管院學士班課程大綱
BA/BBA Program Syllabus

2022.05.25 修訂

系所 Department	企業管理學系 Business Administration	必選修 compulsory/elective	必修 Compulsory
課程名稱 Course title	運籌管理 Logistics Management	學分數 Credit(s)	3
學年/學期 academic year/Semester	Spring, 2026	上課地點 Classroom	
講授教師 Instructor	Wei-Ting Chen 陳維婷	上課時間 Time	Thursday, 10:00-13:00
教師辦公室&諮詢時間 Instructor office number & office hour	Thursday, 2–4 p.m.	教師聯絡資訊 Instructor Contact	Phone: 34307 Email: wtchen@ccu.edu.tw
助教 Teaching assistant	TBD	助教 聯絡資訊 TA contact	Email:
先修課程 Pre-requisite courses	None		
課程目標 Course Objective	This course introduces the major issues involved in a logistics system, including the problem structures and basic quantitative analytical methods related to demand forecasting, network design, transportation, inventory, pricing, and purchasing. Through example exercises and case discussions, students will develop the ability to apply supply chain theories and techniques to practice and research.		
AACSB 學習品質保證職能素養 Assurance of Learning (AOL)Competency *請先選填為主要或次要職能素養，再選擇對應之職能素養			
主要職能素養 **職能素養 3：問題解決能力** **CP3:Problem Solving Skills**	**主要職能素養** **職能素養 4：全球視野** **CP4:Global Perspectives**	**次要職能素養** **職能素養 2：創新思考** **CP2:Creative Thinking**	
教材 Teaching materials	Supply Chain Management 7/e Author: Chopra ISBN：9781292257891 Lecture slides		
網址 Course website	https://ecourse2.ccu.edu.tw/		
教科書/參考書 Textbooks/Reference	Textbook: Supply Chain Management 7/e Author: Chopra ISBN：9781292257891 Reference books:		

	Global Logistics and Supply Chain Management 5/e Author: Mangan ISBN: 9781394262502 全球運籌：國際物流管理 (4 版) 作者：蘇雄義，龍道格 ISBN：9786269602353 物流與運籌管理：智慧與創新(5 版) 作者：蘇雄義 ISBN：9789869941730			
評量方式(請填百分比) Assessment	課堂參與 Participation	%	個案討論 Case study	%
	作業 Homework	%	專題 Project	%
	小考 Quiz	%	其他 1 other ( )	%
	期中考 Midterm	35%	其他 2 other ( )	%
	期末考 Final	35%	其他 3 other ( )	%
	報告 Presentation	30%	其他 4 other ( )	%
其他說明 Other description	Closed-book exams include 1. Multiple-choice questions 2. Short-answer questions 3. Simple Calculation problems Short Case Report- 30% (twice, 15% each) 1. Present the case on the text book. 2. Students will work in groups of 2–3 people, and each group will present for 10 minutes. 3. Groups will be finalized in Week 2, and presentation dates for each group will be announced at that time. 4. Presentations will begin in Week 4. 5. Groups that volunteer to present in Week 4 will receive a 10% bonus on that presentation score. All other presentation dates will be assigned according to student ID numbers. (自願在第 4 週報告者加該次報告分數 10%，第 5 週報告者加報告分數 5%，其餘照學號排序，以學號在前的組員為準) Classroom Policies 1. Drinks are allowed; food is NOT permitted. 2. Leaving the classroom early or arriving late is allowed as long as it does not disturb others. 3. Students may take photos of the board only when the instructor is NOT speaking and NOT present at the board. 4. Audio or video recording is strictly prohibited without prior consent.			

課程規劃表 Course Schedule

週次 week	日期 Date	內容 Description	教材章節 Textbook	其他說明 Remark
1.	2/26	Course Outlines Understanding the Supply Chain	1	
2.	3/5	Network Design	5	
3.	3/12	Network Design	6	
4.	3/19	Demand Forecasting	7	
5.	3/26	Demand Forecasting	7	
6.	4/2	Aggregate Planning	8	
7.	4/9	Aggregate Planning	8	
8.	4/16	Midterm Exam		
9.	4/23	Inventory	11	
10.	4/30	Inventory	12	
11.	5/7	Transportation	14	
12.	5/14	Transportation	14	
13.	5/21	Sourcing Decisions	15	
14.	5/28	Pricing and Revenue Management	16	
15.	6/4	Sustainability and SCM	17	
16.	6/11	Final Exam		
17.	6/18	Reference reading	Handout and paper	
18.	6/25	Reference reading	Handout and paper	