

98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業作業管理	Serial No. / ID	1691 / IEI3092
Dept.	工業工程與科技管理學系	School System / Class	大學日間部3年1班
Lecturer	葉子明	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(四)8 / H541 (五)56 / H541	Language	Chinese

Introduction
<p>In developed countries, service sector contributes higher than 50% of the gross domestic product (GDP). Even in Taiwan, service sector contributes to GDP more than manufacturing industry does. However, the service quality of service industries is not significantly improved. There still are several service gaps needed to be analyzed and be filled up. In this class, service sector is first defined and the characteristics of service are introduced and compared with those of physical products. Also, service design, marketing, delivering and management are introduced and related principles, skills and methods are demonstrated as well. This class aims to provide service management domain knowledge and training.</p>

Outline
<ol style="list-style-type: none">1. Introduction2. Differences between service and manufacturing industries3. Service system design and operations management4. Service design, service demands analysis5. Location selection6. Service Failure Management7. Service Operations Planning8. Service Quality Management

Prerequisite
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