朝陽科技大學 098學年度第2學期教學大綱
Service Industry Management 服務業管理

當期課號	1234	Course Number	1234
授課教師	王聖嘉	Instructor	WANG,SIN GA
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	1.依主題自編個案教材 2.服務業管理－個案分析 (伍忠賢、黃廷合) 全華科技 3.Service Management Cases Study	Teaching Materials	Service Management Cases Study
成績評量方式	(1)平時成績(20%) (2)作業&案例評量(30%) (3)期中考(20%) (4)期末考(30%)	Grading	(1)Classroon Evaluation(20%) (2)Group Discussion &Presentation(30%) (3)Mid-Exam(20%) (4)Fin-Exam(30%)
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 study and research 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 research ability in service industry by this course learning.

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