

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務創新與管理	Serial No. / ID	1323 / NGR3075
Dept.	工業工程與科技管理學系碩士	School System / Class	研究所碩士班1年1班
Lecturer	龔子明	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)234 / H503	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">1.The Role of Services in an Economy and the Nature of Service2.Service Strategy3.New Service Development4.Service Process Innovation5.Service Quality6.The Service Encounter7.Customer Satisfaction8.Customer Retention and Service recovery9.The Supporting Facility and Service Facility Location

Prerequisite
na