

南華大學 112 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

112年3月8日111學年度第2學期第2次系課程會議通過
112年03月20日111學年度第2學期第2次院課程會議通過
112年4月12日111學年度第2學期第1次校課委會會議通過

112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： 9 學分
2. 專業選修+領域選修： 21 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 | | | | | | |
| | 專題研討與論文計畫 | | | 3 | 3 | | | | |
| 專業選修 | 文創產業行銷策略 | | | 3 | 3 | 文創事業管理 | 3 | 3 | |
| | 統計方法與資料分析 | | | 3 | 3 | 文創與消費行為研究 | | | 3 3 |
| | | | | | | 質性研究方法 | | | 3 3 |
| 領域選修 | 表演藝術與產業研究 | 3 | 3 | | | 文化創意產業群聚研究 | 3 | 3 | |
| | 文創事業財務策略分析 | 3 | 3 | | | 文創鑑價與融資 | 3 | 3 | |
| | 文化行銷與觀光專題 | 3 | 3 | | | 文化藝術行政專題 | | | 3 3 |
| | 多變量分析 | | | 3 | 3 | | | | |
| | 藝文產業行銷專題 | | | 3 | 3 | | | | |
| 學期總計 | | 15 | 15 | 15 | 15 | | 9 | 9 | 9 |

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9學分、專業及領域選修21學分。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 112 Schedule of Classes, In-service Master Program, Department of Cultural & Creative Enterprise Management, Nanhua University

Nanhua University 112 Academic Year Applicable to incoming freshmen

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

1. Department Core Courses 9 credits.
2. 21 credits from Professional + Domain Elective Courses
3. Graduation thesis 6 credits.
4. Academic ethics education course 0 credits.

| grade | Freshman | First Semester | | Second Semester | | Sophomore | First Semester | | Second Semester | |
|--------------------------------------|--|----------------|-------|-----------------|-------|--|----------------|-------|-----------------|-------|
| | | Credits | Hours | Credits | Hours | | Credits | Hours | Credits | Hours |
| category | course | | | | | | | | | |
| Department Core Courses | Research Methods | 3 | 3 | | | | | | | |
| | Thesis and Papers Studies | 3 | 3 | | | | | | | |
| | Selected Topics and Research Proposal Design | | | 3 | 3 | | | | | |
| Professional Elective Courses | Cultural and creative industries marketing strategy | | | 3 | 3 | Cultural & Creative Enterprise Management | 3 | 3 | | |
| | Statistical Method & Data Analysis | | | 3 | 3 | Cultural creative and consumer behavior research | | | 3 | 3 |
| | | | | | | Qualitative Research Method | | | 3 | 3 |
| Domain Elective Courses | Performing Art and Enterprise Studies | 3 | 3 | | | Studies on culture creative cluster | 3 | 3 | | |
| | Financial Strategies Analysis in Cultural & Creative Enterprise Management | 3 | 3 | | | Valuation of Cultural & Creative Assets | 3 | 3 | | |
| | Culture Marketing and Tourism Projects | 3 | 3 | | | The Seminars of Culture and arts Administration | | | 3 | 3 |
| | Multivariate Analysis | | | 3 | 3 | | | | | |
| | Art Industry Marketing | | | 3 | 3 | | | | | |
| Semester total | | 15 | 15 | 15 | 15 | | 9 | 9 | 9 | 9 |

Note:

1. The maximum number of credits per semester for vocational class students is 12.
2. Department graduate students should graduate with at least 36 credits (including thesis 6 credits), including: professional required 9 credits, major and field elective 21 credits. 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. Informal courses: One seminar or study in the field of digital publishing, one company visit, one lecture in the field of creative writing, and one master's thesis are required for graduation.
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.