

朝陽科技大學 099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	3061	Course Number	3061
授課教師	張鐵軍	Instructor	CHANG,TIEH CHUN
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(四進)一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,實為一門藝術。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	張鐵軍(2010),商務談判概論,高立文化.	Teaching Materials	Tieh-chun Chang(2010),Negotiation.
成績評量方式	◎ 平時成績(出席率、課堂討論表現)50% ◎ 學期報告50%	Grading	term-paper(report)(50%),other assessment (50%).
教師網頁	<a href="http://tw.myblog.yahoo.com">http://tw.myblog.yahoo.com</a>		
教學內容	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。	Syllabus	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.

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