表二

104 學年度學年度 商 學院 英語授課課程大綱

課程名稱 Course Title □ 模組 ☑ 個別	(中文)服務科學管理與工程
	(英文) Services Sciences, Management, Engineering and Design (SSMED)
課程目標 Course Objectives	SSMED is the study of innovated service systems, and it aims at improving service systems (particularly those involved in complex, IT-enabled services) in terms of the application of scientific, management, engineering, and design disciplines. SSMED has the goal of making productivity, quality, performance, compliance, growth, and innovation more predictable in work-sharing and risk-sharing (co-production) relationships. This introduction course aims to make students understand the core components of SSMED and explore service innovation through the multi-disciplinary lenses
課程大綱 Course Description	The course will be taught through a combination of lectures, case discussion, student presentations, group discussion, and group projects. Lectures will focus on providing frameworks for analyzing and recognizing service innovation opportunities and issues resulting from the application of the relevant SSMED principles. The course will involve a significant amount of readings, discussion, and project development. SSMED is a very dynamic and fast growing area, and in keeping with the course's focus, many reading assignments will be provided from the e-learn platform.

上課進度
Weekly Course Schedule

Subject outline

Week	Date	Topic
1		**Introduction**
2		**Fundamental of Service** What are Services Service Dominant Logic
3-4		**Service Design Method (Part 1)** Design Thinking for Service IDEO Method
5		**System Thinking of Service** Service Systems Service Value Network Typology of Service Systems
6-7		**Service Operations & Strategy** Service Operation Components & Strategy Service Profit Chain Service Productivity Service Business Models Compensation Types for Service Failures
8		**New Service Development & Service Blueprinting** New Service Development Service Innovation Types Service Blueprinting
9		Midterm – Design Thinking for Service Innovation Project Presentation
10-12		**Service Engineering Technologies (Part 1, 2)**

			Intelligent Agents & Personalization Cloud Computing & Big Data	
	13-15		**Services Theories (Part 1, 2, 3)** SERVQUAL Kano's Theory Customer Experience Theory Service Failure Compensation	
	16-17		**Service Design Methods (Part 2, 3)** TRIZ Method Fraunhofer Method QFD	
	18		**Final: Group Service System Project Presentation**	

教學方式 Instructional Method	Lectures Case Discussion Student Presentations Group Discussion Group Projects
課程要求 Course Requirements	● The group-based presentations are worth 30% of the final mark based on the following criteria: 1. Presentation content; Clear objective(s) or thesis stated 2. Effective use of presentation medium and presentation organization; Listeners informed of key ideas to be discussed (i.e., structure); Provides closure for presentation by summarizing main point(s) 3. Quality of verbal presentation; Clear enunciation of words and appropriate volume; Not read from script; Appropriate modulation of voice to maintain listeners' attention; Good use of eye contact with listeners; Delivered in assigned time (i.e., not too long or too short) 4. Creativity in the way presented 5. Effective handling of questions. ● Group-based assignments require students to analyze the assignment questions according to several provided criteria that are defined and discussed in the classes. Students are usually asked to share and explain their answers/solutions in the next class.
評量方式 Evaluation	**Grading Policy %** Class presentations ---------------------------30% Class assignments --------------------------10% Classroom discussion ----------------------10% Group midterm service project --------------25% Group final service project -------------- 25%

教材及參考書目 Textbooks & Suggested Materials	**References** ● Service Management (Operations, Strategy, Information Technology), James A. Fitzsimmons and Mona J. Fitzsimmons, Sanjeev Bordoloi, 8th Edition, ISBN 9781259010651, McGraw Hill, 2013. ● Handbook of Service Science, Maglio, Paul P.; Kieliszewski, Cheryl A.; Spohrer, James C. (Eds.), Springer 1st Edition., 2010, IV, 750 p., Hardcover, ISBN: 978-1-4419-1627-3 ● The Science of Service Systems, Demirkan, Haluk; Spohrer, James C.; Krishna, Vikas (Eds.), Springer 1st Edition., 2011, 358 p. Hardcover, ISBN 978-1-4419-8269-8 ● Journal papers (MISQ, JSR, IJSIM, JOM, etc.) All of the course materials are available at the NCCU elearn platform (http://elearn.cc.nccu.edu.tw)
課程相關 連結網址 Course Website	http://elearn.cc.nccu.edu.tw
備註 Remarks	

申請教師簽章：＿＿＿＿＿ 開課單位主管簽章：＿＿＿＿＿＿＿＿

資管系系主任李有仁