

國立臺北商業大學【碩士在職專班】創意設計與經營研究所品牌設計與創新經營（在職碩士原住民專班）課程科目表（114學年度入學新生適用）

Institute of Creative Design and Management, Master of Brand Design and Innovation Management, the Indigenous Program, 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	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								
	行銷策略管理 Marketing and Strategy Management	3	3	3								
	論文導讀 Paper Reading	2	2	2								
	論文研討 Seminar	3	3			3						
	◆部落組織經營與管理 Tribal organization operation and management	3	3			3						
	論文 Thesis	(6)	(6)					(3)		(3)		
	合計 Subtotal	14	14	8	0	6	0	0	0	0	0	
	必修合計 Subtotal, Compulsory	14	14	8	0	6	0	0	0	0	0	
	創新科技新趨勢 Innovative Technology Trends	3	3	3								
	人工智慧趨勢及其應用 AI Development and Applications	3	3	3								
	◆原住民族文化創意產業專題研討 Special seminar on cultural and creative industries of indigenous peoples	3	3	3								
	產業趨勢與市場分析 Industry trends and market analysis	3	3	3								
	品牌行銷策略 brand marketing strategy	3	3	3								
	品牌設計與經營實務 Brand design and management practice	3	3			3						
	創新創業與永續發展 Innovative Entrepreneurship and Sustainable Development	3	3			3						
	進階設計思考 Advanced Design Thinking	3	3			3						
	◆原住民族產業行銷實務 Aboriginal industry marketing practice	3	3			3						
	◆原住民族文創商品創新發想 Innovative ideas for indigenous cultural and creative products	3	3			3						
	使用者經驗設計 User experience design	3	3					3				
	◆原住民族地方創生產業發展 Development of local entrepreneurial industries for indigenous peoples	3	3					3				
	創新設計與產品策略 Innovative design and product strategy	3	3					3				
	跨領域創新設計整合 Cross-domain innovative design integration	3	3					3				

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	
	企業永續發展與經營 Sustainable Business Development Management	3	3							3		
	◆原住民族傳統智慧創作解析 Analysis of creation of traditional wisdom of indigenous peoples	3	3							3		
	數位科技創新應用 Innovative application of digital technology	3	3							3		
	文創產業專題講座 Lectures on cultural and creative industries	2	2							2		
	合計 Subtotal, Elective	53	53	15	0	15	0	12	0	11	0	
畢業最低總學分數36（專業選修至少應修22學分）（不含畢業論文6學分） Total Number of Required Credits : 42 (Minimum of Electives Requied: 22 Credits)												

備註1：專業必修科目14學分、畢業論文6學分、選修科目至少應修22學分、畢業總學分為42學分。
Remark 1: Core courses: 14 credits required (excluding thesis 6 credits) ,Electives: 22 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

備註3: 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 3: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.