

Tamkang University Academic Year 106, 1st Semester Course Syllabus

Course Title	SERVICE MANAGEMENT	Instructor	HSU-SHIH SHIH
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Develop a business and management perspective for students. II. Train the professionals in the integrated fields of business and management. III. Cultivate the talents with both theory and practices in business and management. 			
Departmental core competences			
<ul style="list-style-type: none"> A. Provide the basic knowledge of both theory and practices. B. Enhance the practical training for the current trends. C. Cultivate the ethics in business and management. D. Obtain the ability of analyzing industrial and business problems. 			
Course Introduction	<p>The course offers a general view of managing services with theory and methods. It introduces various analysis and evaluation tools, and hope these can be applied to the design and the operations of service industries so that the students will obtain the whole picture of service management and how to improve its service quality and innovation.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Understanding the essences of service and its applications.	P6	ABCD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understanding the essences of service and its applications.	Lecture, Discussion, Visit, Problem solving	Written test, Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◇ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	106/09/18 ~ 106/09/24	Course overview	Tuesday morning
2	106/09/25 ~ 106/10/01	Service economy	
3	106/10/02 ~ 106/10/08	Service strategy	
4	106/10/09 ~ 106/10/15	National Day	Holiday
5	106/10/16 ~ 106/10/22	New service development (1)	
6	106/10/23 ~ 106/10/29	New service development (2)	
7	106/10/30 ~ 106/11/05	Service encounter	
8	106/11/06 ~ 106/11/12	Service quality (1)	
9	106/11/13 ~ 106/11/19	Service quality (2)	
10	106/11/20 ~ 106/11/26	Midterm examination	take home examination
11	106/11/27 ~ 106/12/03	Plant tour	tourism vinegar factory (Tamsui factory, Kong Yen), 11/29 (Wed) 10:00-13:00 *Please go to the plant by yourself.

12	106/12/04 ~ 106/12/10	Service supply relationships	
13	106/12/11 ~ 106/12/17	Managing capacity and demand (1)	
14	106/12/18 ~ 106/12/24	Managing capacity and demand (2)	
15	106/12/25 ~ 106/12/31	Forecasting demand for services	
16	107/01/01 ~ 107/01/07	Final report (1)	
17	107/01/08 ~ 107/01/14	Final report (2)	
18	107/01/15 ~ 107/01/21	Final report (3)	
Requirement	<p>1. This course concentrates on qualitative and quantitative analysis for service systems and improves their effectiveness and efficiency.</p> <p>2. Class participation and experience sharing are important for the class.</p> <p>3. The topic of the final report will depend on personal preference. It could be from theses, journal papers, or professor's assignments, which are published in the last five years, and please be creative and critical thinking!</p> <p>4. The contents of the personal final reports include presentation file and report file with hard copies.</p> <p>5. Undergraduate students are suggested not electing the course this time.</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	1. J.A. Fitzsimmons, M.J. Fitzsimmons, S.K. Bordoloi (2014), Service Management. McGraw-Hill, NY, 8th ed.		
Reference(s)	<p>1. W.J. Stevenson (2014), Operations management. McGraw-Hill, New York, 12th ed.</p> <p>2. C. Lovelock, J. Wirtz (2007), Services Marketing. Pearson, NJ, 6th ed.</p> <p>3. Papers and other related materials.</p>		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 15.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other (Final report 30%) : 30.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		