**國立臺北商業大學【二技日間部】商業設計管理系 課程科目表（115學年度入學新生適用）**

**Course List for Bachelor of Design (BDes) - 2 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, 2026)**

| 科目類別 Category | 科目名稱 Course Title | | | 學分數 Credit | 時數 Hour | 授課時數 Contact Hour 第一學年Yr 1 上Fall 授課 Lecture | 第一學年Yr 1 上Fall 實習 Practice | 第一學年Yr 1 下Spring 授課 Lecture | 第一學年Yr 1 下Spring 實習 Practice | 第二學年Yr 2 上Fall 授課 Lecture | 第二學年Yr 2 上Fall 實習 Practice | 第二學年Yr 2 下Spring 授課 Lecture | 第二學年Yr 2 下Spring 實習 Practice | 備註 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 通識科目 (一般科目) Liberal Arts (Compulsory) | 基礎必修（語文思辯）Basic Required Courses (Languages) | 國文領域 Chinese | 國文 Chinese | 2 | 2 | 2 | | | | | | | | 依年級規定修課，惟屬學期課程，學期開設時間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. |
| | | 英文領域 English | 英文 English | 2 | 2 | | | 2 | | | | | | |
| | 核心必修（公民涵養）Core Required Courses (Civic Literacy) | 公民意識/永續發展領域 Citizenship / Sustainable Development | 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. Please refer to "Course Schedule" announced at 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。且此兩大領域至少擇一門課程，需修習2學分。This 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 this field/domain. |
| | | 生活美學領域 Aesthetics | | 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，此領域至少需修習2學分。This 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 this field/domain. |
| | 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 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. | 2 | 2 | | | 2 | | | | | | 因興趣選修為跨領域課程，故可依學生需求自行選修。自一年級起即可開始修習，學生於畢業前至少須修畢1門，計2學分。Due to the interdisciplinary nature of general education, students have to take a mandatory 2 credits for elective courses before graduation. |
| | | 社會融合 Social Sciences | | | | | | | | | | | | |
| | | 自然科學 Natural Sciences | | | | | | | | | | | | |
| | | 應用科學 Applied Sciences | | | | | | | | | | | | |
| | | 人文藝術 Humanities | | | | | | | | | | | | |
| | 體育 physical education | | | 0 | 4 | 2 | | 2 | | | | | | 一年級為必修，二年級為選修，並計入應修最低畢業學分數內。Compulsory in Yr 1, Elective in Yr 2, 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(選修) National Defense Education Military Training (Elective) | | | (8) | (8) | (2) | | (2) | | (2) | | (2) | | 選修(不計入畢業最低總學分數) Elective 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 semester of courses is subject to the actual arrangement of the Military Education Office. |
| | 合計// Subtotal | | | 10 | 14 | 8 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | |
| 專業必修 Core Course (Compulsory) | 服務學習(大學部) SERVICE LEARNING | | | (2) | (2) | (2) | | | | | | | | 備註1 As Remark 1 |
| | 基本設計 CORE CURRICULUM OF DESIGN | | | 3 | 3 | 3 | | | | | | | | |
| | 電腦繪圖 COMPUTER GRAPHICS | | | 3 | 3 | 3 | | | | | | | | |
| | 基礎素描 BASIC SKETCH | | | 3 | 3 | 3 | | | | | | | | 111-2設計素描改名 (112-1全英授課) |
| | 設計概論 INTRODUCTION TO DESIGN | | | 2 | 2 | 2 | | | | | | | | |
| | 消費者行為分析 CONSUMER BEHAVIOR ANALYSIS | | | 3 | 3 | 3 | | | | | | | | |
| | 包裝設計 PACKAGE DESIGN | | | 3 | 3 | | | 3 | | | | | | |
| | 設計思考 DESIGN THINKING | | | 3 | 3 | | | 3 | | | | | | 111-2創意思考與企劃改名 |
| | 顧客服務管理 CUSTOMER SERVICE MANAGEMENT | | | 3 | 3 | | | 3 | | | | | | |
| | 基礎程式設計 INTRODUCTION TO PROGRAMMING | | | 3 | 3 | | | 3 | | | | | | 111-2新增 |
| | 專題製作（一）SPECIAL TOPIC I | | | 2 | 2 | | | | | 2 | | | | |
| | 使用者經驗設計 USER EXPERIENCE DESIGN | | | 3 | 3 | | | | | 3 | | | | 111-2一上改二上 |
| | 職場倫理 WORK ETHICS | | | 2 | 2 | | | | | 2 | | | | |
| | 專題製作（二）SPECIAL TOPIC II | | | 2 | 2 | | | | | | | 2 | | |
| | 數位增長 DIGITAL GROWTH | | | 3 | 3 | | | | | | | 3 | | |
| | 合計// Subtotal | | | 38 | 38 | 14 | 0 | 12 | 0 | 7 | 0 | 5 | 0 | |
| 必修合計 // Subtotal, Compulsory | | | | 48 | 52 | 22 | 0 | 18 | 0 | 7 | 0 | 5 | 0 | |
| 專業選修 Elective | 色彩計畫 COLOR PLANNING | | | 3 | 3 | 3 | | | | | | | | 110-2修課學年(一下>一上) |
| | 文字造形設計 TYPOGRAPHIC DESIGN | | | 3 | 3 | 3 | | | | | | | | 110-2改修課學年(一下>一上)、文字造形改名 |
| | 行銷策略規劃 MARKETING STRATEGY | | | 3 | 3 | | | 3 | | | | | | 111-2改選修 |

