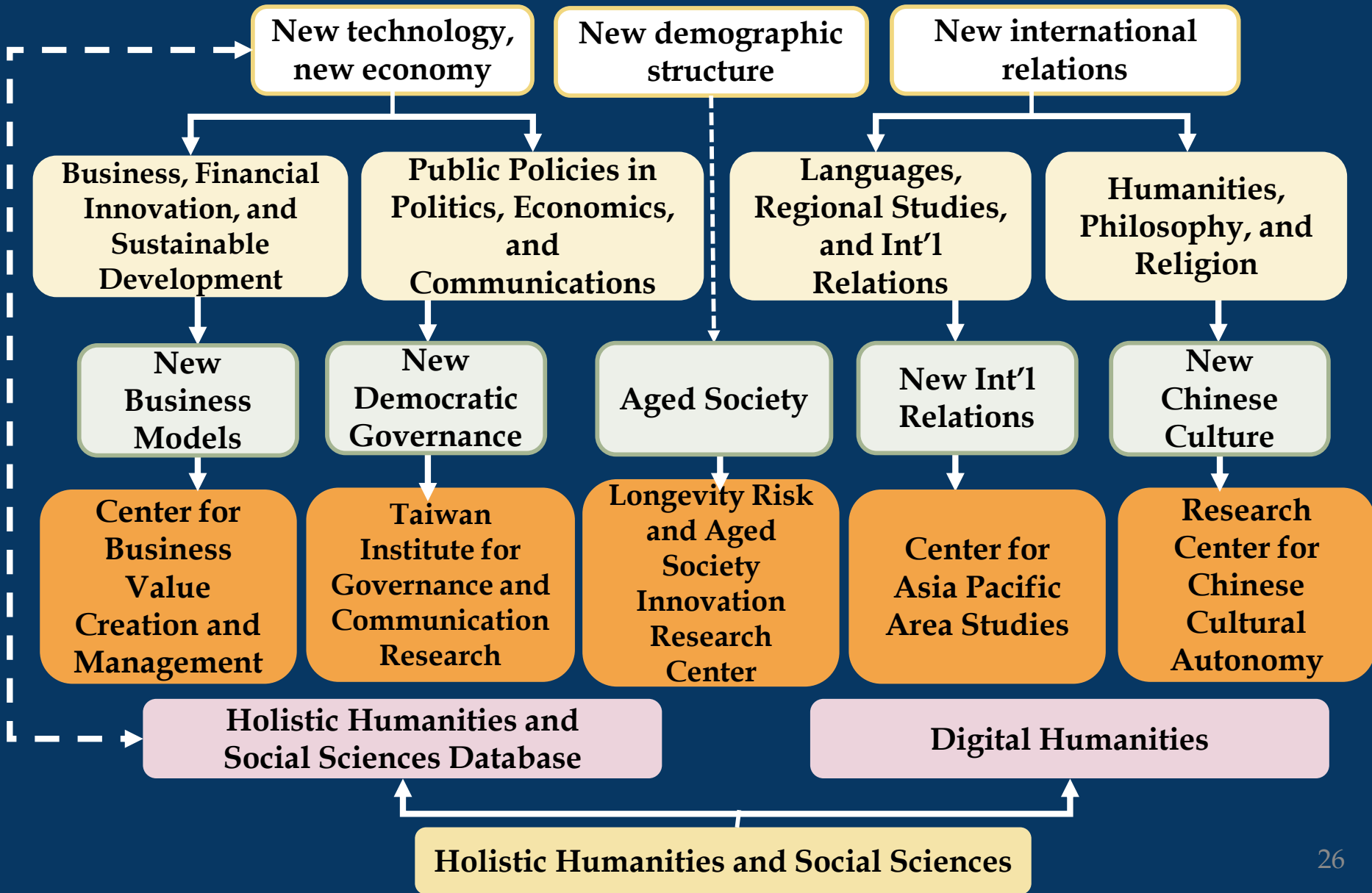
### **New demographic structure**

An aging society, low birth rate, longevity risk, long-term health care and insurance, pension reform, migration, etc.

