

朝陽科技大學 099學年度第1學期教學大綱  
Counseling and Management of stores 展店輔導與管理

當期課號	3269	Course Number	3269
授課教師	郭正雄	Instructor	KUO,CHENG HSIUNG
中文課名	展店輔導與管理	Course Name	Counseling and Management of stores
開課單位	行銷與流通管理系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	讓學生了解 1.店鋪輔導的技術 2.店鋪各種經營技術 在實務與理論的互相驗證下培養學生連鎖營運的實力。	Objectives	Enable students to understand 1. stores counseling techniques 2. stores a variety of business technology Practice and theory in the mutual authentication in order to improve the students' ability of chain operations.
教材	1.連鎖企業管理, 邱繼智 著, 華立圖書(股)公司,2010.ISBN:978-957-784-330-2(平裝)	Teaching Materials	1.Chiu-Chi Chih,(2010),"Chain Store Management:Theory, Practice, and Cases",Hua Li Culture Enterprise.ISBN:978-957-784-330-2
成績評量方式	1.出席、作業 (20%) 2.課堂討論與參與 (5%) 3.個案研討 (25%) 4.期中考試 (25%) 5.期末考試 (25%)	Grading	1.Attendance & Homework (20%) 2.Class Participation (5%) 3.Case Study (25%) 4.Midterm Test (25%) 5.Final Test (25%)
教師網頁	-		
教學內容	1.探討連鎖企業展店輔導與管理的理論與實務 2.內容共分12章，分別為： 第一章:連鎖發展與趨勢 第二章:連鎖經營型態 第三章:總部營運診斷 第四章:門市營運輔導與管理 第五章:商品採購輔導與管理 第六章:物流管理 第七章:行銷策略 第八章:財務評估 第九章:人力資源管理 第十章:資訊科技應用 第十一章:績效評估與改善 第十二章:經營法規	Syllabus	The main objective of this course is to study the chain store guidance and management in developing the theory and practice. There are 12 parts of this course. The content is divided into 12 chapters: Ch1:Chain Store Development and Tendency Ch2:Chain Store Style Ch3:Headquarters Operation Diagnosis Ch4:Store Operations Management and Guidance Ch5:Goods Purchasing Management and Guidance Ch6:Logistics Management Ch7:Marketing Strategy Ch8:Financial Assessment Ch9:Human Resource Management Ch10:Information Technology Applications Ch11:Performance Evaluation and Improvement Ch12:The Laws of Chain Store Business

尊重智慧財產權，請勿非法影印。