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	1425	Course Number	1425
授課教師	黃勇富	Instructor	HUANG,YUNG FU
中文課名	服務業管理	Course Name	Service Industry Management
開課單位	行銷與流通管理系(四日)一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程針對服務業管理作深入的探討。研究服務業管理之相關主題，如顧客需求與滿意、成功企業之組織文化、人力資源管理、行銷管理、服務品質管理、資訊科技於服務業的應用等。藉由此課程的學習可建立學生對於服務業之正確觀念與提升學生解決服務業相關問題之能力。	Objectives	The objective of this course is to study the service industry management, including following related topics, customer demand and satisfaction, organization culture of successful business, human resource management, marketing management, service quality management, information technology on service industry application and so on. The student will build the corrective concepts of service industry and increase their ability to solve the problems in service industry by this course learning.
教材	1、 顧志遠著[民87]，服務業系統設計與作業管理，華泰書局。	Teaching Materials	
成績評量方式	1、分組作業練習(25%) 2、上課參與（發言、出席率等）(25%) 3、分組報告(25%) 4、期末考(25%)	Grading	1. Assignments.(25%) 2. Participation.(25%) 3. Group report.(25%) 4. Final examination.(25%)
教師網頁			
教學內容	本課程針對服務業之管理作深入探討，研究相關服務業之管理原理與問題。強調服務業管理與實務之應用，顧客滿意，成功企業之組織文化，人力資源管理，服務品質等重要概念，建立服務業正確觀念與態度。 課程內容並將相關概念應用實際案例作分析及研究，加強同學實際瞭解業界狀況，培養正確服務觀，決策能力與掌握未來趨勢。	Syllabus	The objective of this course is to cover service management and operations, including service nature and definition, customer demand and KANO theory, service system design and operations management, service location and layout, service human resource and marketing management, service queuing management, servive quality management and customer satisfaction. The student will understand the concepts of service management and operations and use the information technology to improve efficiency and effectives of the service systems.

尊重智慧財產權，請勿非法影印。