

## Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	SERVICE MANAGEMENT	Instructor	HSU-SHIH SHIH
Course Class	TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production		
Departmental Aim of Education			
I. Develop a business and management perspective for students. II. Train the professionals in the integrated fields of business and management. III. Cultivate the talents with both theory and practices in business and management.			
Subject Departmental core competences			
A. Provide the basic knowledge of both theory and practices.(ratio:40.00) B. Enhance the practical training for the current trends.(ratio:20.00) C. Cultivate the ethics in business and management.(ratio:10.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:30.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	The course offers a general view of managing services with theory and methods. It introduces various analysis and evaluation tools and hopes 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 their service quality and innovation.
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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	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	ABCD	12345678	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	111/09/05 ~ 111/09/11	Course overview	Tuesday Morning
2	111/09/12 ~ 111/09/18	Service economy	
3	111/09/19 ~ 111/09/25	Service strategy (1)	
4	111/09/26 ~ 111/10/02	Service strategy (2)	

5	111/10/03 ~ 111/10/09	New service development	
6	111/10/10 ~ 111/10/16	Service encounter	
7	111/10/17 ~ 111/10/23	Service quality (1)	
8	111/10/24 ~ 111/10/30	Service quality (2)	
9	111/10/31 ~ 111/11/06	Service supply relationships (1)	
10	111/11/07 ~ 111/11/13	Midterm examination	Take home examination
11	111/11/14 ~ 111/11/20	Plant tour	To be scheduled to be held on Monday afternoon, if it cannot be arranged, the class topics will continue.
12	111/11/21 ~ 111/11/27	Service supply relationships (2)	
13	111/11/28 ~ 111/12/04	Globalization of services	
14	111/12/05 ~ 111/12/11	Managing capacity and demand (1)	
15	111/12/12 ~ 111/12/18	Managing capacity and demand (2)	
16	111/12/19 ~ 111/12/25	Final report (1)	
17	111/12/26 ~ 112/01/01	Final report (2)	
18	112/01/02 ~ 112/01/08	Final report (3)	
Requirement	<p>1. This course concentrates on qualitative and quantitative analysis of service systems and improves their effectiveness and efficiency.</p> <p>2. Class participation, experience, and the sharing of related topics are important for class management.</p> <p>3. The topic of the final report will depend on personal preference. Theses, journal papers, or professor's assignments that have been published in the last five years, and please be creative and critical in your thinking!</p> <p>4. The contents of the personal final reports include presentation files and report files with hard copies and the Turnitin report.</p> <p>5. The final report aims to help you to write a thesis later. Just do your best!</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 (2020), Operations Management. McGraw-Hill, New York, 14th ed.</p> <p>2. C. Lovelock, J. Wirtz (2007), Services Marketing. Pearson, NJ, 6th ed.</p> <p>3. Papers, articles, theses, reports, news 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 <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>