朝陽科技大學 094學年度第2學期教學大綱
Service Industry Management 服務業管理

當期課號	3103	Course Number	3103
授課教師	廖正時	Instructor	JOE,LIAW
中文課名	服務業管理	Course Name	Service Industry Management
開課單位	企業管理系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程針對服務業之管理暨實地參與學習服務作探討，課程包函學生戶外社區服務實習暨服務業的本質與定義、顧客需求、服務系統設計與作業管理、服務地點與佈置、服務業人力資源與行銷管理、服務等候線管理及服務品質管理與顧客滿意等。經此課程的學習可使同學真正瞭解服務業管理的內容，並安排實地參與學習且導入資訊科技的運用以改善服務業之效率與效能。	Objectives	This course for the management of the service involved in learning and on-site services to probe further into the curriculum package letter outdoor student internships and community service with the definition of the nature of the service industry, customer demand for services, system design and operations management, service and location arrangement, the human services sector Resources and marketing management, service management and service lines to wait for quality management and customer satisfaction, and so on. After learning this course will enable students to truly understand the management of the service, and arrange on-site and participate in the study into the use of information technology to improve the efficiency and effectiveness of the service industry.
教材	教科書：服務業作業管理，鄒慶士、賴逢輝合譯，雙葉書廊出版 參考書：服務業經營理論探討與個案研究，黃鴻程著，滄海書局出版	Teaching Materials	
成績評量方式	1.出席率與課堂互動：40% 2.分組報告：35% 3.期末考：25%	Grading	1.Attendance and Discussion 40% 2. Case Study & Report 35% 3. Final Test 25%
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	服務業在現今社會中佔有重要之角色，隨著全球化經濟發展，使企業經營趨於無國界，對企業生存競爭造成更大之挑戰。本課程以多種學門之觀點，包含策略、行銷、生產、人力資源管理、供應鏈管理等層面來探討服務業管理，將分別從(一)、認識服務業，(二)、建構服務系統，(三)、服務系統營運，(四)、管理服務作業的工具與技術等四大部分進行學理說明與探討；透過服務業經營上面臨之各種環境與管理挑戰，深入淺出地說明服務業管理所應採取之因應之道與最適執行作法，並輔以焦點個案分析，使服務業管理觀念轉化爲易懂的企業實務作法。本課程旨在教導企管系學生熟悉服務業管理概念，自企業面臨的各種問題爲起點，由管理觀念、分析方法探討企業生存與提升價值之作業精進方式，及服務業未來可能之發展機會。		Service management and operations is becoming increasingly imperative for firms that wish to survive and prosper in the dynamic word economy of the 21st Century. In order to illustrate current business administration practice and problems. Which including several local and International cases study dealing with the environment, ethics Organization, Human resources, Operational management, R&D, finance, supply chain management, strategy management, compensation decision, etc. The better way is begin from basic principles, practical experience then makes it easier for students to realize how what they are learning relates to business administration, how they affect organization and its employees and how they make businesses more competitive and efficient. Therefore, the main objective of this course is:1. To get students familiar with some basic ideas, concepts and theories,

教學內容		**Syllabus**	such as understanding service, building the system to create customer value and satisfaction, operating the service system, tools and techniques for managing service operations etc., about business administration and manages, delivers performance and get more competitive advantages. 2. The materials covered in this course are fairly basic and traditional and require prior knowledge of business, management to help students how to efficiently management and organization. 3. We also focus on the current popular topics, such as Value-added chain, supply chain management, CRM, EC, Knowledge Management etc., and sketch how they work in the business and their impacts on the organizations.4. Students need to understand how to work in the organization, daily operation or management. Therefore, a case study assigned to students by groups to survey a company to train students' communication skills and really understand how the enterprise operation and management.

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