

102-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 零售管理 | Serial No. / ID | 2730 / BAM4003 |
| Dept. | 企業管理學系 | School System / Class | 大學日間部3年2班 |
| Lecturer | 龐峻菱 | Full or Part-time | 專任 |
| Required / Credit | Optinal / 3 | Graduate Class | No |
| Time / Place | (三)234 / B307 | Language | Chinese |

| Introduction |
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| This course will teach retailing management base on the theory construct and applied in practical. Problem finding and solving is the main purpose of the course that will strongly urge students to foster in the class. |

| Outline |
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| Weekly class as below: 1 Introduction, 2 The essence of retailing, 3 Strategic management of retailing, 4 Developing strategy of retailing, 5 Non-store retailing, 6 Planning of store, 7 Case study, 8 Mid-term EXAM, 9 Product management & pricing, 10 Channel of retailing, 11 Promotion of retailing, 12 Information & HRM, 13 Running department store, 14 Wholesale, 15 Convenience store, 16 review, 17 Final presentation, 18 Final presentation. |

| Prerequisite |
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| Management, Marketing management |