



## 課 綱 Course Outline

### 國際企業學系學士班

|                                                                                                       |                                                                                                                             |                  |                    |                                                                                          |     |
|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------------|--------------------|------------------------------------------------------------------------------------------|-----|
| 中文課程名稱<br>Course Name in Chinese                                                                      | 服務業管理                                                                                                                       |                  |                    |                                                                                          |     |
| 英文課程名稱<br>Course Name in English                                                                      | Managment of Service Industries                                                                                             |                  |                    |                                                                                          |     |
| 科目代碼<br>Course Code                                                                                   | IB__31300                                                                                                                   | 班 別<br>Degree    | 學士班<br>Bachelor' s |                                                                                          |     |
| 修別<br>Type                                                                                            | 學程<br>Program                                                                                                               | 學分數<br>Credit(s) | 3.0                | 時 數<br>Hour(s)                                                                           | 3.0 |
| 先修課程<br>Prerequisite                                                                                  |                                                                                                                             |                  |                    |                                                                                          |     |
| 課程目標<br>Course Objectives                                                                             |                                                                                                                             |                  |                    |                                                                                          |     |
| 提供學生對國際服務業管理的理論基礎與實務面的作業知識，包括服務業的本質屬性、服務藍圖、服務品質管理、服務失誤與補救管理、服務品牌管理、服務業立地管理、服務業連鎖與加盟管理、服務業供應鏈管理、服務倫理等。 |                                                                                                                             |                  |                    |                                                                                          |     |
| 系教育目標<br>Dept.'s Education Objectives                                                                 |                                                                                                                             |                  |                    |                                                                                          |     |
| 1                                                                                                     | 培養具國際企業知識之基礎管理人才。<br>Build a foundation of international business knowledge to prepare students for being managers.         |                  |                    |                                                                                          |     |
| 2                                                                                                     | 培養具創新思維與創業能力之基礎管理人才。<br>Build a foundation of innovation and entrepreneurship to prepare students for being managers.       |                  |                    |                                                                                          |     |
| 3                                                                                                     | 培養具服務業經營能力之基礎管理人才。<br>Create a managerial ability in Service industry for being managers                                    |                  |                    |                                                                                          |     |
| 4                                                                                                     | 培養在地經營理念之基礎管理人才。<br>Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context. |                  |                    |                                                                                          |     |
| 系專業能力<br>Basic Learning Outcomes                                                                      |                                                                                                                             |                  |                    | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.' s Education Objectives |     |
| A                                                                                                     | 具備國際企業管理之知識與能力。<br>Students will have basic knowledge of international business.                                            |                  |                    | ○                                                                                        |     |
| B                                                                                                     | 具備邏輯思考、問題分析與解決之能力。<br>Students will be able to identify, analyze and solve business problems with logical thinking.         |                  |                    | ●                                                                                        |     |

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|---|--------------------------------------------------------------------------------------------------------------------------------------------|---|
| C | 具備溝通協調與團隊合作之能力。<br>Students will be able to demonstrate effective communication, coordination and teamwork skills.                         | ○ |
| D | 具備國際觀及外語溝通之能力。<br>Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues. |   |
| E | 具備創新、創業之思維與能力<br>To build a the concept and ability for innovation and entrepreneurship                                                    | ○ |
| F | 具備服務設計與產業分析之能力<br>Students will be able to demonstrate the basic abilities for service design and industry analysis                        | ● |
| G | 具備國際企業倫理之素養。<br>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

1. 服務業本質屬性
2. 服務藍圖
3. 服務品質管理
4. 服務失誤與補救管理
5. 服務業品牌管理
6. 品牌延伸策略
7. 品牌授權管理
8. 服務業立地管理
9. 服務業連鎖與加盟管理
10. 服務業供應鏈管理
11. 服務業廣告策略
12. 服務業定價策略
13. 顧客關係管理
14. 服務業供需調整與等候線管理
15. 服務業經營與人力調配
16. 服務倫理

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.)

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

### 其他 Miscellaneous

1. Fitzsimmons, J. A. and M. J. Fitzsimmons (2000), Service Management for Competitive Advantage, The McGraw-Hill Company, Inc., NY.
2. Lovelock, C. H. (2002), Service Marketing, Prentice Hall, Inc., NY.
3. 淺井慶三郎，清水滋原著，鄒永仁譯(1999)，服務業行銷——理論與實務，日之昇文化事業公司。
4. 陳澤義（民94），服務管理，華泰文化事業公司，台北市。