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（113學年度入學新生適用）
Institute of Creative Design and Management, School of Innovation Management, National Taipei University of Business
(Applicable to Students Admitted in Fall or Spring, 2024)

科目類別 Category	科目名稱 Course Title	學分數	時數	第一學年 AY 1 上 Fall 授課Lecture	第一學年 AY 1 上 Fall 實習Practice	第一學年 AY 1 下 Spring 授課Lecture	第一學年 AY 1 下 Spring 實習Practice	第二學年 AY 2 上 Fall 授課Lecture	第二學年 AY 2 上 Fall 實習Practice	第二學年 AY 2 下 Spring 授課Lecture	第二學年 AY 2 下 Spring 實習Practice	備註 Remarks
專業必修 Core Course (Compulsory)	設計研究方法 Design Research Methodology	3	3	3								專業必修15學分 Core Course required: 15 Credits (不含論文) (excluding thesis 6 credits)
	數位媒體科技 Digital Media Technology	3	3	3								
	行銷策略管理 Marketing and Strategy Management	3	3	3								
	論文研討 Seminar	3	3			3						
	統計方法與資料分析 Statistics and Data Analysis	3	3			3						
	論文 Thesis	(6)	(6)					(3)		(3)		
	合計 Subtotal	15	15	9	0	6	0	0	0	0	0	
	必修合計 Subtotal, Compulsory	15	15	9	0	6	0	0	0	0	0	
專業選修 Elective	產品開發與永續策略研究 Product Development and Sustainable Strategy Studies	3	3	3								
	創新科技新趨勢 Innovative Technology Trends	3	3	3								
	資訊視覺化設計 Infographic Design	3	3	3								
	創新創業與永續發展 Innovative Entrepreneurship and Sustainable Development	3	3			3						
	文獻計量研究 Bibliometrics Application in Research	3	3			3						
	調查研究 Research studies	3	3			3						
	進階設計思考 Advanced Design Thinking	3	3			3						
	人因設計專論 Ergonomic 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				
	AI工具在量化研究中的應用	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				
	人工智慧賦能設計 AI-empowered Design	3	3					3				
	整合行銷傳播與設計 Integrated Marketing Communications and Design	3	3							3		
	企業永續發展與經營 Sustainable Business Development Management	3	3							3		
	結構方程模型應用實務 Structural Equation Model Analysis	3	3							3		
	設計文化專題 Design Culture Special Topic	3	3							3		
	合計 Subtotal, Elective	45	54	9	0	15	0	18	0	3	0	

畢業最低總學分數36（不含畢業論文6學分）（專業選修至少應修21學分）
Total Number of Required Credits : 36 (Excluding Thesis 6 credits) (Minimum of Electives Reqruied: 21 Credits)

備註1：專業必修科目15學分、畢業論文6學分、選修科目至少應修21學分、畢業總學分為42學分。
Remark 1: Core courses: 15 credits required (excluding thesis 6 credits) ,Electives: 21 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。
Students must comply with the provisions of the school's "Student Information Ability Assessment Measures" and must complete one of the information competency assessment and certification items in the regulations before graduation in order to graduate.

本課程科目表經113年6月18日教務會議審議通過，適用113學年度入學新生。
Approved by Counsil of Academic Affairs on June 18, 2024.

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