

個別課程英文授課大綱

表單編號：QP-T02-07-11

保存年限：10 年

課程名稱 Course Title	(中文) 進階國際商務英文溝通與談判-哈佛個案研討 (英文) Advanced International Business Communication and Negotiation – Harvard Business Cases Study		
授課教師 Instructor	劉宛洵	開課單位 Departments	商學院金融 學系
學分數 Credit(s)	二學分	修課對象 Target Students	<u>大學部學生 與</u> <u>(外籍) 外國交</u> <u>換學生</u>
課程目標 & 課程大綱 Course Objectives And Description	<p>The purpose of this advanced course is to build and enhance both the English communication skill and managerial ability of college graduate students at a higher and professional level. The solid training and simulation will enable the students who participate and engage in the course to become a much better and mature business graduate in the career seeking journey and thus a prosperous career path. Specifically, students will be able to develop eight key capacities as follows:</p> <ol style="list-style-type: none"> (1) professional business communication skills in Business English, (2) integrative ability, (3) analytical thinking skill, (4) leadership, (5) teamwork, (6) organizational ability, (7) applying managerial knowledge learnt in commerce and other college, and (8) multi-tasking project management. 		

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<p>上課大綱</p> <p>Weekly</p> <p>Course</p> <p>Schedule</p>	<ul style="list-style-type: none"> ♪ → Negotiation Fundamentals — The Nature of Negotiation ♪ → Individual Differences — Personality and Abilities ♪ → Negotiation Fundamentals — Strategy and Tactics of Distributive Bargaining ♪ → Negotiation Fundamentals — Strategy and Tactics of Integrative Negotiation ♪ → Negotiation Fundamentals — Strategy and Planning ♪ → Negotiation Subprocesses — Perception, cognition, and Emotion ♪ → Mid-term Exam ♪ → Negotiation Subprocesses — Communication ♪ → Negotiation Subprocesses — Influence ♪ → Negotiation Subprocesses — Ethics in Negotiation ♪ → Negotiation Subprocesses — Relationships in Negotiation ♪ → International and Cross-Cultural Negotiation ♪ → Group Consulting & Musical Rehearsals ♪ → Final Exam — Public Performance of Creative Program
<p>教學方式</p> <p>Instructional</p> <p>Method</p>	<ul style="list-style-type: none"> ♪ Harvard Business Case Study at a group level and organizational level ♪ Integrative and interactive discussion forum ♪ Team building and Managers' training model ♪ Professional Business simulation ♪ Professional Business Presentation
<p>課程要求</p> <p>Course</p> <p>Requirements</p>	<ul style="list-style-type: none"> ♪ Active Participation is required ♪ Weekly Homework ♪ Case Preview & Preparation summary ♪ Team Discussion and Summary PPT ♪ Midterm Report ♪ Final Report and Performance Demonstration
<p>評量方式</p> <p>Evaluation</p>	<ul style="list-style-type: none"> ♪ Active Participation 25% ♪ Team Work 15% ♪ Attendance 10% ♪ Midterm 25% ♪ Final Performance 25% ♪ Creativity and Diligence 10%

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教材及參考 書目 Textbooks & Suggested Materials	♪ Harvard Business Cases – Managerial Selection (DB) ♪ Business Negotiation Case Study -- Oxford University Press ♪ MIT / Harvard / Managerial and Leadership Related Study Materials ♪ Professional English Newspapers, Magazines, and reports.
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