國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：王韋堯

Instructor:Regina Wang

課程名稱：商業設計(二)

Course Title：Commercial Design (2)

2026/11/3

課程代號： DT5008701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	M6(RB-412) M7(RB-412) M8(RB-412)
專業核心能力： Core Professional Competencies	
課程網址： Course Website	NA
課程宗旨： Course Objectives	This course introduces the Grounded theory research method within the context of commercial design. Through research-based projects on international trends and qualitative data analysis, students will develop theoretical hypotheses and models of international packaging design approaches for marketing branded products.
課程大綱： Outline of Lectures	Course topics and schedules include: A) a literature study of grounded theory over 9 weeks, and B) research-based project practice: observation, in-depth interviews, data analysis, and hypothesis-model construction over 7 weeks.
授課方式： Method of Instruction	講授 Lecture：30% 分組討論 Group discussion：20% 案例研討 Case study：30% 操做練習 Practical exercises：20% 講授 Lecture：NA%
教科書： Textbooks	1. Corbin, J., & Strauss, A. (2015). Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory (4/e), Sage Publications Ltd. ISBN 9781412997461
參考書目： References	1.Glaser, B. G., & Strauss, A. L. (1967). The Discovery of Grounded Theory: Strategies for Qualitative Research. Aldine de Gruyter. 2.Strauss, A., & Corbin, J. (1990). Basics of Qualitative Research: Grounded Theory Procedures and Techniques. Sage Publications. 3.Charmaz, K. (2006). Constructing Grounded Theory: A Practical Guide Through Qualitative Analysis. Sage Publications.
修課須知： Notice	The course content and schedule may be adjusted by the instructor according to actual learning outcomes.
評量方式： Grading	60% of the course grade is allocated to course activity participation (attendance and group discussion), while 40% is allocated to the midterm/final written report and oral presentation.
備註說明： Notes	The course requirement for Commercial Design (2)：the practical experience requirement for 2D/3D packaging design or the course credits for Commercial Design (1).