

98-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
|-------------------|---------------|-----------------------|----------------|
| Title | 全球運籌管理 | Serial No. / ID | 2978 / MTB2001 |
| Dept. | 行銷與流通管理學系 | School System / Class | 進修學士班4年1班 |
| Lecturer | 王學銘 | Full or Part-time | 專任 |
| Required / Credit | Required / 3 | Graduate Class | Yes |
| Time / Place | (一)ABC / B407 | Language | Chinese |

| Introduction |
|---|
| <p>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:</p> <ol style="list-style-type: none"> 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 associat |

ed with implementing changes in functional, business, and corporate strategies, and discuss approaches to handling such complexities within a global operations and logistics framework.

Outline

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

Prerequisite

International Business Management
Marketing Management
Production & Operation Management
Financial Management
Human Resource Management
Strategic Management