

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業管理	Serial No. / ID	1738 / BAM4136
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)2 / B303 (四)56 / B303	Language	Chinese

Introduction
To study service management

Outline
The importance od service industry 4Ps of Service Marketing

Prerequisite
Management