

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	供應鏈管理專題	Serial No. / ID	1682 / NGR3053
Dept.	工業工程與科技管理學系碩士	School System / Class	研究所碩士班1年2班
Lecturer	鄒創鈞	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)234 / H503	Language	English

Introduction
<p>The function of supply chain management is to design and manage the processes, assets, and flows of material and information required to satisfy customers ' demands. Supply logistics related costs account for 20-25% of a typical firm ' s total cost. On the revenue side the supply chain decisions have a direct impact on the market penetration and customer service. Globalization of economy and electronic commerce has heightened the strategic importance of supply chain management and c r e a t e ed new opportunities for using supply chain strategy and planning as a competitive tool. Electronic commerce has not only c r e a t e ed new distribution channels for consumers but also revolutionized the industrial marketplace by facilitating inter firm communication and by c r e a t e ing efficient markets through trading communities</p>

Outline
<p>Reference Journals</p> <p>Management Science</p> <p>Productions and Operations Management</p> <p>Journal of Operational Management</p> <p>International Journal of Production Economics</p>

Prerequisite
production management