



教學計劃表 Syllabus

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| 課程名稱(中文) Course Name in Chinese | 服務業管理 | | 學年/學期 Academic Year/Semester | 115/1 | |
| 課程名稱(英文) Course Name in English | Management 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 | |

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| 3 | Service Blueprint | |
| 4 | Customer Journey Mapping | |
| 5 | Customer Experience | |
| 6 | Marketing Services Digital Transformation and Information Technology Applications | |
| 7 | Field Trip: Meet Hualien | 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 | Group Work 2 期末報告 | |

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| 彈性 教學 規劃 Flexible Teaching Plan | <p>請勾選(至少需勾選1 個項目): Please tick the box(es). (At least one item is required.):</p> <p><input checked="" type="checkbox"/> 問題討論 Problem-based Discussion</p> <p><input type="checkbox"/> 翻轉教學 Flipped Classroom</p> <p><input type="checkbox"/> 展演實作 Performance / Practical Presentation</p> <p><input type="checkbox"/> 校外參訪 Off-campus Visit</p> <p><input type="checkbox"/> 講座活動 Lecture / Seminar</p> <p><input type="checkbox"/> 線上作業 Online Assignments</p> <p><input checked="" type="checkbox"/> 自主學習 Self-directed Learning</p> <p><input type="checkbox"/> 課業輔導 Academic Support</p> <p><input type="checkbox"/> 實驗操作 Experiment Operation</p> <p><input type="checkbox"/> 遠距教學(同步) Distance Learning (Synchronous)</p> <p><input type="checkbox"/> 遠距教學(非同步) Distance Learning (Asynchronous)</p> <p><input type="checkbox"/> 其他(請填寫) Others (Please specify.):</p> <p>備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。 Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.</p> |
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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(含出缺席) 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 | | | | | | | | | |
| <p>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</p> | | | | | | | | | |
| 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.) | | | | | | | | | |
| <p>以自編講義為主要授課教材。 Teaching materials are compiled by teachers and presented in PPT.</p> <p>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.</p> | | | | | | | | | |
| 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.) | | | | | | | | | |
| <p>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</p> | | | | | | | | | |
| 其他補充說明 (Supplemental instructions) | | | | | | | | | |
| <p>Google Meet: https://meet.google.com/bya-tpqm-aeb</p> | | | | | | | | | |