國立臺北商業大學【碩士在職專班】創意設計與經營研究所碩士在職專班課程科目表（114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, 2025)

科目類別 Category	科目名稱 Course Title	學分數 Credit	時數 Hour	授課時數 Contact Hour 第一學年 AY 1 上 Fall 授課 Lecture	實習 Practice	第一學年 AY 1 下 Spring 授課 Lecture	實習 Practice	第二學年 AY 2 上 Fall 授課 Lecture	實習 Practice	第二學年 AY 2 下 Spring 授課 Lecture	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								
	行銷策略管理 Marketing and Strategy 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	
	數位媒體設計 Digital Media Design	3	3	3								
	產品開發與永續策略研究 Product Development and Sustainable Strategy Studies	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						
	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						
	資訊視覺化設計 Infographic Design	3	3					3				
	跨域整合專論 Interdisciplinary curriculum	3	3					3				
	結構方程模型應用實務 Structural Equation Model Analysis	3	3					3				
	設計研究與智能應用 Design study and integration of augmented intelligence	3	3							3		
	企業永續發展與經營 Sustainable Business Development Management	3	3							3		
	使用者研究 User Research	3	3							3		
合計 Subtotal, Elective		45	45	9	0	18	0	9	0	9	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 Reqruied: 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.

本課程科目表經114年6x月20日教務會議審議通過，適用一一四學年度入學新生。
Approved by Counsil of Academic Affairs on June 20, 2025.