

國立臺北商業大學四技日間部商業設計管理系雙軌訓練旗艦計畫
「工商管理」職類課程科目表（109 學年度入學新生適用）

Industrial and Business Management Course List for Bachelor of Design (BDes) - 4 Years Program, Dual System of Vocational Training Project, Department of Commercial Design and Management, College of Innovation Management, National Taipei University of Business
(Applicable to Students Admitted in Fall, 2020)

| 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 | | | | 第三學年 AY 3 | | | | 第四學年 AY 4 | | | | | |
| | | | | 上 Fall | | 下 Spring | | 上 Fall | | 下 Spring | | 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 | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | | |
| 通識科目 (一般科目) Liberal Arts (Compulsory) | 大學國文選（一） CHINESE(1) | 2 | 2 | 2 | | | | | | | | | | | | | | | | | |
| | 大學國文選（二） CHINESE(2) | 2 | 2 | | | 2 | | | | | | | | | | | | | | | |
| | 英文（一） ENGLISH I | 2 | 2 | 2 | | | | | | | | | | | | | | | | | |
| | 英文（二） ENGLISH II | 2 | 2 | | | 2 | | | | | | | | | | | | | | | |
| | 英文（三） ENGLISH III | 2 | 2 | | | | | 2 | | | | | | | | | | | | | |
| | （公民涵養-民主法治領域） COURSE MODULE OF DEMOCRACY AND LAW AND ORDER | 2 | | | | | | | | 2 | | | | | | | | | | | |
| | （公民涵養-環境保育領域） COURSE MODULE OF ENVIRONMENTAL PROTECTION | 2 | | | | | | | | | | 2 | | | | | | | | | |
| | （公民涵養-生活美學領域） COURSE MODULE OF LIFE AESTHETICS | 2 | | | | | | | | 2 | | | | | | | | | | | |
| | 興趣通識必修 ELECTIVE COURSES FROM THE CENTER FOR GENERAL EDUCATION | 8 | 8 | | | | | | | | | | | | | | | | | 備註一 | |
| | 應用文與習作 PRACTICAL WRITING AND PRACTICE | 2 | 2 | | | | | | 2 | | | | | | | | | | | 1101-1調整 | |
| | 體育 PHYSICAL EDUCATION | 0 | 12 | 2 | | 2 | | 2 | | 2 | | 2 | | | | | | | | | |
| | 體育（選修） PHYSICAL EDUCATION | (2) | (4) | | | | | | | | | | | | (2) | | (2) | | | 備註二 | |
| | 全民國防教育軍事訓練 MILITARY TRAINING COURSE | (8) | (8) | (2) | | (2) | | (2) | | (2) | | | | | | | | | | 備註三 | |
| | 英語訓練（畢輔） ENGLISH TRAINING | 0 | (2) | | | | | | | | | | | | (2) | | (2) | | | 備註四 | |
| | 合計 Subtotal | 26 | 32 | 6 | 0 | 6 | 0 | 4 | 0 | 2 | 0 | 6 | 0 | 4 | 0 | 0 | 0 | 2 | 0 | | |
| | 基本設計 FUNDAMENTALS OF DESIGN | 2 | 2 | 2 | | | | | | | | | | | | | | | | | |
| | 基礎電腦繪圖 BASIC COMPUTER GRAPHICS | 2 | 2 | 2 | | | | | | | | | | | | | | | | | |
| | 管理學 MANAGEMENT | 2 | 2 | 2 | | | | | | | | | | | | | | | | | |
| | 工作輪調與實習(一) ROTATIONAL INTERNSHIP I | 2 | 2 | | 2 | | | | | | | | | | | | | | | | |
| | 行銷管理(融入型服務學習) MARKETING MANAGEMENT | 2 | 2 | | | 2 | | | | | | | | | | | | | | | |
| 門市管理 RETAIL MANAGEMENT | 2 | 2 | | | 2 | | | | | | | | | | | | | | | | |
| 網頁設計實務 WEB DESIGN | 2 | 2 | | | 2 | | | | | | | | | | | | | | | | |
| 工作輪調與實習(二) ROTATIONAL INTERNSHIP II | 2 | 2 | | | | 2 | | | | | | | | | | | | | | | |
| 消費者行為 CONSUMER BEHAVIOR | 2 | 2 | | | | | 2 | | | | | | | | | | | | | | |
| 色彩計畫 COLOR PLANNING | 2 | 2 | | | | | 2 | | | | | | | | | | | | | | |
| 職場倫理 CAREER ETHICS | 2 | 2 | | | | | 2 | | | | | | | | | | | | 非商管課程 | | |
| 工作輪調與實習(三) ROTATIONAL INTERNSHIP III | 2 | 2 | | | | | | 2 | | | | | | | | | | | | | |
| Excel報表實作 EXCEL | 2 | 2 | | | | | | | 2 | | | | | | | | | | | | |
| 商業禮儀 BUSINESS ETIQUETTE | 2 | 2 | | | | | | | 2 | | | | | | | | | | | | |
| 基本攝影 BASIC PHOTOGRAPHY | 2 | 2 | | | | | | | 2 | | | | | | | | | | | | |

