

南華大學 110 學年度 管理 學院
文化創意事業管理學系碩士在職專班 課程時序表

110年1月13日109學年度第1學期第2次系課程會議通過
 110年1月15日109學年度第1學期第2次院課程會議通過
 110年4月21日109學年度第2學期第2次校課程會議修訂通過
 110年4月28日109學年度第2學期第2次系課程會議修訂通過
 110年5月5日109學年度第2學期第1次院課程會議通過
 110年5月19日109學年度第2學期第4次校課程會議修訂通過
 110年9月1日110學年度第1學期第1次系課程會議通過
 110年9月6日110學年度第1學期第1次院課程會議修訂通過
 110年9月13日110學年度第1學期第1次校課程會議修訂通過
 111年4月27日110學年度第2學期第2次系課程會議通過
 111年4月28日110學年度第2學期第3次院課程會議修訂通過
 111年5月19日110學年度第2學期第2次校課程會議修訂通過

110學年度入學新生適用

本所研究生畢業時至少應修滿 36 學分

- 1.專業必修：15學分
- 2.專業選修：15學分
- 3.論 文：6學分
- 4.學術倫理教育：0學分

年級	類別 課程	上學期		下學期		上學期		下學期	
		學分	時數	學分	時數	學分	時數	學分	時數
一年級						二年級			
專業必修	研究方法	3	3						
	論文導讀與討論	3	3						
	統計方法與資料分析	3	3						
	專題研討與論文計畫			3	3				
	質性研究方法			3	3				
專業選修	文創事業財務策略分析	3	3			文化創意與數位內容	3	3	
	文化行銷與觀光專題	3	3			數位出版行銷專題	3	3	
	電子書產業分析與應用			3	3	*文創事業管理	3	3	
	*文創產業行銷策略			3	3	文創鑑價與融資	3	3	
	表演藝術與產業研究			3	3	文化創意產業群聚研究			3 3
	藝文產業行銷專題			3	3	*文創與消費行為研究			3 3
學期總計		15	15	18	18		12	12	6 6

課程說明：

1. 本系在職專班學生每學期修習學分數最多為12學分。
2. 本系研究生畢業時至少應修滿 36 學分 (含論文6學分)，包括:專業必修15學分以及專業選修15學分，加*者為本所研究生畢業建議選修課程。於入學前未曾修習『文創產業基礎概念』之相關課程或不具有與文創產業相關之工作經歷者，需在入學後參加本所之鑑定考試，未通過者需至學士班修習「文創產業概論」、「行銷管理」兩門課程。
3. 非正式課程:參加1場數位出版、藝文事業相關領域的研討會或研習、參加1場企業參訪、參加1場文創相關領域講座與完成碩士論文，才算滿足畢業之要求。
4. 學生於申請學位考試前，需至「臺灣學術倫理教育資源中心」線上平台自行修習「學術倫理教育」課程，並通過課程總測驗及成績達及格標準。

Academic Year 110 Schedule of Classes, Master Program, Department of Cultural & Creative Enterprise Management, Nanhua University

Nanhua University 110 Academic Year Applicable to incoming freshmen

At the time of graduation, students should complete at least 36 credits, including:

1. Department Core Courses 15 credits.
2. Department Elective Courses 15 credits.
3. Graduation thesis 6 credits.
4. Academic ethics education course 0 credits.

grade category \ course	Freshman	First Semester		Second Semester		Sophomore	First Semester		Second Semester	
		Credits	Hours	Credits	Hours		Credits	Hours	Credits	Hours
Department Core Courses	Research Methods	3	3							
	Thesis and Papers Studies	3	3							
	Statistical Method & Data Analysis	3	3							
	Selected Topics and Research Proposal Design			3	3					
	Qualitative Research Method			3	3					
Department Elective Courses	Financial Strategies Analysis in Cultural & Culture Marketing and Tourism Projects	3	3			Cultural Creative business & Digital Studies on culture creative cluster	3	3		
	Multivariate Analysis			3	3	* Cultural & Creative Enterprise Management	3	3		
	* Cultural and creative industries marketing			3	3	Valuation of Cultural & Creative Assets	3	3		
	Performing Art and Enterprise Studies			3	3	The Seminars of Culture and arts Administration			3	3
	Art Industry Marketing			3	3	* Cultural creative and consumer behavior			3	3
	Semester total		15	15	18	18		12	12	6

Note:

1. Minimum course credits for the Master's degree are 36, including 15 obligatory and 15 elective course credits. In addition, a thesis of 6 credits is mandatory. Those with * are the recommended elective courses for graduate students.
2. Informal courses: Non-working students must attend 2 seminars, 2 career counseling sessions, 2 lectures and 4 dissertations in related fields of literature and art.
3. The maximum number of credits a semester is 15 for the average student. Those who have not completed the Basic Concept of Creative Writing Industry or have no work experience related to Creative Writing Industry before entering the university must take the accreditation examination.
4. In accordance with the "Guidelines for Students of South China University": Day-time Master's degree students should take three courses or nine credits per semester.
5. Department graduate students may take up to two 6-credit courses at any other institution in the School of Management (including vocational classes), subject to the approval of the dean.
6. Before applying for degree examination, students need to take the academic ethics education course on the Center for Taiwan Academic Research Ethics Education online platform. In addition, they need to pass the final exam and get a passing grade.

Academic Year 110 Schedule of Classes, In-service Master Program, Department of Cultural & Creative Enterprise Management, Nanhua University

Nanhua University 110 Academic Year Applicable to incoming freshmen

At the time of graduation, students should complete at least 36 credits, including:

1. Department Core Courses 15 credits.
2. Department Elective Courses 15 credits.
3. Graduation thesis 6 credits.
4. Academic ethics education course 0 credits.

grade category \ course	Freshman	First Semester		Second Semester		Sophomore	First Semester		Second Semester	
		Credits	Hours	Credits	Hours		Credits	Hours	Credits	Hours
Department Core Courses	Research Methods	3	3							
	Thesis and Papers Studies	3	3							
	Statistical Method & Data Analysis	3	3							
	Selected Topics and Research Proposal Design			3	3					
	Qualitative Research Method			3	3					
Department Elective Courses	Financial Strategies Analysis in Cultural & Culture Marketing and Tourism Projects	3	3			Cultural Creative business & Digital Content	3	3		
	Principle and Application Analysis of E-book			3	3	Digital publishing marketing topics	3	3		
	* Cultural and creative industries marketing			3	3	* Cultural & Creative Enterprise Management	3	3		
	Performing Art and Enterprise Studies			3	3	Valuation of Cultural & Creative Assets	3	3		
	Art Industry Marketing			3	3	Studies on culture creative cluster			3	3
						* Cultural creative and consumer behavior research			3	3
Semester total		15	15	18	18		12	12	6	6

Note:

1. The maximum number of credits per semester for vocational class students is 12.
2. Minimum course credits for the Master's degree are 36, including 15 obligatory and 15 elective course credits. In addition, a thesis of 6 credits is mandatory. Those with * are the recommended elective courses for graduate students. Those who have not completed the Basic Concepts of Creative Writing Industry or have no work experience related to Creative Writing Industry must take the post-entry qualification examination.
3. Non-regular courses: One seminar or study in the field of digital publishing, one company visit, one lecture in the field of creative writing and completion of master's thesis are required for graduation is required.
4. Before applying for degree examination, students need to take the academic ethics education course on the Center for Taiwan Academic Research Ethics Education online platform. In addition, they need to pass the final exam and get a passing grade.