

國立臺北商業大學創意設計與經營研究所課程科目表（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<br>Category | 科目名稱<br>Course Title                                                 | 學<br>分<br>數<br>Credit | 時<br>數<br>Hour | 授 課 時 數<br>Contact Hour |                |               |                |               |                |               |                | 備 註<br>Remarks     |
|------------------|----------------------------------------------------------------------|-----------------------|----------------|-------------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|--------------------|
|                  |                                                                      |                       |                | 第一學年 AY 1               |                |               |                | 第二學年 AY 2     |                |               |                |                    |
|                  |                                                                      |                       |                | 上<br>Fall               |                | 下<br>Spring   |                | 上<br>Fall     |                | 下<br>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 |                    |
|                  | 設計研究方法<br>Design Research Methodology                                | 3                     | 3              | 3                       |                |               |                |               |                |               |                | 專業必修16學分<br>(不含論文) |
|                  | 數位媒體科技<br>Digital Media Technology                                   | 3                     | 3              | 3                       |                |               |                |               |                |               |                |                    |
|                  | 行銷策略專題<br>Marketing and Strategy Topics                              | 3                     | 3              | 3                       |                |               |                |               |                |               |                |                    |
|                  | 論文導讀<br>Paper Reading                                                | 2                     | 2              |                         |                | 2             |                |               |                |               |                |                    |
|                  | 統計方法與資料分析<br>Statistics and Data Analysis                            | 3                     | 3              |                         |                | 3             |                |               |                |               |                |                    |
|                  | 論文研討<br>Seminar                                                      | 2                     | 2              |                         |                |               |                | 2             |                |               |                |                    |
|                  | 論文<br>Thesis                                                         | (6)                   | (6)            |                         |                |               |                | (3)           |                | (3)           |                |                    |
|                  | 合計<br>Subtotal                                                       | 16                    | 16             | 9                       | 0              | 5             | 0              | 2             | 0              | 0             | 0              |                    |
|                  | 必修合計<br>Subtotal, Compulsory                                         | 16                    | 16             | 9                       | 0              | 5             | 0              | 2             | 0              | 0             | 0              |                    |
| 專業選修<br>Elective | 產品開發與永續策略研究<br>Product Development and Sustainable Strategy Studies  | 3                     | 3              | 3                       |                |               |                |               |                |               |                |                    |
|                  | 品牌設計研究<br>Brand Design Studies                                       | 3                     | 3              | 3                       |                |               |                |               |                |               |                |                    |
|                  | 資訊視覺化設計<br>Infographic Design                                        | 3                     | 3              | 3                       |                |               |                |               |                |               |                |                    |
|                  | 創新創業與永續發展<br>Innovative Entrepreneurship and Sustainable Development | 3                     | 3              |                         |                | 3             |                |               |                |               |                |                    |
|                  | 文獻計量研究<br>Bibliometrics Application in Research                      | 3                     | 3              |                         |                | 3             |                |               |                |               |                |                    |
|                  | 調查研究<br>Research studies                                             | 3                     | 3              |                         |                | 3             |                |               |                |               |                |                    |
|                  | 進階設計思考<br>Advanced Design Thinking                                   | 3                     | 3              |                         |                | 3             |                |               |                |               |                |                    |
|                  | 人因設計專論<br>Ergonomic Design                                           | 3                     | 3              |                         |                | 3             |                |               |                |               |                |                    |
|                  | 跨域整合專論<br>Interdisciplinary curriculum                               | 3                     | 3              |                         |                |               |                | 3             |                |               |                |                    |
|                  | 設計產業趨勢研究<br>Research on Design Industry Trend                        | 3                     | 3              |                         |                |               |                | 3             |                |               |                |                    |
|                  | 人工智慧賦能設計<br>AI-empowered Design                                      | 3                     | 3              |                         |                |               |                | 3             |                |               |                |                    |
|                  | 創意個案研討<br>The Creative Case of Study                                 | 3                     | 3              |                         |                |               |                | 3             |                |               |                |                    |
|                  | 使用者研究<br>User Research                                               | 3                     | 3              |                         |                |               |                | 3             |                |               |                |                    |
|                  | 實務應用英文(一)<br>Applied English(1)                                      | (2)                   | 2              |                         |                |               |                | (2)           |                |               |                | 備註3：<br>Remark 3:  |
|                  | 設計研究與智能應用<br>Design study and integration of augmented intelligence  | 3                     | 3              |                         |                |               |                |               |                | 3             |                |                    |
|                  | 整合行銷傳播與設計<br>Integrated Marketing Communications and Design          | 3                     | 3              |                         |                |               |                |               |                | 3             |                |                    |
|                  | 服務設計<br>Service Design                                               | 3                     | 3              |                         |                |               |                |               |                | 3             |                |                    |
|                  | 結構方程模型應用實務<br>Structural Equation Model Analysis                     | 3                     | 3              |                         |                |               |                |               |                | 3             |                |                    |
|                  | 實務應用英文(二)<br>Applied English(2)                                      | (2)                   | 2              |                         |                |               |                |               |                | (2)           |                | 備註3：<br>Remark 3:  |