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|-------------------------------------|---|---------------|------------|-------------------------|----------|---------|----------|-----------|----------|---------|----------|-----------|----------|---------|----------|-----------|----------|---------|----------|---------------|
| | | | | 第一學年 AY 1 | | | | 第二學年 AY 2 | | | | 第三學年 AY 3 | | | | 第四學年 AY 4 | | | | |
| | | | | 上 | | 下 | | 上 | | 下 | | 上 | | 下 | | 上 | | 下 | | |
| | | | | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring | | | |
| | | | | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | 授課 | 實習 | |
| | | | | Lecture | Practice | Lecture | Practice | Lecture | Practice | Lecture | Practice | Lecture | Practice | Lecture | Practice | Lecture | Practice | Lecture | Practice | |
| 專業必修 Core Course (Compulsory) | 美學專題 AESTHETIC SEMINAR | 2 | 2 | | | | | | | 2 | | | | | | | | | | |
| | 工作輪調與實習(四) ROTATIONAL INTERNSHIP IV | 2 | 2 | | | | | | | | 2 | | | | | | | | | |
| | 人力資源管理 HUMAN RESOURCE MANAGEMENT | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 商標視覺概論 LOGO VISUALIZATION INTRODUCTION | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 人際溝通 INTERPERSONAL COMMUNICATION | 2 | 2 | | | | | | | | | 2 | | | | | | | | 非商管課程 |
| | 門市乙級 RETAIL SERVICE LEVEL B | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 工作輪調與實習(五) ROTATIONAL INTERNSHIP V | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 設計專案撰寫 PROJECT DESIGN AND PROPOSAL WRITING | 2 | 2 | | | | | | | | | | 2 | | | | | | | |
| | 商業攝影 COMMERCIAL PHOTOGRAPHY | 2 | 2 | | | | | | | | | | 2 | | | | | | | |
| | 設計概論 INTRODUCTION TO DESIGN | 2 | 2 | | | | | | | | | | 2 | | | | | | | |
| | 工作輪調與實習(六) ROTATIONAL INTERNSHIP VI | 2 | 2 | | | | | | | | | | | 2 | | | | | | |
| | 廣告作品賞析 ADVERTISEMENT APPRECIATION | 2 | 2 | | | | | | | | | | | | 2 | | | | | |
| | 生涯規劃 CAREER PLANNING | 2 | 2 | | | | | | | | | | | | 2 | | | | | 非商管課程 |
| | 專題製作（一） SPECIAL TOPIC I | 2 | 2 | | | | | | | | | | | | 2 | | | | | |
| | 工作輪調與實習(七) ROTATIONAL INTERNSHIP VII | 2 | 2 | | | | | | | | | | | | | 2 | | | | |
| | 專題製作（二） SPECIAL TOPIC II | 2 | 2 | | | | | | | | | | | | | | 2 | | | |
| | 視覺心理學 Visual Psychology | 2 | 2 | | | | | | | | | | | | | | 2 | | | |
| | 工作輪調與實習(八) ROTATIONAL INTERNSHIP VIII | 2 | 2 | | | | | | | | | | | | | | | 2 | | |
| 必修合計 Subtotal, Compulsory | 66 | 66 | 6 | 2 | 6 | 2 | 6 | 2 | 8 | 2 | 8 | 2 | 6 | 2 | 6 | 2 | 4 | 2 | | |
| 專業選修 Elective | 簡報製作與表達技巧 PRESENTATION SKILLS | 2 | 2 | 2 | | | | | | | | | | | | | | | | |
| | 顧客關係管理 CUSTOMER RELATIONSHIP MANAGEMENT | 2 | 2 | | | 2 | | | | | | | | | | | | | | |
| | 創意思考與設計 CREATIVE THINKING AND DESIGN | 2 | 2 | | | 2 | | | | | | | | | | | | | | |
| | 商品包裝設計 PACKAGING DESIGN | 2 | 2 | | | 2 | | | | | | | | | | | | | | |
| | 物流管理 LOGISTICS MANAGEMENT | 2 | 2 | | | | | 2 | | | | | | | | | | | | |
| | 服務品質 SERVICE QUALITY | 2 | 2 | | | | | 2 | | | | | | | | | | | | |
| | 廣告學 ADVERTISING | 2 | 2 | | | | | 2 | | | | | | | | | | | | |
| | 連鎖店管理 CHAIN STORE MANAGEMENT | 2 | 2 | | | | | | | 2 | | | | | | | | | | |
| | 電子商務 E-COMMERCE | 2 | 2 | | | | | | | 2 | | | | | | | | | | |
| | 商品陳列與技巧 MERCHANDISE DISPLAYS TECHNIQUES | 2 | 2 | | | | | | | 2 | | | | | | | | | | |
| | 供應鏈管理 SUPPLY CHAIN MANAGEMENT | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 展示設計 EXHIBITION DESIGN | 2 | 2 | | | | | | | | | 2 | | | | | | | | |
| | 活動設計與企劃 EVENT PLANNING | 2 | 2 | | | | | | | | | 2 | | | | | | | | |

