

Tamkang University Academic Year 109, 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"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG3 Good health and well-being for people		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:30.00) D. Tourism management knowledge.(ratio:10.00) E. Tourism management skills.(ratio:20.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 2. Information literacy. (ratio:10.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

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>
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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	To develop an understanding of the significance of butler service	Cognitive
2	To understand the common hospitality business practices in butler service	Cognitive
3	To develop service skills for handling unexpected problems that arise daily	Affective
4	To cultivate critical thinking skills with a hospitality perspective.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	245678	Lecture, Discussion, Practicum, Experience, Imitation	Testing, Discussion(including classroom and online), Practicum
2	ABCDE	245678	Discussion, Practicum	Study Assignments, Discussion(including classroom and online), Practicum, Activity Participation

3	ABCDE	245678	Lecture, Discussion, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
4	ABCDE	245678	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Introduction of the course Class schedule	
2	110/03/01 ~ 110/03/07	What is Butler?	
3	110/03/08 ~ 110/03/14	Essence of a Butler	
4	110/03/15 ~ 110/03/21	Butler Etiquette and Sticky Wickets	
5	110/03/22 ~ 110/03/28	The Butler Administrator	
6	110/03/29 ~ 110/04/04	Spring Break	
7	110/04/05 ~ 110/04/11	The Butler Administrator	
8	110/04/12 ~ 110/04/18	Presentation _ What is the WOW experience?	
9	110/04/19 ~ 110/04/25	Movie / Kahoot	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Looking after guests	
12	110/05/10 ~ 110/05/16	The Gentleman' s Gentleman	
13	110/05/17 ~ 110/05/23	The Gentleman' s Gentleman	
14	110/05/24 ~ 110/05/30	The Personal Assistant	
15	110/05/31 ~ 110/06/06	Notes for Beginning Butler	
16	110/06/07 ~ 110/06/13	The Butler as Toastmaster	
17	110/06/14 ~ 110/06/20	Review	

18	110/06/21~ 110/06/27	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Hotel Butlers, The Great Service Differentiators; Serving the Wealthy: The Modern Butler' s & Household/Estate(s)		
References			
Number of Assignment(s)	12 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 5.0 % ◆ Other 〈Quizzes/ Case Study〉 : 35.0 %		
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.		