

開南大學 九十五年 度第一 學期 觀光與餐飲旅館管理系

旅館管理 學系科目教學計劃表

科目代碼	科目名稱	授課教師	修別	開課年級	學分數	每週時數
106022400 156021800	中文：旅館管理(一)	張亦騏 Yevvon, Yi-Chi, Chang	<input type="checkbox"/> 必修 <input checked="" type="checkbox"/> 選修	2年班	2	2
	英文：Hotel Management (I)	先修課程		N/A		
教學目標與內容	The hotel industry is, first, a service industry, there is an attitude or philosophy about serving guests that is critical to success in the hotel industry (Hayes and Ninemier, 2004). Therefore, this module is designed to help students to build up their basic hotel management skill. The programme gives an overview of hotel industry operations and management processes that will allow different educational background students to consider lodging industry from new perspective views.					
實施方法	<input checked="" type="checkbox"/> 講解法。 <input type="checkbox"/> 實作法。 <input checked="" type="checkbox"/> 討論法。 <input type="checkbox"/> 演習法。 <input checked="" type="checkbox"/> 問答法。 <input type="checkbox"/> 其他 ()。					
評量方式	20% Mid-term examination, 20% Final examination, 20% in-class practice and attendance records. 40% presentation and group report					
授課使用及參考書籍	(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。					
	Recommended Books: Hayes, D.K. & Ninemeier, J.D. (2004) <i>Hotel Operations Management</i> , Person Education, Inc. Rutherford, D.G. & O'Fallon, M.J. (2006) <i>Hotel Management and Operations</i> , 4th Edition, Wiley Ford, R.C. & Heaton, C.P. (2003) <i>餐旅服務業管理</i> 桂魯有限公司, 台北 林玥秀等 (2003) <i>餐飲與旅館管理</i> 2 nd edition, 品度股份有限公司, 台北 吳勤勉 (2005) <i>旅館管理理論與實務</i> , 華麗圖書股份有限公司, 台北					
科目簡介(可含大綱及教學進度)：						
Week 1	Course introduction and Assessment weighting					
Week 2	Lodging Industry Characteristics					
Week 3	Lodging Industry Overview					
Week 4	Hotel Organization Structures					
Week 5	Overview of the Front Office					
Week 6	Managing Guest Reservation					
Week 7	Managing Guest Service					
Week 8	The Role of Housekeeping					
Week 9	Mid-Term Examination					
Week 10	Managing Housekeeping					
Week 11	Food and Beverage					
Week 12	Sales and Marketing					
Week 13	Human Resources					
Week 14	Presentation					
Week 15	Presentation					
Week 16	Presentation (submission of group report)					
Week 17	The controller					
Week 18	Final Examination					
說明：						
1. 授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組;並於開始上課時，將本內容向學生說明。						
2. 本表於 91.4.23 第四次校課程委員會討論通過。						

課程委員會召集人：

觀光系
主任 陳桓敦

授課教師：張亦騏

課務組

95.10.16

收文章