

  
**國立東華大學**  
**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/Semester	113/1
課程名稱(英文) Course Name in English	International Service Management			
科目代碼 Course Code	IB_M0020	系級 Department & Year	碩士	開課單位 Course-Offering Department
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				
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				

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Introductory Class	
2	What is Service Management? An Introduction.	
3	Chapter 1: Reading and Managing Service Businesses	
4	Chapter 2: Service Research and Service Theory	
5	Holiday	
6	Chapter 3: Business Models and Service Strategy	
7	Services & Business Models	
8	Typhoon holiday	
9	期中考試週 Midterm Exam	
10	Servitization and the Service Industry	
11	Service Personnel Management	
12	Product and Process Innovation in Service Businesses	
13	Movie/ Documentary Class	
14	Marketing Services	
15	Internationalizing Service Businesses Supply Chains and Logistics Services	
16	Servitization and Manufacturing Companies	
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
  參觀實習 Field Trip
  其他 Miscellaneous: a comprehensive understanding of selected journal papers following discussions

教學創新自評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

- 問題導向學習(PBL)
  團體合作學習(TBL)
  解決導向學習(SBL)
  翻轉教室 Flipped Classroom
  磨課師 Moocs

社會責任(Social Responsibility)

- 在地實踐 Community Practice
  產學合作 Industry-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:

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學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		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(含出缺席) General Performance (Attendance Record)	10%		✓						
期中考成績 Midterm Exam	20%	✓							
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.)									
Bryson, J. R., Sundbo, J., Fuglsang, L., & Daniels, P. (2020). Service Management. Theory and Practice. Springer									
Selected journals for research paper presentations: 1. Journal of Service Management (JSM) 2. Journal of Marketing (JM) 3. Industrial Marketing Management (IMM) 4. Journal of International Business Studies (JIBS) 5. 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)									