②国o支束華大學 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際服務管理			學年/學期 Academic Year/Se	112/1				
課程名稱(英文) Course Name in English	International Service Management								
科目代碼 Course Code	系級 IB_M0020系級 Department & Year開課單位 Course-Offering Department				đ	國際企業學系			
修別 Type	選修 Elective 學分數/時間 Credit(s)/Hour(s) 3.0/3.0								
授課教師 Instructor	/鄭辰明								
先修課程 Prerequisite									
課程描述 Course Description									
Service Management has been an important area in the field of marketing for decades. Services play a pivotal role in shaping and running economies of nations and world commerce. Economies cannot function without services provided by firms and entities and as economies grow, services become more important and a majority of the global population becomes an offeror or the offeree of these services. This course offers a holistic understanding of service management, especially in the international context, through understanding services, designing service enterprises, and potentially managing these enterprises. The class shall include discussion of research papers from a range of top -tier journals to better understand the recent scholarly work being done in the field.									
課程目標 Course Objectives									
 To be familiar with some key vocabulary and concepts of services management; To have had an opportunity to practice your skills in speaking persuasively; and To have had some exposure to managerial implications of the service industry. 									
糸専業能力 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.						0			
B Students will be able to identify, analyze and solve business problems using logical and critical thinking.									
C Students will be able	具備領導、溝通協調與團隊合作之能力。CStudents will be able to demonstrate effective leadership, communication, coordination and teamwork skills.								
D Students will be able global and cultural di	際視野以及外語溝通的能力。 hts will be able to communicate in foreign languages and have an awareness on l and cultural diversity issues.								
international business	to demonstrate the advanced managerial skills for								
technology.	ン能力。 to demonstrate proficiency in use of advanced information								
培養國際企業倫理之素養。 G 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									

授課進度表 Teaching Schedule & Content						
週次Week	內容 Subject/Topics	備註Remarks				
1	Introductory Class					
2	The Service Economy					
3	Service Strategy					
4	New Service Development					
5	The Service Encounter					
6	Service Quality					
7	Process Improvement					
8	Activity Class					
9	期中考試週 Midterm Exam					
10	Service Facility Location					
11	Service Supply Relations					
12	Globalization of Services					
13	Managing Capacity, Demand, and Waiting Lines					
14	Demand for Services, Inventory, and Service Projects					
15	Service management in the International Context					
16	Activity Class					
17	期末考試週 Final Exam					
18 Supplementary Teaching and Discussion						
	教 學 策 略 Teaching Strategies					
 ✓ 課堂講授 Lecture ✓ 分組討論Group Discussion ✓ 象観實習 Field Trip ✓ 其他Miscellaneous: Journal Paper Presentations 						
教 學 創 新 自 評 Teaching Self-Evaluation						
創新教學(Innovative Teaching)						
□問題導向學習(PBL)						
□ 翻轉教室 Flipped Classroom						
社會責任(Social Responsibility)						
□ 在地實踐Community Practice □ 產學合作 Industy-Academia Cooperation						
 跨域合作(Transdisciplinary Projects)						
☐ 跨界教學Transdisciplinary Teaching ☐ 跨院系教學Inter-collegiate Teaching						
──業師合授 Courses Co-taught with Industry Practitioners						
其它 other:						

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	配分比例 Percentage				多元評量	量方式 A	ssessme	nts	
I tems		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	10%		~						
期中考成績 Midterm Exam	20%	\checkmark							
期末考成績 Final Exam	30%	~							
作業成績 Homework and/or Assignments	10%								
其他 Miscellaneous (Journal Paper Presentation)	30%								
評量方式補充說明 Grading & Assessments Supplemental instructions									
教科書與參考書目(書名、作者、書局、代理商、說明) Textbook & Other References(Title, Author, Publisher, Agents, Remarks, etc.)									
Bordoloi, S., Fitzsimmons, J., & Fitzsimmons, M. (2022). Service Management: Operations, Strategy, Information Technology (10th ed.). McGraw-Hill Higher Education (International).									
Selected journals for research paper presentations: Journal of Service Management (JSM) Journal of Marketing (JM) Industrial Marketing Management (IMM) Journal of International Business Studies (JIBS) Journal of the Academy of Marketing Science (JAMS) 									
課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)									
Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)									
其他補充說明(Supplemental instructions)									