

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業管理	Serial No. / ID	2676 / RMB4002
Dept.	休閒事業管理學系	School System / Class	進修學士班4年1班
Lecturer	葉子明	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)BCD / B402	Language	Chinese

Introduction
This course mainly introduces the development, design and management of service systems. The contents include introduction of service industry, service design, service systems planning, site selection, layout, service process design, service automation, service process management, facility management, inventory control, queuing, performance management.

Outline
<ol style="list-style-type: none">1.The Role of Services in an Economy and the Nature of Service2.Service Strategy3.New Service Development4.Service Process Innovation5.Service Quality6.The Service Encounter7.Customer Satisfaction8.Customer Retention and Service recovery9.The Supporting Facility and Service Facility Location

Prerequisite
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