

佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	溝通與談判				
英文課程名稱 Course Name in English	Communication and Negotiation				
科目代碼 Course Code	PA22Y			班別 Degree	<input checked="" type="checkbox"/> 學士班 Undergraduate Program <input type="checkbox"/> 碩士班 Masters Program <input type="checkbox"/> 博士班 PhD Program
學分數 Credit	3	時數 Hour	3	修別 Type	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective
學程別 Program	<input type="checkbox"/> 通識教育 General Education <input type="checkbox"/> 院基礎 Foundation <input type="checkbox"/> 跨領域 Interdisciplinary <input type="checkbox"/> 系核心 Core <input checked="" type="checkbox"/> 學系專業選修 Specialized Elective				
先修課程 prerequisite	無 none				
課程描述 Course Deacription					
<p>透過”人是談判的重點”及”最高妙的談判是無形的”兩個主軸，為學生介紹溝通與談判。 Communication and Negotiation prepares students for a better understanding how to negotiate and lead the negotiation to win.</p>					
課程目標 Course Objectives					
<p>溝通與談判是一種生活方式也是一種透過經驗累積而得的學問，本課程嘗試介紹相關基本概念，透過實例的講述、討論與建立正確的觀念。</p> <p>The objective of this course is to:</p> <ul style="list-style-type: none"> ● Provide students a basic understanding of the scope of communication and negotiation. ● Address the full range and the importance of communication and negotiation. ● Know the approaches and competitive advantages of the practice of cases. 					
教育目標 Education Objectives					
1	培養各級政府行政管理之人才				
2	培養參與各類公共事務及關懷社會弱勢之現代公民				
3	培養具全球視野與處理兩岸事務能力之人才				
4	培育兼具理性思考與行動能力之人才				
核心能力（專業能力） Learning Outcomes (Basic Learning Outcomes)					課程目標與基本素養 與核心能力相關性 Correlation between Course Objectives and learning Outcomes

A	政策規劃與政策分析能力	
B	公民參與及意見彙整能力(ability of civic participation)	◎
C	專業活動規劃與控管能力(ability of formulating and implementing activities)	★
D	溝通協調與團隊合作能力 (ability of communicating and team working)	★
E	應變處理與問題解決能力(ability of crisis and problem solving)	◎
F	地方發展與全球事務解析能力	

圖示說明：Illustration：★高度相關 Highly correlated ◎中度相關 Moderately correlated

課程綱要

Course Outline

- 談判，需要不一樣的思維 Negotiation, Think Different
- 人(幾乎)是一切的重點 People, the Key of Communication and Negotiation
- 了解人的知覺與溝通模式 Communication Models
- 面對難搞的談判對象 Disarm a Negotiation Opponent
- 交換評價不相等的東西 Exchange
- 暫停說理，動之以情 Emotion and Communication
- 一套好用的談判工具清單 Key Analytical Tools of Negotiation
- 如何因應文化差異 Culture Differences
- 日常生活，無處不是談判 Daily Negotiation
- 在公共議題上，也要爭取更多 Issue Negotiation
- 現在上場，身體力行 Prepare and Practice

資源需求評估 (師資專長之聘任、儀器設備配合...等)

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

好的教科書、參考書與電腦化教具。

Required textbooks and pc equipment.

課程要求及教學方式之建議

Course Requirements and Suggested Teaching Methods

學生需課前充份閱讀資料，積極討論。

Students have to be well-prepared in advance of class and participate in class discussion.

其他

Miscellaneous

無 none