《服务运营管理（双语）》课程中英文简介

Service Operations Management（Bilingual）

课程代码：081292B **Course Code：**081292B

课程名称：服务运营管理（双语） **Course Name：**Service Operations Management

（Bilingual）

学时：32 **Periods：**32

学分：2 **Credits：**2

考核方式：考查 **Assessment：**Test

先修课程：管理学 **Preparatory Courses：**Management Science

《服务运营管理（双语））》是工业工程专业学生的一门专业选修课。该门课程介绍了服务系统工程和管理领域的基本原理和现代实践。课程讨论用于设计和评价服务系统以及组织服务过程的方法和工具，主要内容包括服务的定义，服务经济，服务业务模型的基本原理，服务运营与服务体系设计，服务产品与服务质量，服务的资源分配以及服务型供应链。课程结束时，学生应该：

1、能够理解服务运营管理的范围和重要性；

2、能够从服务使用者和服务提供者两方面分析服务系统；

3、能够设计能有效提高附加值及改善资源生产率的服务系统。

“Service Operations Management（Bilingual）” is an elective course for undergraduate students who major in the Industrial Engineering. The course introduces the basic principles and modern practices of the field of service systems engineering and management. It discusses methods and tools for designing and assessing service systems and on organization of service processes including definition of services, service economy, basics of service business models, service systems design methodologies, product support services, resource allocation planning for services, service supply chain. On completion of the course, students should have the ability to:

1. Understand the scope and importance of the service industry;

2. Analyze industrial service systems from both the service user and service provider perspectives;

3. Design industrial service systems that effectively add value and improve asset and resource productivity for both service users and providers.