



科目名稱 Course Title	服務概念與顧客體驗 Service Concept and Customer Experience			課程代號 Course No.	ESSM-113-01-A1
開課系級 Department	智慧服務管理英語學 士學位學程一年甲班 A-ESSM-1A	學分數 Credit(s)	3	時數 Hour(s)	3
選別 Required or Elective	4-系必	開課別 Duration	半年 第一學期 Required,1st Semester		
授課教師 Instructor	郭昱辰				
缺曠課規定 Attendance Policy	缺曠課時數 (含事 / 病假) 達授課總時數三分之一 (18 小時) 以上者，學期成績以零分計。 Student will receive a semester grade of zero for a course if absences from class exceed one third (18 hrs) of total class hours.				
課程概要 Course Description	This course will discuss about service concept focusing on mapping the customer journey and service blueprinting. Further, this course will explore and managing customer experiences of tangible and intangible products and services that link merchandising and hospitality segments. This course will discuss about service concept focusing on mapping the customer journey and service blueprinting. Further, this course will explore and managing customer experiences of tangible and intangible products and services that link merchandising and hospitality segments.				
基本核心能力/系核心能力 Core Competency	核心能力	核心能力說明			
	智慧科技應用	1-1具備智慧科技運用、資訊蒐集的能力。 1-2了解智慧科技及時代的趨勢，並運用科技解決問題。			
	溝通力	2-1 能理性發表自身想法，並進行有效溝通。			
	領導力	3-1 具有主動積極、團隊合作的態度。 3-2 具有領導團隊，協調配合，整合意見的能力。			
	跨領域整合能力	4-1具有不同領域之資訊及知識的應用整合能力。			
	創造力與創新力	5-1具備創新應變、解決問題的能力。 5-2具備敏銳的觀察力，激發創意思考並勇於嘗試。			
	『註：該課程之核心能力以紅色表示。』				
教學目標 Course Objectives	This course will discuss about service concept focusing on mapping the customer journey and service blueprinting. Further, this course will explore and managing customer experiences of tangible and intangible products and services that link merchandising and hospitality segments.				
授課方式 Approach to Instruction	Lecture, discussion, presentation, complying and adhering to CDIO teaching method plan				
課程授課語言 Course language	英語				
是否自編教材 Whether self-edited textbooks	是				

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成績評定 Grading	◎平時評量 10% : Class activity ◎期中評量 40% : Mid Term Exam Presentation ◎期末評量 40% : Final Exam Presentation ◎其他評量 10% : In class participation
教科書與參考書目 Textbooks and References	Cook, S. (2010). Customer care excellence: How to create an effective customer focus. Kogan page publishers. Walden, S. (2017). Customer Experience Management Rebooted: Are You an Experience Brand or an Efficiency Brand? Springer.
聯絡方式 Contact Info	aditya@g2.usc.edu.tw
備註 Remark	This course is complying and adhering to the Conceive-Design- Implementation (CDI) of the CDIO teaching method
週次 Weeks	進度內容 Syllabus
1 (02/16~02/22)	Syllabus
2 (02/23~03/01)	Service concept: An introduction to customer care (continue) CDIO Teaching Model (Conceive Phase)
3 (03/02~03/08)	Service concept: Drive and support a service strategy CDIO Teaching Model (Conceive Phase)
4 (03/09~03/15)	Service concept: Listening to customers CDIO Teaching Model (Conceive Phase)
5 (03/16~03/22)	Service concept: Implementing a service excellence strategy CDIO Teaching Model (Service Phase)
6 (03/23~03/29)	Service concept: The internal customer CDIO Teaching Model (Service Phase)
7 (03/30~04/05)	Extended day-off for Tomb Sweeping Day and Children's Day (Holiday)
8 (04/06~04/12)	Service concept: Communications, recognition, and reward CDIO Teaching Model (Service Phase)
9 (04/13~04/19)	Mid Term Presentation
10 (04/20~04/26)	Service concept: empowerment, ownership and sustaining a customer focus CDIO Teaching Model (Service Phase)
11 (04/27~05/03)	Customer experience: Understand the right and commercial principles
12 (05/04~05/10)	Customer experience: Data
13 (05/11~05/17)	Customer experience: Customer experience research CDIO Teaching Model (Implementation Phase)
14 (05/18~05/24)	Customer experience: Emotions and customer experience CDIO Teaching Model (Implementation Phase)
15 (05/25~05/31)	Customer experience: Customer's mindset CDIO Teaching Model (Implementation Phase)
16 (06/01~06/07)	Customer experience: Customer failure (Customer bad experience) CDIO Teaching Model (Implementation Phase)
17 (06/08~06/14)	Customer experience: Interconnection (Customer communities and social media)
18 (06/15~06/21)	Final Exam Presentation
19 (06/22~06/30)	