

Tamkang University Academic Year 111, 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	SDG3 Good health and well-being for people SDG4 Quality education SDG11 Sustainable cities and communities		
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			
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			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 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	12345678	Lecture, Discussion, Practicum, Experience, Imitation	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Introduction of the course Class schedule and assignments	

2	112/02/20 ~ 112/02/26	What is Butler?	
3	112/02/27 ~ 112/03/05	Essence of a Butler	
4	112/03/06 ~ 112/03/12	Essence of a Butler - household butler	
5	112/03/13 ~ 112/03/19	Essence of a Butler - catering and event	
6	112/03/20 ~ 112/03/26	Butler Etiquette	
7	112/03/27 ~ 112/04/02	Cheese Board Platter	
8	112/04/03 ~ 112/04/09	No class - Spring Break	
9	112/04/10 ~ 112/04/16	Movie Quiz	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	The Butler Administrator	
12	112/05/01 ~ 112/05/07	The Butler Administrator	
13	112/05/08 ~ 112/05/14	The Gentleman' s Gentleman	
14	112/05/15 ~ 112/05/21	Presentation _ Finger foods ideas - cold	
15	112/05/22 ~ 112/05/28	Presentation _ Finger foods ideas - warm	
16	112/05/29 ~ 112/06/04	Presentation _ What is the WOW experience?	
17	112/06/05 ~ 112/06/11	Notes for Beginning Butler	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement	This course is in preparation of service learning course. The schedule is tentative, and it is likely to be revised.		
Teaching Facility	Computer, Projector, Other (T building Please)		
Textbooks and Teaching Materials	No required textbook Reading materials to be assigned		
References			

Number of Assignment(s)	12 (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 (presentation; cases) : 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>