### **New international relations**

A new order of international relations, the rise of China and its leverage with the US and Europe, the positioning dilemma of Taiwan among the powers of China, the US, Japan, India, Russia, etc.

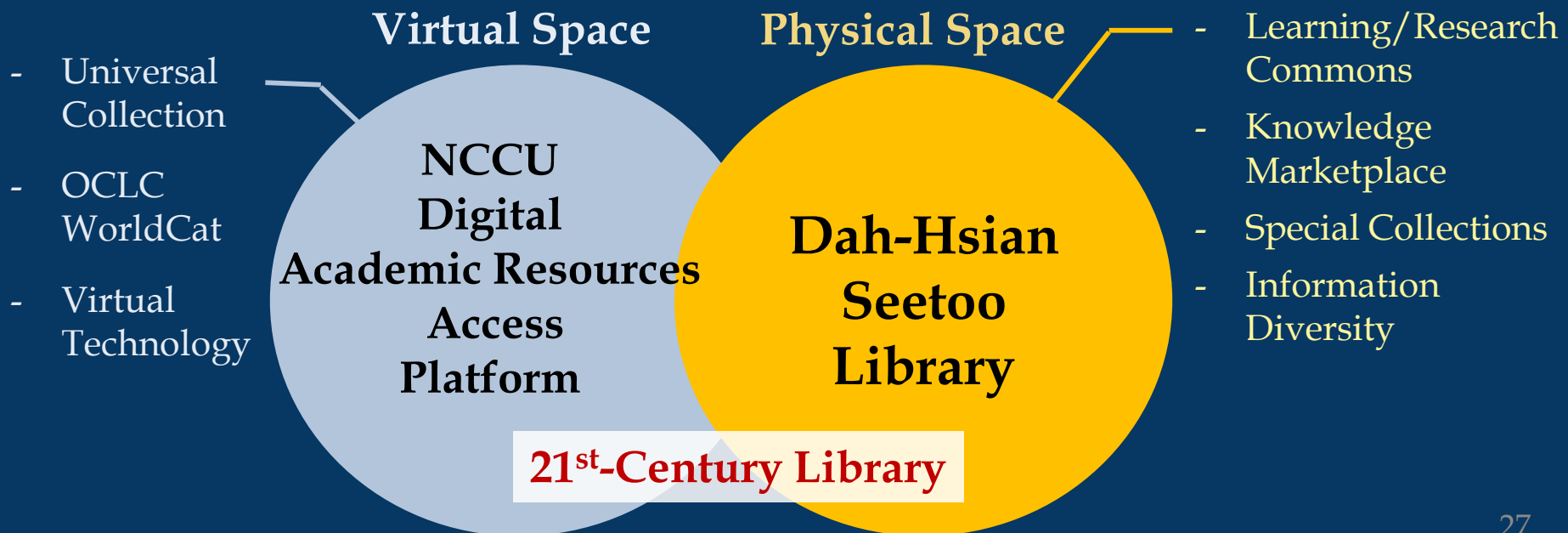






A manifestation of the von Humboldt spirit: a 21<sup>st</sup>-Century Library

- Cyber-physical space
- Open access to knowledge
- A learning space connecting people both virtually and physically
- A US\$ 60 million project



# Talent: Great Minds Inspire Great Minds

- Distinguished scholars help attract young talents.
- Young talents help attract distinguished scholars.
- What we need is a promising and inspiring virtuous cycle.
- Inspired by the strategies pursued by FUB, such as its Dahlem Research School, we are taking the following measures :
  - *Gateway to Excellence: Faculty recruitment and development*
  - *International College*
  - *Doctoral Program Reform*



NCCU has *an upwardly-moving culture*

- A successful academic career: a climb across a series of peaks
- NCCU encourages and supports such expeditions





**Zhi-Nan International Academic Prize (US\$ 100,000)**  
For outstanding achievements in humanities and social sciences

**NCCU Apex Award (US\$ 30,000)**  
**Trailblazer Award (US\$ 20,000)**  
**Rising Star Award (US\$ 10,000)**  
For high-quality contributions in humanities and social sciences

**NCCU Academic Award and Distinguished Academic Award**

**Academic Support Packages**

- Subsidies, research “kickoff” grants, travel subsidies
- Research seed money, etc.

