

國立臺北商業大學四技日間部商業設計管理系課程科目表 (108 學年度入學新生適用)

Course List for Bachelor of Design (BDes) - 4 Years, Department of Commercial Design and Management, College of Innovative Design and Management, National Taipei University of Business
(Applicable to Students Admitted in Fall, 2019)

| 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 | | | | 第三學年 AY 3 | | | | 第四學年 AY 4 | | | | | |
| | | | | 上 Fall | | 下 Spring | | 上 Fall | | 下 Spring | | 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 | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | | |
| 通識科目 (一般科目) Liberal Arts (Compulsory) | 大學國文選(一) CHINESE(1) | 2 | 2 | 2 | | | | | | | | | | | | | | | | | |
| | 大學國文選(二) CHINESE(2) | 2 | 2 | | 2 | | | | | | | | | | | | | | | | |
| | 英文(一) ENGLISH I | 2 | 2 | 2 | | | | | | | | | | | | | | | | | |
| | 英文(二) ENGLISH II | 2 | 2 | | 2 | | | | | | | | | | | | | | | | |
| | 英文(三) ENGLISH III | 2 | 2 | | | 2 | | | | | | | | | | | | | | | |
| | 應用文與寫作 PRACTICAL WRITING AND PRACTICE | 2 | 2 | | | 2 | | | | | | | | | | | | | | | |
| | (公民涵養-民主法治領域) COURSE MODULE OF DEMOCRACY AND LAW AND ORDER | 2 | | | | | | | | 2 | | | | | | | | | | | |
| | (公民涵養-環境保育領域) COURSE MODULE OF ENVIRONMENTAL PROTECTION | 2 | | | | | | | | | | 2 | | | | | | | | | |
| | (公民涵養-生活美學領域) COURSE MODULE OF LIFE AESTHETICS | 2 | | | | | | | | | 2 | | | | | | | | | | |
| | 興趣通必修 ELECTIVE COURSES FROM THE CENTER FOR GENERAL EDUCATION | 8 | 8 | | | | | | | | | | | | | | | | | | 註1 |
| | 體育 PHYSICAL EDUCATION | 0 | 12 | 2 | | 2 | | 2 | | 2 | | 2 | | 2 | | | | | | | |
| | 體育(選修) PHYSICAL EDUCATION | (2) | 4 | | | | | | | | | | | | 2 | | 2 | | | | 註2 |
| | 全民國防教育軍事訓練 MILITARY TRAINING COURSE | (8) | (8) | (2) | | (2) | | (2) | | (2) | | | | | | | | | | | 註3 |
| | 英語訓練(學輔) ENGLISH TRAINING | 0 | (2) | | | | | | | | | | | | (2) | | (2) | | | | 註4 |
| 合計 Subtotal | 26 | 36 | 6 | 0 | 6 | 0 | 6 | 0 | 2 | 0 | 6 | 0 | 4 | 0 | 2 | 0 | 2 | 0 | | | |
| 專業必修 Core Course (Compulsory) | 服務學習 SERVICE LEARNING | (1) | 2 | | 2 | | | | | | | | | | | | | | | 註5 | |
| | 基本設計 FUNDAMENTALS OF DESIGN | 3 | 3 | 3 | | | | | | | | | | | | | | | | | |
| | 電腦繪圖 COMPUTER GRAPHICS | 3 | 3 | 3 | | | | | | | | | | | | | | | | | |
| | 設計素描 SKETCH AND DESIGN | 3 | 3 | 3 | | | | | | | | | | | | | | | | | |
| | 設計概論 INTRODUCTION TO DESIGN | 2 | 2 | 2 | | | | | | | | | | | | | | | | | |
| | ※經營管理與實務 MANAGEMENT AND PRACTICE | 3 | 3 | 3 | | | | | | | | | | | | | | | | | |
| | 色彩計畫 COLOR PLANNING | 3 | 3 | | 3 | | | | | | | | | | | | | | | | |
| | 立體造型設計 THREE-DIMENSIONAL SHAPE DESIGN | 3 | 3 | | 3 | | | | | | | | | | | | | | | | |
| | 基礎攝影 BASIC PHOTOGRAPHY | 3 | 3 | | 3 | | | | | | | | | | | | | | | | |
| | ※行銷策略規劃 MARKETING STRATEGY | 3 | 3 | | 3 | | | | | | | | | | | | | | | | |
| | 編輯設計 EDITORIAL DESIGN | 3 | 3 | | | | 3 | | | | | | | | | | | | | | |
| | 創意思考與企劃 CREATIVE THINKING AND PLANNING | 3 | 3 | | | | 3 | | | | | | | | | | | | | | |
| | ※消費者行為分析 CONSUMER BEHAVIOR ANALYSIS | 3 | 3 | | | | 3 | | | | | | | | | | | | | | |
| | 包裝設計 PACKAGE DESIGN | 3 | 3 | | | | | 3 | | | | | | | | | | | | | |
| | ※顧客服務管理 CUSTOMER SERVICE MANAGEMENT | 3 | 3 | | | | | | 3 | | | | | | | | | | | | |
| | 廣告設計 ADVERTISING DESIGN | 3 | 3 | | | | | | | | 3 | | | | | | | | | | |
| 商業化設計 COMMERCIAL DESIGN | 3 | 3 | | | | | | | | | 3 | | | | | | | | | | |

