

開南大學 95 年度第 2 學期 企管系 學系科目教學計劃表		開課年級	學分數	每週時數
科目代碼	科目名稱	授課教師	修別	
	中文：企業談判	傅啓榮	選修	企管系四年級 3
	英文：Business Negotiation	先修課程		無
教學目標與內容	<p>This course views negotiation as an ever-present component of any decision-making environment, including Planning, Public Administration and Non-Profit Management. It offers tools for:</p> <ul style="list-style-type: none"> <input type="checkbox"/> understanding the nature of negotiation and of individual and joint decision making processes; <input type="checkbox"/> devising individual and group strategies that minimize the destructive consequences of negotiation; and, <input type="checkbox"/> identifying solutions satisfactory to all involved. <p>Some simulation games will illustrate context-free decision patterns (for example, the Prisoners' Dilemma, the Battle of Sexes, the Game of Chicken) while some will exemplify negotiation patterns specific to public sector decision making (for example, making budgeting decisions or negotiating public-private cost-sharing arrangements).</p> <p>Students will acquire the ability to analyze decision making situations, understand the stakes of all involved, identify sources of conflict, and devise strategies that recognize when cooperation is beneficial.</p>			
實施方法	<p>■講解法。■實作法。■討論法。■演習法。■問答法。■其他()。</p>			
評量方式	<p>期中測驗20%。期末測驗20%。平時測驗10%。平時成績10%。其他(報告)成績40%。</p>			
授課使用及參考書籍	<p>(請按作者、書名、版別、出版商、發地、出版年份、起訖頁數順序填寫)。</p>			
	Lewicki / Negotiation: Readings, Exercises, and Cases 4/e, 華泰文化代理。			
科目簡介(可含大綱及教學進度)：				
Week	Subject	Date	Day	Time
1	No class (Will make up later)		27-Feb	
2	The Nature of Negotiation		6-Mar	
3	Strategy and Tactics of Distributive Bargaining		13-Mar	
4	Strategy and Tactics of Integrative Negotiation		20-Mar	
5	Communication and Cognitive Biases		27-Mar	
6	Finding and using negotiation leverage		3-Apr	
7	Managing difficult negotiations		10-Apr	10:10-13:00
8	Group presentation 1		17-Apr	
9	Midterm Exam		24-Apr	
10	Group presentation 2		1-May	
11	Group presentation 3		8-May	
12	Ethics in negotiation		15-May	
13	Final Exam		22-May	

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