

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

Information			
Title	服務業管理	Serial No. / ID	2343 / RMB4002
Dept.	休閒事業管理學系	School System / Class	進修學士班3年1班
Lecturer	葉子明	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)ABC / B403	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"><li>1.The Role of Services in an Economy and the Nature of Service</li><li>2.Service Strategy</li><li>3.New Service Development</li><li>4.Service Process Innovation</li><li>5.Service Quality</li><li>6.The Service Encounter</li><li>7.Customer Satisfaction</li><li>8.Customer Retention and Service recovery</li><li>9.The Supporting Facility and Service Facility Location</li></ol>

Prerequisite
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