

Tamkang University Academic Year 106, 2nd Semester Course Syllabus

Course Title	BUTLER SERVICE TRAINING	Instructor	LI-HSIN CHEN
Course Class	TQTXB3A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
To develop talented managers with international competitive advantage in the tourism industry.			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. 			
Course Introduction	<p>Be a bed & breakfast butler is a dream that many students studying in hospitality and tourism field may have. Students in this course will learn about how to set up a facility for guests, customer service, catering, marketing and managing a profitable inn. This course covers the knowledge and skills of being a successful B&B butler. Students are encouraged to take Bed and Breakfast Butler Certificate provided by Taiwan Rural Accommodation Association after completing this course.</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	Identify the scope and nature of skills required as a successful bed and breakfast or guesthouse butler.	C3	ABCDE
2	Discuss the provision and management of facilities and décor in a guesthouse or B&B.	C2	BD
3	Discuss the provision and management of meals in a guesthouse or B&B.	P1	ACE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Identify the scope and nature of skills required as a successful bed and breakfast or guesthouse butler.	Lecture, Simulation, Practicum	Written test, Practicum, Report
2	Discuss the provision and management of facilities and décor in a guesthouse or B&B.	Lecture	Written test
3	Discuss the provision and management of meals in a guesthouse or B&B.	Lecture, Discussion, Visit	Report

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	107/02/26~ 107/03/04	The Basic Principles of Guesthouse Management	
2	107/03/05~ 107/03/11	Facilities and Decor	
3	107/03/12~ 107/03/18	Customer Service	
4	107/03/19~ 107/03/25	Policy and Culture	
5	107/03/26~ 107/04/01	Guest Speaker	
6	107/04/02~ 107/04/08	Practice	
7	107/04/09~ 107/04/15	Food Purchasing	
8	107/04/16~ 107/04/22	Supplying Meals	
9	107/04/23~ 107/04/29	Organizing the Record-Keeping	
10	107/04/30~ 107/05/06	Midterm Exam Week	
11	107/05/07~ 107/05/13	Communicating with Guests	
12	107/05/14~ 107/05/20	Taking Care of Guests	

13	107/05/21 ~ 107/05/27	Safety risk analysis	
14	107/05/28 ~ 107/06/03	Assess and Evaluate Guest Satisfaction	
15	107/06/04 ~ 107/06/10	Hosting Special Events	
16	107/06/11 ~ 107/06/17	Looking into the Future	
17	107/06/18 ~ 107/06/24	Review and Presentation	
18	107/06/25 ~ 107/07/01	Final Exam Week	
Requirement	1. If you have missed at least 18 hours of class (please be aware that unexcused absences incur penalties on hours of absences) by the 14th week, you will receive 0 points for the final grade on this subject.		
Teaching Facility	Computer, Projector		
Textbook(s)	Mary White (2009). Running a Bed and Breakfast For Dummies. ISBN: 978-0-470-42682-1.		
Reference(s)			
Number of Assignment(s)	5 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : % ◆ Other 〈Project〉 : 30.0 %		
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		