

國立臺北商業大學創意設計與經營研究所碩士在職專班課程科目表（113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, 2024)

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 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	
專業必修 Core Course (Compulsory)	設計研究方法 Design Research Methodology	3	3	3								專業必修15學分 (不含論文)
	數位媒體科技 Digital Media Technology	3	3	3								
	行銷策略管理 Marketing and Strategy	3	3	3								
	論文研討 Seminar	3	3			3						
	統計方法與資料分析 Statistics and Data Analysis	3	3			3						
	論文 Thesis	(6)	(6)					(3)		(3)		
	合計 Subtotal	15	15	9	0	6	0	0	0	0	0	
	必修合計 Subtotal, Compulsory	15	15	9	0	6	0	0	0	0	0	
	專業選修 Elective	產品開發與永續策略研究 Product Development and Sustainable Strategy Studies	3	3	3							
創新科技新趨勢 Innovative Technology Trends		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				
AI工具在量化研究中的應用 Application of AI tools in quantitative research		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				
人工智慧賦能設計 AI-empowered Design		3	3					3				
整合行銷傳播與設計 Integrated Marketing Communications and Design		3	3							3		
企業永續發展與經營 Sustainable Business Development Management		3	3							3		
結構方程模型應用實務 Structural Equation Model Analysis		3	3							3		
設計文化專題 Design Culture Special Topic		3	3							3		
合計 Subtotal, Elective		45	54	9	0	15	0	18	0	3	0	
畢業最低總學分數36（專業選修至少應修 21 學分）（不含畢業論文6學分） Total Number of Required Credits : 42 (Minimum of Electives Required: 21 Credits)												

備註1：專業必修科目15學分、畢業論文6學分、選修科目至少應修21學分、畢業總學分為42學分。
Remark 1: Core courses: 15 credits required (excluding thesis 6 credits) ,Electives: 21 credits minimum required ,Total Required credits - 42 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