

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	供應鏈管理專題	Serial No. / ID	1710 / NGR3053
Dept.	工業工程與科技管理學系碩士	School System / Class	研究所碩士班1年1班
Lecturer	鄒創鈞	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)234 / H503	Language	Chinese

Introduction
<p>The function of supply chain management is to design and manage the processes, assets, and flows of material and information required to satisfy customers' demands. Supply logistics related costs account for 20-25% of a typical firm's total cost. On the revenue side the supply chain decisions have a direct impact on the market penetration and customer service. Globalization of economy and electronic commerce has heightened the strategic importance of supply chain management and created new opportunities for using supply chain strategy and planning as a competitive tool. Electronic commerce has not only created new distribution channels for consumers but also revolutionized the industrial marketplace by facilitating inter firm communication and by creating efficient markets through trading communities</p>

Outline
<p>Reference Journals</p> <p>Management Science</p> <p>Productions and Operations Management</p> <p>Journal of Operational Management</p> <p>International Journal of Production Economics</p>

Prerequisite
production management