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| **105-1商業企劃與管理溝通** |
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| 課程代碼 | P1EM010004  | 開課系所 | 高階經營管理碩士在職專班  |
| 授課教師 | 官志亮  | 上課時間 | 605,606,607  |
| 中文課名 | 商業企劃與管理溝通  | 上課地點 | 教802  |
| 英文課名 | Business Planning and Management Communication  |
| 教授班名稱 | PEM-高階經營管理碩士在職專班1   |
| 開課期限 | 0  | 學分 | 3  | 時數 | 3  |
| 課程類別 | 一般  | 人數上限 | 55  | 選課類別 | 選修  |
| 課程內涵 | 一般課程  | 人數下限 | 5  | 是否校外實習 | 否  |
| 全英語課程 | 否  | 寒暑期課程 | 否  | 遠距教學課程 | 否  |
| 選課人數 | 0(此人數為查詢當下的人數，不一定等於現在即時加退選的人數，僅供參考) |
| 備註 |   |
| 合授教師姓名 |   |
| 核心能力雷達圖 |  | R1：管理決策能力(0)R2：領導能力(0)R3：國際化能力(0)R4：創新能力(0)R5：團隊合作與專業倫理(0) |
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| 課程綱要 |
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| 教學目的Objective | 中 文 | 本課程在於提供管理學院學生能獲取商業環境中的核心技能，課程內容強調發展商業環境的專業技能與觀念，包含商業溝通、商業企劃方式與商業企劃書寫作、衝突解決、有效的商業協商技巧、企業問題分析與解決、商業簡報技巧、危機處理、跨文化瞭解、協商技巧、商業會議的籌備與主持等。  |
| English |   |
| 先修科目Prerequisite | 中 文 |   |
| English |   |
| 教科書目Textbooks |

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| 順序編號 | 書名 | 作者 | 出版社 | ISBN | 出版年 |
|   | 商業溝通 : 專業與效率的表達 = Business communication : professional and effective expression  | 溫玲玉著  | 前程文化  | 9789866264160  |   |
|   | 自編講義  | 官志亮  |   |   |   |

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| 參考用書Reference books |

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| 順序編號 | 書名 | 作者 | 出版社 | ISBN | 出版年 |

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| 上課方式Teaching Method | 中 文 | 課堂講授、個案研討、文獻討論、影片討論、報告  |
| English |   |
| 課程進度Syllabus | 中 文 |

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| 1 | 課程介紹、個案管理教學方法說明、商業溝通概念  |
| 2 | 組織內部的溝通I  |
| 3 | 組織內部的溝通II  |
| 4 | 工作團隊中的溝通I  |
| 5 | 工作團隊中的溝通I  |
| 6 | 工作團隊中的溝通II  |
| 7 | 發展寫作技巧  |
| 8 | 寫作歷程/精進寫作內容  |
| 9 | 商業報告與資料蒐集  |
| 10 | 商業企劃書撰寫與執行  |
| 11 | 衝突管理與商務談判  |
| 12 | 商業會議之籌備與主持  |
| 13 | 產業與競爭分析工具  |
| 14 | 商業簡報製作與發表  |
| 15 | 企業問題分析與解決I  |
| 16 | 企業問題分析與解決II  |
| 17 | 期末報告  |
| 18 | 期末報告  |

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| English |

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| 考試及成績計算方式Evaluation | 中 文 | 課程參與(包含課程參與與出席)70%、指定作業30%  |
| English |   |
| 參考網址http:// |   |
| 備考： |  |

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