

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	流通業管理	Serial No. / ID	2698 / MTB2009
Dept.	行銷與流通管理學系	School System / Class	進修學士班4年1班
Lecturer	龐峻菱	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)BCD / B407	Language	Chinese

Introduction
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.

Outline
This course will reinforce the capability of intergration and innovation, also the ability of improving and diagnoisis in service industry, connect with the strategic planning in order to satisfy the requirement of management school. Weekly class as below: 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.

Prerequisite
Prerequisite: Management, Marketing Management