

中信科技大學 企業管理系創新設計與創業管理碩士班 課程規劃表(適用115學年度入學)
 CTBC University of Science and Technology
 Department of Business Administration Innovative Design and Entrepreneurship Management
 - for Master's Program (Effective from Fall 2026)

科目名稱 Subject			第一學年 1st school year				第二學年 2nd school year			
			上學期 1st semester		下學期 2nd semester		上學期 1st semester		下學期 2nd semester	
			學分 Credits	時數 Hours	學分 Credits	時數 Hours	學分 Credits	時數 Hours	學分 Credits	時數 Hours
專業課程 Professional Courses	必修 Required	專題討論(1)(2) Seminar (1)(2)	2/ 2		2/ 2					
		學術倫理專題 Academic Ethics Education	1/ 1							
		碩士論文 Master's Thesis			6/ 6					
		小計Subtotal	3/ 3		8/ 8		0/ 0		0/ 0	
專業選修課程 Professional Elective Courses		健康生活型態研究 Research on Healthy Lifestyle	2/ 2							
		創新專題研究 Innovative Research	2/ 2							
		產業經營與管理 Industrial Operation and Management	2/ 2							
		消費者行為專題 Topic of Consumer Behavior	2/ 2							
		創業行銷專題 Topics of Entrepreneurship Marketing	2/ 2							
		創意產業研究 Creative Industries Research	2/ 2							
		文化創意產業專題 Topics of Cultural and Creative Industries	2/ 2							
		AI科技與應用 AI Technology and Applications	2/ 2							
		創業財務管理 Entrepreneurial Financial Management	2/ 2							
		學術文獻專題 Topics of Academic Literature	2/ 2							
		領導管理專題 Topics of Leadership and Management	2/ 2							
		品牌行銷與設計 Brand Marketing and Design	2/ 2							
		研究方法 Research Methodology	2/ 2							
		顧客關係管理專題 Topics of Customer Relationship	2/ 2							
		商業模式作戰方略 Business Model Strategy and Operations	2/ 2							
		產業經營知能與分析專題 Special Topic on Industrial Management Knowledge and Analysis	2/ 2							
		學術倫理實務 Academic Ethics in Practice			1/ 1					
		跨領域企業講座 Interdisciplinary Enterprise Lecture			2/ 2					
		整合行銷實戰專題 Integrated Marketing Communications			2/ 2					
		研究統計分析 Statistical Analysis for Research			2/ 2					
		健康產業創新與創業 Health Industry Innovation and Entrepreneurship			2/ 2					
		創新設計與商品開發研究 Innovative Design and Product Development Research			2/ 2					
		服務業行銷研究 Service Industry Marketing Research			2/ 2					
		創新服務設計專題 Topic of Innovative Service Design			2/ 2					

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	設計方法 Design Method			2/ 2					
	策略管理專題 Policy Management Topics			2/ 2					
	系統性創新應用專題 Topics of Systematic Innovation and Application			2/ 2					
	商業模式與商機辨識 Business Model and Business Opportunity Identification			2/ 2					
	質性研究專題 Qualitative Research Topics			2/ 2					
	品牌管理專題 Topics of Brand Management			2/ 2					
	組織創新專題 Topics on Organizational Innovation			2/ 2					
	研究資料分析專題 Topics of Onresearch Data Analysis					2/ 2			
	創新與創業管理個案研究 Innovation and Entrepreneurship Management Case Studies					2/ 2			
	科技移轉與談判研究 Research on Technology Transfer and Negotiation					2/ 2			
	創業與人力開發專題 Topics of Entrepreneurship and Human Resources Development					2/ 2			
	創新問題解決 Innovative Problem Solving					2/ 2			
	加盟連鎖經營研究 Franchise Chain Management Research					2/ 2			
	創業專題研究 Research on Entrepreneurship							2/ 2	
	產業分析與研究 Industry Analysis and Research							2/ 2	
	跨域創新專題 Professional visits Topics of Cross-Field Innovation							2/ 2	
	網路創新與創業管理研究 Research on Network Innovation and Entrepreneurial Management							2/ 2	
	專業參訪 Professional Visits							2/ 2	
	高齡產業研究專題 Topics of Aging Industry Research							2/ 2	
	創新設計論文專題 Topics of Innovative Design Thesis							2/ 2	
	小計Subtotal	32/ 32		29/ 29		12/ 12		14/ 14	
備註 Note	115年07月22日 校課程發展委員會會議通過Amended Date：2026-07-22								
	1. 總畢業學分數至少28學分，包括專業必修11學分(含論文)、最低選修17學分。 The total number of credits completed to be eligible to graduate shall not be less than 28credits (11credits for professional required courses (excluding thesis), and minimum *credits for elective courses). 2. 各科成績以70分(含)以上為及格。 A score of 70 points or above in each subject shall be considered a pass. 3. 操行成績70分(含)以上為及格。 Conduct score of 70 points or above shall be considered a pass. 4. 碩士論文為6學分，碩士班學生須完成碩士論文及考核通過才可畢業。 The thesis credits shall be 6. The graduate students shall complete their graduation thesis and pass the assessment before graduation. 5. 碩士論文可跨所修課。 Interdepartmental courses taken shall be for Master's Thesis.								