# 國立臺北商業大學四年制商業設計管理系課程科目表(104學年度入學新生適用)

| 科目類別 | 科目名稱 | 學分數 | 時數 | 授課時數 | | | | | | | | | | | | | | | | 備註 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 第一學年 | | | | 第二學年 | | | | 第三學年 | | | | 第四學年 | | | | |
| | | | | 上 | | 下 | | 上 | | 下 | | 上 | | 下 | | 上 | | 下 | | |
| | | | | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | |
| 通識科目 | 大學國文選(一) | 2 | 2 | 2 | | | | | | | | | | | | | | | | |
| | 大學國文選(二) | 2 | 2 | | | 2 | | | | | | | | | | | | | | |
| | 英文(一) | 2 | 2 | 2 | | | | | | | | | | | | | | | | |
| | 英文(二) | 2 | 2 | | | 2 | | | | | | | | | | | | | | |
| | 英文(三) | 2 | 2 | | | | | 2 | | | | | | | | | | | | |
| | 應用文與習作 | 2 | 2 | | | | | | | 2 | | | | | | | | | | |
| | 全球環境變遷與永續發展 | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 藝術與人生 | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | 民主社會與當代公民 | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | 興趣選修 | 8 | 8 | | | | | 2 | | 2 | | 2 | | 2 | | | | | | 註1 |
| | 體育 | 0 | 12 | 2 | | 2 | | 2 | | 2 | | 2 | | 2 | | | | | | |
| | 體育(選修) | (2) | 4 | | | | | | | | | | | | | 2 | | 2 | | 註2 |
| | 全民國國防教育軍事訓練 | (8) | (8) | (2) | | (2) | | (2) | | (2) | | | | | | | | | | 註3 |
| | 英語訓練(畢輔) | 0 | (2) | | | | | | | | | | | | | (2) | | (2) | | 註4 |
| | 小計 | 26 | 42 | 6 | 0 | 6 | 0 | 6 | 0 | 6 | 0 | 6 | 0 | 8 | 0 | 2 | 0 | 2 | 0 | |
| 專業必修 | 服務學習 | (1) | 2 | | 2 | | | | | | | | | | | | | | | 註5 |
| | 設計概論 | 2 | 2 | 2 | | | | | | | | | | | | | | | | |
| | 電腦繪圖 | 3 | 3 | 3 | | | | | | | | | | | | | | | | |
| | 基本設計 | 3 | 3 | 3 | | | | | | | | | | | | | | | | |
| | 管理學 | 3 | 3 | 3 | | | | | | | | | | | | | | | | |
| | 消費者行為 | 3 | 3 | 3 | | | | | | | | | | | | | | | | |
| | 色彩計畫 | 3 | 3 | | | 3 | | | | | | | | | | | | | | |
| | 基礎攝影 | 3 | 3 | | | 3 | | | | | | | | | | | | | | |
| | 行銷管理 | 3 | 3 | | | 3 | | | | | | | | | | | | | | |
| | 人力資源管理 | 3 | 3 | | | 3 | | | | | | | | | | | | | | |
| | 立體造型設計 | 3 | 3 | | | | | 3 | | | | | | | | | | | | |
| | 數位多媒體應用 | 3 | 3 | | | | | 3 | | | | | | | | | | | | |
| | 廣告設計與策略 | 3 | 3 | | | | | 3 | | | | | | | | | | | | |
| | 品牌管理 | 2 | 2 | | | | | 2 | | | | | | | | | | | | |
| | 設計管理 | 2 | 2 | | | | | | | 2 | | | | | | | | | | |
| | 服務業管理 | 3 | 3 | | | | | | | 3 | | | | | | | | | | |
| | 創意思考與企劃 | 3 | 3 | | | | | | | 3 | | | | | | | | | | |
| | 創新管理 | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 專題製作(一) | 3 | 3 | | | | | | | | | | | 3 | | | | | | |
| | 研究方法概論 | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | 專題製作(二) | 3 | 3 | | | | | | | | | | | | | 3 | | | | |
| | 職場倫理 | 2 | 2 | | | | | | | | | | | | | 2 | | | | |
| | 職場實習 | 4 | 40 | | | | | | | | | | | | | | | | 40 | 註6 |
| | 行銷個案分析 | 2 | 2 | | | | | | | | | | | | | | | 2 | | |
| | 設計專案 | 3 | 3 | | | | | | | | | | | | | | | 3 | | |
| | 小計 | 66 | 102 | 14 | 0 | 12 | 0 | 11 | 0 | 8 | 0 | 2 | 0 | 5 | 0 | 5 | 0 | 5 | 40 | |
| | 視覺心理學 | 3 | 3 | 3 | | | | | | | | | | | | | | | | |
| | 現代繪畫 | 3 | 3 | 3 | | | | | | | | | | | | | | | | |
| | 商業英文 | 3 | 3 | 3 | | | | | | | | | | | | | | | | |
| | 美學專題 | 2 | 2 | | | 2 | | | | | | | | | | | | | | |
| | 文字造型設計 | 3 | 3 | | | 3 | | | | | | | | | | | | | | |
| | 進階電腦繪圖 | 3 | 3 | | | 3 | | | | | | | | | | | | | | |
| | 共通核心職能 | 3 | 3 | | | 3 | | | | | | | | | | | | | | |
| | 資訊視覺化設計 | 3 | 3 | | | | | 3 | | | | | | | | | | | | |
| | 平面編排實務 | 3 | 3 | | | | | 3 | | | | | | | | | | | | |
| | 策略行銷規劃 | 3 | 3 | | | | | 3 | | | | | | | | | | | | |
| | 文化創意產業概論 | 2 | 2 | | | | | 2 | | | | | | | | | | | | |
| | 顧客關係管理 | 3 | 3 | | | | | 3 | | | | | | | | | | | | |
| | 產業調查分析 | 3 | 3 | | | | | 3 | | | | | | | | | | | | |

