Service Engineering

Course Name	Course type (credit/hours)	Elective course(3/3)	Course code	B078
	Target students Division/major/grade	Industrial Engineering/Sophomore	Opening semester	2018 2ND SEMESTER
	Class time and classroom	Mon D(Pal110)Thu D(Pal110)	English Grade	A(100%English)

Reference to this course	Prerequisite courses	없음
	Related basic courses	없음
	Recommended concurrent courses	없음
	Related advanced courses	없음

Instructor	Name (title/division)		Kim, Jae-Hoon(Professor, Industrial Engineering)		
	Office Room Number	산학연 818	Office phone Number	2657	e-mail
	Office hours	수 15:00~17:00	Homepage address		
Teaching Assistant	Name (title/division)				
	Office Room Number		Office phone Number		e-mail

1. Introduction

Packed with practical information, Successful Service Operations Management covers the full cycle of building a service business from concept formation through implementation. It walks students through the process of constructing a business strategy and explains how to implement that strategy in the design of the service system. It also focuses on the strategic and tactical issues of operation management, as well as equips managers with the tools needed for everyday operation. Reflecting a fast-paced and fast-changing marketplace, the book offers coverage of such key issues as service science, Internet application, project management, process analysis, creation of customer experiences, back-office design, scoring systems and much more.

2. Course Objectives

1) Understanding the Roles of Service System Design & Operation Management
2) Understanding the Entire cycle from the strategy building to implementation
3) Tools of Service Engineering: Service Sceince, Project Managment, Process Analysis, Scoring, etc
4) Service System Solution Design and Case Studies

3. Class types and activities

Lecture based on Power point materials and discussion
Service System Design Case study & Practice
Building Service System Project

4. Teaching Method

☑	lecture	☑	discussion and debate
☑	team project(presentation and case studies)	☐	experiments(role-playing,etc)
☑	designing and production	☐	on-site learning(on-site training)
☐	others		

5. Support Systems in Use

☑	AjouBb	☐	automatic recording system	☐	web-based assignment
☐	cyber lecture	☐	online content		
☐	class behavior analyazing system	☐	others		

6. Teaching Tools

☑	PBL(Problem Based Learning)	☐	CBL(Case Based Learning)	☐	TBL(Team Based Learning)
☐	UR(Undergraduate Research)	☐	FL(Flipped Learning)	☐	DSAL(Data Science Active Learning)
☐	others				

7. Knowledge and ability required for taking this course

System Design and analysis
Modeling & Analysis Tool

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam	1	33%	
final exam	1	33%	
quiz			
presentation	1	33%	설계 프로젝트 결과물 발표
discussion			
homework			
etc			
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	Service Management, Operations, Strategy, Information Technology. 8th Ed.	J.A. Fitzsimmons	Irwin/McGraw-Hill	2013

10. Class system and Class shedule

Phase 1: Exploring Services
 >Services in the Economy
 >Professional Services
Phase 2: Thinking Out of the Box: Operations Strategy
 >Internet Strategies
 >Environmental Strategies
 >Service Quality
 >The Experience Economy
Phase 3: Service Design
 > New Service Development
 > Service Science
Phase 4: Service Operation Management
 >Analyzing Processes
 >Project Management
 >Performance Evaluation and Benchmarking with Data Envelopment Analysis
 >Scoring Systems: Methods for Customer Selection and Solicitation, Resource Allocation, and Data Reduction

< Class Schedule >

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Introduction		Kim, Jae-Hoon	Lecture	Discussion	
2	Service Strategy		Kim, Jae-Hoon	Lecture/Practice	Discussion	
3	Managing Project		Kim, Jae-Hoon	Lecture/Practice	Discussion	
4	Technology in Service		Kim, Jae-Hoon	Lecture/Practice	Discussion	
5	Forecasting Demand for Service		Kim, Jae-Hoon	Lecture/Practice	Discussion	
6	Forecasting Exercise		Kim, Jae-Hoon	Lecture/Practice	Discussion	
7	Managing Waiting Line		Kim, Jae-Hoon	Lecture/Practice	Discussion	
8	Midterm		Kim, Jae-Hoon	Exam	Exam	
9	Service Supply Relationship		Kim, Jae-Hoon	Lecture/Practice	Discussion	
10	Managing Facilitating Goods		Kim, Jae-Hoon	Lecture/Practice	Discussion	
11	Service Design Project		Kim, Jae-Hoon	Design	Project	
12	Service Design Project		Kim, Jae-Hoon	Design	Project	
13	Service Design Project		Kim, Jae-Hoon	Design	Project	
14	Service Design Project		Kim, Jae-Hoon	Design	Project	
15	Project Presentaion		Kim, Jae-Hoon	Design	Project	
16	Final Exam		Kim, Jae-Hoon	Exam	Exam	

11. Other items of notification