朝陽科技大學 097學年度第2學期教學大綱
Service Industry Management 服務業管理

當期課號	1226	Course Number	1226
授課教師	熊維舒	Instructor	Hsiung,wei shu
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	服務業管理 張健豪、袁淑娟 著 揚智文化出版	Teaching Materials	Service-oriented Industrial Management 張健豪、袁淑娟 著 揚智文化出版
成績評量方式	社區服務實習、課堂參與、個案研討 40% 期中考 30% 期末考 30%	Grading	Grading Homework & case studies 30% Midterm 35% Final exam 35%
教師網頁			
教學內容	第一階段　學生社區服務暨成果發表探討 第二階段　課程安排 第一章　服務沿革 第二章　服務業的範圍與種類 第三章　服務業的特，性與組成要素 第四章　服務系統與服務互動模型 第五章　服務者與消費者的互動知覺 第六章　消費者的消費心理認知 第七章　服務互動中的慣性思惟 第八章　品質沿革與品質模型 第九章　品質系統與品質種類 第十章　品質成本與品質衡量 第十一章　管理機能與運作機能 第十二章　服務需求管理 第十三章　企業爭取消費者認同 第十四章　顧客滿意與員工滿意 第十五章　顧客抱怨與顧客不抱怨 第十六章　品牌忠誠與企業獲利	Syllabus	The first phase of the student community service and explore the results published The second phase of the curriculum Chapter Service History The second chapter of the scope and type of service industry Chapter Ⅲ of the special services sector, and elements Chapter Ⅳ of the service and interactive services model Chapter Ⅴ of consumer services and interactive perception Chapter Ⅵ consumer awareness of mental Chapter Ⅶ of the interactive services in the inertia of thinking Chapter Ⅷ of the evolution of quality and quality model Chapter Ⅸ of the quality system and the type of quality Chapter X of the quality and cost of quality measurement Chapter Ⅺ of the management function and operation of the function Ⅻ demand management services

			Chapter XIII corporate identity for consumers The 14th chapter of customer satisfaction and employee satisfaction Chapter XV of the customers complain and complain that customers do not Chapter XVI brand loyalty and corporate profitability

尊重智慧財產權，請勿非法影印。