朝陽科技大學 096學年度第1學期教學大綱
Fundamentals of Integrated e-Manufacturing and e-Business_Syllabus 製商整合概論

當期課號	1542	Course Number	1542
授課教師	林均燁	Instructor	LIN,JIUN YEH
中文課名	製商整合概論	Course Name	Fundamentals of Integrated e-Manufacturing and e-Business_Syllabus
開課單位	工業工程與管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	在課堂中藉由理論與產業實際案例的闡述，強調企業電子化的新趨勢；製造與商務整合；的重要性。課程將涵蓋研發與設計、製造與生產、行銷、與管理等企業經營重點機能的描述，並進一步延伸到產品資料管理(PDM)、企業資源規劃(ERP)、供應鏈管理(SCM)、以及客戶關係管理(CRM)等企業電子化的主題。	Objectives	Focus on the newest trend of e-business; integration of manufacturing and commerce; by combining theories and practical examples in the lectures. Class will include the important business-running issues of research and development, manufacturing, sales, and management, and lead to the PDM, ERP, SCM and CRM issues.
教材	1. 產品管理，劉典嚴，普林斯頓國際有限公司，94年。 2. 創業精神與管理，許士軍總策劃，普林斯頓國際有限公司，92年。 3. 講義。	Teaching Materials	1. Product management, Chinese textbook. 2. Entrepreneurship management, Chinese textbook. 3. Class handouts.
成績評量方式	讀書心得報告一25%、期中考25%、讀書心得報告二25%、期末考25%	Grading	First presentation for term project 25%, Final presentation for term project 25%, Midterm 25%, Final exam 25%
教師網頁	http://www.cyut.edu.tw/~jlin/		
教學內容	電腦輔助設計/分析與製造、產品資料管理(PDM)與C3P整合, PDM與C3P整合、PDM深入探討、產品資料管理與企業資源規劃(ERP)之間的關係、ERP概述、ERP與SCM、ERP與CRM、整合研發、生產、商務與創新的管理概念、工廠見學。	Syllabus	Introduction of CAD/CAE/CAM, PDM and C3P integration, more on PDM, the relationship between PDM and ERP, fundamentals of ERP, ERP and SCM, ERP and CRM, the management concept of integrating R&D, manufacturing and commerce, innovation issues, and industrial learning tour.

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