



第2次招生公告

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第2次招生開放成績未達標準者報名

修課甄選第2次招生報名延至**12/2(五)**截止

不出國也能 美夢成真

想與16位美國羅德島大學做同學嗎？

想面對面接受美國供應鏈管理大師的教導嗎？

美國羅德島大學商學院的授課場景搬來海洋大學了!!!

國立臺灣海洋大學海運暨管理學院 與 美國羅德島大學商學院
合授課程 **Global Supply Chain Management**

2017/1/3-2017/1/13

不出國 就讓您美夢成真

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2017 1/3 至 1/13 Global Supply Chain Management 課程



修課甄選

第 2 次招生公告



國立臺灣海洋大學海運暨管理學院
與美國羅德島大學商學院合授課程



美國羅德島大學商學院		國立臺灣海洋大學海運暨管理學院	
商學院副院長	供應鏈管理系主任	航管系副教授	運輸系助理教授
Shaw K. Chen	Douglas N. Hales	林泰誠	鍾武勳
University of Michigan 決策科學博士	Clemson University, Clemson 作業管理博士	Cardiff University 物流暨作業管理博士	Pennsylvania State University 工業工程博士
			

美國羅德島大學商學院將由副院長 Shaw K. Chen 及作業與供應鏈管理學系系主任 Douglas N. Hales 帶領該校 16 名左右學生來本校海運暨管理學院進行 10 多天的異地教學及文化交流，除每天上午的 Global Supply Chain Management 課程授課外，下午或假日除安排陽明海運、台北港及東立物流、海科館等參訪課程外，還安排九份、和平島、野柳、基隆廟口、故宮等文化交流課程。本課程為 3 學分，全程英語密集授課(含正式課程及下午與假日的參訪與文化行程)，學生原則需全程參與，且需負擔部份門票、餐飲、交通等費用(若家境困難可經申請免除)，本課程甄選本院英語能力與供應鏈管理專業能力兼具的在學日、夜間部大四生以上、五年一貫生、或碩士班學生(含外籍生，不包括交換生)，歡迎大家踴躍報名參加。

美國羅德島大學商學院、國立臺灣海洋大學國際處、海運暨管理學院 敬邀



國立臺灣海洋大學海運暨管理學院與美國
羅德島大學商學院 Global Supply Chain
Management 密集課程修課學生甄選辦法



第 2 次招生

(一)上課時間：106 年 1/3(二)至 1/13(五)，含週六及週日共計 11 日，課堂授課(8:00-12:00)，參訪討論課程(13:00-16:00)，必要時會延續至晚上。

(二)上課地點：國立臺灣海洋大學運輸系或航管系教室、基隆港及台北近郊。

(三)上課方式：全英語密集授課，海大學生與羅德島大學學生一起上課。並以課堂授課、參訪、互動交流、分組討論等方式進行。

(四)班級人數：羅德島大學學生 15 名，台灣學生 15 名，共 30 名為原則，。

(五)師資：由美國及本校師資共同授課，課程大綱如附件。

1. 美國羅德島大學商學院副院長 Shaw K. Chen 及作業與供應鏈管理學系系主任 Douglas N. Hales。

2. 國立台灣海洋大學航管系林泰誠副教授及運輸系鍾武勳助理教授。

(六)開課名稱及內容：

1. 本課程為 105 學年度第二學期開設於碩士班 3 學分正式課程，由航管系林泰誠老師及運輸系鍾武勳老師分別開設於其所上(學生任選一課程)，但合班上課，成績會算至 105 學年度第二學期課程中。

2. 授課內容參見附件：修課學生需自備筆記型電腦一台。

3. 若超過上午課程的 1/3 未到，則本科目以不及格論。

(七)自費費用：

1. 支付選修本課程原學分費或學費(碩士或進修部等學生，需支付本課程學分費)。

2. 新台幣兩仟元整費用(多退少補)，做為參訪、車資、保險、景點門票、場地費、部份餐食等自費行程費用。低收入戶或特殊境遇家庭者，可提出相關證明申請，由學院募款經費支應該生費用。

(八)保證金：

1. 本課程需繳付上課保證金新台幣三千元，於本次上午課程，無正當理由未到，每天扣 400 元，若超過上午課程的 1/3 未到，則保證金不予退還。

2. 正取學生需於通知錄取後，3 個工作天至本校出納組繳交保證金，方才完成報名手續，否則由備取同學依序遞補。
3. 保證金將於授課完畢後 10 個工作天後，由本院照冊辦理退費相關事宜。

