國立臺北商業大學【碩士班】創意設計與經營研究所課程科目表（114學年度入學新生適用）
Institute of Creative Design and Management, School of Innovative 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	第一學年 AY 1 上 Fall 授課 Lecture	第一學年 AY 1 上 Fall 實習 Practice	第一學年 AY 1 下 Spring 授課 Lecture	第一學年 AY 1 下 Spring 實習 Practice	第二學年 AY 2 上 Fall 授課 Lecture	第二學年 AY 2 上 Fall 實習 Practice	第二學年 AY 2 下 Spring 授課 Lecture	第二學年 AY 2 下 Spring 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								
	行銷策略專題 Marketing and Strategy Topics	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				
	設計產業趨勢研究 Research on Design Industry Trend	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(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		
	服務設計 Service Design	3	3							3		
	使用者研究 User Research	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)	國科會、科技部、產學合作計畫助理，不列入畢業學分 Research assistant of the MOST projects and industry-academia cooperation projects. Credits will be NOT counted toward total credits required for graduation.
	教學專業實習 Practice of Professional Teaching	(1)	(4)		(1)		(1)		(1)		(1)	教學輔助學習生（不計入畢業最低總學分） Teaching assistant (Credits will be NOT counted toward total credits required for graduation.)
	教育專案實習 Practice of Educational Case Study	(1)	(4)		(1)		(1)		(1)		(1)	教育部、經濟部、勞動部或其他專案計畫助理，不列入畢業學分 Research assistant of the MOE projects, MEA projects, ML projects, and other project plans. Credits will be NOT counted toward total credits required for graduation.
	合計 Subtotal, Elective	48	48	9	0	18	0	12	0	9	0	

畢業最低總學分數39（專業選修至少應修33學分）（不含畢業論文6學分）
Total Number of Required Credits : 45　　(Minimum of Electives Reqruied: 33 Credits)

本課程科目表經114年6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.

2025/7/5

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33學分、畢業總學分為45學分(不含英文選修4學分)。

Remark 1: Core courses: 6 credits required (excluding thesis 6 credits) ,Electives: 33 credits minimum required ,Total Required credits - 45 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：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 5: 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.

備註6：113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 6: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.