

班別：社發系(XCW00)

課程學分數：2 學分(2 小時)

授課老師：劉賢俊(356000)

必選修：選修

開課序號	240238
科目名稱	衝突與危機管理(SDE1207)
科目英文名稱	Conflicts & risk management
授課語言	國語/英語 <input type="checkbox"/> 全外語授課
主要教學型態	課堂教學
教學目標	To prepare students to understand theories of conflict and crisis and help them do some case studies so that they will be capable to handle conflicts and crisis wisely and efficiently.
課程綱要	<p>Outline:</p> <p>Part I. Theories of conflicts</p> <p>(I) Definitions, peculiarities, & contents of conflicts</p> <p>(II) Types, causes & theories</p> <p>(III) Processes, perceptions & outcomes</p> <p>(IV) Conflict management</p> <p>(V) Conflict resolutions by negotiation</p> <p>Part II Practices of conflict management</p> <p>(I) Interpersonal conflicts</p> <p>(II) Workplace conflicts</p> <p>(III) Parent-children conflicts</p> <p>(IV) Husband-wife conflicts</p> <p>Part III Theories of crisis management</p> <p>(I) Definitions, peculiarities & contents of crisis</p> <p>(II) Stages of crisis development</p> <p>(III) Causes of crisis</p> <p>(IV) Theories of crisis management</p> <p>(V) Contingency plans</p> <p>(VI) Strategies of crisis management</p> <p>Part IV Formation of capabilities of crisis management</p> <p>(I) Public relation capabilities</p> <p>(II) Emotional control capabilities</p> <p>(III) Communication & negotiation capabilities</p> <p>(IV) Mass media handling capabilities</p> <p>Part V Case studies</p> <p>(I) Cases on Taiwan</p> <p>(II) Cases in the U.S.</p>

	(III) Cases in Mainland China
授課方式	Pedagogic methods: Lecturing & discussion
評量方式	Evaluation: Presentation & assiduity in class: 30% Midterm test: 30% Final test: 40%
主要讀本	Textbook: 陳辭修 (2007), 衝突危機管理, 台北: 華立圖書
參考書目	Bibliography: 朱延智 (2002), 企業危機管理, 台北: 五南圖書。 朱愛群 (2002), 危機管理, 台北: 五南圖書。 汪明生、朱斌好 (1999) 衝突管理, 台北: 五南圖書。 瀧澤正雄、徐漢章 (1999), 企業危機管理－組織邁向安全經營的法則、台北: 高寶國際有限公司。 Barton L.(1993) Crisis in Organizations: Managing and communicating in the heat of chaos. Cincinnati. Dennis L. Wilcox, Philip H. Ault, Warren K. Agee, et al. Public Relations – Strategies and Tactics (2000). Addison-Wesley educational publishers, New York. Hopmann, P.T. (1996) The negotiation process and the international conflicts. Columbia, SC: University of South Carolina Press.
其他事項	e-mail: 教學平台網址: 聯絡電話:

※為保護智慧財產權，請勿非法影印教科書。