



## 課 綱 Course Outline

### 企業管理學系碩士在職專班

中文課程名稱 Course Name in Chinese	商業社交禮儀				
英文課程名稱 Course Name in English	Business Social Etiquette				
科目代碼 Course Code	BM__6622Z	班 別 Degree	碩專班 Master' s program		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
透過教師演講及實際演練，將商業職場上必備的社交活動以知識面及實務面兼備的方式教授予學員，期使學員在修習本課程後，能夠具備多面向的商務社交溝通能力與培養生活美學修養提升精緻生活。					
系教育目標 Dept.' s Education Objectives					
1	培養具國際觀與現代管理專業之企業經理人 Cultivating international perspectives and modern management expertise of corporate managers.				
2	培養企業創新與管理能力之專業經理人 Cultivating professional managers and management capabilities of Enterprise Innovation				
3	培養理論與本土實務分析運用能力之專業經理人 Cultivating theoretical and practical analysis of the ability to use local professional managers				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	具備企業管理理論的核心專業知識 Having core business management theory expertise				
B	具備邏輯思考與企業經營管理問題解決的能力 Having ability to think logically and business management problem solving				○

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C	具備領導、溝通協調與團隊運作的能力 Having leadership, the ability to communicate and coordinate operations with the team	●
D	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄 Having ability to use information technology appropriately to foster business of strategizin	
E	具備企業倫理以奠定經營觀念之認知與堅持 Having business ethics in order to lay the concept of cognitive operations and persistence	●
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
形象禮儀、溝通與接待禮儀、餐桌禮儀、品酒與酒類賞析(例如紅酒、日本酒、啤酒雞尾酒等)、咖啡概論、餐酒禮儀實務、運動社交禮儀(例如高爾夫球等)		
資源需求評估(師資專長之聘任、儀器設備的配合．．．等) Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
具備觀光休閒管理或餐飲管理專長之師資。		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
課堂講授( Lecture)、討論(Discussion)、參觀實習( Field Trip)		
其他 Miscellaneous		