



教學計劃表 Syllabus

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| 課程名稱(中文) Course Name in Chinese | 商業物流管理 | | 學年/學期 Academic Year/Semester | 113/1 |
| 課程名稱(英文) Course Name in English | Business Logistics Management | | | |
| 科目代碼 Course Code | BM_41300 | 系級 Department & Year | 學三 | 開課單位 Course-Offering Department |
| 修別 Type | 學程 Program | 學分數/時間 Credit(s)/Hour(s) | 3.0/3.0 | |
| 授課教師 Instructor | /黃郁文 | | | |
| 先修課程 Prerequisite | /*生產與作業管理 | | | |
| 課程描述 Course Description | | | | |
| The course provides an introduction regarding to the concepts, scope, strategy, design and operations of business logistics management in manufacturing firms and service organizations. The course integrates various contemporary areas in supply chain management, logistics roles in supply chain, network design, demand management, transportation systems, inventory management, and future challenges, and considers the strategic, tactic, and operations activities of smoothing journey of materials/services from original suppliers, through supply chains to final customers. The issue of competitiveness is addressed with a global perspective. | | | | |
| 課程目標 Course Objectives | | | | |
| The course provides an introduction to the concepts and analytic methods that are useful in understanding the management of business logistics. | | | | |
| 系專業能力 Basic Learning Outcomes | | | | 課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives |
| A | 具備企業管理理論體系的基本知識 With core knowledge of theories related to business management | | | ● |
| B | 具備邏輯思考、問題分析與問題解決的能力 With capabilities of logical thinking, issue analyzing, and problem solving | | | ● |
| C | 具備領導、溝通協調與團隊合作的能力 With capabilities of leading, communicating, coordinating, and collaborating in teams | | | ○ |
| D | 具備國際視野以及外語溝通的能力 With international perspectives and communication capabilities in foreign language | | | ○ |
| E | 善用資訊科技進行資訊蒐集、資料分析與統整 With capabilities of data collecting, data analyzing and summarizing using IT applications | | | ● |
| F | 能夠從事企業經營方案和管理制度的設計與評估 With capabilities of designing and evaluating business plans and management-related systems | | | ● |
| G | 對於企業倫理及專業倫理有正確的認知與堅持 With appropriate perception and persistence towards business ethics | | | |
| 圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated | | | | |
| 授課進度表 Teaching Schedule & Content | | | | |
| 週次 Week | 內容 Subject/Topics | | | 備註 Remarks |
| 1 | Supply Chain (SC) Management: An Overview (chl)/Game-Changing Trends in SC | | | **subject to change |

| | | |
|----|--|--|
| 2 | Role of Logistics in SC (ch3)/Retail Evolution | |
| 3 | Aligning SC (ch12)/IoT, RFID | |
| 4 | Distribution and Omni-channel Network Design (ch4)/Current Status of Omni Channel | |
| 5 | Global Dimensions of SC (ch2)/Ports, Chain Retail, Global 3PL | |
| 6 | Demand Management (ch7)/Demand Chain Management | |
| 7 | Order Management and Customer Service (ch8) | |
| 8 | Managing Inventory in the SC (ch9) | |
| 9 | Distribution-Managing Fulfillment Operations (ch10) | |
| 10 | Transportation-Managing the Flow of the SC (ch11)/Last-Mile | |
| 11 | SC Performance Measurement and Financial Analysis (ch13)/CSCMP Logistics Reports | |
| 12 | SC Technology-Managing Information Flows (ch14)/IoT, Big Data with Machine Learning and AI | |
| 13 | Sourcing Materials and Services (ch5) | |
| 14 | Producing Goods and Services (ch6)/Omni Channel Logistics | |
| 15 | Strategic Challenges and Change for SC (ch15)/EC Trends and the Impact on Logistics | |
| 16 | Final Presentation | |
| 17 | Final Presentation | |
| 18 | | |

教學策略 Teaching Strategies

- 課堂講授 Lecture
 分組討論 Group Discussion
 參觀實習 Field Trip
 其他 Miscellaneous: Case Studies

