

朝陽科技大學 098學年度第1學期教學大綱
Retail Store Management 賣場門市管理

當期課號	3285	Course Number	3285
授課教師	郭正雄	Instructor	KUO,CHENG HSIUNG
中文課名	賣場門市管理	Course Name	Retail Store Management
開課單位	行銷與流通管理系(四進)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要針對賣場及店鋪管理實務進行深入探討。以各業態、業種共通性的門市經營管理為焦點。將賣場與門市中的存貨管理、服務管理、務客滿意、軟硬體設施與危機處理作一系列研究。學生透過此課程，將可擁有解決賣場與門市經營管理問題的實際能力。	Objectives	The main objective of this course is to study the retail store operation management. The focus on this course is the kind and type of retail store operation management. Students have to learn about inventory management, service management, customer satisfaction, equipment and crisis management. The student will get actual capacity to solve the problems of retail store operation management through this course.
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) 3.賣場規劃與管理, 謝致慧 著, 五南圖書出版(股)公司, 2008. ISBN:978-957-11-3995-1(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 3.Chih-Hui Hsieh, (2008), "Store Facility Planning and Management", Wu-Nan Culture Enterprise. ISBN:978-957-11-3995-1
成績評量方式	1.出席、作業 (30%) 2.課堂討論與參與 (10%) 3.期中考試 (30%) 4.期末個案研討 (30%)	Grading	1.Attendance & Homework (30%) 2.Class Participation (10%) 3.Midterm Test (30%) 4.Final Case Study (30%)
教師網頁	-		
教學內容	1.探討賣場門市管理的理論與實務。 2.內容共分9章，分別為： 第一章:賣場門市經營管理概論 第二章:新據點籌備與規劃 第三章:優勢佈局與企業識別 第四章:品牌策略與價值 第五章:店鋪服務品質與管理系統 第六章:商品溝通與創新 第七章:商品銷售與管理 第八章:績效評估與診斷 第九章:報表統計與分析	Syllabus	The main objective of this course is to study the store facility management. There are 9 parts of this course: Ch1:Store Management Introduction Ch2:New Store Preparation and Plan Ch3:Store Design and Corporate Identity System Ch4:Brand Strategy and Goods Value Ch5:Service Quality and Management System Ch6:Goods Communication and Innovation Ch7:Goods Sales and Management Ch8:Performance and Analysis Ch9:Store Report Statistics and Analysis

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