朝陽科技大學 096學年度第1學期教學大綱
Logistics Management 物流管理

當期課號	3123	Course Number	3123
授課教師	廖正時	Instructor	JOE,LIAW
中文課名	物流管理	Course Name	Logistics Management
開課單位	企業管理系(二進)五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	通路管理，范淼編審，滄海書局出版	Teaching Materials	The Manager's Guide to Distribution Channels, Mc Graw Hill
成績評量方式	1.出席率與課堂互動：40% 2.分組報告：35% 3.期末考：25%	Grading	1.Attendance and Discussion 40% 2. Case Study & Report 35% 3. Final Test 25%
教師網頁	廖正時 (朝陽科技大學企研所) TEL： 04-27070001 EXT .502490 or 0912-606910		
教學內容	流通管理在產業中佔有重要之角色，隨著全球化經濟發展，使企業經營趨於無國界，對企業生存競爭造成更大之挑戰。本課程以多種學門之觀點，包含策略、行銷、生產、人力資源管理、供應鏈管理等層面來探討流通管理，將分別從(一)、通路架構的執行概要，(二)、策略性決策，(三)、與經銷商建立持久的良好關係，等三大部分十二個章節進行學理說明與探討；透過流通管理業經營上面臨之各種環境與管理挑戰，深入淺出地說明流通業管理所應採取之因應之道與最適執行作法，並輔以焦點個案分析，使流通管理觀念轉化爲易懂的企業實務作法。本課程旨在教導企管系學生熟悉流通業管理概念，自企業面臨的各種問題爲起點，由管理觀念、分析方法探討企業生存與提升價值之作業精進方式，及流通業未來可能之發展機會。	Syllabus	Channel management has become one of the most important components of a firm's competitive strategy, In order to illustrate current distribution channels management & administration . Which including several local and International cases study dealing with the environment, ethics Organization, Human resources, Operational management, R&D, finance, supply chain management, strategy management, compensation decision, etc. The better way is begin from basic principles, practical experience then makes it easier for students to realize how what they are learning relates to business administration, how they affect organization and its employees and how they make businesses more competitive and efficient. Therefore, the main objective of this course is:1. Provides the knowledge and insights you need to create a profitable channel strategy, and expertly manage each channel relationship. 2. Provides an executive overview of distribution channel issues, and the myriad decisions necessary to improve the flow of product from raw material to end user.3. We also focus on the current popular topics, such as Value-added chain, supply chain management, CRM, EC, Knowledge Management etc., and sketch how they work in the business and their impacts on the organizations.4. Students need to understand how to work in the organization, daily operation or management. Therefore, a case study assigned to students by groups to survey a company to train

			students’ communication skills and really understand how the enterprise operation and management.

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