朝陽科技大學 095學年度第2學期教學大綱
Commercial Negotiation 商務談判

當期課號	1987	Course Number	1987
授課教師	廖秀芬	Instructor	Liao,Polly
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	1. English for International Negotiations.---- A Cross-- Cultural Case Study Approach. by Drew Rodgers, Cambridge 2. Intelligent Business---Pre--Intermediate Business English. By Christine Johnson, Longman 3. English For Business (6th Edition) by Duncan Macintosh. Book Marketing Ltd.	Teaching Materials	1. English for International Negotiations.---- A Cross-- Cultural Case Study Approach. by Drew Rodgers, Cambridge 2. Intelligent Business---Pre--Intermediate Business English. By Christine Johnson, Longman 3. English For Business (6th Edition) by Duncan Macintosh. Book Marketing Ltd.
成績評量方式	1.Participation 20% 2.Mid-term exam 30% 3.Final exam 30% 4.Case Study and Oral Report 20% 1.出席率 20% 2.期中成績 30% 3.期末成績 30% 4.專案研討與口頭報告 20%	Grading	1.Participation 20% 2.Mid-term exam 30% 3.Final exam 30% 4.Case Study and Oral Report 20%
教師網頁			
教學內容	1.Discussion question to help the students consider gereral aspects of the case. 2.A cultural background section to explain cultural factors bearing on the two teams' negotiating style. 3.A description of the situation underlying the case 4.Roles to be played and problems to be solved. 5.Linguistic support 6.Written and oral assingments relevant to the case. 本課程旨於探討語言測驗之特性與提供學生開發與使用語言測驗之概念。學生將於此課程中認識了解各種語言技能測驗之特質及其應用，並學習開發較具效度、信度且適用於課堂教學之語言試題。	Syllabus	1.Discussion question to help the students consider gereral aspects of the case. 2.A cultural background section to explain cultural factors bearing on the two teams' negotiating style. 3.A description of the situation underlying the case 4.Roles to be played and problems to be solved. 5.Linguistic support 6.Written and oral assingments relevant to the case.

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