

朝陽科技大學 099學年度第1學期教學大綱  
Service Industry Management 服務業管理

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| 當期課號   | 3245  | Course Number      | 3245   |
| 授課教師   | 歐宴宗   | Instructor         | OU,YENN TZONG  |
| 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(四進)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     | 【服務行銷與管理】二版<br>I S B N : 9789866672323<br>作者：鄭紹成<br>精平裝：平裝本<br>出版社：雙葉書廊有限公司<br>出版日：98/04/21   | Teaching Materials | Service Marketing and Management.  |
| 成績評量方式 | 1.平常成績40%<br>2.期中測驗30%<br>3.期末報告30%   | Grading            | 1.Class participation 40%<br>2.Term Test 30%<br>3.Final Paper 30%  |
| 教師網頁   | -   |                    |  |
| 教學內容   | 本課程旨在提昇學生對於服務業管理之領會而設計，介紹服務作業中經常面臨的管理問題以及解決方法。輔以國際、亞太及本土案例進行研究與問題討論，使學生理論與實務能融會貫通。<br>1.具有顧客關係管理能力<br>2.具有賣場門市行銷管理技巧<br>3.具有區域行銷技術<br>4.具有企業診斷基本技術<br>5.具有規劃整體經營能力<br>6.能督導整體門市營運發展 | Syllabus           | This course is designed to enhance the understanding of service industry management . Equip students with the skills to solve the problems they will encounter in service industry. Also, there are discussions and analyses of the cases helping students connect what they learn in class to the world outside.  |

尊重智慧財產權，請勿非法影印。