

國立臺北商業大學【碩士在職專班】創意設計與經營研究所品牌設計與創新經營（在職碩士原住民專班）課程科目表（115學年度入學新生適用） Institute of Creative Design and Management, Master of Brand Design and Innovation Management, the Indigenous Program, National Taipei University of Business (Applicable to Students Admitted in Fall or Spring, 2026)												
科目類別 Category	科目名稱 Course Title	學 分 數 Credit	時 數 Hour	授 課 時 數 Contact Hour								備註 Remarks
				第一學年 AY 1				第二學年 AY 2				
				上 Fall		下 Spring		上 Fall		下 Spring		
				授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	授課 Lecture	實習 Practice	
專業必修 Core Course (Compulsory)	設計研究方法 Design Research Methodology	3	3	3								
	◆部落組織經營與管理 Tribal organization operation and management	3	3	3								
	論文 Thesis	(6)	(6)					(3)		(3)		
	合計 Subtotal	6	6	6	0	0	0	0	0	0	0	
	必修合計 Subtotal, Compulsory	6	6	6	0	0	0	0	0	0	0	
專業選修 Elective	AI協作數位媒體設計 AI-Assisted Digital Media Design	3	3	3								
	◆原住民族文化創意產業專題研討 Special seminar on cultural and creative industries of indigenous peoples	3	3	3								
	品牌設計研究 Brand Design Studies	3	3	3								
	統計方法與資料分析 Statistics and Data Analysis	3	3			3						
	◆原住民族地方創生產業發展 Development of local entrepreneurial industries for indigenous peoples	3	3			3						
	文獻計量研究 Bibliometrics Application in Research	3	3			3						
	AI 輔助調查研究 AI-Assisted Survey Research	3	3			3						
	◆原住民族文創商品創新發想 Innovative ideas for indigenous cultural and creative products	3	3			3						
	人因設計專論 Ergonomic Design	3	3			3						
	資訊視覺化設計 Infographic Design	3	3					3				
	AI協作跨域創新整合專論 Special Topics in AI-Augmented Transdisciplinary Innovation	3	3					3				
	結構方程模型應用實務 Structural Equation Model Analysis	3	3					3				
	◆原住民族傳統智慧創作解析 Analysis of creation of traditional wisdom of indigenous peoples	3	3							3		
	◆原住民族產業行銷實務 Aboriginal industry marketing practice	3	3							3		
合計 Subtotal, Elective	42	42	9	0	18	0	9	0	6	0		
畢業最低總學分數36（專業選修至少應修30學分）（不含畢業論文6學分） Total Number of Required Credits : 42 (Minimum of Electives Requied: 30 Credits)												

備註1：專業必修科目6學分、畢業論文6學分、選修科目至少應修30學分、畢業總學分為42學分。
Remark 1: Core courses: 6 credits required (excluding thesis 6 credits) ,Electives: 30 credits minimum required ,Total Required credits - 42 credits

備註2：107學年度起入學之學生須依本校「研究生學術倫理教育實施要點」完成學術倫理教育相關課程達6小時以上，始得申請論文學位考試。
Remark 2: The Regulations of”Guidelines Governing the Academic Ethics Course” apply to all students who have enrolled in a program at the master’s level since the 2018-2019 academic year. Students are required to complete Academic Research Ethics Education Course, which is up to 6 hours before applying for Thesis Degree Exam

備註3: 113學年度起入學之學生須依本校「學生資訊能力檢核辦法」規定，應於畢業前達成辦法內擇一資訊能力檢核認定項目，始得畢業。
Remark 3:Starting from Academic Year 2024, all newly admitted students shall meet at least one of the information literacy certification requirements specified in the NTUB Student Information Literacy Assessment Regulations in order to be eligible for graduation.