朝陽科技大學 091學年度第2學期教學大綱
Communication Theory and Practice 溝通理論與實務

當期課號	1660	Course Number	1660
授課教師	賴瑞華	Instructor	,
中文課名	溝通理論與實務	Course Name	Communication Theory and Practice
開課單位	企業管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	人生無時無地不溝通,但達成溝通目的贏家仍屬極少數。有效的溝通包含語言及非語言之要素,特別是所我們所面對的溝通對象~「人」有著許多不確定的變數。如何打動對方,敞開其心扉,達成共識,實爲一門藝術。本課程將透過溝通理論的探討、與講師二十年實務經驗的交互驗證,配合演練與研討、小組報告,讓同學以輕鬆幽默的方式,來體驗這一門社會科學,並掌握到運用到工作與生活中的關鍵要領。	Objectives	Communication Theory and Practice Communication in human life has become so important and promising, however, how to effectively communicate either by oral or writing is not an inherent talent, which believably can be trained step by step. People even think that an attractive communication just kind of art. It can't be copied or formulated because man is always changeable. In this course, instructor will follow the textbook as well as give practical case study by two-way interesting method. How to let the students open their minds with happiness and feel humorous in the class is primary task for a qualified teacher. Besides, students will fully use this skill learnt from class into his future work.
教材	1.講師講授，雙向問答. 2.延聘企業家演講，作爲協同教學.	Teaching Materials	
成績評量方式	1.課堂表現〈含出勤率〉20% 2.期中考25% 3.期中作業10% 4.期末考35% 5.期末報告10%	Grading	
教師網頁			
教學內容	1.了解職場上及生活上的溝通理論與實務 2.讓同學們能化爲行動，改善溝通技巧.	Syllabus	

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