

朝陽科技大學 093學年度第1學期教學大綱
Negotiation Psychology 談判心理學

當期課號	6323	Course Number	6323
授課教師	王馬克	Instructor	O'BRIEN,MARK WILLIAM
中文課名	談判心理學	Course Name	Negotiation Psychology
開課單位	應用外語系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程在於使同學了解談判者的心理活動、需求心理學、行為特點。	Objectives	The contents of this course range from negotiator psychological activities, demand psychology, behavior characteristics, and so on.
教材		Teaching Materials	
成績評量方式		Grading	
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。