朝陽科技大學 092學年度第2學期教學大綱
Commercial Negotiation 商務談判

當期課號	1835	Course Number	1835
授課教師	王馬克	Instructor	O'BRIEN,MARK WILLIAM
中文課名	商務談判	Course Name	Commercial Negotiation
開課單位	應用外語系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程目標即是以商業談判相關英文商業個案爲藍本，讓同學實際分組以英文談判，從中學習談判技巧及商業知識。	Objectives	The students will have to study some commercial negotiation cases as the basic skills. The students will learn the business knowledge and commercial negotiation skills on real negotiation practice.
教材	學習準備與他人做商業協商	Teaching Materials	Topics covered will include:planning, pre-negotiation preparation, developing strategy and tactics, negotiation techniques, and the successful conclusion of negotiations. Upon completion of the course, the student should be able to employ successful negotiating techniques to common business situations. Readings: Students are expected to have read the assigned readings prior to class.
成績評量方式	期末報告40% 第一次課堂報告30% 第二次課堂報告30%	Grading	Grades: Final Case 40%, Case One 30%, Case Two 30%
教師網頁	_		
教學內容	學習如何在商業的領域裡與其他人做協商	Syllabus	Topics covered will include:planning, pre-negotiation preparation, developing strategy and tactics, negotiation techniques, and the successful conclusion of negotiations. Upon completion of the course, the student should be able to employ successful negotiating techniques to common business situations.

尊重智慧財產權，請勿非法影印。