

朝陽科技大學 099學年度第1學期教學大綱
The Communication for Public Relationship 公共關係溝通

當期課號	7358	Course Number	7358
授課教師	李延熹	Instructor	LEE, YAN SHEI
中文課名	公共關係溝通	Course Name	The Communication for Public Relationship
開課單位	應用外語系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	在當今二十一世紀元中，企業經營國際化、經貿交易全球化、全球運籌管理等已成爲新的風潮，在這樣的經營環境下公共關係溝通變得不可或缺。本科教學課程希望藉由此類教育訓練課程學習商業溝通知識進而培育出優秀商業的公共關係溝通人才。	Objectives	In 21 century, the way of enterprises and the trading methods become the new fashion. In this circumstance, it is very important to get the knowledge of Business Public Relationship. This class will conduct the student to cultivate a terrific public business communicator. The business communication skills and public relationship will be our learning points.
教材	Essentials of Negotiation (McGrawHill,2007) Essential Manager's Manual (D.K)	Teaching Materials	Essentials of Negotiation (McGrawHill,2007) Essential Manager's Manual (D.K.)
成績評量方式	平時報告 50% 期末報告 50%	Grading	class report: 50% final report: 50%
教師網頁	-		
教學內容	本課程研究溝通的本質 策略 計劃 協調 倫理與國際跨文化聯繫的相關理論與實務 且對於經理人一般所必須具備的知識做一詳實的探討	Syllabus	This course offers negotiation-related essentials such as strategies, tactics, planning, communication, ethics, and cross-cultural negotiation both theoretically and practically. Besides, what a manager requires to become a well-trained leaders is thoroughly discussed and analyzed.

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