

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	BUTLER SERVICE TRAINING	Instructor	I-HSUAN SHIH
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
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.			
S u b j e c t 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.(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) 			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<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 lodging 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	(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.	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, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21~ 111/02/25	Introduction of the course Class schedule	

2	111/02/28 ~ 111/03/04	What is Butler?	
3	111/03/07 ~ 111/03/11	Essence of a Butler	
4	111/03/14 ~ 111/03/18	Butler Etiquette and Sticky Wickets	
5	111/03/21 ~ 111/03/25	The Butler Administrator	
6	111/03/28 ~ 111/04/01	The Butler Administrator	
7	111/04/04 ~ 111/04/08	Spring Break	
8	111/04/11 ~ 111/04/15	Presentation _ What is the WOW experience?	
9	111/04/18 ~ 111/04/22	Movie Quiz	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Looking after guests	
12	111/05/09 ~ 111/05/13	The Gentleman' s Gentleman	
13	111/05/16 ~ 111/05/20	The Personal Assistant	
14	111/05/23 ~ 111/05/27	The Butler as Toastmaster	
15	111/05/30 ~ 111/06/03	Notes for Beginning Butler	
16	111/06/06 ~ 111/06/10	Final Presentation	
17	111/06/13 ~ 111/06/17	Final Presentation	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		No required textbook Reading materials to be assigned.	
References			

Number of Assignment(s)	5 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 5.0 % ◆ Final Exam : 5.0 % ◆ Other (cases, reports) : 50.0 %
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>