

98-1 大葉大學 完整版課綱

基本資訊

課程名稱	全球運籌管理	科目序號 / 代號	2978 / MTB2001
開課系所	行銷與流通管理學系	學制 / 班級	進修學士班4年1班
任課教師	王學銘	專兼任別	專任
必選修 / 學分數	必修 / 3	畢業班 / 非畢業班	畢業班
上課時段 / 地點	(一)ABC / B407	授課語言別	中文

課程簡介

A. 企管所教育目標

1. 培育具管理專業能力、擅長溝通、團隊合作、具道德關懷及創造力之中堅管理人才，而為企業所樂於雇用。

2. 強化管理理論與研究方法。

3. 重視管理理論與實務之結合。

B. 管理學院 企管所核心能力：管理學院 - - 企管所〔占課程之比重〕

S (Problem-solving, 解決問題能力) - - Cooperation, Creativity (團隊合作、創造力) : [20%]

C (Communication, 溝通能力) - - Communication (溝通能力) : [20%]

E (Ethics, 倫理觀) - - Concernment (管理與研究倫理) : [20%]

P (Profession, 專業能力) - - Capability (管理專業與研究能力, 包含：一般管理與研究能力、整合創新與研究能力、診斷改善與研究能力、策略規劃與研究能力) : [40%]

C. 本課程特色：

1. 培養學生對全球運籌管理的專業能力，並培養其創造與創新能力 (SEP development)

2. 強調研究能力 (SP development)

3. 重視個案教學 (SCEP development)

4. 強調團隊合作 (SC development)

5. 重視企業與研究倫理 (E development)

Today's global environment is characterized by substantial wage-rate differentials, expanding foreign markets, high-speed information links, and improved transportation. As a result, efficiency barriers of time and space between countries are breaking down. Operations and logistics functions necessarily must adopt a global dimension. In fact, global operations and logistics are responses to the increasing integration of international markets as firms try to remain competitive. The objective of this course is to enable students to do the following: 1. Develop an understanding of the state of the art of strategic management thinking as it applies to firms with global operations and logistics functions.

2. Develop a capacity for analyzing operations and logistics problems on a functional, business, and company-wide basis. 3. Develop an awareness of the organizational structures used in operations and logistics, and their strengths and weaknesses. 4. Develop an understanding of the key criteria utilized in multinational location site selection, global facilities configurations, and international sourcing networks' development. 5. Become acquainted with the realities of operating different types of production distribution firms. 6. Consider a range of general management issues for handling individual operations and logistics decisions with a strategic point of view. 7. Gain an appreciation of the complexities associated with implementing changes in functional, business, and corporate strategies, and discuss approaches to handling such complexities within a global operations and logistics framework.

課程大綱

International Distribution Systems
International Suppliers
Offshore Manufacturing
Fully Integrated Global Supply Chain

基本能力或先修課程

國際企業管理行銷管理生產作業管理財務管理人力資源管理策略管理資訊管理作業研究

課程與系所基本素養及核心能力之關連

管理專業能力
溝通能力
團隊合作能力
創造力
道德關懷

成績稽核

教科書(尊重智慧財產權，請用正版教科書，勿非法影印他人著作)

書名	作者	譯者	出版社	出版年
無參考教科書				

參考教材及專業期刊導讀(尊重智慧財產權，請用正版教科書，勿非法影印他人著作)

書名	作者	譯者	出版社	出版年
無參考教材及專業期刊導讀				

上課進度		分配時數(%)				
週次	教學內容	講授	示範	習作	實驗	其他
1	Ch.1 Introduction to Supply Chain Management	70		30		
2	Ch.2 Inventory Management and Risk Pooling	70		30		
3	Ch.3 Network Planning	70		30		
4	Ch.4 Supply Contracts	70		30		
5	Ch.5 The Value of Information	70		30		
6	Ch.6 Supply Chain Integration	70		30		
7	Ch.7 Distribution Strategies	70		30		
8	Ch.8 Strategic Alliances	70		30		0
9	期中考	0		0		100
10	Ch.9 Procurement and Outsourcing Strategies	70		30		
11	Ch.10 Global Logistics and Risk Management	70		30		
12	Ch.11 Coordinated Product and Supply Chain Design	70		30		
13	Ch.12 Customer Value	70		30		
14	Ch.13 Smart Pricing	70		30		
15	Ch.14 Information Technology and Business Process	70		30		
16	Ch.15 Technology Standards	70		30		
17	Ch.15 Technology Standards	70		30		0
18	期末考	0	0	0	0	100