Base camp  
(5,270m/17,290ft)

Khumbu Icefall

Camp 1

Camp 2

Camp 3

Camp 4

The international college is our new initiative to provide a comfortable environment for international scholars at NCCU.



## An international campus for all

- Develop a university-wide bilingual environment
- Assist international faculty to assimilate into NCCU
- Provide high-quality services for international faculty
- Enroll international faculty in our Chinese language program



## Programs in the International College

- A platform for all the English-taught programs on campus
- A new English-taught bachelor's degree program and a new PhD program for international and local students
- An entry point for NCCU students seeking overseas dual-degree programs

Inspired by the Dahlem Research School of FUB, NCCU developed a strategy to reform PhD programs in 2017.

## Internationally Competitive Doctoral Programs

- Starting in the Fall of 2019, 19 out of 41 doctoral programs taught in English
- Global student recruitment
- Curriculum and training aimed at developing students' international careers by enhancing their academic prowess, international mobility, and language skills
- Substantial increase in the support of doctoral students (full scholarships/assistantships) and operation of programs

## Career Development

- International academic networking and global placement
- Academic skills workshops co-hosted with UC Berkley
- Extensive industry-specific networks of NCCU

# Innovation

*Active global reach*

- *Inspiration to our society*
- *Exemplar of Taiwan's academic collaboration with global universities and industry partners*



## FUB

### Profund Innovation

Profund Innovation supports students, scholars, scientists, researchers, and alumni, as well as external start-ups who want to cooperate with researchers of FUB.

Entrepreneurship

IP protection

Startup Support

Cooperation with industry

## LSE

### LSE Enterprise

LSE Enterprise works with academics from LSE, to provide customized executive education, consulting and commercial research for governments, and public and private sector organizations.

