

## 102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	工廠實習(三)	Serial No. / ID	1967 / EEI4262
Dept.	電機工程學系	School System / Class	大學日間部4年1班
Lecturer	范榮權	Full or Part-time	專任
Required / Credit	Optinal / 1	Graduate Class	Yes
Time / Place	(日)3 / B610	Language	Chinese

Introduction
<ol style="list-style-type: none"> <li>1.To develop an understanding of the "state of the art" of service management thinking.</li> <li>2.Understand new service development from both a product and process perspective.</li> </ol>

Outline
<ol style="list-style-type: none"> <li>1.The nature of services and service consumption</li> <li>2.The service and relationship imperative</li> <li>3.Managing customer relationships</li> <li>4.Service and relationship quality</li> <li>5.Quality management in service</li> <li>6.Return on service and relationships</li> <li>7.Managing the augmented service offering</li> <li>8.Service management principles</li> <li>9.Mid-term exam</li> <li>10.Managing marketing or market-oriented management</li> <li>11.Managing integrated marketing communication</li> <li>12.Managing brand relationships and image</li> <li>13.Customer focused organization</li> <li>14.A prerequisite for successful customer management</li> <li>15.Managing service culture</li> <li>16.Transforming a manufacture firm into a service business</li> <li>17.Conclusion</li> <li>18. Final – term report</li> </ol>

Prerequisite
No