DSO 582 - SERVICE MANAGEMENT: ECONOMICS & OPERATIONS

Spring 2015

Tuesday/Thursday: 3:30-4:50 pm
Thursday: 6:30-9:30 pm

Services account for more than three-fourths of the economic activity in the U.S.

Do you want to know how to quickly master the essence of developing innovative services and managing them like an industry leader?

Concepts

- Service vision and strategy
- Customer retention strategies
- Managing service encounters
- Service guarantees
- Yield management
- Improving service systems (e.g., Six Sigma and lean service)
- Multi-site service management
- Service in manufacturing organizations
- Experience economy
- Entrepreneurial opportunities in services.

Description

This course explores the dimensions of successful service firms through case studies, lectures, and industry speakers. The philosophy of DSO 582 is that outstanding service organizations are managed differently from their “merely good” competitors. The course examines the tools and concepts that underlie their success and conveys best practices.