朝陽科技大學 093學年度第2學期教學大綱
Logistics Management 物流管理

當期課號	1387	Course Number	1387
授課教師	郭木興	Instructor	KUO,MU HSING
中文課名	物流管理	Course Name	Logistics Management
開課單位	企業管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程使學生瞭解物流管理之概念與重要性，並能熟悉物流系統之運作，主要內容如下：1、物流管理之概念與重畏性2、物流系統之組成要件3、物流整合運作以國內外個案分析，使學生了解國內及外物流中心之概況及未來趨勢。	Objectives	The course covers the special issue of logistic strategy management. It provides an stragegy assessment of logistic management field. Topics include: logistic strategy and position,logistic channel management, electronic commerce and logistics.The thired party logistics, logistics and customer satisfaction and green logistics.
教材	1.物流管理 顏憶如.張淳智著 前程 2.物流與運籌管理 蘇雄義著 華泰	Teaching Materials	
成績評量方式	1.口頭討論與報告:30% 2.書面報告:30% 3:考試:40%	Grading	1.discussion and report 30% 2.paper report 30% 3.test 40%
教師網頁	_		
教學內容	物流管理是一門以主題式方式來授課之方式,本學科是屬於行銷領域之課程,本課程旨在介紹物流之最重要課題,並酌予加入實例,俾使學生培養物流知識之餘,還能提升學習興趣	Syllabus	The course covers the special issue of logistic strategy management. It provides an stragegy assessment of logistic management field. Topics include: logistic strategy and position,logistic channel management, electronic commerce and logistics.The thired party logistics, logistics and customer satisfaction and green logistics.

尊重智慧財產權，請勿非法影印。