

98-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 流通業管理 | Serial No. / ID | 0846 / BAM4076 |
| Dept. | 企業管理學系 | School System / Class | 大學日間部4年1班 |
| Lecturer | 龐峻菱 | Full or Part-time | 專任 |
| Required / Credit | Optinal / 3 | Graduate Class | Yes |
| Time / Place | (一)78 / B506 (三)9 / B506 | Language | Chinese |

| Introduction |
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| <p>This course will be focus on the distribution management base on the concept of marketing, service marketing, supply chain managemet and will also include the main part of components of distribution management that include the distribution of business, physical distribution, information distribution, money distribution, Human resource distribution, Service distribution etc.</p> |

| Outline |
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| <p>Weekly class as below:</p> <p>1 Introduction, 2 Concept of distribution, 3 types of distribution, 4 Business distribution & strategy, 5 Case study, 6 Develop of type business, 7 Physical distribution, 8 Mid-Term EXAM, 9 Case study & video watch, 10 Money and plastic money, 11 Application of POS systems, 12 E-commence & information, 13.Franchise management, 14 Planning & design of store, 15 Video watch & case study, 16 Review, 17 Final presentation, 18Final presentation.</p> |

| Prerequisite |
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| Management, Marketing |