

開南大學 九十五年 度第一 學期 觀光與餐飲旅館管理系

服務品質管理 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
106025000 156023400	中文：服務品質管理	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：Service Operations Management	先修課程		N/A		
教學目標與內容	The key of this module aims to provide an insight of the scope and contribution by the service sector to the local and world economy, and to highlight the key characteristics of service organizations that determine the key challenges which are facing today by the managers in this sector. This module provides perceptive knowledge of the processes for service delivery, and highlights making key decisions in the design and structure of the service process and the organization in order to achieve organizational goals.					
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 reading: Fitzsimmons, J. & Fitzsimmons, M. (2003) <i>Service management: Operations strategy and information technology</i> , (4 th edn.) New York: McGraw Hill Chase, R.B., Aquilano, N., & Kacobs, F.B. (2003) <i>Operations Management for competitive advantage</i> , (10 th den.) New York: McGraw Hill. David, M. Aquilano, N., and Chase, R. (2003) <i>Fundamentals of operations management</i> (4 th edn.) New York: McGraw Hill. Zeithaml, V.A. & Bitner, M.J. (2003) <i>Service Marketing-integrating customer focus across the firm</i> (3 rd edn.) New York: McGraw Hill.					
科目簡介(可含大綱及教學進度)：						
Week 1	Course introduction and Assessment weighting					
Week 2	National Holiday					
Week 3	The economic and employment contributions of the service sector and key challenges					
Week 4	The international development of the service sector/globalisation					
Week 5	Operating characteristics of service operations					
Week 6	Classifying the activity of the service sector					
Week 7	The service delivery system/Alternative process technologies					
Week 8	Understanding the environment with the service concept					
Week 9	Mid-Term Examination					
Week 10	Process mapping/service blueprint/ walk through audits					
Week 11	Flows, bottlenecks and waiting lines					
Week 12	Service facility layout and location					
Week 13	The supporting facility /services capes, services facilitating goods and technology in service operations					
Week 14	Presentation					
Week 15	Presentation					
Week 16	Presentation (submission of group report)					
Week 17	The service supply chain/service outsourcing					
Week 18	Final Examination					

說明：

- 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。
- 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

務組

95.10.16

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