

# 101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務創新與管理	Serial No. / ID	2264 / GEN5235
Dept.	工學院碩士在職專班	School System / Class	碩士在職專班1年1班
Lecturer	鄧志堅	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(六)234 / H503	Language	Chinese

Introduction
Describe business model and methods of understanding customer feeling. wherein new business model is innovated by game storming.

Outline
<ol style="list-style-type: none"><li>1. 9 building blocks for business model</li><li>2. understand the feeling of customer</li><li>3. cue, routine, reward</li><li>4. empathy map</li><li>5. game storming</li></ol>

Prerequisite
None