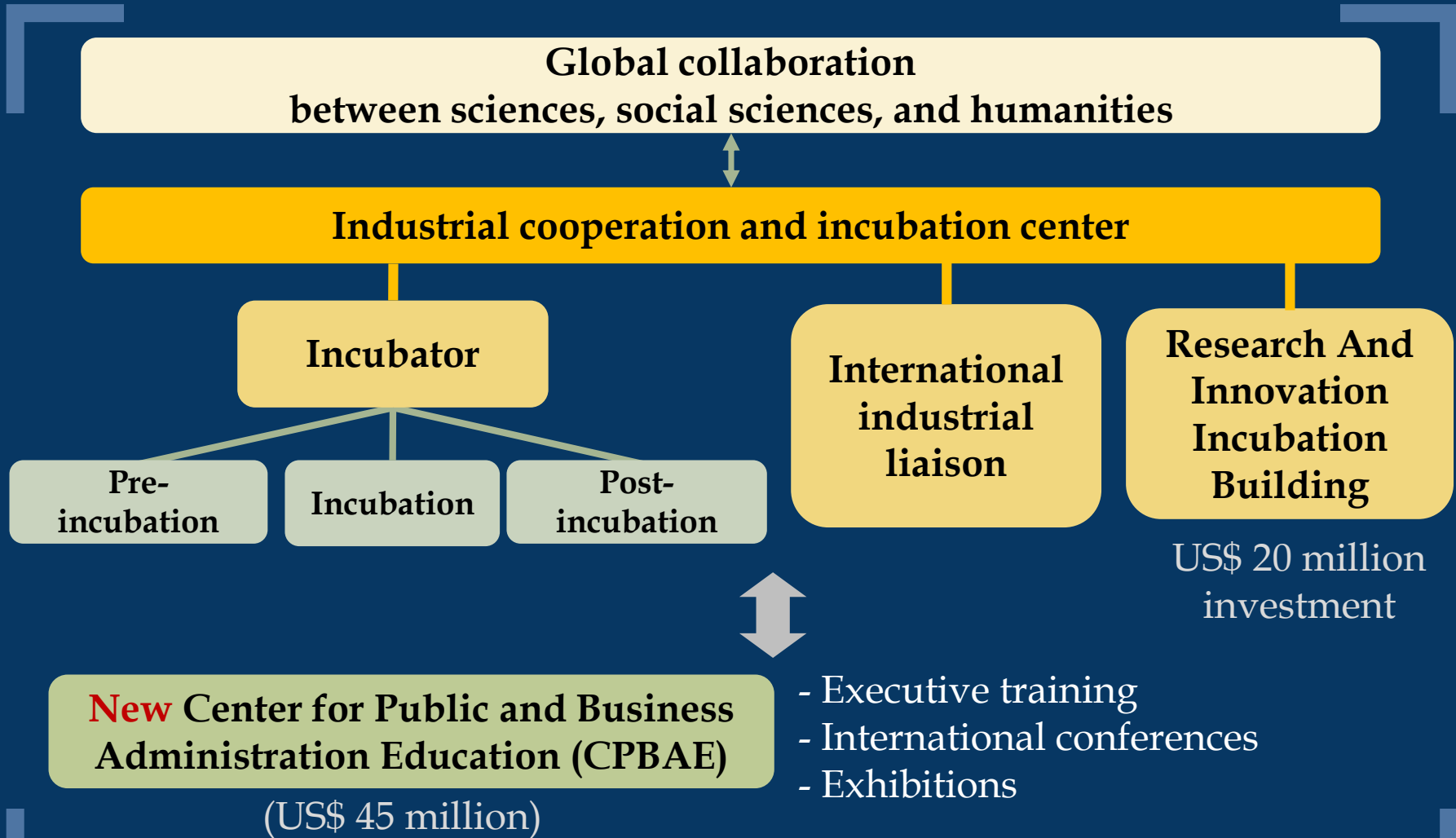
Innovation

Consultant

Custom Programs



**NCCU is integrating sciences, humanities, social sciences, business, law and communications to form an Entrepreneurship Platform and NCCU Enterprise.**



# Innovation

## International Collaboration and Cooperation

Collaboration with global universities and industry partners to create an innovation network



### First AI Pepper Lab in Taiwan

Partner with Stanford University, University of Cambridge, Singapore Management University, and Hong Kong University of Technology and Sciences



### FinTech at NCCU

- FinEX Asia x NCCU: Cooperate with Sunday Finance HK Limited, Singapore Management University, E&Y, etc.
- Microsoft AI Innovation Lab
- Amazon x NCCU Accelerator
- Thomson Reuters Fintech Lab



### Soobi Project with BBC

- Cooperate with BBC Micro:bit and Classroom (Hong Kong)
- BBC Micro:bit to provide 1 million chips for the Soobi project to help spread Soobi successes to Asia

## NCCU's Platform for Innovation and Entrepreneurship



### Entrepreneurship Education & Consulting

- Entrepreneurship courses (32 courses in 2017)
- Workshops, speeches, and consulting and mentoring sessions



### Idea Realization Project

- Provide US\$ 10,000 - 17,000 to winning teams
- Select 3-6 teams every semester



### Strong Incubation Ecology

- WI Harper Group as mentors
- Strong alumni VC/angel network
- First university co-working space in Taiwan (International Entrepreneurship Hub, IEH)
- IP and patent protection/consulting
- Commercialization of NCCU's research



## Industrial Cooperation & Incubation Center

Strengthen the global reach of NCCU's research  
Through NCCU Enterprise

Corporate  
Governance



NCCU Consulting  
Service



NCCU Spin-offs

# Center for Public and Business Administration Education (CPBAE)

- The link between NCCU and industry, society, and the public
- Cultivation of leaders in government and public and private sectors
- A new US\$ 45 million world-class building in 2020

### World-Class Executive Training and Conference Center in Asia

**Creative  
Programs**

**Professional  
Faculty**

**Blossoming  
International  
Exchange**

**Advanced  
Infrastructure**

**Excellence  
Service**

# D Devotion

Making the world a better place

- *Glocalization: A New International University Town*
- *“Loglobalization”: Sharing NCCU Experiences with the World*
- *International University Social Responsibility Network*

