

# 國立勤益科技大學 107 學年度 文化創意事業系 碩士班學分計畫表

National Chin-Yi University of Technology

Curriculum Planning of 2018 Master's Degree in Department of Cultural and Creative Industries

經 107 年 4 月 18 日文化創意事業系 106 學年度第 2 學期第 3 次系課程會議通過

107.05.15 院課程會議審議通過

107.5.29. 校課程委員會議及 107.6.14. 教務會議審議通過

科目	Subjects	上學期		下學期	
		First Semester 學分 Credits	學時 Hour	Second Semester 學分 Credits	學時 Hour
<b>必修科目(9 學分) Required Courses (9credits hours)</b>					
<b>第一學年 First Year</b>					
研究方法	Research Methods	3	3		
<b>第二學年 Second Year</b>					
論文	Papers	3	3		
論文	Papers			3	3
<b>專業選修科目(48 學分，不分年級開課) Department Electives Courses (48 credits hours, available for students of all years.)</b>					
<b>文創設計領域選修(Electives for Cultural and Creative Design)</b>					
鄉土語言與文創產品開發	Local Language and Products Development of Cultural Creativity	3	3		
文創商品設計方法研究	Studies of Creative Industrial Designing Methods	3	3		
傳統與時尚文化比較研究	Comparative Traditional and Contemporary Culture Studies	3	3		
文創產品開發實務研究	The Reasearch of Creative Industries Product	3	3		
協力廠商資源研究	Market Liasing Resource Studies	3	3		
原創影音應用	Original Audio & Video Application			3	3
經典文化與文創產品開發	Classical Culture and Cultural Creative Product Development			3	3
文創產品商展規劃研究	Commercial Exhibition Study			3	3
<b>文創行銷領域選修(Electives for Cultural and Creative Marketing)</b>					
文創生產與消費心理分析研究	Cultural and Creative Production, and Psychological Analysis of Consumer	3	3		
文化品牌研究	Cultural Brand Research	3	3		
文創產品經營管理實務研究	Operations Administration of Culture Creativity Products	3	3		
文創資源整合研究	Cultural and Creative Resource Integrate	3	3		
文創產品行銷研究	Marketing Research of Cultural and Creative Products			3	3
文創案例分析研究	The researching and analyzing of cultural and creative cases			3	3
動態文創企劃實務研究	Dynamical Creative Activities Planning and Researching			3	3
文創產業發展與經營	The Development and Management of Creative and Cultural Industry			3	3

備註 Note :

一、畢業至少應修 33 學分：必修 9 學分(含論文 6 學分、研究方法 3 學分)，選修 24 學分(專業選修至少 24 學分)。(選修課不分年級修課)。

Before graduation, each student should complete at least 33 credits, including 9 required credits (Thesis 6 credits and Research Methods 3 credits) and 24 elective credits (at least 24 credits should be completed in department elective courses). (Elective courses are available for students of all years.)

二、學生於畢業前須修過「學術研究倫理教育課程」必修 0 學分(6 小時)課程。

Before graduation, each student should complete Academic Research Ethics Education Course, which is 6 hours required course with 0 credit.

三、研究生於畢業前應以第一作者名義於論文學位口試前在具審查機制之國內期刊刊登 1 篇學術論文、或獲得全國性競賽前三名 1 次、或研討會公開發表 1 篇論文或校內外公開展演一次。

Before graduation, master students are required to fulfill one of the below academic achievements.

(一)To complete, as the first author, one domestic refereed paper prior to the oral defense.

(二)Place 3rd or better in a national competition at least once.

(三)Publish one paper during a seminar.

(四)Hold a public performance for audiences both inside and outside the school once.