

## 2014 年秋季 政治大學 IMBA 《商業談判》課程

### 教學大綱 Course Outline

As amended, 6/25/2014

課程名稱 Course Title	(中文) 折衝談判在經典		
	(英文) Negotiation Incorporating Chinese Classical Wisdom		
授課教師 Instructor	Prof. Ko-Ming Li	學分數 Credit(s)	2
課程目標 Course Objectives	<p>This course will cause students to acquire the capability to prepare and carry out negotiation in a way which will bring about the optimum outcome in the aftermath of the negotiation; by analyzing negotiation's purpose, structure and process, observing the constant interaction by and among parties and changes in relevant people, issues and momentum, examining frequently used strategies and tactics in negotiation and, last but not the least, learning from various ancient and modern-day negotiation cases. The course will make reference to Chinese classical wisdom in helping students to understand the thoughts and logics behind various moves taken in connection with negotiation. It is expected that students having completed this course will be equipped with the mindset and skills necessary for conducting successfully the modern-day commercial negotiation as well as gain a good grasp of Chinese culture in general and the business practice in accordance with the Chinese classical wisdom in particular.</p>		
課程大綱 Course Description	<ol style="list-style-type: none"> <li>1. What is negotiation?</li> <li>2. How to prepare negotiation bearing in mind its purpose, structure, process and constantly changing environments and roadmap.</li> <li>3. Negotiation being liked a chess game, how to count and deploy your King, Queen, Bishop, Knight, Castle and Pawn on the board?</li> <li>4. Watching your steps, what to do in the beginning, mid game and conclusion of the negotiation?</li> <li style="color: red;">5. What are the strategies to be used in negotiation?</li> </ol>		

	<p>6. What are the tactics to be used in negotiation?</p> <p>7. Always ask a relevant question when you see something you don't understand and take a detour when there is a roadblock.</p> <p>8. Psychological warfare; keep weighing, pondering, adjusting, plotting and making decisions.</p> <p>9. What do you know about the documentation of a negotiation?</p> <p>10. Best practices for negotiation</p> <p>11. Deploying negotiation skills based on the correct mindset</p>
上課進度 Class Schedule	Classes will be conducted on twelve <b>Wednesdays</b> from 7:00 through 10:00 PM, namely, <b>9/17, 9/24, 10/1, 10/15, 10/22, 10/29, 11/5, 11/12, 11/19, 12/3, 12/10 and 12/17</b> . A more detailed syllabus, including the topic of each class and required and recommended reading materials will be provided before the school starts.
教學方式 Teaching Approach	Preparation by students before class, lecture given by the instructor, and class discussion participated by all students.
課程要求 Course Requirements	Students are required to attend class, participate in class discussion, do assigned homework and complete a final report based on group effort (in ppt file for presentation as well as in doc file).
評量方式 Evaluation	30% for class discussion, 20% assigned homework and 50% the final report, respectively.
教材及參考書目 Textbooks & Suggested Materials	No required textbooks. There will be required and recommended reading materials.
教師簡介 Instructor's Bio	<p>Prof. Ko-Ming Li</p> <p>Education</p> <ul style="list-style-type: none"> <li>● J.D., Harvard Law school</li> <li>● MBA, Harvard Business School</li> <li>● B.S. in Chem. Eng., National Taiwan University</li> </ul> <p>Current Job</p> <ul style="list-style-type: none"> <li>● Chairman, Yuanta Venture Capital Company, Ltd.</li> <li>● Chairman, Confucianism and Taoism Academic China</li> </ul> <p>Working Experience</p> <ul style="list-style-type: none"> <li>● Practicing attorney for Anglo-American Law for 15</li> </ul>

	<p>years</p> <ul style="list-style-type: none"> <li>● Senior executive in financial, securities and investment sectors for 20 years</li> <li>● Member of the 2nd National Assembly elected from Taipei's 3<sup>rd</sup> district</li> <li>● Associate professor at the Graduate School of Law, Soochow University</li> </ul> <p>Books authored</p> <ul style="list-style-type: none"> <li>● 《當孔子遇上哈佛 • 首部曲：志業職場》(2013.4)</li> <li>● 《當孔子遇上哈佛 • 二部曲：個人戰技》(2014.1)</li> </ul>
課程相關連結網址 Course Website	Will use the school's website to post relevant course information after the instructor receives his designated Teacher's ID Number.
備註 Remarks	This course outline is subject to changes which will be forthwith announced accordingly. A more detailed syllabus, including required and recommended reading materials will be provided before the school starts.