

**朝陽科技大學 098學年度第1學期教學大綱**  
**Business Negotiation 企業商務談判**

<b>當期課號</b>	3115	<b>Course Number</b>	3115
<b>授課教師</b>	許嘉倫	<b>Instructor</b>	HSU,CHIA LUN
<b>中文課名</b>	企業商務談判	<b>Course Name</b>	Business Negotiation
<b>開課單位</b>	企業管理系(四進)四A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	<p>現代商業社會，無論日常生活、與家人互動、工作謀事、購物旅遊、公司間交易、策略聯盟、國家間協商、國際間的紛爭處理等，在在需要談判技巧與談判情緒智商，以克服各種摩擦與衝突。基此，本項課程主要包括：瞭解談判的本質、談判的範疇、衝突管理、相互依賴及認知、分配式談判的戰略及策略，即輸贏(win-lose)式、競爭性的議價、整合(win-win)式談判的戰略與策略、談判前的準備工作(談判的目標訴求、關係維持、雙方的需求認知)、談判破裂提出解決方法(諸如：常見的衝突管理方式及談判破裂的補救措施、國際談判(基本認知、國際談判的差異(政治、法律、經濟、文化課題等)、文化課題對談判的影響，以及如何加以因應之策略)等。主要目的，在使研習同學成為談判高手，以成為傑出管理專才。本課程特別適合即將畢業的社會新鮮人,在就業職場上發揮談判技能,諸如如何談薪資,如何與主管溝通工作安排課題.....等等,本課程是以實務導向作課程設計.</p>	<b>Objectives</b>	<p>We're always negotiating, every day of our lives and in every kind of situation---whether it's a boyfriend and girlfriend deciding which movie to see, a husband and wife deciding which city to live in, a customer looking to buy an automobile, or an employee trying to get a raise. We all negotiate. But many of us still have a fundamental fear of negotiation. Ultimately, negotiating is all about whose concept of reality is going to prevail. In the other hand, negotiations can get emotional. But you need to remind yourself that they're about business. This course will introduce above issues. Trying to make students know how to use negotiation theory and skill to solving they problem and conflict.</p>
<b>教材</b>	<p>書名:商務談判 作者:張國忠 前程文化事業有限公司</p>	<b>Teaching Materials</b>	<p>Book: Business Negotiation Author: Kuo-Chung Cheng Publishing: Chian-chan publishing Co.</p>
<b>成績評量方式</b>	<p>期中考 50% 期末考 口頭&amp;書面報告50%</p>	<b>Grading</b>	<p>Mid-term test : 50% Final exam : oral report &amp; paper 50%</p>
<b>教師網頁</b>	-		
<b>教學內容</b>	<p>教學目標:本課程主要使學生認識談判的理論與方法,進而學習運用談判的策略與技術於企業經營中 科目內容:談判的本質，談判的心裡及情境因素，類型，程序，技巧及運用 教學方法及活動:上課、報告、演講、分享 1.談判概論 2.談判主體因素 3.談判心理因素 4.專家演講 5.談判權力因素 6.談判情境因素 7.談判程序 8.專題演講 9.期中考 10.談判戰術與技巧 11.協調與仲裁 12.國際談判 13.專家演講 14.哈佛個案 15.哈佛個案 16.哈佛個案</p>	<b>Syllabus</b>	<p>The goal of course is to escalate student's knowledge on negotiation theory and negotiation practices through class operation, the class scope starting with business strategy to achieve business objectiveness during negotiation skill implementation. The subjects covered essence of negotiation, psychology of negotiation, situational factor, pattern, process, skill and reality practices. Major activities consist of lecture, report, sharing, speech on the class. The chapters are listed below, 1. Negotiation concept and introduction 2. Major factors of negotiation 3. Psychological factors of negotiation 4. Expert speech 5. Power factor of negotiation 6. Situational factor of negotiation 7. Negotiation processes</p>

		<ul style="list-style-type: none"><li>8. Topics lecture</li><li>9. Mid-term test</li><li>10. Tactics skill</li><li>11. Negotiation and arbitration</li><li>12. International negotiation</li><li>13. Expert speech</li><li>14. Harvard case study</li><li>15. Harvard case study</li><li>16. Harvard case study</li></ul>
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