

NEW OFF-CAMPUS MBA ELECTIVE

Have you wondered?

- How come we can't get good services anymore?
- What portion of the US economy is from the service sector?
- What industries does US enjoy an export surplus with China?

You will learn the answers to these and much more if you take:

COURSE:	BUS 297D - <i>Service Systems Management</i>
SCHEDULE:	Fall 2009, Monday 6:00pm-10:00pm October 19th, 2009 – December 7 th , 2009 Plus November 7 th and December 12 th , 2009 Two Saturdays from 9:00am-1:00pm
LOCATION:	180 Rose Orchard Way, San José
INSTRUCTOR:	Professor Stephen Kwan Email: kwan_s@cob.sjsu.edu Tel: 408-924-3514
DESCRIPTION:	<p>The course is designed to introduce students to service systems (customer, service provider, service experience) in a variety of enterprise and service industry settings. The economics of service systems in the context of the firm, industry & sector, US and world economy will be discussed. Students will learn about the management of service systems and their design, operations, information technology, performance measurement, marketing, supply chain and quality assurance.</p> <p>The text book and some additional case studies will be used in the course. Examples and guest speakers from industry (e.g., IBM, Cisco, Oracle, ...) will be brought into the classroom to provide students with a realistic perspective of the service industry. Class assignments include case study analysis, laboratory exercises, exams and term project.</p>
REQUIRED TEXT BOOK:	J. A. Fitzsimmons & M. J. Fitzsimmons, <u>Service Management: Operations, Strategy, and Information Technology</u> (with student CD), McGraw-Hill, 2007. 6 th edition, ISBN - 0077228499 / 9780077228491.
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