

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	3082	Course Number	3082
授課教師	賴慧蓉	Instructor	Lai,Hui Jung
中文課名	服務業管理	Course Name	Service Industry Management
開課單位	企業管理系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	<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>	Objectives	<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>
教材	服務業行銷與管理 作者：曾光華，前程文化事業。	Teaching Materials	Services Marketing and Management K. F. Cheng Future Career Publishing Co.
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 40% Midterm 30% Final exam 30%
教師網頁	-		
教學內容	<p>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 服務業的重要性與發展 第二章 服務的意義、特性與類型 第三章 服務業消費者行為 第四章 顧客知覺價值、服務品質與顧客滿意度 第五章 顧客關係、缺失補救與顧客忠誠度 第六章 顧客體驗與體驗行銷 第七章 服務的目標市場行銷、定位與創新 第八章 服務實體環境 第九章 服務人員與內部行銷 第十章 服務流程與供需管理 第十一章 服務業的定價 第十二章 服務業的推廣與溝通 第十三章 服務業的通路 第十四章 服務業的領導、組織文化與人文色彩 第十五章 科技應用</p>	Syllabus	<p>The first phase of the student community service and explore the results published The second phase of the curriculum Chapter I of the Importance and Development of Services Chapter II of the Meaning, Characteristics and Classification of Services Chapter III of the Service Customer Behavior Chapter IV of the Customer Perceived Value, Service Quality, and Customer Satisfaction Chapter V of Customer Relationship, Service Recovery and Customer Loyalty Chapter VI Customer Experiences and Experiential Marketing Chapter VII of the Target Marketing, Positioning and Innovation of Service Chapter VIII of the Service Physical Environment Chapter IX of the Service Personnel and Internal Marketing Chapter X of the Service Process and Supply-Demand Management</p>

		Chapter XI of the Pricing for Services Chapter XII of the Promotion and Communication of Services Chapter XIII of the Service Channels Chapter XIV of the Leadership, Organizational Culture and Humanistic of Service Chapter XV of the Technology Application of Service
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