

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業管理	Serial No. / ID	2517 / GMN5104
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年A班
Lecturer	鍾育明	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(六)123 / B101	Language	Chinese

Introduction
Understand the characteristics of services, and the service gap model can fully grasp the root causes of service problems, and extended to the understanding of service management theory

Outline
First week: course descriptions, and marking, the second week: service quality gap model, the third week: services of consumer behavior, the fourth week of: customer service expectations, the fifth week: customer service awareness, the sixth week: listening to customers through research, 7th week: building customer relations, 8th week: service recovery, Week 9: Midterm Exam Week, the tenth week: service development and design, Week 11: Customer service standards defined in the tenth two weeks: physical characterization and service facilities, Week 13: staff's role in service delivery, Week 14: the customer's role in service delivery, Week 15: to pass through intermediaries and electronic access services, the tenth six weeks: managing demand and capacity, Week 17: service marketing communications and services, pricing, Week 18: Final Exam Week

Prerequisite
Basic management concepts