

國立臺北商業大學創新設計與品牌行銷產業碩士專班課程科目表（114 年度入學春季班新生適用）
Course List for Master of Design (MDes) Program, Industrial Graduate Program in Innovative Design and Brand Management ,College of Innovative Design and Management,
National Taipei University of Business(Applicable to Students Admitted in 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)	論文導讀 PAPER READING	2	2	2								
	量化研究方法 QUANTITATIVE RESEARCH METHODS	3	3			3						
	論文研討 THESIS SEMINAR	2	2			2						
	論文 THESIS	(6)	(6)					(3)		(3)		
	必修合計 Subtotal, Compulsory	7	7	2		5		0		0		
專業選修 Elective	產業趨勢與市場分析 INDUSTRY TRENDS AND MARKET ANALYSIS	3	3	3								
	品牌行銷發展策略 BRAND MARKETING STRATEGY	3	3	3								
	品牌經營實務 BRAND MANAGEMENT	3	3	3								
	使用者經驗設計 USER EXPERIENCE DESIGN	3	3			3						
	創新科技新趨勢 INNOVATION TECHNOLOGY TRENDS	3	3			3						
	消費者心理決策分析 CONSUMER PSYCHOLOGY DECISION AND ANALYSIS	3	3			3						
	創新設計思考 INNOVATION DESIGN THINKING	3	3					3				
	創新設計與產品策略 INNOVATIVE DESIGN AND PRODUCT STRATEGY	3	3					3				
	企業永續發展與經營 SUSTAINABLE DEVELOPMENT AND MANAGEMENT OF ENTERPRISES	3	3					3				
	跨領域創新設計整合 CROSS-FIELD INNOVATIVE DESIGN AND INTEGRATION	3	3							3		
	數位行銷與創新科技應用 DIGITAL MARKETING and INNOVATIVE TECHNOLOGY APPLICATIONS	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		原課名:全球百大品牌研討，114年變更
	專業專題講座 PROFESSIONAL LECTURES	2	2							2		原課名:企業專題演講，114年變更課名及修改成2學分2學時
	合計 Subtotal, Elective	38	38	9	0	9	0	9	0	11	0	
	專業選修至少應修	22										
畢業應修學分		29										不含畢業論文6學分
畢業最低總學分數 29（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： 35 (Minimum of Electives Required: 22 Credits)												

備註1：專業必修科目7學分、畢業論文6學分、專業選修科目22學分，畢業總學分數35學分

Remark 1: : Core courses: 7 credits required (excluding thesis 6 credits) ,Electives: 22 credits minimum required ,Total Required credits - 35 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。

Remark2: 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：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。

Remark3: Electives Practice of Topic Research, Practice of Professional Teaching, Practice of Educational Case Study credits can NOT be used to meet the degree requirements.