

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（114學年度入學新生適用）  
Course List for Bachelor of Design (BDes) - 4 Years Program, Department of Commercial Design and Management, School of Innovative Design and Management, National Taipei University of Business  
(Applicable to Students Admitted in Fall, 2025)

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Yr 1				第二學年Yr 2				第三學年Yr 3				第四學年Yr 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)	基礎必修 (語文思辯) Basic required courses (Language)	國文領域 Chinese	大學國文選 (一)(二) Chinese	4	4	2		2													依年級規定修課，惟學期課程，依通識中心實際排課為準。 Each course must be taken in the designated semester, which is subject to the actual arrangement of the General Education Center.	
			實用中文與寫作 Practical Chinese and Writing (境外生:實用華語)(for overseas students: Practical Chinese)	2	2					2												
		英文領域 English	英文(一)(二) English(I)(II)	4	4	2		2														
			英文(三) English(III)	2	2					2												
	核心必修 (公民涵養) Core required courses (Citizenship)	公民意識領域 Citizenship	依通識中心課程公告及實際開課為準 Courses offerings are subject to change due to further approval by the General Education Center.	2	2											2					依年級規定修課，惟學期課程，依通識中心實際排課為準。且每一領域至少需修習2學分。 Each field/domain must be taken in the designated semester, which is subject to the actual arrangement of the General Education Center. At least two credits are required for each field/domain.	
		永續發展領域 sustainable development	change due to further approval by the General Education Center. Please refer to "Course Schedule" announced at the General Education Center.	2	2								2									
		生活美學領域 Aesthetics		2	2								2									
	興趣選修 (跨領域選修) Elective courses (Interdisciplinary)	國際視野 Global views	依通識中心課程公告及實際開課為準	2	2							2										因興趣選修為跨領域課程，故可依學生需求，自行安排跨年度、學期選修，大一起即可自由選修，惟畢業前需修畢8學分,且其中2學分需為國際視野之英語文相關(通識教育中心訂定之)課程。Due to the interdisciplinary nature of general education, before graduation students have to take 8 credits in total for elective courses, including a mandatory 2 credits for English-related courses offered by the General Education Center.
		社會融合 Social sciences	Courses offerings are subject to change due to further approval by the General Education Center. Please refer to "Course Schedule" announced at the General Education Center.																			
		自然科學 Science							2							2						
		應用科學 Applied sciences									2											
		人文藝術 Humanities																				
	體育 physical education			0	12	2		2		2		2		2		2						一至三年級為必修，四年級為選修，並計入應修最低畢業學分數內。 Compulsory in Yr 1 to Yr 3, Elective in Yr 4, PE Graduation credits are included in the minimum graduation requirement.
	體育（選修） physical education(Elective)			(2)	(4)												(2)		(2)			
	全民國防教育軍事訓練 National Defense Education Military Training			(8)	(8)	(2)		(2)		(2)		(2)									選修(不計入畢業最低總學分數)Eleveive courses (Not included in the minimum graduation requirement.) 實際開課學期，依軍訓室實際排課為準。the semater of courses is subject to the actual arrangement of the Military Education Office.	
	合計// Subtotal			26	38	6	0	6	0	8	0	6	0	6	0	6	0	0	0	0	0	
校訂必修 University Requirement	現代商業導論與學習方法 INTRODUCTION TO MODERN BUSINESS AND LEARNING METHODS			2	2	2															113學年起新增40A11320	
	合計// Subtotal			2	2	2																
院必修 College Requirement	設計概論 INTRODUCTION TO DESIGN			2	2	2																
	基礎程式設計 INTRODUCTION TO PROGRAMMING			3	3			3													111-2新增	
	設計思考 DESIGN THINKING			3	3					3											111-2創意思考與企劃改名	
	合計// Subtotal			8	8	2	0	3	0	3	0	0	0	0	0	0	0	0	0	0		
	服務學習（大學部） SERVICE LEARNING			(2)	(2)				(2)												備註2As Remark 2 (不計入畢業最低總學分數) 40A11310F	
	基本設計 FUNDAMENTALS OF DESIGN			3	3	3															備註1 As Remark 1	
	電腦繪圖 COMPUTER GRAPHICS			3	3	3															備註1 As Remark 1	
	基礎素描 BASIC SKETCH			3	3	3															(全英授課)113-2從院必修調整成系必修	
	經營管理與實務 MANAGEMENT AND PRACTICE			3	3	3																
	色彩計畫 COLOR PLANNING			3	3			3													備註1 As Remark 1	
	基礎攝影 BASIC PHOTOGRAPHY			3	3			3														
	行銷策略規劃 MARKETING STRATEGY			3	3			3														

