朝陽科技大學 096學年度第2學期教學大綱
Service Industry Management 服務業管理

當期課號	1191	Course Number	1191
授課教師	陳志誠	Instructor	
中文課名	服務業管理	Course Name	Service Industry Management
開課單位	企業管理系(四日)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	服務管理	Teaching Materials	service management
成績評量方式	考試 報告	Grading	EXAM HOMEWORK
教師網頁	_		
教學內容	1.服務的本質2.服務策略3.新服務開發4.服務接觸5.服務品質6.e化服務7.服務的成長與全球化	Syllabus	1. service's essential 2. service strategy 3. new development of services4. services encounter 5. service quality 6.e-service 7. the growth and the globalization of service

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