

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	流通概論	Serial No. / ID	2718 / MTB1012
Dept.	行銷與流通管理學系	School System / Class	進修學士班1年1班
Lecturer	謝瑜玲	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(六)234 / B401	Language	Chinese

Introduction
<ol style="list-style-type: none"> 1、 Deliver the complete definition of distribution management. 2、 Help students manage a full view thinking through systematic distribution management courses. 3、 Starting from basic operation level simulation, inspire and cultivate their ability as in the level of initial , middle levels of management step by step. Grow the seeds of self expectation to be high level management in the predictable future. 4、 Stimulate interest of learning with case study. Combine students experience of working, improve the ability of analyzing by themselves. 5、 In accordance with individual difference, give courses various depending on capability and experience. Every student will get opportunity of learning something in th field. 6、 Review management theory in the class.

Outline
<ol style="list-style-type: none"> 1、 System of distribution 2、 Function of distribution 3、 Analysis view of distribution 4、 Business flow 5、 Physical flow 6、 Money flow 7、 Infomation flow 8、 Distribution of manufacturing unit 9、 Distribution of wholesales 10、 Distribution channels in international marketing 11、 E distribution

Prerequisite
Fundamentals of Business managment Marketing management