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	2045	Course Number	2045
授課教師	程杏華	Instructor	CHENG,HSING HUA
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	1.教材: 談判 原理與實務 作者: 張國忠 出版社:前程文化事業有限公司 2.補充教材來源：in Company Case Studies in Company Intermediate	Teaching Materials	1.Textbook: Negotiation Priciples and Practices 作者: 張國忠 出版社:前程文化事業有限公司 2.補充教材來源：in Company Case Studies in Company Intermediate
成績評量方式	1. 平常成績: 50% 含出席率,課堂表現,作 業,小考. 個案研討 2. 期中考:20% 3. 期末考：30%	Grading	1. Regular Performance: 50% including attendance, participation, assignment, quiz and case discussion 2. Mid-term Exam: 20% 3. Final Exam 30%
教師網頁			
教學內容	Week one: Orientation Week two: Chapter 1 Introduction of Negotition Week three: Chapter 2 Theory of Negotiation Week four: Chapter 3 Nature of Negotiator Week five: Chapter 4, 12 ; Movie Heart of Negotiator Interpersonal Negotiation Week six: Chapter 5 Social Context and Ethics in Nogotiation Week seven: School day off Week eight: Chapter 6 and 7 (Quiz) Power in Negotiation Role of Time, Place and People Week nine: Mid-term Exam Week ten: Chapter 8 Negotiating Process Week eleven: Chapter 9 Negotiation Tactics Week twelve: Chapter 10 Negotiation Skills; Movie Week thirteen: Chapter 10 Negotiation Skills Week fourteen: Chapter 11; Quiz Mediation and Arbitration Week fifteen: Chapter 12 Interpersonal Negotiation Week sixteen: Chapter 13 Business Negotiation Week seventeen: Chapter 14 International Negotiation Week eighteen: Final Exam	Syllabus	Week one: Orientation Week two: Chapter 1 Introduction of Negotition Week three: Chapter 2 Theory of Negotiation Week four: Chapter 3 Nature of Negotiator Week five: Chapter 4, 12 ; Movie Heart of Negotiator Interpersonal Negotiation Week six: Chapter 5 Social Context and Ethics in Nogotiation Week seven: School day off Week eight: Chapter 6 and 7 (Quiz) Power in Negotiation Role of Time, Place and People Week nine: Mid-term Exam Week ten: Chapter 8 Negotiating Process Week eleven: Chapter 9 Negotiation Tactics Week twelve: Chapter 10 Negotiation Skills; Movie Week thirteen: Chapter 10 Negotiation Skills Week fourteen: Chapter 11; Quiz Mediation and Arbitration Week fifteen: Chapter 12 Interpersonal Negotiation Week sixteen: Chapter 13 Business Negotiation Week seventeen: Chapter 14 International Negotiation Week eighteen: Final Exam

尊重智慧財產權，請勿非法影印。