朝陽科技大學 095學年度第2學期教學大綱
Special Topics on Logistic Strategy 物流策略專題研究

當期課號	7586	Course Number	7586
授課教師	林孟璋	Instructor	LIN,MEMG JANG
中文課名	物流策略專題研究	Course Name	Special Topics on Logistic Strategy
開課單位	企業管理系碩士在職專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	物流策略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。主要內容包含：1.物流策略的定位2.物流共同化3.物流電子商務4.第三者物流5.環保物流6.全球運籌。	Objectives	The course covers the special issue of logistic strategy management. It provides an strategic assessment of logistic management field. Topics include: logistic strategy and position, logistic channel management, electronic commence and logistics, the third party logistics, logistics and customer satisfaction and green logistics. (3 credit hours)
教材	1.Strategic logistics management Douglas M. Lambert & James R. Stock合著 華泰 2.物流管理 顏憶如.張淳智著第三版 前程 3.物流與運籌管理 蘇雄義著 華泰	Teaching Materials	1.Strategic logistics management of Logistics Management.Douglas M. Lambert & James R. Stock 2.Journal of Logistics Management.
成績評量方式	1.口頭討論與報告:40% 2.書面報告:30% 3.個案研討 30%	Grading	1.discussion and report 40% 2.paper report 30% 3.case study 30%
教師網頁	_		
教學內容	物流策略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。