



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	服務業管理			學年/學期 Academic Year/Semester	114/1
課程名稱(英文) Course Name in English	Managment of Service Industries				
科目代碼 Course Code	DMSI20040	系級 Department & Year	學二	開課單位 Course-Offering Department	數位行銷與服務創新國際學士班
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/吳佩儀				
先修課程 Prerequisite					

課程描述 Course Description

本課程旨在提供學生國際服務業管理的理論基礎與實務操作知識，涵蓋服務業的本質與類型、服務藍圖、服務設計、服務品質管理、服務行銷管理、客戶體驗與管理、服務業供應鏈管理、服務人員管理、服務倫理與永續實踐等內容。透過理論講解、案例分析與專案實作，學生將學習如何整合行銷與管理策略，以提升服務業競爭力，並培養數位行銷與服務創新能力。

This course provides students with theoretical foundations and practical knowledge in international service industry management. Key topics include the nature and types of services, service blueprinting, service design, service quality management, service marketing management, customer experience and management, service supply chain management, service personnel management, service ethics, and sustainable practices. Through lectures, case studies, and project-based learning, students will learn how to integrate marketing and management strategies to enhance service industry competitiveness while developing digital marketing and service innovation capabilities.

課程目標 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，包括服務業的本質及類型、服務藍圖、服務設計、服務品質管理、服務行銷管理、客戶體驗與管理、服務業供應鏈管理、服務人員管理、服務倫理與永續實踐等。

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	具備以資訊技術協助企業運作與商業管理之知識與應用能力	●
B	具備邏輯思考、問題分析與解決之能力	●
C	具備溝通協調與團隊合作之能力	●
D	具備創新思維之能力	●
E	具備國際視野及外語溝通之能力	○

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	Introduction to Service Industries	
2	Design of Service and Trends	

3	Service Blueprint	
4	Customer Journey Mapping	
5	Customer Experience	
6	Marketing Services Digital Transformation and Information Technology Applications	
7	[Guest Lecture] Service innovation: Globalization & Localization	Worksheet 1: Reflection and Connection
8	Group Work 1 Discussion	
9	Group Work 1 期中報告	
10	No Class	Sports Day
11	Service Quality Management	Worksheet 2
12	Customer Relationship Management	
13	Innovation in Service Businesses	
14	Service Industry Supply Chain Management Service Personnel and Management	
15	Service Ethics & Sustainable Service Practices Group Work 2 Discussion	
16	Group Work 2 期末報告	
17	Reflection & Discussion	Field Trip on October 24/25 https://meethualien.tw/
18	Questions & Consultation	Flexible teaching and self-directed learning

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:

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:

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(含出席) General Performance (Attendance Record)	30%	✓	✓	✓	✓		✓		
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	30%	✓	✓	✓					
其他 Miscellaneous (Group Work 1 and 2)	40%		✓	✓	✓	✓			
評量方式補充說明 Grading & Assessments Supplemental instructions 平時成績(30%): 依照同學課堂參與與小組討論表現進行計分 期中報告(20%)與期末報告(20%): 期中服務行動提案和期末服務品質檢視的分組報告 作業成績(30%): 團體或個人學習單 General Performance (30%): Scores will be given based on the contribution of in-class participation activities Group 1(20%) and Group 2 (20%): Team presentations are made in the midterm (Service Action Plan) and the final weeks (Service Quality Assessment). Assignments (30%): Worksheets completed by groups or individuals									
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.) 以自編講義為主要授課教材。 Teaching materials are compiled by teachers and presented in PPT. 參考資料References : 1. Bordoloi, S. K., Fitzsimmons, J. A., & Fitzsimmons, M. J. (2022). Service management: Operations, strategy, information technology (10th ed.). McGraw-Hill Education. 2. Fitzsimmons, J. A., & Fitzsimmons, M. J. (1994). Service management for competitive advantage. McGraw-Hill. 3. Wirtz, J., & Lovelock, C. (2023). Services marketing: People, technology, strategy (9th ed.). Pearson.									
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.) 教材均上傳至東華e學苑供同學下載使用。 Teaching materials are provided in NDHU e-learning									
其他補充說明 (Supplemental instructions)									
Google Meet: https://meet.google.com/bya-tpqm-aeb									