

**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**

<b>當期課號</b>	2628	<b>Course Number</b>	2628
<b>授課教師</b>	洪瑞英	<b>Instructor</b>	HUNG,JUI YING
<b>中文課名</b>	服務業管理	<b>Course Name</b>	Service Industry Management
<b>開課單位</b>	老人服務事業管理系(四日)三A	<b>Department</b>	
<b>修習別</b>	必修	<b>Required/Elective</b>	Required
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	<p>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。</p>	<b>Objectives</b>	<p>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.</p>
<b>教材</b>	<p>指定教科書: 1.陳澤義(2010), 服務管理, 華泰文化, 3版。 參考書目: 1.國立政治大學(1998),服務業管理個案合輯,智勝文化出版。 2.伍忠賢、黃廷合(2005), 服務業管理一個 案分析, 全華科技。</p>	<b>Teaching Materials</b>	<p>1.Chen(2010), Service Management, 10th ed. 2.國立政治大學(1998),服務業管理個案合輯,智勝文化出版。 3.伍忠賢、黃廷合(2005), 服務業管理一個案分析, 全華科技。</p>
<b>成績評量方式</b>	<p>1.課堂表現 30% 2.分組報告 40% 3.期中考 15% 4.期末考 15%</p>	<b>Grading</b>	<p>Class performance 30% Group report 40% Mid-term test 15% Final test 15%</p>
<b>教師網頁</b>	-		
<b>教學內容</b>	<p>本課程將藉由介紹服務業基本學術理論與結合實務操作入門,如PZB的SERVQUEL服務理論架構,並應用國內外各經營型態之服務業工作內涵,可能面對之內外部顧客管理問題與相關解決方法等,特別是老人服務相關產業之服務議題,透過課程進行與相關個案研討方式,務求學生將理論應用於實務的能力。 本課程內容主要包括: 1. 服務與服務業 2. 服務行為分析 3. 服務倫理 4. 服務品質管理(期望與知覺價值) 5. 服務失誤管理 6. 服務品牌管理 7. 品牌個性與關係 8. 服務定價與服務廣告 9. 顧客關係管理 10.關係品質與價值 11.服務事業管理個案研討</p>	<b>Syllabus</b>	<p>This course of service management 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</p>

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