朝陽科技大學 097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	1153	Course Number	1153
授課教師	王珮珍	Instructor	WANG,PEI CHEN
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(二日)四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	人際溝通-五南書局 有效溝通-智勝書局 人際觀溪與溝通-前程書局	Teaching Materials	Book Reference Power point DVD
成績評量方式	期中考 25% 期末考 25% 出席率 10% 小組報告 20% 讀書報告 20%	Grading	Midterm examination of write test 25% End examination of oral test 25% Attendance 10% Report and reference 20% Reading report 20%
教師網頁	_		
教學內容	人際溝通理論 人際溝通之功能 人際溝通之原則 溝通技巧之發展 溝通實務分享與討論 溝通實務操作	Syllabus	Interpersonal Communication:theory Interpersonal Communication:function Interpersonal Communication:principle Interpersonal Communication:share and discussion Interpersonal Communication:practice

尊重智慧財產權，請勿非法影印。