



課 綱 Course Outline

國際企業學系碩士班國際組

中文課程名稱 Course Name in Chinese	國際服務管理				
英文課程名稱 Course Name in English	International Service Management				
科目代碼 Course Code	IB__M0020	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
1.To be familiar with some key vocabulary and concepts of services management; 2.To have had an opportunity to practice your skills in speaking persuasively; and 3.To have had some exposure to managerial implications of the service industry.					
系教育目標 Dept.' s Education Objectives					
1	培養具國際企業知識之高階管理人才。 Build a foundation of international business knowledge to prepare students for being higher-level managers.				
2	培養創新與傑出之高階管理人才。 Prepare students for being innovative and excellent higher-level managers.				
3	培養優秀國際服務業高階管理人才。 Offer a program with an emphasis on proficiency in higher-level management of international service business.				
4	培養在地經營理念之高階管理人才。 Offer a program with an emphasis on higher-level management philosophy responsive to the Taiwanese business context				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	具備國際企業管理之進階知識。 Students will have advanced knowledge of international business.			○	

B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.	○
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	●
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	●
E	具備跨國企業進階經營管理之能力。 Students will be able to demonstrate the advanced managerial skills for international business.	○
F	培養進階資訊科技運用之能力。 Students will be able to demonstrate proficiency in use of advanced information technology.	○
G	培養國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international business.	●

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱 Course Outline

This course aims at providing board knowledge about services management. We will follow the logic of Lovelock and Wirtz' s (2007) textbook with supplementary materials from the instructor. The topics will cover a board variety of important issues that you need to understand in the field of services management.

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

A discussion room with a round table which classmates can see each other is vital.

課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods

Lecture
Group Discussion
Exercis

其他 Miscellaneous