

當期課號	3250	Course Number	3250
授課教師	郭正雄	Instructor	KUO,CHENG HSIUNG
中文課名	連鎖加盟總部經營管理與診斷	Course Name	Franchise Headquarters, Management and Diagnosis
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. 連鎖概念 2. 連鎖總部運作模式 3. 連鎖總部各運作功能的管理核心要素 4. 研究現行台灣連鎖企業的管理實務	Objectives	Let students study the focal point : 1. Chain store concept. 2. Franchise headquarters operation pattern. 3. Management elements of operation process in franchise headquarters. 4. Study the management practice of the chain store enterprise of Taiwan.
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) 2.如何架設連鎖總部, 陳立國 著, 麥可國際出版公司, 2006, ISBN:986-733-083-8(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 2.Chen-Li Kuo,(2006),"How to Set up Headquarters",Micle National Enterprise.ISBN:986-733-083-8
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.探討連鎖企業總部管理的理論與實務 2.其內容共分12章，分別為： 第一章:創業規劃與總部建立 第二章:總部運作型態與模式 第三章:部門籌備與建立 第四章:營運部門運作核心要務 第五章:行銷企劃部門運作核心要務 第六章:人力資源部運作核心要務 第七章:財務會計部門運作核心要務 第八章:客服部門運作核心要務 第九章:展店工程部門運作核心要務 第十章:其它支援部門 第十一章:稽核部門的設立與執行 第十二章:特殊管理編制與運作	Syllabus	The main objective of this course is to study the franchise headquarters operation pattern guidance and management in developing the theory and practice.There are 12 parts of this course. The content is divided into 12 chapters: Ch1:Headquarters Construction Ch2:Headquarters Operation Pattern Ch3:Departments Construction Ch4:Management Elements of Operation Department Ch5:Management Elements of Marketing Department Ch6:Management Elements of Human Resource Department Ch7:Management Elements of Finance Department Ch8:Management Elements of Public Relation Department Ch9:Management Elements of Engineering Department Ch10:Management Elements of Other Support Departments Ch11:Department of Internal Auditors Ch12:Others Management