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- 問題導向學習 (PBL)
 團體合作學習 (TBL)
 解決導向學習 (SBL)
 翻轉教室 Flipped Classroom
 磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice
 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching
 跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments

| 配分項目 Items | 配分比例 Percentage | 多元評量方式 Assessments | | | | | | | |
|----------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|---------------------|
| | | 測驗 會考 | 實作 觀察 | 口頭 發表 | 專題 研究 | 創作 展演 | 卷宗 評量 | 證照 檢定 | 其他 |
| 平時成績 General Performance | 10% | | ✓ | ✓ | | | | | In-class Discussion |
| 期中考成績 Midterm Exam | 30% | | | ✓ | ✓ | | ✓ | | Mid Cases |
| 期末考成績 Final Exam | 35% | | | ✓ | ✓ | | ✓ | | Final Cases |
| 作業成績 Homework and/or Assignments | 25% | | | | ✓ | | ✓ | | Readings |
| 其他 Miscellaneous (_____) | | | | | | | | | |

評量方式補充說明

Grading & Assessments Supplemental instructions

The course will be in a mixed lecture-discussion orientation led by the instructor. All the course information (including Syllabus, Teaching Slides, Homework Assignments, Case Schedules, and Announcements) will be released in BM_41300 of e-Learning@NDHU.

1. Homework Assignment: 10-12 assignments are expected in this course. The material of the assignments will be selected from the text plus some readings from the references. For each assignment, every student must turn in a one-page report. The report may include student's comments, questions, ideas, etc.

2. Mid Case: The material of the cases will be based on, but not limited to, the textbook. A group of students 3 students (depending on the class size) will be randomly designated as the presenters of an assigned case. Each assigned case is required to have a 10-15 minute in-class presentation by ALL the designated student(s); other students will be the discussants. For each case, the presenter(s) should deliver the PowerPoint of the presentation. As the discussants, each student should select 3 cases presented between 10/21-11/11 and turn in a one-page individual report for all the 3 selected cases, and similarly turn in a one-page report for the 3 selected cases presented between 11/18-12/09. The due dates for the two sets of selected cases are 11/18 and 12/16, respectively.

3. Final Case: The topics of the Final Cases will be assigned 7 weeks before the final week. A group of 4 students (depending on the class size) will be randomly designated as the presenters of an assigned case. Each group should submit a written case report with an in-class discussion by ALL the team members. The written report is up to fifteen pages and the in-class discussion is a 25-30 minute presentation. Students other than the designated group will be the discussants and should each turn in a written report for each Final Case. Note that all the Final Case reports by the discussants should be combined into a document within 4 pages. All the group members must identify in writing their own efforts toward the written report and the presentation.

Assignments and Mid-Cases are due at the beginning of the assigned class and should be submitted in the class; any late submission is only for partial credits. All homework and case reports will be checked and returned to students for keeps. For the final grading purpose, each student must turn in his/her checked homework, graded Mid-Case reports, PowerPoint of Mid-Case presentation, Final Case reports by 5 pm January 6 of 2025. At the same time, the written reports and presentation materials of each group case are also due.

教科書與參考書目 (書名、作者、書局、代理商、說明)
Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Text Book:

Supply Chain Management: A Logistics Perspective, Coyle, Langley, Novack and Gibson, 11th ed., Cengage Learning, 2021.

References:

Supply Chain Innovation Award, Council of Supply Chain Management Professionals, 2005~24.

Professional Websites of Consulting Firms in the area of EC around the world, 2014~24.

商業服務業年鑑，經濟部商業司，2019~2023。

物流技術與戰略雜誌雙月刊，物流技術與戰略雜誌社，2017~2024。

從全球供應鏈趨勢看台灣物流產業變革，財團法人商業發展研究院，2015。

兩岸物流產業趨勢分析與個案研究，財團法人商業發展研究院，2014。

2014物流業經營模式個案彙編，財團法人商業發展研究院，2014。

2014批發零售業經營模式個案彙編，財團法人商業發展研究院，2014。

Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, Simchi-Levi, Kaminsky and Simchi-Levi, 3rd ed., McGraw-Hill, 2008./供應鏈設計與管理，何應欽編譯，2014。

物流中心營運案例集III，物流技術與戰略雜誌社，2013。

物流輔導示範個案集，經濟部商業司編印，99~101年度。

2020台灣產業前瞻標竿個案研究，資訊工業策進會，2012。

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)
Teaching Aids & Teacher's Website(Including online teaching information.
Personal website can be listed here.)

其他補充說明 (Supplemental instructions)

Office hours: Students are welcome to ask questions by appointment or during office hours. The information for office hours held by the instructor is

Juhwen Hwang (Room: C318; Ext: 3021; Email: hjw; Office Hours: Monday and Tuesday 10-11 am or by appointment)