# 朝陽科技大學 098學年度第2學期教學大綱
# Logistics operation examination and quality authorization 流通業經營診斷與品質認證

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| 當期課號 | 1609 | Course Number | 1609 |
| 授課教師 | 林有志 | Instructor | |
| 中文課名 | 流通業經營診斷與品質認證 | Course Name | Logistics operation examination and quality authorization |
| 開課單位 | 行銷與流通管理系(四日)三A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 1. 熟悉流通業經營診斷與品質認證基本知識<br>2. 訓練流通業經營診斷與養成品管專業之能力<br>3. 塑造經營流通業與注重品質之專業態度<br>4. 提昇管理效能，培養流通業經營與品管專業人才 | Objectives | 1. to understand the analyzing skills of business reports<br>2. to understand the methods for analyzing the business reports, and master the business situations, moreover through the managing business to increase the sales results<br>3. to be familiar with the foundation of logistics operation examination and quality authorization<br>4. to have abilities for examining the logistics operation |
| 教材 | 於第一節課公佈 | Teaching Materials | To Be Announced. |
| 成績評量方式 | 期中考 30%<br>期末考 30%<br>平時考核 40% | Grading | Mid Term Exam 30%<br>Final Term Exam 30%<br>General Evaluation 40% |
| 教師網頁 | http://www.marketing.cyut.edu.tw/ContentDetail.aspx?mid=teacher&cid=65&NewsID=11 | | |
| 教學內容 | 1.了解台灣流通業現況<br>2.流通業案例剖析<br>3.學習流通業相關運籌與管理支援<br>4.了解流通業法律與規章<br>5.認識流通業的功能與組成 | Syllabus | 1.To realize the status of Taiwan distribution industry<br>2. To analysis distribution industry case profiles<br>3.To learn the distribution logistics and management support<br>4.To realize distribution industry laws and regulations<br>5.To knowledge the basic functions and elements related to logistics and distribution |

尊重智慧財產權，請勿非法影印。