

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	零售管理	Serial No. / ID	0937 / 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	(二)78 / B302 (三)3 / B302	Language	Chinese

Introduction
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
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
Management, Marketing management