朝陽科技大學 097學年度第2學期教學大綱
The Interior Communication of Multi-national Companies 多國公司溝通

當期課號	7360	Course Number	7360
授課教師	張甫任	Instructor	,
中文課名	多國公司溝通	Course Name	The Interior Communication of Multi-national Companies
開課單位	應用外語系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程將使學生認識多國公司之特性，並了解公司之內部溝通相關之理論與方法。	Objectives	The course is designed to help students to get the characteristics and the knowledge for the multinational companies. We try to focus on the interior communication skills and aspects. English comprehension will be our learning points, too.
教材	跨文化競爭力 布魯克斯 彼得森 ，良品文化，出版日期：2007/05/15 跨文化企業管理心理學 作者：嚴文華，宋繼文，石文典/編著 出版社：揚智 出版日期：2002年10月18日	Teaching Materials	Cross-Cultural Competition Ability The Cross-cultural Enterprise Manages Psychology
成績評量方式	繳交報告、小組討論	Grading	Term Paper, Team Discussing.
教師網頁	_		
教學內容	合資企業從表面上看是資本、技術、商品、勞務、管理上的融合，但究其根本，則是東西方兩種文化的撞擊、衝突、融合和吸收。本書系統分析文化差異背景下合資企業員工的需要、動機、態度的差異，以及管理中可能產生的文化衝突，在此基礎上，介紹了作者提出的新的中外合資企業跨文化的管理新理論共同管理文化新模式與整合、同化理論，提出了跨文化企業的有效組織與領導的內涵與架構；書中同時提供大量失敗及成功的合資企業的案例分析。	Syllabus	The joint venture sees is the fusion of capital, technique, merchandise, rent service, management from the surface, but investigates it root, then is bumping of square thing two kinds of culture shot, conflict, fusion and absorption.This book system analysis cultural difference background bottom joint venture employee of the difference of demand, motive, attitude, and management in may the output cultural conflict , on this foundation, introduced what authored put forth lately Chinese and Foreign joint venture cross-cultural management new theories to together manage cultural new mode and integration and assimilated theories and put forth a cross-cultural enterprise of valid organization and leadership of content and structure;Provide the case analysis of a great deal of failure and successful joint venture in the meantime in the book.

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