朝陽科技大學 096學年度第1學期教學大綱
Communication Theory and Practice 溝通理論與實務

當期課號	3112	Course Number	3112
授課教師	許嘉倫	Instructor	HSU,CHIA LUN
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(二進)三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	原著：Joseph A. DeVito 編譯者：洪英正 錢玉芬 學富文化事業有限公司	Teaching Materials	
成績評量方式	期中考 50% 期末考 口頭&書面報告50%	Grading	Mid-term test： 50% End-term exam： oral report & paper 50%
教師網頁			
教學內容	課程目標：溝通是現代生活和職場生涯重要的技巧，有效的溝通有助於達成目標。本課程在協助同學掌握溝通的要素與技巧，透過報告與演練，不論是一對一的溝通，或是小眾溝通，以及一對多的公眾演說技巧，幫助同學建立自信，掌握方法。 第一章 導論：溝通本質 CHPT1:Introduction of the communication 第二章 溝通中的自我 CHPT2:Personal character 第三章 知覺CHPT3:Consciousness 第四章 聆聽CHPT4:Listening 第五章 語言訊息CHPT5:Message of language 第六章 非語言訊息CHPT6:Non-language message 第七章 人際溝通：對話與衝突 CHPT7:Interpersonal communication: Conversation &Conflict 第八章 人際關係CHPT8:Human relation 第九章 面談/面試CHPT9:Interview 第十章 小團體法CHPT10:Small group 第十一章 成員與領導者在團體中的溝通CHPT11:Communication between members and leader in group 第十二章 公開演說之準備(步驟1-6) CHPT12:How to prepare public	Syllabus	Communication is kind of important skill in both modern and career life. Effective communication is more helpful to achieve our goal. Therefore, we want to train the students catch the essential of human communication by inter act as well as presentation, such as one by one communication, small group and public speech. With this course, we will provide an environment to build up students' confidence and help them be good at communication skill. 第一章 導論：溝通本質 CHPT1:Introduction of the communication 第二章 溝通中的自我 CHPT2:Personal character 第三章 知覺CHPT3:Consciousness 第四章 聆聽CHPT4:Listening 第五章 語言訊息CHPT5:Message of language 第六章 非語言訊息CHPT6:Non-language message 第七章 人際溝通：對話與衝突 CHPT7:Interpersonal communication: Conversation &Conflict 第八章 人際關係CHPT8:Human relation 第九章 面談/面試CHPT9:Interview

	speech I 第十三章 公開演說之準備(步驟7-10) CHPT13:How to prepare public speech II 第十四章 知識演講 CHPT14:Knowledge lecture 具說服力的演說CHPT15:Persuative speaking		第十章 小團體法CHPT10:Small group 第十一章 成員與領導者在團體中的溝通CHPT11:Communication between members and leader in group 第十二章 公開演說之準備(步驟1-6) CHPT12:How to prepare public speech I 第十三章 公開演說之準備(步驟7-10) CHPT13:How to prepare public speech II 第十四章 知識演講 CHPT14:Knowledge lecture 具說服力的演說CHPT15:Persuative speaking

尊重智慧財產權，請勿非法影印。