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|--|--|-----------------------|----------------|-------------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|----------------|
| | | | | 第一學年 AY 1 | | | | 第二學年 AY 2 | | | | 第三學年 AY 3 | | | | 第四學年 AY 4 | | | | |
| | | | | 上 Fall | | 下 Spring | | 上 Fall | | 下 Spring | | 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 | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | 授課 Lecture | 實習 Practice | |
| | 公共關係與傳播 DISSEMINATION OF PUBLIC RELATIONS | 2 | 2 | | | | | | | | | | 2 | | | | | | | |
| | 影音短片創作 SHORT FILM PRODUCTION | 2 | 2 | | | | | | | | | | 2 | | | | | | | |
| | 品牌形象設計 BRANDING DESIGN | 2 | 2 | | | | | | | | | | | | 2 | | | | | |
| | 商務英文 BUSINESS ENGLISH | 2 | 2 | | | | | | | | | | | | 2 | | | | | |
| | 配色設計學 COLOR SCHEME | 2 | 2 | | | | | | | | | | | | | | 2 | | | |
| | 談判個案與分析 NEGOTIATION CASE STUDY AND ANALYSIS | 2 | 2 | | | | | | | | | | | | | | 2 | | | |
| | 勞動法規 LABOR STANDARDS ACT | 2 | 2 | | | | | | | | | | | | | | 2 | | 非商管課程 | |
| | 合計 Subtotal, Elective | 40 | 40 | 2 | 0 | 6 | 0 | 6 | 0 | 6 | 0 | 6 | 0 | 4 | 0 | 4 | 0 | 6 | 0 | |
| 至少應修 | 36 | | | | | | | | | | | | | | | | | | | |
| 畢業應修學分 | | 128 | | | | | | | | | | | | | | | | | | |
| 畢業最低總學分數 128 學分 (專業選修至少應修 36 學分) Total Number of Required Credits : 128 (Minimum of Electives Required: 36 Credits) | | | | | | | | | | | | | | | | | | | | |

備註1：通識課程之興趣選修課程為學生自選課程，分社會融合、自然科學、人文藝術、應用科學及國際視野五大領域，自大一起即可開始修習，學生於畢業前至少須修畢4門，計8學分（含國際視野領域之英語相關課程一門, 計2學分）

Remark 1:

備註2：四年級體育為選修課程，計入畢業最低總學分數中。

Remark 2:

備註3：軍訓為選修，學分不計入畢業最低總學分數中。

Remark 3:

備註4：依「創新經營學院英語能力畢業門檻及輔導要點」規定，未通過英語畢業門檻學生之必修課程。【多益（TOEIC）500分以上】

Remark 4:

備註5：「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。

Remark 5:

備註6：實習總數需達160小時。

Remark 6:

備註7：107學年度起入學之學生須依本校「學術倫理教育課程實施要點」完成學術倫理教育相關課程達2小時以上，始得畢業。

Remark 7:

本課程科目表經109年05月14日1082-2教務會議核備通過，適用109學年度入學學生。