# 朝陽科技大學 096學年度第2學期教學大綱
# Logistics Management 物流管理

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| 當期課號 | 1190 | Course Number | 1190 |
| 授課教師 | 林孟璋 | Instructor | LIN,MEMG JANG |
| 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　第三版 前程 2.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: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。