

國立中正大學課程大綱

National Chung Cheng University Syllabus

學士班

課號 Course Code		全英文授課 EMI	<input checked="" type="checkbox"/> 是 Yes <input type="checkbox"/> 否 No
課程類別 Course Type	<input type="checkbox"/> 人文關懷課程(Humanistic Care Course) <input type="checkbox"/> 競賽專題課程(Competition Specialized Course) <input type="checkbox"/> 問題導向課程(Problem-Based Course) <input checked="" type="checkbox"/> 專題導向課程(Project-Based Course) <input type="checkbox"/> 總整課程(Capstone Course) <input type="checkbox"/> 實作課程(Practical Course) <input type="checkbox"/> 實習(Lab) <input type="checkbox"/> 其他(Others)		
課程名稱 (中文) Chinese Course Name	樂齡產業發展		
課程名稱 (英文) English Course Name	Silver Industry Development		
學年/學期 Academic Year /Semester	114-2	學分 Credits	3
學系 (所) Department	成教系	必選修 Required/Elective	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective
上課時間 Class Hours	星期二 10:10am-13:00pm	上課地點 Classroom	
教師 Instructor	潘紅慧	教師 email Instructor's email	Pan.honghui@vub.be
助教 Teaching Assistant		助教 email TA's email	
先修科目或 先備能力 Prerequisites	對樂齡產業具有濃厚的興趣。 A profound interest for silver economy		
課程概述 Course Descriptions	This course provides a comprehensive exploration of the "Silver Economy," a rapidly expanding global market driven by the needs and aspirations of the aging population. Moving beyond traditional views of aging as a social burden, we will analyze it as a powerful engine for economic growth and social innovation. Students will examine the demographic shifts, policy frameworks, and business models shaping this industry both in Taiwan and in the international arena. Through case studies, lectures, field work and develop project proposals, we will investigate key sectors of the silver economy including technology, housing, finance, health, lifelong learning, and leisure. The course aims to equip our students with the strategic thinking and practical tools necessary to develop sustainable, ethical, and human-centered products and services for the super aged society like Taiwan.		
學習目標 Learning Objectives	Upon successful completion of this course, students will be able to: <ol style="list-style-type: none"> 1. Analyze the global demographic trends and their socio-economic implications driving the Silver Economy. 2. Critically evaluate the policy and regulatory environments that enable or hinder industry development. 		

