

國立臺北商業大學創意設計與經營研究所碩士在職專班課程科目表 (111學年度入學新生適用)
 Institute of Creative Design and Management, National Taipei University of Business
 (Applicable to Students Admitted in Fall or Spring, 2022)

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)	論文研討(一) Seminar (1)	1	3	3									
	設計研究方法 Design Research Methodology	2	3	3									
	數位媒體科技 Digital Media Technology	3	3	3									
	論文研討(二) Seminar (2)	1	3			3							
	統計方法與資料分析 Statistics and Data Analysis	2	3			3							
	行銷策略管理 Marketing and Strategy Management	3	3			3							
	論文 Thesis	(6)	(6)					(3)		(3)			
	合計 Subtotal	12	18	9	0	9	0	0	0	0	0		
專業選修 Elective	產品開發策略研究 Product Development Strategy Studies	3	3	3									
	創業管理研究 Entrepreneurship Management Studies	3	3	3									
	商品分析與企劃 Product Analysis and Planning	3	3	3									
	設計文化專題 Design Culture Special Topic	3	3	3									
	設計與品牌行銷 Design and Brand Marketing	3	3	3									
	資訊視覺化設計 Infographic Design	3	3	3									
	文獻計量研究 Bibliometrics Application in Research	3	3			3							
	市場調查研究 Market Research studies	3	3			3							
	設計思維 Design Thinking	3	3			3							
	人因設計專論 Ergonomic Design	3	3			3							
	企劃研究與實務 Studies and Practices of Planning	3	3			3							
	設計與經營講座 Seminar on Design and Business	1	2			2							
	消費者行為理論與實務 Consumer Behavior Theories & Practices	3	3					3					
	福祉設計研究 Universal Design	3	3					3					
	跨域整合專論 Interdisciplinary curriculum	3	3					3					
	設計產業趨勢研究 Research on Design Industry Trend	3	3					3					
	創意商品設計實務 Creative Product Design Practices	3	3					3					
	創意個案研討 The Creative Case of Study	3	3					3					
	使用者研究 User Research	3	3					3					
	設計管理專題 Topics in Design Management	3	3							3			

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				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	
	整合行銷傳播與設計 Integrated Marketing Communications and Design	3	3							3		
	服務設計 Service Design	3	3							3		
	合計 Subtotal, Elective	64	65	18	0	17	0	21	0	9	0	
畢業最低總學分數36 (專業選修至少應修24學分) (不含畢業論文6學分) Total Number of Required Credits : 42 (Minimum of Electives Required: 24 Credits)												

備註1：專業必修科目12學分、畢業論文6學分、選修科目至少應修24學分、畢業總學分為42學分。

Remark 1: Core courses: 12 credits required (excluding thesis 6 credits), Electives: 24 credits minimum required, Total Required credits - 42 credits (excluding electives English 4 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