(九)上課學生甄選資格及標準：

1. 本校海運暨管理學院在學日、夜間部大四生以上、五年一貫生、或碩士班學生(含外籍生，不包括交換生)。
2. 本地生：英語多益成績證書影本或等同的英語測驗如托福、雅思、全民英檢等成績依「公務人員英語檢測陞任評分計分標準對照表」轉換後具同標準的證書或證明影本。**多益成績(或等同的英語測驗)700 分以上者直接錄取；並開放成績未達標準者報名。**
3. 外籍生：英語系國家免附。非英語系國家，可自行提供等同 IELTS 5 分以上之英語能力證明。
4. 以修習過物流管理、供應鏈管理、生產與作業管理、企業管理等課程優先考量。
5. 全程 106 年 1/3 至 1/13(含週六及週日)參與上、下午課程(若有正當理由，仍可允許請假，如期末考)。

(十) 名額：正取 15 名，備取數名(可不足額錄取)。

(十一) 甄選程序：檢附報名表、歷年成績單 (大四生以上及碩一：大學歷年成績單；碩二及以上：大學部及碩士歷年成績單)、及英文能力證明影本、低收入戶或特殊境遇家庭文件 (選)。

1. 初選：書面審查，擇優參加複選。
2. 複選：需以英語面試，擇優錄取。

(十二) 報名日期：**第 2 次招生延至 12/2 日(五) PM 5:00 止**，將報名表(如附件)及相關資料交至本院院辦公室(海空大樓二樓)。

(十三) 聯絡人：海運暨管理學院院辦公室莊迺約行政組員(02)24622192#3001

國立臺灣海洋大學 105 學年度第 2 學期課程大綱

課程名稱 (中文)		全球供應鏈管理 (暫定)	
課程名稱 (英文)		Global Supply Chain Management (暫定)	
課程代碼 (課號)		授課教師	鍾武勳, 林泰誠, Douglas N. Hales, Shaw Chen
開課系所		開課班別	運輸科學系/航運管理系
學分數		3	上課時數 3
實習別		否	開課期限
必/選修別		選修	
一、教學目標 (Objective)	中	本課程主要探討衝擊全球供應鏈設計與管理之重要因素。課程涵蓋全球視角中供應鏈的策略關係、戰術及作業活動。透過課堂講授、模擬方法及真實案例分析,能讓學生學習供應鏈中的這些活動與其他企業功能的互動關係。	
	英	This is an international course fully devoted to the factors that impact the design and management of Global Supply Chains. It covers the strategic relationships necessary for Supply Chain Management as well as the tactical activities of Logistics, Purchasing and Operations from a global perspective. Through the use of simulations, real-world cases, and text & lectures the course examines how these activities interact with other business functions	
二、先修科目 (Prerequisite)	中	生產與作業管理、物流及供應鏈管理之基礎課程	
	英	Basic courses related to operation, logistics, and supply chain management	
三、教材大綱 (Outline)	中	供應鏈基本概念及企業流程 顧客關係管理 需求管理 供應商關係管理 訂單滿足 新產品開發 產品回收管理 六個標準差	
	英	Supply Chain Basics & Business Processes Customer Relationship Management (CRM) Demand Management (DM) Supplier Relationship (SRM) Order Fulfillment (OF) New Product Development & Commercialization (NPD)	

		Returns Management (RM) Lean, Six Sigma
四、教學方法 (Teaching Methods)	中	講授、研討、實作
	英	Lecture, Discussion, Practice
五、參考書目 (References)	中	1. Supply Chain Management 3rd Edition (RED-hardback), SCM Institute Publishers, Edited by Douglas M. Lambert. 2. THE GOAL, By Eli Glodratt & J. Cox.
	英	1. Supply Chain Management 3rd Edition (RED-hardback), SCM Institute Publishers, Edited by Douglas M. Lambert. 2. THE GOAL, By Eli Glodratt & J. Cox.
六、教學進度 (Syllabus)	中	授課日期: 1/3~1/13 共計 11 天(含週六及週日)，課堂授課 8:00~12:00，參訪討論課程 13:00~16:00。 1/3 課程介紹及上課規定；供應鏈基本概念及企業流程；案例研討 1/4 顧客關係管理；教材(The GOAL)介紹；案例研討 1/5 需求管理；案例研討 1/6 供應商關係；案例研討 1/9 訂單滿足；案例研討 1/10 新產品開發；案例研討 1/11 產品回收管理；案例研討 1/12 六個標準差；案例研討 1/13 教材(The GOAL)研討；期末報告
	英	Time period: 1/3~1/13; 11 days (including Sat and Sun); Class lecture 8:00~12:00; Company or Cultural Visits 13:00~16:00. 1/3 Overview of Course and Grading; Supply Chain Basics & Business Processes; Case Study 1/4 Customer Relationship Management (CRM) ; Case Study 1/5 Demand Management (DM) ; Case Study 1/6 Supplier Relationship (SRM) Procurement/Purchasing; Case Study 1/9 Order Fulfillment (OF); Case Study 1/10 New Product Development & Commercialization (NPD) ; Case Study 1/11 Returns Management (RM); Case Study 1/12 Lean, Six Sigma, Constraint Mgt.; Case Study 1/13 The GOAL Assessment and Discussion; Final Presentation
七、評量方式	中	課堂參與 10%，教材(The GOAL)研討 20%，課堂案例研討

