朝陽科技大學 096學年度第2學期教學大綱
Commercial Negotiation 商務談判

當期課號	2020	Course Number	2020
授課教師	陳榮昌	Instructor	
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	談判理論解析與實務應用,賴志超等,華立圖書	Teaching Materials	Wise Negotiation: Problem Solving Orientation, by Tze Chao Lai etc.
成績評量方式	平常(出席及報告)40%.期中考30%.期末考30%	Grading	Attendance & Reports:40% Mid Term Exam :30% Final Exam :30%
教師網頁			
教學內容	談判的本質.談判員的素養.如何坐上談判桌.談話的形勢與結構.談判與衝突.談判形態與策略.打交道.談判佈局與步驟.防詭計.談判警示錄	Syllabus	The origin and the basic concept of negotiation, the character and the personality of negotiators,getting on the negotiation table,the manner and structure of the conversation, negotiation and conflict, ways and strategy of negotiation, interaction, give and take,setting up negotiation procedures and policy, beware of cunning tricks, and frauds.

尊重智慧財產權，請勿非法影印。