朝陽科技大學 097學年度第2學期教學大綱
Store Operation Management 門市經營管理

當期課號	1553	Course Number	1553
授課教師	郭正雄	Instructor	KUO,CHENG HSIUNG
中文課名	門市經營管理	Course Name	Store Operation Management
開課單位	行銷與流通管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要針對店鋪管理實務進行深入探討。將以各業態、業種共通性的門市經營管理爲焦點。學生透過此課程，將可擁有解決店鋪經營管理問題的實際能力與門市服務技術士技能檢定能力。	Objectives	The main objective of this course is to investigate the operating management for retail stores. It focuses on the general issues in retail store operating management for all kinds of business and types of operation. Students who attend this course will have a capacity for managing and operating a retail store and have an ability for getting relevant professional licenses
教材	1.門市經營管理, 邱繼智 著, 華麗圖書(股) 公司, 2008. ISBN:957-784-121-X(平裝) 2.店鋪經營與賣場管理, 劉典嚴 著, 滄海書 局, 2008. ISBN:978-986-6889-69-1(平 裝)	Teaching Materials	1.Chiu-Chi Chih,(2008),"Store Operation Management",Hua Li Culture Enterprise.ISBN:957-784-121-X 2.Liu-Tien Yen,(2008),"Store Operation and Facility Management",Tsang Hai Culture Enterprise.ISBN:978-986-6889- 69-1
成績評量方式	1.出席、作業(30%) 2.個案研討(20%) 3.期中考試(30%) 4.期末考試(20%)	Grading	1.Attendance & Homework(30%) 2.Case Study(20%) 3.Midterm Test(30%) 4.Final Test(20%)
教師網頁			
教學內容	1.探討門市經營管理的理論與實務 2.內容共分九章，分別爲: 第一章新門市籌備與規劃 第二章門市優勢佈局與企業識別 第三章商品溝通與創新 第四章品牌與價值策略 第五章門市市場行銷與商圈經營 第六章經營調查與店務經營 第七章門市客服品質與溝通 第八章門市報表利用與分析 第九章組織設計與人力資源	Syllabus	The main objective of this course is to study the store operation management.There are 9 parts of this course: Ch1:New Store Preparation and Plan Ch2:Store Design and Corporate Identity System Ch3:Goods Communication and Innovation Ch4:Brand and Goods Value Ch5:Store Marketing and Business Park Marketing Ch6:Store Management Ch7:Store Customer Service and Communication Ch8:Store Report Statistics and Analysis Ch9:Organization Design and Human Resourse Management

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