

國立臺北商業大學創意設計與經營研究所課程科目表 (110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, 2021)

| 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 AY1 | | | | 第二學年 AY2 | | | | | |
| | | | | 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) | 論文導讀 Paper Reading | 0 | 2 | 2 | | | | | | | | | |
| | 設計研究方法 Design Research Methodology | 3 | 3 | 3 | | | | | | | | | |
| | 論文研討(一) Seminar (1) | 0 | 2 | | | 2 | | | | | | | |
| | 統計方法與資料分析 Statistics and Data Analysis | 3 | 3 | | | 3 | | | | | | | |
| | 論文研討(二) Seminar (2) | 0 | 2 | | | | | 2 | | | | | |
| | 合計 Subtotal | 6 | 12 | 5 | 0 | 5 | 0 | 2 | 0 | 0 | 0 | | |
| 專業選修 Elective | 產品開發策略研究 Product Development Strategy Studies | 3 | 3 | 3 | | | | | | | | | |
| | 消費者行為理論與實務 Consumer Behavior Theories & Practices | 3 | 3 | 3 | | | | | | | | | |
| | 創新與創業 Innovation and Entrepreneurship | 3 | 3 | 3 | | | | | | | | | |
| | 商品分析與企劃 Product Analysis and Planning | 3 | 3 | 3 | | | | | | | | | |
| | 市場調查研究 Market Research studies | 3 | 3 | 3 | | | | | | | | | |
| | 文獻計量研究 Bibliometrics Application in Research | 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 | | | | | | | |
| | 設計思維 Design Thinking | 3 | 3 | | | 3 | | | | | | | |
| | 行銷策略專題 Marketing and Strategy Topics | 3 | 3 | | | 3 | | | | | | | |
| | 人因設計專論 Ergonomic Design | 3 | 3 | | | 3 | | | | | | | |
| | 數位媒體科技 Digital Media Technology | 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 | | | 1 | | | | | | | |
| | 福祉設計研究 Universal Design | 3 | 3 | | | | | 3 | | | | | |
| | 跨域整合專論 Interdisciplinary curriculum | 3 | 3 | | | | | 3 | | | | | |
| | 創新設計專題(一) Special Topics on Innovation and Design(1) | 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 | | | | | |
| | 經營個案研討 Case Studies of Business | 3 | 3 | | | | | 3 | | | | | |
| 實務應用英文(一) Applied English(1) | (2) | 2 | | | | | (2) | | | | | 備註3: Remark 3: | |

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|--|---|---------------|------------|-------------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---|
| | | | | 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 | |
| | 設計管理專題 Topics in Design Management | 3 | 3 | | | | | | | 3 | | |
| | 創新設計專題(二) Special Topics on Innovation and Design(2) | 3 | 3 | | | | | | | 3 | | |
| | 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 | | |
| | 實務應用英文(二) Applied English(2) | (2) | 2 | | | | | | | (2) | | 備註3: Remark 3: |
| | 專題研究實習 Practice of Topic Research | (1) | 4 | | (1) | (1) | | (1) | (1) | | (1) | 列學期修習學分數，但不計畢業學分。 Exclusive for graduation requirement |
| | 教學專業實習 Practice of Professional Teaching | (1) | 4 | | (1) | (1) | | (1) | (1) | | (1) | 列學期修習學分數，但不計畢業學分。 Exclusive for graduation requirement |
| | 教育專案實習 Practice of Educational Case Study | (1) | 4 | | (1) | (1) | | (1) | (1) | | (1) | 列學期修習學分數，但不計畢業學分。 Exclusive for graduation requirement |
| | 合計 Subtotal, Elective | 70 | 87 | 18 | 0 | 22 | 0 | 18 | 0 | 12 | 0 | |
| 畢業最低總學分數42 (專業選修至少應修30學分) Total Number of Required Credits : 42 (Minimum of Electives Required: 30 Credits) | | | | | | | | | | | | |

備註1：專業必修科目6學分(不含畢業論文6學分)、選修科目至少應修30學分、畢業總學分為42學分(不含英文選修4學分)。

Remark 1: Core courses: 6 credits required (excluding thesis 6 credits), Electives: 30 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

備註3：依「本所英語能力畢業門檻及輔導要點」規定：研究生修業一年後，英語能力應達多益520分以上或相同等級之其他英語測驗，如未達此標準，應於畢業前修習實務應用英文(一)及(二)課程及格後，始得畢業。

Remark 3: Guideline for English Exit Requirements: Second-year Master's students must meet the English Proficiency Requirement (TOEIC 520 or above or other acceptable English Proficiency Exam). If not, students are required to complete Practical English I & Practical English II.

備註4：修習專題研究實習、教學專業實習、教育專案實習等科目學分不納入畢業學分數計算。

Remark 4: Electives Practice of Topic Research, Practice of Professional Teaching, Practice of Educational Case Study credits can NOT be used to meet the degree requirements.

備註5：本所商管類課程為：消費者行為理論與實務、創新與創業、市場調查研究、設計與品牌行銷、行銷策略專題、企劃研究與實務、經營個案研討、設計管理專題、整合行銷傳播與設計，學生修習商管類課程累計以不超過18學分為原則。

Remark 5: The maximum credits for Business courses are 18. (Consumer Behavior Theories & Practices, Product Development Strategy Studies, Innovation and Entrepreneurship, Market Research studies, Design and Brand Marketing, Marketing and Strategy Topics, Studies and Practices of Planning, Case Studies of Business, Topics in Design Management, Integrated Marketing Communications and Design)

備註6：一年級每學期選修以9學分為原則；二年級每學期選修以6學分為原則。學生每學期選修學分超過前述學分者，即應於開學日填寫選課申請書，並送所務會議審議。

Remark 6: Unless otherwise required or instructed, students may take up to 9 credits each semester in the first year after enrollment and up to 6 credits each semester in the second year. Students who wish to take more than the aforementioned numbers of credits each semester should file application upon the start of each semester to be reviewed in the Institute Meeting.

備註7：申請預先修讀碩士班課程之學生，每學期修課以6學分為原則。預修生每學期修課學分超過6學分者，即應於開學日填寫選課申請書，並送所務會議審議。

Remark 7: Unless otherwise required or instructed, undergraduate students qualified to carry on advanced study in graduate courses may take up to 6 credits from graduate courses each semester. Undergraduate students who wish to take more than 6 graduate credits each semester should file application upon the start of each semester to be reviewed in the Institute Meeting.