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|---------------------------------------|---|---------------|------------|-------------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|
| | | | | 第一學年 AY 1 | | | | 第二學年 AY 2 | | | | 第三學年 AY 3 | | | | 第四學年 AY 4 | | | | |
| | | | | 上 Fall | | 下 Spring | | 上 Fall | | 下 Spring | | 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 | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | |
| | 視覺傳達設計 VISUAL COMMUNICATION DESIGN | 3 | 3 | | | | | | | | | | | 3 | | | | | | |
| | 職場倫理 CAREER ETHICS | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | 專題製作(一) SPECIAL TOPIC I | 3 | 3 | | | | | | | | | | | | | 3 | | | | |
| | 網頁程式設計 PROGRAMMING FOR WEB DESIGN | 1 | 2 | | | | | | | | | | | | | 2 | | | | |
| | 專題製作(二) SPECIAL TOPIC II | 3 | 3 | | | | | | | | | | | | | | 3 | | | |
| | ※網路事業經營 INTERNET BUSINESS | 3 | 3 | | | | | | | | | | | | | | 3 | | | |
| | 職場實習 WORKPLACE INTERNSHIP | 2 | 40 | | | | | | | | | | | | | | 40 | 註6 | | |
| | 合計 Subtotal | 64 | 105 | 14 | 2 | 12 | 0 | 9 | 0 | 6 | 0 | 6 | 0 | 5 | 0 | 5 | 0 | 6 | 40 | |
| | 必修合計 Subtotal, Compulsory | 90 | 141 | 20 | 2 | 18 | 0 | 15 | 0 | 8 | 0 | 12 | 0 | 9 | 0 | 7 | 0 | 8 | 40 | |
| 專業選修 Elective | 視覺心理學 VISUAL PSYCHOLOGY | 3 | 3 | 3 | | | | | | | | | | | | | | | | |
| | 商業英文 BUSINESS ENGLISH | 3 | 3 | 3 | | | | | | | | | | | | | | | | |
| | 進階電腦繪圖 ADVANCED COMPUTER GRAPHICS | 3 | 3 | | 3 | | | | | | | | | | | | | | | |
| | 設計繪畫 DESIGN PAINTING | 3 | 3 | | 3 | | | | | | | | | | | | | | | |
| | 文字造形 TYPOGRAPHY | 3 | 3 | | 3 | | | | | | | | | | | | | | | |
| | 職涯規劃 CAREER PLANNING | 3 | 3 | | 3 | | | | | | | | | | | | | | | |
| | 創新創業趨勢講座 LECTURES ON INNOVATION AND ENTREPRENEURSHIP | 2 | 2 | | 2 | | | | | | | | | | | | | | | |
| | 國際禮儀(全英授課) INTERNATIONAL ETIQUETTE | 2 | 2 | | 2 | | | | | | | | | | | | | | | |
| | 共通核心職能 COMMON CORE COMPETENCIES | 3 | 3 | | 3 | | | | | | | | | | | | | 1081新增 | | |
| | 商業攝影 COMMERCIAL PHOTOGRAPHY | 3 | 3 | | | | | 3 | | | | | | | | | | | | |
| | 資訊視覺化設計 INFOGRAPHIC DESIGN | 3 | 3 | | | | | 3 | | | | | | | | | | | | |
| | ※文化創意產業經營與實務 PRACTICE AND MANAGEMENT IN CULTURAL AND | 2 | 2 | | | | | 2 | | | | | | | | | | | | |
| | 裝幀設計 BINDING DESIGN | 3 | 3 | | | | | | 3 | | | | | | | | | | | |
| | 設計美學 DESIGN AESTHETICS | 2 | 2 | | | | | | 2 | | | | | | | | | | | |
| | 品牌形象設計 BRANDING DESIGN | 3 | 3 | | | | | | 3 | | | | | | | | | | | |
| | ※創業理財規劃 ENTREPRENEURIAL FINANCE PLANNING | 2 | 2 | | | | | | 2 | | | | | | | | | | | |
| | 包裝結構設計 STRUCTURAL PACKAGING DESIGN | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 文化創意商品設計 CULTURAL AND CREATIVE PRODUCT DESIGN | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 插畫與繪本設計 PICTURE BOOK ILLUSTRATION AND | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| | 媒體傳達設計 COMMUNICATION DESIGN | 3 | 3 | | | | | | | | | 3 | | | | | | | | |
| 創意思維 INNOVATIVE THINKING | 3 | 3 | | | | | | | | | 3 | | | | | | | | | |
| 行動介面設計 DESIGNING MOBILE INTERFACES | 3 | 3 | | | | | | | | | 3 | | | | | | | | | |
| ※商業計劃書 BUSINESS PLAN | 3 | 3 | | | | | | | | | 3 | | | | | | | | | |
| ※品牌管理策略 BRANDING STRATEGY | 3 | 3 | | | | | | | | | 3 | | | | | | | | | |