本課程科目表經115年6月8日校級課程委員會議通過，適用一一五學年度入學新生。

Approved by the School-level Curriculum Committee on June 8, 2026.

| 科目類別<br>Category | 科目名稱<br>Course Title | 學分數<br>Credit | 時數<br>Hour | 授課時數 Contact Hour | | | | | | | | 備註 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 第一學年Yr 1 | | | | 第二學年Yr 2 | | | | |
| | | | | 上Fall | | 下Spring | | 上Fall | | 下Spring | | |
| | | | | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | 授課<br>Lecture | 實習<br>Practice | |
| 專業選修<br>Elective | 基礎攝影<br>BASIC PHOTOGRAPHY | 3 | 3 | | | 3 | | | | | | |
| | 編輯設計<br>EDITORIAL DESIGN | 3 | 3 | | | 3 | | | | | | |
| | 視覺傳達設計<br>VISUAL COMMUNICATION DESIGN | 3 | 3 | | | | | 3 | | | | |
| | 敘事展示設計<br>NARRATIVE DESIGN | 3 | 3 | | | | | 3 | | | | 110-2展示設計改名 |
| | 媒體傳達設計<br>MEDIA COMMUNICATION DESIGN | 3 | 3 | | | | | 3 | | | | |
| | 使用者介面設計<br>USER INTERFACE DESIGN | 3 | 3 | | | | | 3 | | | | 112-2行動介面設計改名 |
| | 社群媒體設計與營運<br>SOCIAL MEDIA DESIGN AND OPERATIONS | 3 | 3 | | | | | | | 3 | | 113-2新增 |
| | 校外實習<br>INTERNSHIP | [2] | [40] | | | | | | | | [40] | 備註5 As Remark 5<br>實習總數需達160小時，113-1職場實習改名 |
| | 英語訓練(畢輔)<br>ENGLISH TRAINING | 0 | (2) | | | | | (2) | | (2) | | 備註2 As Remark 2 |
| | 專業選修-微學分<br>Micro Course in Elective | [2] | [2] | | | | | | | | | 專業選修-微學分最高採計2學分<br>Maximum of 2 credits |
| | 小計 | 30 | 30 | 6 | 0 | 9 | 0 | 12 | 0 | 3 | 0 | |

**畢業最低總學分數 72 學分（選修至少24學分）**
**Total Number of Required Credits : 72 (Minimum of Electives Reqruied: 24 Credits)**

備註1: 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。
Remark1: Students are required to take service learning before graduation and obtain the graduation qualification. Please refer to the requirement of the university.

備註2: 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。
Remark2: Accordinng 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3: 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。
Remark3: Students are required to take a course of academic ethics before graduation. Please refer to the requirement of the university.

備註4: 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。
Remark4: 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5：114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 5: 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.

本課程科目表經115年6月8日校級課程委員會議通過，適用一一五學年度入學新生。
Approved by the School-level Curriculum Committee on June 8, 2026.