

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	BUTLER SERVICE TRAINING	Instructor	I-HSUAN SHIH
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	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>This course is an introduction of butler service for the hospitality industry. It provides students insight into background knowledge and skills relating to the service industry. The course will introduce the history, rationale, characteristics and communication skills of the traditional butler and tie in some current elements to reflect common modern scenarios. The goal of this course is to prepare students with both the management theories and operational competencies necessary for entering the industry.</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	(1) To develop an understanding of the significance of butler service (2) To understand the common hospitality business practices in butler service (3) To develop service skills for handling unexpected problems that arise daily (4) To cultivate critical thinking skills with a hospitality perspective.	A4	ABC
2	(1) To develop an understanding of the significance of butler service (2) To understand the common hospitality business practices in butler service (3) To develop service skills for handling unexpected problems that arise daily (4) To cultivate critical thinking skills with a hospitality perspective.	A4	ABC
3	(1) To develop an understanding of the significance of butler service (2) To understand the common hospitality business practices in butler service (3) To develop service skills for handling unexpected problems that arise daily (4) To cultivate critical thinking skills with a hospitality perspective.	A4	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment

1	<p>(1) To develop an understanding of the significance of butler service</p> <p>(2) To understand the common hospitality business practices in butler service</p> <p>(3) To develop service skills for handling unexpected problems that arise daily</p> <p>(4) To cultivate critical thinking skills with a hospitality perspective.</p>	Lecture, Simulation	Written test
2	<p>(1) To develop an understanding of the significance of butler service</p> <p>(2) To understand the common hospitality business practices in butler service</p> <p>(3) To develop service skills for handling unexpected problems that arise daily</p> <p>(4) To cultivate critical thinking skills with a hospitality perspective.</p>	Lecture, Simulation	Written test
3	<p>(1) To develop an understanding of the significance of butler service</p> <p>(2) To understand the common hospitality business practices in butler service</p> <p>(3) To develop service skills for handling unexpected problems that arise daily</p> <p>(4) To cultivate critical thinking skills with a hospitality perspective.</p>	Lecture, Simulation	Written test

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	108/02/18 ~ 108/02/24	Introduction of the course	Post "Self Introduction" on discussion board on iClass
2	108/02/25 ~ 108/03/03	What is Butler?	
3	108/03/04 ~ 108/03/10	Essence of a Butler	Current Event #1 due Mar. 10
4	108/03/11 ~ 108/03/17	Butler Etiquette and Sticky Wickets	Current Event #2 due Mar. 17
5	108/03/18 ~ 108/03/24	The Butler Administrator	
6	108/03/25 ~ 108/03/31	The Butler Administrator	Current Event #3 due Mar. 31
7	108/04/01 ~ 108/04/07	Spring Break	
8	108/04/08 ~ 108/04/14	Presentation _ What is the WOW experience?	Current Event #4 due Apr. 14
9	108/04/15 ~ 108/04/21	Movie	Current Event #5 due Apr. 21
10	108/04/22 ~ 108/04/28	Midterm Exam Week	

11	108/04/29 ~ 108/05/05	Looking after guests	Current Event #6 due May 5
12	108/05/06 ~ 108/05/12	The Gentleman' s Gentleman	Current Event #7 due May 12
13	108/05/13 ~ 108/05/19	The Gentleman' s Gentleman	Current Event #8 due May 19
14	108/05/20 ~ 108/05/26	The Personal Assistant	Current Event #9 due May 26
15	108/05/27 ~ 108/06/02	Notes for Beginning Butler	Current Event #10 due Jun.2
16	108/06/03 ~ 108/06/09	The Butler as Toastmaster	
17	108/06/10 ~ 108/06/16	Review	
18	108/06/17 ~ 108/06/23	Final Exam Week	
Requirement			
Teaching Facility	Projector		
Textbook(s)	Butlers & Household Managers by Steven M. Ferry		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 35.0 % ◆ Midterm Exam : 10.0 % ◆ Final Exam : 15.0 % ◆ Other (iClass) : 20.0 %		
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.		