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| | | | | 第一學年 AY 1 | | | | 第二學年 AY 2 | | | | 第三學年 AY 3 | | | | 第四學年 AY 4 | | | | |
| | | | | 上 Fall | | 下 Spring | | 上 Fall | | 下 Spring | | 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 | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | |
| | ※創新管理 INNOVATION MANAGEMENT | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 海外設計與文化研習 OVERSEAS STUDY OF DESIGN AND CULTURE | 1 | 2 | | | | | | | | | 2 | | | | | | | | 1081新增 |
| | 廣告策略與實務 ADVERTISING STRATEGY AND PRACTICE | 3 | 3 | | | | | | | | | | | 3 | | | | | | |
| | 影音短片創作 SHORT FILM PRODUCTION | 3 | 3 | | | | | | | | | | | 3 | | | | | | |
| | 動畫設計應用 ANIMATION DESIGN APPLICATION | 3 | 3 | | | | | | | | | | | 3 | | | | | | |
| | 研究方法概論 RESEARCH METHODS | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | 創業精神與實踐 ENTREPRENEURSHIP AND PRACTICE | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | ※獨立工作室規劃與經營 INDEPENDENT STUDIO PLANNING AND MANAGEMENT | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | ※人力資源發展 HUMAN RESOURCE DEVELOPMENT | 3 | 3 | | | | | | | | | | | 3 | | | | | | |
| | 基礎日文 BASIC JAPANESE | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | 展示設計 EXHIBITION DESIGN | 3 | 3 | | | | | | | | | | | | | 3 | | | | |
| | 人際關係與溝通 INTERPERSONAL RELATIONSHIP AND COMMUNICATION | 2 | 2 | | | | | | | | | | | | | 2 | | | | |
| | 進階日文 ADVANCED JAPANESE | 2 | 2 | | | | | | | | | | | | | 2 | | | | |
| | 作品集設計 PORTFOLIO DESIGN | 3 | 3 | | | | | | | | | | | | | | | 3 | | |
| | ※行銷個案分析 MARKETING CASE STUDY | 2 | 2 | | | | | | | | | | | | | | | 2 | | |
| | 專題研究實習 PRACTICE OF TOPIC RESEARCH | 0.1 | 8 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | 科技部、產學合作計畫 |
| | 教學專業實習 PRACTICE OF PROFESSIONAL TEACHING | 0.1 | 8 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | 學習輔助學習生 |
| | 教育專業實習 PRACTICE OF EDUCATIONAL CASE STUDY | 0.1 | 8 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | 教育部、經濟部、勞動部或 其他專案計畫 |
| | 合計 Subtotal | 102.3 | 127 | 6 | 3 | 19 | 3 | 8 | 3 | 10 | 3 | 28 | 3 | 20 | 3 | 7 | 3 | 5 | 3 | |
| | 選修合計 Subtotal, Elective (至少應修 Minimum of Electives Required) | 38 | | | | | | | | | | | | | | | | | | |
| 畢業最低總學分數 128 學分 (專業選修至少應修 38 學分) Total Number of Required Credits : 128 (Minimum of Electives Required: 38 Credits) | | | | | | | | | | | | | | | | | | | | |

備註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 (含國際視野領域之英語相關課程一門, 計2學分)
Remark 1:

備註2: 四年級體育為選修課程, 不計入畢業最低總學分數中。
Remark 2:

備註3: 軍訓為選修, 學分不計入畢業最低總學分數中。
Remark 3:

備註4: 依「創新經營學院英語能力畢業門檻及輔導要點」規定, 未通過英語畢業門檻學生之必修課程。【多益 (TOEIC) 500分以上】
Remark 4:

備註5: 「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。
Remark 5:

備註6: 實習總數需達160小時。
Remark 6:

備註7: 107學年度起入學之學生須依本校「學術倫理教育課程實施要點」完成學術倫理教育相關課程達2小時以上, 始得畢業。
Remark 7: