朝陽科技大學 095學年度第2學期教學大綱
Club Management 俱樂部管理

當期課號	1380	Course Number	1380
授課教師	朱英濠	Instructor	Chu,Ing Haur
中文課名	俱樂部管理	Course Name	Club Management
開課單位	休閒事業管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	以會員制的體適能健身俱樂部爲主要的教學重點，介紹國內外俱樂部的發展、規劃、經營與管理的現況。	Objectives	The purpose of this course is focus on the introduction of health(fitness, or wellness) club management、especially、 its planning, management and development.
教材	渡假村與俱樂部經營管理	Teaching Materials	Resort & Club Management
成績評量方式	一、平時成績（30%）：二次作業及平時上課態度。 二、期中考（30%）：考試範圍爲教學進度的第一單元。 三、期末考（40%）：考試範圍爲教學進度的第二單元。	Grading	1.Homework(30%) 2.Unite One : Grade Test Paper(30%) 3.Unite Two : Grade Test Paper(40%)
教師網頁			
教學內容	一、俱樂部分析與評估 二、市場需求面的探討 三、市場區隔與競爭力 四、產品屬性與規劃策略 五、前人研究之實務與休閒理論 六、日本的俱樂部之經營管理 七、未來大陸休閒市場之探討 八、異業合作與策略聯盟 九、業務拓展與管理 十、溫泉SPA與水療	Syllabus	1、Satisfaction Study on the Service Quality of Members Regarding Business Club in Five-Star Hotel in Taiwan Area. 2、Discussing the Competitive Advantages of the Fitness Clubs Industry from the Perspective of Value Chain. 3、The Relationship Research of Customer Satisfaction, Convenience, Word of mouth, and Repurchase in Taipei Health Club 4、Membership management and yield analysis and its impact on revenue and performance of health center. 5、Investigation of Relationships among Importance, Satisfaction and Behavioral Intention of Members towards Travel Information–A Case Study of the President Health Resorts 6、A Study of the Determinants on the Pricing of Member Card of Leisure Club Industry in Japan. 7、A Study on Business Management of Clubs in Mainland China in the future. 8、Strategic Alliances,Co-Production Agreement,Capacity Swap,Joint Marketing Agreement In Membership Club. 9、A Conspicuous Consumption Study in the Leisure Club Industry 10、Spa & Hot Spring.

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