國立臺北商業大學創意設計與經營研究所課程科目表(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)

					抒		ed in r 課	時		<u></u>			
				Contact Hour									
科目類別 Category	科目名稱 Course Ti	學分數	時 數1		ト 上		/ 1 下		5二學 L		<u>7 2</u> 下	備註 Remarks	
					all		ring		all		ring		
	設計研究方法				ture 實習Prac	eice 授課Lec	aure 實習Pra	ice 授課Lec	ture 實習Prac	cice 授課Lea	ture 實習Prad	co	
	Design Research Methodology	3	3	3									
	數位媒體科技 Digital Media Technology 行銅束哈哥超	3	3	3									
	Marketing and Strategy	3	3	3									
	論文導讀 Paper Reading	2	2			2						專業必修16學分 Core Course required: 16 Credits	
	統計方法與資料分析 Statistics and Data Analysis	3	3			3						(不含論文) (excluding thesis 6 credits)	
	論文研討 Seminar	2	2					2					
	論文 Thesis	(6)	(6)					(3)		(3)			
	合計 Subtotal	16	16	9	0	5	0	2	0	0	0		
	必修合計 Subtotal, Compulsory	16	16	9	0	5	0	2	0	0	0		
	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									
	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					
專業選修 Elective	人工智慧賦能設計 AI-empowered Design	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					
	實務應用英文(一) Applied English(1)	(2)	2					(2)				備註3: Remark 3:	
	設計研究與智能應用 Design study and integration of augmented intelligence	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			

結構方程模型應用實務 Structural Equation Model Analysis	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)	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	(1)	4		(1)		(1)		(1)		(1)	列學期修習學分數,但不計畢業學分。
教育專案實習	(1)	4		(1)		(1)		(1)		(1)	列學期修習學分數,但不計畢業學分。
合計 Subtotal, Elective	51	67	9	0	15	0	15	0	12	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20學分)

Total Number of Required Credits: 36 (Excluding Thesis 6 credits) (Minimum of Electives Required: 20 Credits)

備註1:專業必修科目16學分、畢業論文6學分、選修科目至少應修20學分、畢業總學分為42學分(不含英文選修4學分)。

Remark 1: Core courses: 16 credits required (excluding thesis 6 credits) ,Electives: 20 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: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: The normal credit load is 6 credits. Students who wish to take more than 6 credits should file application for review by the Institute Meeting upon the start of each semester.

備註6: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.

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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.						