**Chaxu geju (差序格局 by Fei, Xiaotong)**

From local neighborhood to global village



**USR with an East Asian character**



## Glocalization: International University Town

### A New International University Town



- New dormitory for international students in 2019
- Multi-cultural campus and university town
- A platform for international students to contribute to NCCU's university social responsibility projects
- Engagement of international faculty and students with community development

# Glocalization: International University Town



I-Quartet Taiwan of NCCU brought VR experiences of Southeast Asian culture into Ming-Duo Elementary, which has the highest ratio of Southeast Asian immigrant students around NCCU.

Children in Tsai-Hsing School experienced foreign cultures and broadened their views of the world with the help of the students of the International Association (IA) of NCCU.



### Sharing NCCU Experiences with the World



The **International Volunteers Club** connects with NGOs such as Taiwan Aid and World Vision. Its “PinTree Project” is an outstanding example of this group’s contributions.



政治大學原住民族研究中心  
Center for Aboriginal Studies (C.A.S.)

The Center for Taiwanese **Aboriginal Research** focuses on saving the endangered aboriginal languages and cultures, and has disseminated their experiences to New Zealand, Canada, Japan, and Poland.



The Center for Election Research has been devoted to democratic reform and election research for more than 10 years. Their achievements have had a strong influence on **democratic transformation** in East Asia.



The College of Social Sciences has shared its experiences in social governance with partners in China and Southeast Asian countries.



The College of Commerce and the College of Social Sciences are pioneers of **innovative business models** whose influences have spread to China, Hong Kong, and Korea.

## USR with an East Asian character

- NCCU is the portal of the international network in Taiwan
  - **US** : UCLA and University of Pennsylvania
  - **Japan** : University of Hokkaido
  - **Singapore**: Singapore Management University
  - **Hong Kong** : University of Hong Kong, Chinese University of Hong Kong, and Hong Kong Polytechnic University
  - **China**: Chinese Academy of Social Sciences, Peking University, Tsinghua University, Shanghai University, etc.



The USR Office of NCCU has held several workshops and networking meetings since 2014. The latest conference was held on December 16, 2017.



# N **etworking**

- *Strong commitment to the international academic communities through collaborating with international partners to address the Sustainable Development Goals (SDGs) outlined by the United Nations*