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|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-----------------------|----------------|-------------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|-----------------------------------------------------------|
|                                                                                                                               |                                              |                       |                | 第一學年 AY 1               |                |               |                | 第二學年 AY 2     |                |               |                |                                                           |
|                                                                                                                               |                                              |                       |                | 上<br>Fall               |                | 下<br>Spring   |                | 上<br>Fall     |                | 下<br>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 |                                                           |
|                                                                                                                               | 專題研究實習<br>Practice of Topic Research         | (1)                   | 4              |                         | (1)            |               | (1)            |               | (1)            |               | (1)            | 列學期修習學分數，但不計畢業學分。<br>Exclusive for graduation requirement |
|                                                                                                                               | 教學專業實習<br>Practice of Professional Teaching  | (1)                   | 4              |                         | (1)            |               | (1)            |               | (1)            |               | (1)            | 列學期修習學分數，但不計畢業學分。<br>Exclusive for graduation requirement |
|                                                                                                                               | 教育專案實習<br>Practice of Educational Case Study | (1)                   | 4              |                         | (1)            |               | (1)            |               | (1)            |               | (1)            | 列學期修習學分數，但不計畢業學分。<br>Exclusive for graduation requirement |
|                                                                                                                               | 合計<br>Subtotal, Elective                     | 51                    | 67             | 9                       | 0              | 15            | 0              | 15            | 0              | 12            | 0              |                                                           |
| 畢業最低總學分數36（專業選修至少應修20學分）（不含畢業論文6學分）<br>Total Number of Required Credits : 42      (Minimum of Electives Required: 20 Credits) |                                              |                       |                |                         |                |               |                |               |                |               |                |                                                           |

備註1：專業必修科目16學分、畢業論文6學分、選修科目至少應修20學分、畢業總學分為42學分(不含英文選修4學分)。  
Remark 1: Core courses: 16 credits required (excluding thesis 6 credits) ,Electives: 20 credits minimum required ,Total Required credits - 42 credits (excluding electives English 4 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：依「本所英語能力畢業門檻及輔導要點」規定：研究生修業一年後，英語能力應達多益520分以上或相同等級之其他英語測驗，如未達此標準，應於畢業前修習實務應用英文（一）及（二）課程及格後，始得畢業。  
Remark 3: Guideline for English Exit Requirements: Second-year Master’s students must meet the English Proficiency Requirement (TOEIC 520 or above or other acceptable English Proficiency Exam). If not, students are required to complete Practical English I & Practical English II.

備註4：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。  
Remark 4: Electives Practice of Topic Research, Practice of Professional Teaching, Practice of Educational Case Study credits can NOT be used to meet the degree requirements.

備註5：每學期選修以6學分為原則。學生每學期選修學分超過前述學分者，即應於開學日填寫選課申請書，並送所務會議審議。  
Remark 6: The normal credit load is 6 credits. Students who wish to take more than 6 credits should file application for review by the Institute Meeting upon the start of each semester.

備註6：申請預先修讀碩士班課程之學生，每學期修課以6學分為原則。預修生每學期修課學分超過6學分者，即應於開學日填寫選課申請書，並送所務會議審議。  
Remark 7: Unless otherwise required or instructed, undergraduate students qualified to carry on advanced study in graduate courses may take up to 6 credits from graduate courses each semester. Undergraduate students who wish to take more than 6 graduate credits each semester should file application upon the start of each semester to be reviewed in the Institute Meeting.