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	3140	Course Number	3140
授課教師	林木春	Instructor	LIN,MU CHUN
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(四進)一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	人際關係與溝通（11版）/ Verderber, Verderber & Berryman-Fink 黃鈴媚/江中信/葉蓉慧 前程出版	Teaching Materials	Inter-Act：Interpersonal Communication Concepts, Skills, and Contexts Verderber, Verderber & Berryman-Fink
成績評量方式	1.期中30% 2.期末30% 3.平常上課表現40%	Grading	1.term-paper(report) 30% 2.final-exam(report) 30% 3.other assessment 40%
教師網頁	_		
教學內容	一、人際溝通緒論 1. 人際溝通的重要性 2. 溝通的基本要素 3. 溝通的特性 二、傾聽與溝通 1. 傾聽的重要性 2. 傾聽的過程 3. 有效的傾聽方法 三、人際關係 1. 人際關係發展 2. 情緒智商與情緒管理 3. 感興趣話題 4. 藉由五同拉近距離 四、建立形象自我行銷 1. 視網膜效應 2. 態度決定一切 五、讚賞的魅力 1. 讚賞八項要領 2. 同理心 3. 肢體語言的運用	Syllabus	1.Overview of communication 2.Listening and communication 3.communication skills 4.Established self-image 5.Charisma commendatory

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