# Networking

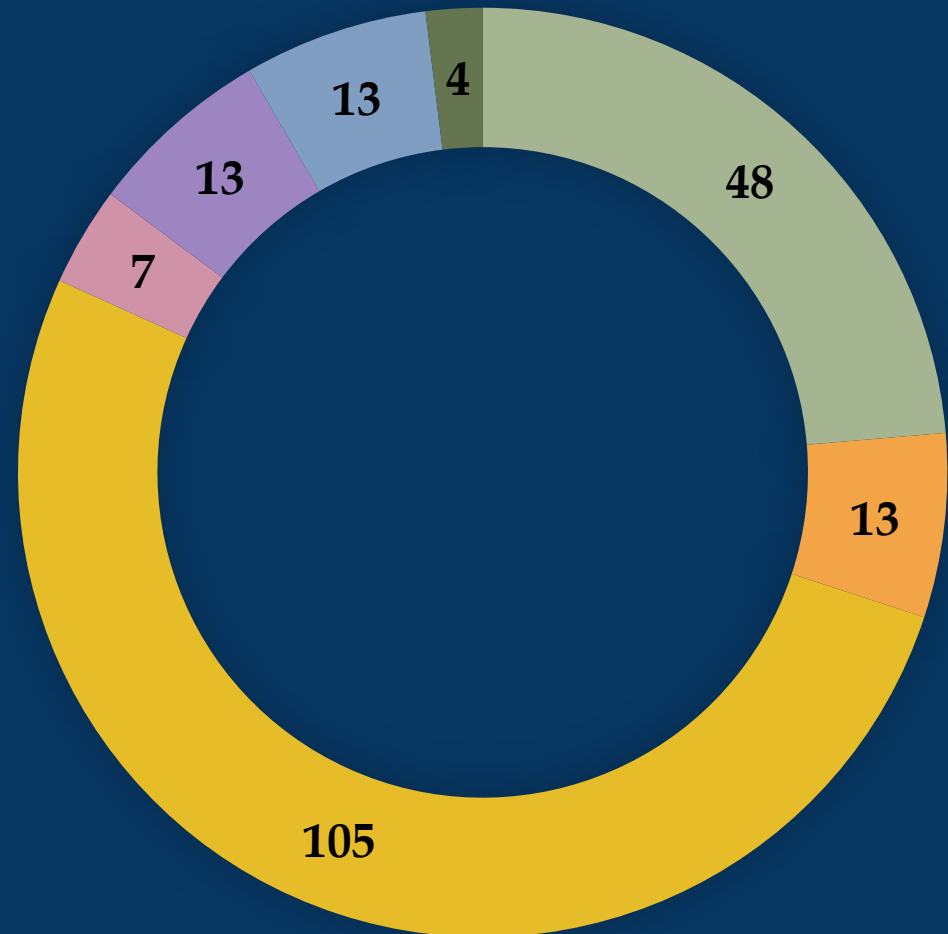
# Strong Commitment to the SDGs

- We collaborate with the world to address critical SDG issues.
- NCCU produces a large volume of scholarship in Chinese.
- **80%** of papers published in English are co-authored, and **25%** are international collaborations.



## Papers on SDGs by NCCU faculty in collaboration with international scholars (203 in total; source: SciVal)

- Health, Environment and Risks (SDG 3 & 13)
- Education (SDG 4)
- Economics and Industry (SDG 8 & 9)
- Equality, Diversity and Sustainable Society (SDG 10 & 11)
- Peace, Justice and Strong Institutions (SDG 16)
- Responsible Consumption and Production (SDG 12)
- Other SDGs



## Future Research of NCCU Strongly Focused on SDGs

### Future research focuses of NCCU

Innovation Research Center for Longevity Risk and Aged Society

Taiwan Institute for Governance and Communication Research

Center for Business Value Creation and Management

Center for Asia Pacific Area Studies

Research Center for Chinese Cultural Autonomy

### UN SDGs 2030

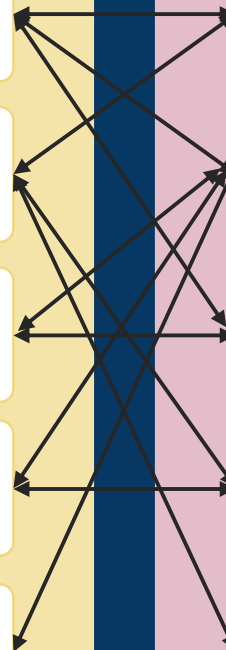
Health, Environment and Risks

Equality, Diversity and Sustainable Society

Economics and Industry

Peace, Justice and Strong Institutions

Education





# *Conclusion (1/2)*

## *IN 5 YEARS WE WILL:*

- Have transformed our faculty recruiting culture to consistently attract the best global talents available to NCCU.
- Have restructured our campus to be very accommodating to the needs of foreign faculty members and foreign students.
- Have established five frontier research areas addressing global SDG issues.
- Have reshaped our doctoral programs to be internationally competitive in student recruitment and placement.
- Have organized an efficient platform to provide services for global alumni and raise external funding.

# *Conclusion (2/2)*

## *IN 5 YEARS WE WILL:*

- Have established a teaching and learning culture that is on par with distinguished international universities and is a model for other Taiwanese universities.
- Have built a unique academic environment in which the sciences, humanities, and social sciences are merged through technologies to create new research and education paradigms.
- Have become a window through which the global academic community can witness the relevance and value of the scholarship produced in Taiwan. This achievement is made possible by NCCU's commitment to rigorously addressing local issues in a global context.



Thank you for your listening  
and support