# 朝陽科技大學 096學年度第2學期教學大綱
# Special Topics on Logistic Strategy 物流策略專題研究

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| 當期課號 | 7587 | Course Number | 7587 |
| 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.Oral 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。