(Grading/ Evaluation)		(10)20%，分組報告 10%，模擬作業(3)30%，參訪討論報告 10%
	英	Class Participation 10%, The GOAL Assessment 20%, Ten (10) In-class Cases 20%, Team Presentation 10%, Three (3) Simulations 30%, Company/Cultural Visit Presentation 10%
八、講義位址 (http://) (Web Site of Lecture Notes)	Moodle	
備註 (Remarks)	<u>*同學需自備筆記型電腦供上課使用。</u> <u>*所有案例研討均在課堂進行，教材(The GOAL)需在課外時間自行研讀，模擬作業會於課堂練習但須於課外自行完成。</u> 與課程有關事務之公告及聯繫主要以 email 方式及 Moodle 進行，煩請定時收信查閱。聯絡 email 信箱： wxc218@email.ntou.edu.tw <u>*A LAPTOP will be required for a few classes.</u> <u>*All Cases will be analyzed in class. The GOAL book must be read outside of class. Simulations will be practiced in class, but can be completed outside of class.</u> The announcement related to the course is through email and Moodle so please check your email regularly. Email address: wxc218@email.ntou.edu.tw	

**Syllabus –
BUS460/MBA591
Global Supply Chain Management
National Taiwan Ocean University
Keelung, Taiwan**

Instructors: Professor Douglas N. Hales, PhD, Assoc. Dean Shaw Chen, PhD

Correspondence: dhales@uri.edu

Class Time and Place: National Taiwan Ocean University: Class: Monday - Friday
8:00am – 12:00 noon. Cultural visits: 13:00 pm – 16:00 pm.

Textbooks – Provided by Instructor: (1) Supply Chain Management – PPT Slides, 3rd Edition, SCM Institute Publishers, Edited by Douglas M. Lambert; (2) **The GOAL**, by Goldratt and Cox

Prerequisite: BUS 355 preferred or similar course or work experience

Required Materials: A LAPTOP will be required for a few classes. To take full advantage of the class, students should bring their laptop, class notes, handouts, notebook, pencil/pen to each class.

Class Description: This is an international course fully devoted to the factors that impact the design and management of Global Supply Chains. It covers the strategic relationships necessary for Supply Chain Management as well as the tactical activities of Logistics, Purchasing and Operations from a global perspective. Through the use of simulations, real-world cases, and text & lectures the course examines how these activities interact with other business functions (i.e. Marketing, Information Systems, etc.)

Course Objectives:

GENERAL OBJECTIVE To apply world-class tools and techniques used to operate efficient and effective Global Supply Chains. The goal is to learn how to manage Supply Chain strategies that support overall corporate objectives.

LEARNING OBJECTIVES By the end of this course, the student will be able to understand Supply Chain Management from a global, multi-dimensional perspective. Students will be able to analyze a company's strategic focus, its customer demand profiles, and its core competencies in order to design a supply chain that supports its business model. This includes understanding global supplier capabilities (i.e. capacity, inventory management and quality) and the logistics systems that deliver goods to domestic and international markets. By the end of this course, the student will be able to,

- . Identify and chart a global company's key business functions, business processes, and stakeholders.
- . Understand the role of Logistics, Purchasing, and Operations in the design and operation of global supply chains.
- . Identify and calculate global supply chain cost drivers.
- . Understand the key activities that differentiate US business practices from other countries – and how they affect management of the supply chain.
- . Identify key performance indicators (KPI's) that correctly evaluate global supply chain systems and lead to improved inventory control.
- . Understand how interruptions in the global supply chain affect business and how to minimize the negative effects.
- . Examine how world-class companies encourage collaboration among international business partners.

Attendance Policy:

Attendance in all class periods is important because it is a compressed course, and missing an assignment or company visit will place the student behind. The majority of course material will be delivered through class lectures, discussions, team exercises, handouts, and company visits. Due to demands on professional students, each student team must be especially diligent in keeping up with class work.

Grading System:

The GOAL Assessment

200 points Ten (10) In-class Cases for credit

200 points Team Presentation

100 points

Three (3) Simulations

Participation

Company/Cultural Visit Presentation

300 points Class

100 points

100 points TOTAL

1000 points

Assignments (Cases):

Throughout the program, Case Study write-ups and presentations will be assigned for credit. Case Study Assignments that are late will be penalized 50% and those more than one class period late will receive '0' credit. Most due dates for assignments are given on the syllabus, while the remainder will be given by the instructor in class. Assignments will not be revised based on minor technical or typographical errors in this syllabus or handouts. Some assignments may require the formulation of student teams. Any written assignments must be the student's best work. Written cases will normally be less than two pages – 12 point font, 1.5 spacing, 1" margins; plus flowchart. Feedback will be given throughout the semester, which should facilitate improvement in written and oral assignments.

