

Tamkang University Academic Year 109, 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"> ◆ General Course ◆ Selective ◆ One Semester
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			
<p>I . Develop a business and management perspective for students.</p> <p>II . Train the professionals in the integrated fields of business and management.</p> <p>III . Cultivate the talents with both theory and practices in business and management.</p>			
Subject Departmental core competences			
<p>A. Provide the basic knowledge of both theory and practices.(ratio:50.00)</p> <p>D. Obtain the ability of analyzing industrial and business problems.(ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:30.00)</p> <p>5. Independent thinking. (ratio:50.00)</p> <p>8. A sense of aesthetic appreciation. (ratio:20.00)</p>			
Course Introduction	<p>The course offers a general view of managing services with theories and methods. It introduces various types of 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 correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Understanding the essences of service management and its applications.	Psychomotor

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AD	158	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Course overview	Thursday afternoon
2	109/09/21 ~ 109/09/27	Service economy	
3	109/09/28 ~ 109/10/04	Mid-Autumn Festival	no class
4	109/10/05 ~ 109/10/11	Service strategy	
5	109/10/12 ~ 109/10/18	New service development (1)	
6	109/10/19 ~ 109/10/25	New service development (2)	
7	109/10/26 ~ 109/11/01	Service encounter	
8	109/11/02 ~ 109/11/08	Service quality (1)	
9	109/11/09 ~ 109/11/15	Service quality (2)	
10	109/11/16 ~ 109/11/22	Midterm examination	take home examination

11	109/11/23 ~ 109/11/29	Expert speech	Invited outside speaker, depending on the fund supported by the university
12	109/11/30 ~ 109/12/06	Service supply relationships	
13	109/12/07 ~ 109/12/13	Managing capacity and demand (1)	
14	109/12/14 ~ 109/12/20	Managing capacity and demand (2)	
15	109/12/21 ~ 109/12/27	Forecasting demand for services	
16	109/12/28 ~ 110/01/03	Final report (1)	
17	110/01/04 ~ 110/01/10	Final report (2)	
18	110/01/11 ~ 110/01/17	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 files and report files with hard copies and Turnitin report.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	S. Bordoloi, J.A. Fitzsimmons, M.J. Fitzsimmons (2019), Service Management. McGraw-Hill, NY, 9th ed.		
References	<p>1. W.J. Stevenson (2018), Operations Management. McGraw-Hill, New York, 13th ed.</p> <p>2. C. Lovelock, J. Wirtz (2007), Services Marketing. Pearson, NJ, 6th ed.</p> <p>3. Papers, articles, theses, reports and other web supporting 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>		