朝陽科技大學 098學年度第2學期教學大綱
Fundamentals of Integrated e-Manufacturing and e-Business_Syllabus 製商整合概論

當期課號	1747	Course Number	1747
授課教師	林均燁	Instructor	LIN,JIUN YEH
中文課名	製商整合概論	Course Name	Fundamentals of Integrated e-Manufacturing and e-Business_Syllabus
開課單位	工業工程與管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	在課堂中藉由理論與產業實際案例的闡述，強調企業電子化的新趨勢；製造與商務整合；的重要性。課程將涵蓋研發與設計、製造與生產、行銷、與管理等企業經營重點機能的描述，並進一步延伸到產品資料管理(PDM)、企業資源規劃(ERP)、供應鏈管理(SCM)、以及客戶關係管理(CRM)等企業電子化的主題。	Objectives	Focus on the newest trend of e-business; integration of manufacturing and commerce; by combining theories and practical examples in the lectures. Class will include the important business-running issues of research and development, manufacturing, sales, and management, and lead to the PDM, ERP, SCM and CRM issues.
教材	1. 創意快閃TRIZ大思維，蕭詠今譯，臺海文化傳播，95年。 2. 企劃案撰寫-理論與案例，戴國良編著，鼎茂圖書，98年。 3. 講義。	Teaching Materials	1. Great TRIZ thinking. 2. Proposal writing. 3. Class handouts.
成績評量方式	讀書心得報告一25%、期中考25%、讀書心得報告二25%、期末考25%	Grading	First presentation for term project 25%, Final presentation for term project 25%, Midterm 25%, Final exam 25%
教師網頁	http://www.cyut.edu.tw/~jlin/		
教學內容	電腦輔助設計/分析與製造、產品資料管理(PDM)與C3P整合, PDM與C3P整合、PDM深入探討、產品資料管理與企業資源規劃(ERP)之間的關係、ERP概述、ERP與SCM、ERP與CRM、整合研發、生產、商務與創新的管理概念、工廠見學。	Syllabus	Introduction of CAD/CAE/CAM, PDM and C3P integration, more on PDM, the relationship between PDM and ERP, fundamentals of ERP, ERP and SCM, ERP and CRM, the management concept of integrating R&D, manufacturing and commerce, innovation issues, and industrial learning tour.

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