# 朝陽科技大學 093學年度第2學期教學大綱
# Commercial Negotiation 商務談判

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| 當期課號 | 1718 | Course Number | 1718 |
| 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 | Text: Negotiation, Lewicki, | Teaching Materials | |
| 成績評量方式 | Topics covered will include: negotiation methodology, 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. | Grading | Grades: Final Case 50%, Case One 20%, Case Two 30% |
| 教師網頁 | | | |
| 教學內容 | 請參考英文 | Syllabus | Weeks 1-3 Introductions, video, Lecture<br><br>Sections 1 & 2, Lecture<br><br>Sections 3, 4, 5, Lecture<br><br>Weeks 4-6 Sections 6, 7.1, 8, Lecture<br><br>Sections 9, 10, Lecture<br><br>Begin work on Case #1 (Newtown School)<br><br>Weeks 7-9 Section 11, Lecture<br><br>Case #1 Due, Begin work on Case #2 (Town of Tamarack)<br><br>Section 12, Lecture<br><br>Weeks 10-12 Section 13, Lecture<br><br>In-Class Group Meetings<br><br>Second Case Due, Begin work on Final Case<br><br>Weeks 13-15 Section 14<br><br>In-Class Group Meetings<br><br>In-Class Group Meetings<br><br>Weeks 16-18 Final Case Due, Group Presentations<br><br>Presentations, Continued |

尊重智慧財產權，請勿非法影印。