朝陽科技大學 096學年度第1學期教學大綱
Inner communication 公司內部溝通

當期課號	7312	Course Number	7312
授課教師	張甫任	Instructor	,
中文課名	公司內部溝通	Course Name	Inner communication
開課單位	應用外語系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程是使學生了解公司內部溝通可以讓組織運作順暢，組織的層級可以減少，可以促進人際關係、提昇企業的績效。	Objectives	The goals of the course is to help the students in understanding that an organization is a good way to make the operation more smoothly; it could also reduce the position level in the organization, improve the relationship and upgrade the effect to the organization.
教材	公共關係:理論、策略與研究實例 孫秀蕙著 版 正中書局	Teaching Materials	
成績評量方式	講述、討論、個別報告	Grading	Discussing, intructing
教師網頁			
教學內容	在二十一世紀元中，企業經營國際化、經貿交易全球化、全球運籌管理等已成爲一新的風潮，在這樣的經營環境下，策略聯盟、合資、購併、三角貿易、異業結盟、智慧財產權讓與等課題之公共關係溝通，變得不可或缺，本科教學希藉由此類教育訓練課程培育出溝通高手。	Syllabus	In 21century, the way of enterperises and the trading methods become the new fashion. In this circustance, it is very important such as the device of alliance, joint stock, differial alliance,wisdom astates, etc. This class will conduct the student to acquaint munication and public relationship in the future working carrier.

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