朝陽科技大學 096學年度第1學期教學大綱
Business Negotiation 企業商務談判

當期課號	3154	Course Number	3154
授課教師	蔡維修	Instructor	TSAI,WEI HSIU
中文課名	企業商務談判	Course Name	Business Negotiation
開課單位	企業管理系(四進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	現代商業社會，無論日常生活、與家人互動、工作謀事、購物旅遊、公司間交易、策略聯盟、國家間協商、國際間的紛爭處理等，在在需要談判技巧與談判情緒智商，以克服各種摩擦與衝突。基此，本項課程主要包括：瞭解談判的本質、談判的範疇、衝突管理、相互依賴及認知、分配式談判的戰略及策略，即輸贏(win-lose)式、競爭性的議價、整合(win-win)式談判的戰略與策略、談判前的準備工作(談判的目標訴求、關係維持、雙方的需求認知)、談判破裂提出解決方法(諸如：常見的衝突管理方式及談判破裂的補救措施、國際談判(基本認知、國際談判的差異(政治、法律、經濟、文化課題等)、文化課題對談判的影響，以及如何加以因應之策略)等。主要目的，在使研習同學成爲談判高手，以成爲傑出管理專才。本課程特別適合即將畢業的社會新鮮人,在就業職場上發揮談判技能,諸如如何談薪資,如何與主管溝通工作安排課題.....等等,本課程是以實務導向作課程設計.	Objectives	We"re always negotiating, every day of our lives and in every kind of situation----whether it"s a boyfriend and girlfriend deciding which movie to see, a husband and wife deciding which city to live in, a customer looking to buy an automobile, or an employee trying to get a raise. We all negotiatiate. But many of us still have a fundamental fear of negotiation. Ultimately, negotiating is all about whose concept of reality is going to prevail. In the other hand, negotiations can get emotional. But you need to remind yourself that they"re about basined. This course will introduce above issues. Trying to make students know how to use negotiation theory and skill to solving they problem and conflict.
教材	談判 原理與實務,前程文化 , 張國忠著（96.01 , 四版）	Teaching Materials	
成績評量方式	1.期中考(30%)2.期末個案報告(30%)3.出席(20%)4.平時表現(20%)	Grading	1.Midterm examination(30%) 2.Case report(30%) 3.Presention (20%) 4.Ordinary(20%)
教師網頁			
教學內容	本課程乃朝向提昇學生對於企業商務談判方面知識之領會而設計，介紹商品在交易過程中經常面臨的衝突問題以及如何達成雙贏的方法；同時，輔以相關個案研討與問題討論，增進學生將理論應用於實務的能力。本課程之教學內容爲：（1）、介紹商務談判概念、原理與實務。（2）、探討與評析不同領域之案例。（3）、使學生熟悉談判理論與技巧，以達成談判目的。	Syllabus	This course is designed to enhance the understanding of business negotiation. It mainly concerns about the conflicts which are often happended in the process of business trade and how to achieves the satisfied agreement for two sides. Also, there are discussions and analyses of the cases helping students apply the theory in practice.The objectives of this course are:1. To develop an understanding of concepts, theories, and practices of business negotiation.2.To learn about a particular segment of the business negotiation from the practical cases.3. To develop the ability to analyze and evaluate, the performance of negotiation.

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