

MBA 商務溝通課程大綱

課名：商務溝通 Business Communications

授課教師：金聯舫

學分數：1 學分

This course will cover the theory of communication and its applications in the business environment. The process, channels and key success factors of effective business communication will be discussed in detail. Sources of miscommunication will also be discussed. Examples will be used to illustrate different communication situations such as public speech, presentation, sales call and negotiation. The students will be asked to do role playing in various business communication situations.

※若有任何異動另行告知