專業必修 Core Course (Compulsory)	編輯設計 EDITORIAL DESIGN	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							
	使用者經驗設計 USER EXPERIENCE DESIGN	3	3									3							109-1商業化設計改名
	視覺傳達設計實務 VISUAL COMMUNICATION DESIGN PRACTICE	3	3											3					109-1視覺傳達設計改名
	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	3	3													3			109-1改成3學分3學時
	專題製作（二） SPECIAL TOPIC II	3	3															3	
	數位增長 DIGITAL GROWTH	3	3															3	109-1網路事業經營改名
	合計// Subtotal	56	56	12	0	9	0	6	0	6	0	6	0	5	0	6	0	6	0
必修合計 // Subtotal, Compulsory		92	104	22	0	18	0	17	0	12	0	12	0	11	0	6	0	6	0
專業選修 Elective	視覺心理學 VISUAL PSYCHOLOGY	3	3	3															
	進階電腦繪圖 ADVANCED COMPUTER GRAPHICS	3	3			3													
	設計繪畫 DESIGN PAINTING	3	3			3													(111-2全英授課)
	文字造形設計 TYPOGRAPHIC DESIGN	3	3			3													110-2文字造形改名
	立體造型設計 THREE-DIMENSIONAL SHAPE DESIGN	3	3					3											111-2改選修
	商業攝影 COMMERCIAL PHOTOGRAPHY	3	3					3											
	資訊視覺化設計 INFOGRAPHIC DESIGN	3	3					3											
	包裝結構設計 STRUCTURAL PACKAGING DESIGN	3	3					3											109-1改修課學年(三上>二上)
	裝禱設計 BINDING DESIGN	3	3							3									
	品牌整合實務設計 INTEGRATED BRANDING PROMOTION	3	3							3									110-2品牌形象設計改名
	媒體傳達設計 MEDIA COMMUNICATION DESIGN	3	3							3									110-2改修課學年(三上>二下)
	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 DESIGN	3	3									3							
	使用者介面設計 USER INTERFACE DESIGN	3	3									3							112-2行動介面設計改名
	品牌管理策略 BRANDING STRATEGY	3	3									3							
	影音短片創作 SHORT FILM PRODUCTION	3	3											3					
	動態圖像設計 MOTION GRAPHICS	3	3											3					112-2動畫設計應用改名
	創新創業新思維 INNOVATION AND ENTREPRENEURSHIP	3	3											3					
	敘事展示設計 NARRATIVE DESIGN	3	3													3			110-2展示設計改名
	人際關係與溝通 INTERPERSONAL RELATIONSHIP AND COMMUNICATION	3	3													3			
	作品集設計 PORTFOLIO DESIGN	3	3															3	
	行銷個案分析 MARKETING CASE STUDY	2	2															2	
	校外實習 INTERNSHIP	[2]	[40]																[40] 備註7 As Remark 7 實習總數需達160小時,113-1職場實習改名
	英語訓練(畢輔) ENGLISH TRAINING	0	(2)													(2)		(2)	備註3 As Remark 3
	專業選修-微學分 Micro Course in Elective	[2]	[2]																專業選修-微學分最高採計2學分 Maximum of 2 credits
	教學專業實習 PRACTICE OF PROFESSIONAL TEACHING	(8)	(8)	(1)		(1)		(1)		(1)		(1)		(1)		(1)		(1)	教學輔助學習生(不計入畢業最低總學分) Teaching assistant of the MOST Research assistant of the MOST counted toward total credits required for graduation.)
	專題研究實習 PRACTICE OF TOPIC RESEARCH	(8)	(8)	(1)		(1)		(1)		(1)		(1)		(1)		(1)		(1)	國科會、科技部、產學合作計畫(不計入畢業最低總學分) Research assistant of the MOST projects and industry-academia cooperation projects. Credits will be NOT counted toward total credits required for graduation.

	教育專案實習 PRACTICE OF EDUCATIONAL CASE STUDY	(8)	(8)	(1)		(1)		(1)		(1)		(1)		(1)		(1)		教育部、經濟部、勞動部或其他專案計畫 (不計入畢業最低總學分) 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	65	65	3	0	9	0	12	0	9	0	12	0	9	0	6	0	5	40
畢業最低總學分數128(專業選修至少應修36學分) Total Number of Required Credits : 128 (Minimum of Electives Requried:00Credits)																			

備註1：設計課程(基本設計、電腦繪圖、色彩計畫)依學生入學前修讀課程屬性分班教學。  
Remark1 : Students from different Groups of high schools will be divided into different classes.

備註2: 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。  
Remark2: Students are required to take service learning before graduation and obtain the graduation qualification. Please refer to the requirement of the university.

備註3: 依「國立臺北商業大學學生外國語言能力指標檢核要點」規定：學生應通過相關外語能力指標檢定或修習0學分每週2小時之「英語訓練(畢輔)」課程，並通過校內英檢後始得畢業，檢定標準請詳閱該要點。  
Remark3: According to regeluation of professional ability thresholds of the department for graduation, students who do not meet the requirements must take and pass credits of "Professional Certificate of International Business".  
Please refer to the requirement of the department.

備註4: 依本校「學術倫理教育課程實施要點」規定：自107學年度起入學之大學部、專科部學生須完成「臺灣學術倫理教育資源中心」之「學術倫理教育」全部核心單元並通過總測驗，或修習其他管道之學術倫理教育課程6小時以上且持有修課證明者始得畢業。  
Remark4: Students are required to take a course of academic ethics before graduation. Please refer to the requirement of the university.

備註5: 依本校「學分學程設置辦法」規定：自113學年度起入學之四技日間部學生，在學期間應至少選讀一門學程（含微學程），修畢於學位證書加註學分學程（含微學程）名稱，未修畢者得向教務處申請開列修課證明；成績及格之科目學分得計入應修最低畢業學分數內。  
Remark5: Students are required to apply one program (including micro program), the program name (including micro program) will be added to the degree certificate after successfully completing. Those who have not completed it can apply for the Certification of Completion, and subject credits may be included in the minimum number of credits required for graduation.

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:Students must comply with the provisions of the school's "Student Information Ability Assessment Measures" and must complete one of the information competency assessment and certification items in the regulations before graduation in order to graduate.

備註7：114學年度起入學之學生至多採計2學分之校外實習課程學分。校外實習每1學分應達之時數依本校校外實習相關規定辦理。  
Remark 7: Students admitted from the 2025academic year may include up to 2 credits from off-campus internship courses in their graduation requirements. The number of hours required for each credit of off-campus internship shall be handled in accordance with the school's relevant regulations for off-campus internships.