

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	門市服務管理實務	Serial No. / ID	2869 / IRM3124
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年1班
Lecturer	童惠玲	Full or Part-time	專任
Required / Credit	Optinal / 0	Graduate Class	No
Time / Place	(四)ABC / B401	Language	Chinese

Introduction
<p>Service industry today has become the main stream of economic development, the industry's core competitiveness factors not only include improvement efforts in product quality, but also in the invisible "people interaction" mustering their efforts on the service business, looking forward to provide customers with a full range of quality of service. This course builds on the times demand, students with practical skills related service outlets, with the campus visit program for real pragmatic and industry practice, to understand the industry's actual operating conditions, increase employment opportunities, effectively enhance the competitiveness of the workplace. Senior pre-employment training and prompting the department put into service the majority of students attending the job market are needed in school. Training objectives: (1) Subject: comply with professional ethics and workplace ethics and service outlets with relevant expertise and ability. (2) Skills: have basic practical skills and related knowledge. Students have the ability to store service practical operation. (3) Character: training hard work, there is the spirit of service, passion and devotion and gregariousness enthusiastic professionals.</p>

Outline
Retail business plan and management, Retail business district operation, Retail services pract

ice studies, Case discussions, Commodity processing operations, Counter operations, Writing implements of project planning and reporting and discussion, Application internships and trainee.

Prerequisite

1. highly interested in customer service. 2. high interested in store operation. 3 optimistic, positive, responsible manner. 4 good communication skills.