Exams:

Two exams will be given during the program which are closed book/note, with The World Is Flat exam open-book. In-class exams will be strictly timed (75 minutes), and may include all material covered in lectures, invited speakers, textbooks, cases, exercises, handouts, and discussions. Failure to turn the test in within the 75-minute period will result in an automatic 40-point penalty. Students may earn partial credit on tests by completing class assignments. A calculator and worksheets will be required for all cases and quantitative exam questions, and a number 2 (#2) pencil will be required for all qualitative/multiple choice exam questions. As part of these exams, an out-of-class case write-up may be required. The exam case write-up will not exceed 20% of the exam grade. If assigned, these exam case write-ups are due the day of the in-class exam or an 'F' will be issued as a grade.

Project: One exam consists of reading a book called *The GOAL* by Cox and Goldratt in order to gain understanding of Constraint Management. In addition to the material covered in the exams, a written assessment will be conducted on various topics discussed in the book that is included the course grade. Students will be primarily evaluated based on understanding of the major points in the book, use of appropriate terminology, clarity and professionalism of discussion, writing and other demonstration skills, and how the book relates to objectives in the class. More details will be discussed in class.

Teams & Cases:

Teams of American and NTOU students will be utilized throughout the course for written cases, presentations and class exercises. Initially, the professor will form the teams; however, as part of the cooperative learning process students may be occasionally assigned to different teams.

Schedule of Topics and Activities:

The following schedule is to be used as a guideline, and will be adjusted based on professor and student requirements. The class is both text, case, and lecture-based, which means that some information is contained in the text, while other information which must be obtained only through class notes and demonstrations. The class dates, tentative topic, and readings are listed in each section. Readings for each period are to be completed before the start of class. You should preview each section ahead of time to avoid missing assignment due dates. Students will be informed in class of major changes to the schedule. During the classes for Laboratory assignments, students will be working on computers. All Cases will be analyzed in class. The GOAL book must be read outside of class. Simulations will be practiced in class, but can be completed outside of class. Lunch is 12:00-13:00.

WEEK 1	08:00 – 09:50	10:10 – 12:00	13:00 – 16:00
Monday Jan .02	NO CLASS	NO CLASS	NO CLASS
Tuesday Jan. 03	Overview of Course and Grading Supply Chain Basics & Business Processes; The SCM Matrix Manufacturing and Service Flow Management (MFM) Supply Chain Performance	Case 1: Aligning Supply Chain Strategies with Product Uncertainties Case 2: El Remache (MFM) in Mexico The Simulation Games Demo Practice Game .310	Company or Cultural Visits
Wednesday Jan. 04	Customer Relationship Management (CRM) Case 3: Centrum Practice (not for credit)	Customer Service Management (CSM) Case 4: El Remache (CRM) in Mexico Introduce The GOAL	Company or Cultural Visits
Thursday Jan. 05	Demand Management (DM)	Case 5: Disney in US vs France (DM) Game .310 Due	Company or Cultural Visits
Friday Jan 06	Supplier Relationship (SRM) Procurement/Purchasing	Case 6: Bose in America (SRM)	Company or Cultural Visits

WEEK 2	08:00 – 09:50	10:10 – 12:00	13:00 – 16:00
Monday Jan .09	Order Fulfillment (OF) OMS – WMS – TMS Online Order Fulfillment	Case 7: Pizza Hut in Russia (Multiple) Game .360 Practice	Company or Cultural Visits
Tuesday Jan. 10	New Product Development & Commercialization (NPD) Case 8: Globetrotters in US (NPD)	Case 9: Pizza Hut in Russia (NPD) Game .360 Due	Company or Cultural Visits
Wednesday Jan. 11	Returns Management (RM)	Case 10: The Hidden Value in Reverse Logistics Game .390 Practice	Company or Cultural Visits
Thursday Jan. 12	Lean, Six Sigma, Constraint Mgt., CONWIP	Case 11: What Makes A Supply Chain Lean? Game .390 Due	Company or Cultural Visits
Friday Jan 13	The GOAL Assessment and Discussion	Potential Topics for Presentation? The Five Pillars of Islam & Pleasure Marriages Five-year Plans The Balanced Scorecard Fixed vs Fluid Justice Systems Education Systems in US, Europe & Asia Bretton Woods Monetary System 10,000 hour theory Does a country's national debt matter?	Afternoon Free – Closing Dinner