

開南管理學院 94 年度第 1 學期 航運與物流管理學系科目教學計劃表

科目代碼	科目名稱	授課教師	修別	開課年級	學分數	每週時數																																																									
	中文：物流策略管理	胡凱傑	<input checked="" type="checkbox"/> 必修 <input type="checkbox"/> 選修	航研二	3	3																																																									
	英文：Logistics Strategic Management	先修課程	無																																																												
教學目標與內容	<p>當今企業所面對的是競爭激烈之經濟環境，企業必須為其未來制定一套策略，這套策略不僅要結合外界機會與本身條件，而且要指導企業內部資源分配及各種管理行動。策略管理是整合各項企業功能知識之課程，內容包括：如何尋求顧客的價值主張，如何選擇企業的策略，如何落實企業的競爭優勢，如何持續競爭優勢。</p> <p>本課程設計以具有物流與供應鏈管理基礎知識之研究所學生為主，針對物流策略管理的內涵、物流與供應鏈管理的發展特性，及其相關課題進行策略分析與探討，以誘導同學學習分析物流策略管理之相關應用與研究議題。</p>																																																														
實施方法	<input type="checkbox"/> 講解法。 <input type="checkbox"/> 實作法。 <input checked="" type="checkbox"/> 討論法。 <input type="checkbox"/> 演習法。 <input type="checkbox"/> 問答法。 <input type="checkbox"/> 其他（ ）。																																																														
評量方式	課堂報告(三次)70%。 課堂討論20%。 其他(期末心得報告)成績10%。																																																														
授課使用及參考書籍	<p>(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。</p> <p>A. Martin Christopher, Logistics &amp; Supply Chain Management: creating value-adding networks, 3rd Edition, Prentice-Hall, 2005.2,14.(高立圖書公司代理進口) Ch1-9  B. 陳秀玲譯，修桑納·科恩·喬瑟夫·羅素/著，供應鏈策略管理五大修練：成功落實供應鏈管理，提升企業營收與純益，締造組織高績效，美商麥格羅·希爾 (McGraw-Hill) 國際出版公司，2004年12月23日。 Ch1-10  C. Journal Papers:  1. A Factor Analytic Study of Logistics Strategy.  2. A framework for integrating activity-based costing and the balanced scorecard into the logistics strategy development and monitoring process.  3. Globalization strategies and business of organization of a network of logistics service providers.  4. Growth strategies for logistics service providers: A case study.  5. Korea's strategic plan to be Northeast Asia's logistics hub Towards the Pentaport approach.  6. Linking logistics to strategy in Argentina.  7. Linking Strategy, Structure, Process and Performance in Integrated Logistics.  8. Logistics strategy: A longitudinal study.  9. Logistics strategy, organizational environment, and time competitiveness.  10. Logistics strategy-revisited.  11. Strategic examination of reverse logistics &amp; repair service requirements, needs, market size, and opportunities.  12. Strategic logistics management in Singapore.  13. Strategy, structure and performance: A framework for logistics research.  14. The effects of logistics capabilities and strategy on firm performance.  15. The relative importance of logistics and marketing customer service: A strategic perspective</p>																																																														
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11	➤ Overcoming the Barriers to Supply Chain Integration	A ch9
	➤ Logistics strategy, organizational environment, and time competi	C9
12	➤ Entering the Era of Network Competition	A ch10
	➤ Logistics strategy-revisited.	C10
13	➤ 第一項核心修練--把供應鏈視為一項策略資產	B ch2
	➤ Strategic examination of reverse logistics & repair service require	C11
14	➤ 第二項核心修練--發展出一項端對端的流程結構	B ch3
	➤ Strategic logistics management in Singapore.	C12
15	➤ 第三項核心修練--以績效為組織設計的目標	B ch4
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	➤ The relative importance of logistics and marketing customer serv	C15
18	期末考週 (繳交期末學習心得報告)	

說明：1.授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組；並於開始上課時，將本內容向學生說明。2.本表於91.4.23第四次校課程委員會討論通過。

Design: emmy

課程委員會召集人：

航管系  
主任 邱榮和

授課教師：

胡凱傑

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