朝陽科技大學 099學年度第2學期教學大綱
Service Industry Management 服務業管理

當期課號	2319	Course Number	2319
授課教師	郭曉怡	Instructor	KUO,HSIAO I
中文課名	服務業管理	Course Name	Service Industry Management
開課單位	老人服務事業管理系(四日)二B	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. 主要教材 (1)曾光華（2009），服務業行銷與管理：品質提昇與價值創造，二版，前程文化事業。 2.參考教材 (1)陳澤義（2010），服務管理，三版，華泰文化。 (2)伍忠賢、黃廷合（2005），服務業管理－個案分析，全華科技。 (3)Lovelock, Christopher and Jochen Wirtz (2007), Services Marketing: People, Technology, Strategy, 6th. ed., Upper Saddle River, NJ: Pearson Prentice Hall. (4)Zeithaml, Valarie A., Mary Jo Bitner, and Dwayne D. Gremler (2009), Services Marketing: Integrating Customer Focus Across the Firm, 5th. ed., Boston, MA: McGraw-Hill/Irwin.	Teaching Materials	1. 主要教材 (1)曾光華（2009），服務業行銷與管理：品質提昇與價值創造，二版，前程文化事業。 2.參考教材 (1)陳澤義（2010），服務管理，三版，華泰文化。 (2)伍忠賢、黃廷合（2005），服務業管理－個案分析，全華科技。 (3)Lovelock, Christopher and Jochen Wirtz (2007), Services Marketing: People, Technology, Strategy, 6th. ed., Upper Saddle River, NJ: Pearson Prentice Hall. (4)Zeithaml, Valarie A., Mary Jo Bitner, and Dwayne D. Gremler (2009), Services Marketing: Integrating Customer Focus Across the Firm, 5th. ed., Boston, MA: McGraw-Hill/Irwin.
成績評量方式	1.上課表現（包含出席率）：15% 2.平時作業：30% 2.期中考試：30% 3.期末考試：25%	Grading	1. presentation (including attendance):15% 2. Homework:30% 3. Middle Exam : 30% 4. Term Exam :25%
教師網頁			
	本課程將介紹服務業經常面臨的管理問題以及解決方法，以及服務業如何管理服務與品質，課程的進行也將透過相關個案研討與問題討論，增進學生將理論應用於實務的能力。課程主要包含： 1. 服務與服務業 2. 服務行爲分析 3. 服務倫理		The purpose of this course is to illustrate what are the questions and solutions to manage the industry, and how to control the service and quality. The course will include: 1. service and service industry 2. the analysis of service behavior 3. the moral principles of service 4. the management of service quality

教學內容	4. 服務品質管理 5. 期望與知覺價值 6. 服務失誤管理 7. 服務品牌管理 8. 品牌個性與關係 9. 服務定價 10.服務廣告 11.顧客關係管理 12.關係品質與價值 13.長期顧客關係	**Syllabus**	5. the expectation and perception of the service value 6. the management of fault service 7. the service brand 8. the characteristics and relationships of the brand 9. pricing 10. advertisement 11. the customer relationships 12. the quality and value of customer relationships 13. the long-term relationships

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