

COURSE DETAIL

SERVICE OPERATIONS MANAGEMENT

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

147

UCEAP Course Suffix**UCEAP Official Title**

SERVICE OPERATIONS MANAGEMENT

UCEAP Transcript Title

SERVICE OPS MGMT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

this course covers various service management issues such as formulating service strategy, developing new services, designing and improving service delivery system, and managing service quality. While considering important service management disciplines such as services marketing and service human behaviors, this course places its emphasis on service operations issues such as managing supply and demand, determining service facility design, managing service process improvement, and managing customer waiting lines.

Language(s) of Instruction

English

Host Institution Course Number

BIZ3166

Host Institution Course Title

SERVICE OPERATIONS MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

Course Last Reviewed

2022-2023

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