| 科目類別 | 科目名稱 | 學分數 | 時數 | 授課時數 | | | | | | | | | | | | | | | | 備註 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 第一學年 | | | | 第二學年 | | | | 第三學年 | | | | 第四學年 | | | | |
| | | | | 上 | | 下 | | 上 | | 下 | | 上 | | 下 | | 上 | | 下 | | |
| 專業選修 | 商品展示經營 | 2 | 2 | | | | | 2 | | | | | | | | | | | | |
| | 商業攝影 | 3 | 3 | | | | | 3 | | | | | | | | | | | | |
| | 廣告文案 | 2 | 2 | | | | | | | 2 | | | | | | | | | | |
| | 商品包裝設計 | 3 | 3 | | | | | | | 3 | | | | | | | | | | |
| | 形象識別設計 | 3 | 3 | | | | | | | 3 | | | | | | | | | | |
| | 品牌行銷策略 | 3 | 3 | | | | | | | 3 | | | | | | | | | | |
| | 物流與運籌管理 | 3 | 3 | | | | | | | 3 | | | | | | | | | | |
| | 行銷企劃撰寫實務 | 3 | 3 | | | | | | | 3 | | | | | | | | | | |
| | 動畫設計 | 3 | 3 | | | | | | | 3 | | | | | | | | | | |
| | 新產品行銷 | 3 | 3 | | | | | | | 3 | | | | | | | | | | |
| | 設計思考 | 3 | 3 | | | | | | | 3 | | | | | | | | | | |
| | 行動APP介面設計 | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 廣告設計實務 | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 插畫與繪本設計 | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 企業資源規劃 | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 創業管理 | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 創意行銷 | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 行銷短片製作 | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 零售管理實務 | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 社會企業商業模式發展 | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 網頁與多媒體設計 | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 微型創業人才培育實務 | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 動態編輯設計 | 3 | 3 | | | | | | | | | | | 3 | | | | | | |
| | 書籍裝幀設計 | 3 | 3 | | | | | | | | | | | 3 | | | | | | |
| | 微型創業實務 | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | 獨立工作室規劃與經營 | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | 地方產業行銷實務 | 3 | 3 | | | | | | | | | | | 3 | | | | | | |
| | 展示設計實務 | 3 | 3 | | | | | | | | | | | 3 | | | | | | |
| | 設計作品集 | 3 | 3 | | | | | | | | | | | | | 3 | | | | |
| | 國際行銷管理 | 3 | 3 | | | | | | | | | | | | | 3 | | | | |
| | 溝通與裁判 | 2 | 2 | | | | | | | | | | | | | 2 | | | | |
| | 創新創業講座 | 2 | 2 | | | | | | | | | | | | | 2 | | | | |
| | 商業設計管理實務訓練 | 0 | 2 | | | | | | | | | | | | | 2 | | | | 未取得專業證照輔導措施 |
| | 研究專題實習 | 0 | 8 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | 國科會、科技部、產學合作 計畫 |
| | 教學專業實習 | 0 | 8 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | 學習輔助學習生 |
| | 教育專案實習 | 0 | 8 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | 教育部、經濟部、勞動部或<br>其他專案計畫 |
| | 小計 | 125 | 151 | 9 | 3 | 11 | 3 | 22 | 3 | 26 | 3 | 31 | 3 | 16 | 3 | 12 | 3 | 0 | 3 | |
| | 至少應修 | 36 | | | | | | | | | | | | | | | | | | |
| | 畢業應修學分 | 128 | | | | | | | | | | | | | | | | | | |

**畢業最低總學分數 128 學分(專業選修至少應修36學分,可含他系專業選修及必修學分,不含通識科目)**

註1.通識課程之興趣選修課程為學生自選課程，分社會融合、自然科學、人文藝術、應用科學及國際視野五大領域，自大一起即可開始修習，學生於畢業前至少須修畢4門，計8學分。

註2.四年級體育為選修課程，計入畢業最低總學分數中。

註3.軍訓為選修，學分不計入畢業最低總學分數中。

註4.未通過英語畢業門檻學生之必修課程。(多益（TOEIC）450分以上)

註5.依「本校服務學習課程實施要點」規定：自99學年度起入學之日間部學生，應於畢業前至少修習一門「服務學習課程」始得畢業，相關規定請詳閱該要點。

註6.實習總數需達320小時。

本課程科目表經106年5月9日教務會議審議通過，適用 104學年度入學學生。