	<ol style="list-style-type: none"> Identify and assess market segments and business opportunities within the aging society. Apply principles of gerontology and user-centered design to develop innovative solutions. Develop a viable business plan or project proposal for a product/service in the Silver Industry. Articulate the ethical considerations and the importance of combating ageism in industry practices.
教科書及參考書 Textbooks and References	<ol style="list-style-type: none"> 活躍樂齡與地方創生 (2021) 。師大書院。 European Commission. (2018). Silver Economy Study: How to stimulate the economy by hundreds of millions of Euros per year. https://digital-strategy.ec.europa.eu/en/library/silver-economy-study-how-stimulate-economy-hundreds-millions-euros-year Peng, Y., Li, D., & Jia, Q. (2023). The silver economy: An ageing society in the European Union: by Agata Niemczyk, Katarzyna Szalotka, Anna Gardocka-Jałowiec, Wioletta Nowak, Renata Seweryn, and Zofia Gródek-Szostak, London, UK, Routledge, 2023, 112 pp., 136.00 (hardback), ISBN 9781032455068. <i>The Social Science Journal</i>, 1–4. https://doi.org/10.1080/03623319.2023.2285906
教學要點概述	
教材編選 Teaching Materials	<input checked="" type="checkbox"/> 自製簡報 (ppt) <input checked="" type="checkbox"/> 課程講義 (Course Syllabus) <input type="checkbox"/> 自編教科書 (Self-compiled Textbook) <input type="checkbox"/> 教學程式 (Teaching Program) <input type="checkbox"/> 自製教學影片 (Self-Produced Instructional Videos) <input type="checkbox"/> 其他 (Others)
教學方法 Teaching Methods	<input checked="" type="checkbox"/> 講述 (Lecture) <input type="checkbox"/> 小組討論 (Group Discussion) <input checked="" type="checkbox"/> 學生口頭報告 (Student Oral Presentation) <input checked="" type="checkbox"/> 問題導向學習 (Problem-Based Learning) <input checked="" type="checkbox"/> 個案研究 (Case Study) <input type="checkbox"/> 其他 (Others)
評量工具 Evaluation Tools	<input type="checkbox"/> 期中考 (Midterm Exam) <input type="checkbox"/> 期末考 (Final Exam) <input type="checkbox"/> 隨堂測驗 (In-class Quiz) <input checked="" type="checkbox"/> 隨堂作業 (In-class Assignment) <input type="checkbox"/> 課後作業 (Homework Assignment) <input checked="" type="checkbox"/> 期中報告 (Midterm Report) <input checked="" type="checkbox"/> 期末報告 (Final Report) <input type="checkbox"/> 專題報告 (Project Report) <input type="checkbox"/> 評量尺規 (Assessment Rubric) <input checked="" type="checkbox"/> 其他 (Others)
教學資源 Teaching Resources	<input type="checkbox"/> 課程網站 (Course Website) <input checked="" type="checkbox"/> 教材電子檔供下載 (Electronic Course Materials for Download) <input type="checkbox"/> 實習網站 (Internship Website)
教師 相關訊息 Instructor's Information	<p>Dr. Pan Honghui graduated from the Free University of Brussels in Belgium with a Ph.D. in Adult Education. With nearly a decade of teaching and research experience in Belgium, she possesses extensive international academic resources and exceptional cross-cultural collaboration skills.</p> <p>Dr. Pan's research focuses on social gerontology, the sociology of aging education, and educational inequality. She pays particular attention to various social inequalities, exploring how cultural factors shape adult and aging education, and delving into the relationship between the social and educational participation opportunities of disadvantaged groups and their physical and mental health (such as loneliness). Dr. Pan's publications can be found at: https://www.researchgate.net/profile/Honghui-Pan</p>

每週課程內容 Weekly Scheduled Contents	
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Week 2 The longevity revolution: defining key concepts of silver economy

Week 3 The super aged society in Taiwan and the innovation of silver economy

Week 4 Silver economy in western countries: examples from welfare countries in Europe

Week 5 Social enterprise in Taiwan: what can they contribute to the silver economy?

Week 6 Social enterprise in Europe: what can we learn?

Week 7 Management strategies of silver enterprise

Week 8 自主學習 self-learning week

Week 9 期中報告 mid-term report

Week 10 Innovative products for older adults: how to develop?

Week 11	Field study I
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Week 12 Existing innovative products for the silver population: examples from Taiwan

Week 13 Existing innovative products for the silver population: examples from western countries

Week 14 Field study II

Week 15 How to develop a social enterprise proposal for the silver population?

Week 16 Improve your proposal with expert opinions

Week 17 自主學習週 self-learning week

Week 18 期末考試 final report on your idea for the challenges of Taiwan's aged population

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Core Competencies	
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核心能力 (成教系 學士班) Core Competency (Bachelor's Program in Adult and Continuing Education)		本課程與核心能力關聯強度 Degrees of Related to Core Competencies				
		1	2	3	4	5
專業能力 Professional Competency	方案企劃 Program Planning					<input checked="" type="checkbox"/>
	學習設計 Learning Design					<input checked="" type="checkbox"/>
	經營管理 Management and Administration				<input checked="" type="checkbox"/>	
共通能力 General Competency	溝通表達 Communication Skills			<input checked="" type="checkbox"/>		
	問題解決 Problem Solving				<input checked="" type="checkbox"/>	
	團隊合作 Teamwork and Collaboration					<input checked="" type="checkbox"/>
	創意思考 Creative Thinking					<input checked="" type="checkbox"/>
	國際視野 Global Perspective					<input checked="" type="checkbox"/>
	資訊科技 Information Technology			<input checked="" type="checkbox"/>		

註：關聯強度以五點量表標示，1 表示沒有關聯，5 表示非常有關聯。

Note: The strength of the correlation is indicated on a five-point scale, with 1 representing no correlation and 5 representing a very strong correlation.

請尊重智慧財產權，不得非法影印教師指定之教科書籍。

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