朝陽科技大學 097學年度第2學期教學大綱
Sells oneself 自我行銷學

當期課號	1013	Course Number	1013
授課教師	曾麗文	Instructor	TSENG,LI WEN
中文課名	自我行銷學	Course Name	Sells oneself
開課單位	財務金融系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標		Objectives	
教材	陳冠穎，好人緣!商務禮儀真簡單，書泉出版社(五南文化代理)，初版一刷，2007年11月。 黃麗惠，創意商務簡報，書泉出版社(五南文化代理)，二版一刷，2003年12月。	Teaching Materials	
成績評量方式	出缺席 30% 基本儀態/上班穿著/彩妝實作&演練30% 面試技巧/履歷表寫作/個人簡報實作&演練40%	Grading	Leaves absents 30% Basic deportment/to go to work puts on/the cosmetics really to make & Trains 30% Interview skill/personal history form writing/individual bulletin really to make & Trains 40%
教師網頁			
教學內容	在人與人交往愈來愈頻繁的今日社會，「禮儀」已經成爲進入社會融入群體的重要課題。對正要踏出校門的社會新鮮人而言，如何在這競爭激烈的職場中脫穎而出、出奇制勝，並且獲得主管的重用與賞識，基本的職場禮節就益顯重要。 對企業而言，一個懂得應對進退的員工，其辦事能力與效率必然也值得信賴，不僅能贏得客戶的讚賞，同時也能獲得上司的青睞與肯定，相信這對學生自身將來在職場的發展有必然的助益。 因此，針對即將邁向人生新里程的社會新鮮人，設計這門實用性的課程，希冀能讓學生在謀職歷程中，更能得心應手的面對職場挑戰。 本課程將藉由實際演練來提昇學生自信心，同時培養學生正面積極的就業態度，課程安排如下： 1.商務禮儀 2.上班穿著介紹 3.上班彩妝示範 4.儀態訓練 5.面試技巧演練 6.履歷表寫作 7.簡報技巧演練	Syllabus	Associate more and more frequent today society in the human and the human, “the etiquette” already became enters the society to integrate the community the important topic. Speaking of is just about to the social freshers who treads the school gate, how in this competition intense work place blooming, to defeat the enemy by a surprise attack, and obtains manager's entrusting with heavy responsibility with to recognize, the basic work place courtesy benefits obviously importantly. Speaking of the enterprise, understood deals with the onset and retreat the staff, its management ability and the efficiency are inevitably also worth trusting, not can only win the customer the appreciation, simultaneously can also obtain boss's favor and the affirmation, believed that this own future will have inevitable being of help to the student in the work place development. Therefore, in view of the social fresher who soon advances to the life new course, designs this usable curriculum, hoped for that can let the student in seek employment in the course, can handy facing the work place challenge. This curriculum will promote the student self-confidence because of the actual drilling, simultaneously raises the student positive employment manner, the curriculum arranges as follows directly: 1. commercial etiquette 2. go to work put on were introducing that 3. go to work the cosmetics to demonstrate

			4. deportment to train 5. interview skills to train 6. personal history form to write 7. bulletin skill drilling

尊重智慧財產權，請勿非法影印。