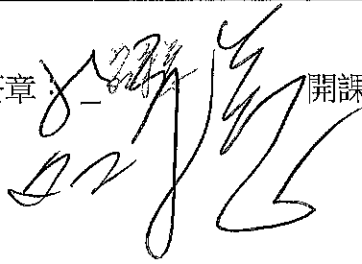


課程名稱 Course Title <input type="checkbox"/> 模組 <input checked="" type="checkbox"/> 個別	(中文) 服務科學管理與工程 (英文) Services Sciences, Management, Engineering and Design (SSMED)																		
課程目標 Course Objectives	<p>SSMED is the study of innovated service systems, and it aims at improving service systems (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.</p>																		
課程大綱 Course Description	<p>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.</p>																		
上課進度 Weekly Course Schedule	<p>Subject outline</p> <table border="1" data-bbox="539 1256 1426 2024"> <thead> <tr> <th data-bbox="539 1256 608 1308"></th> <th data-bbox="608 1256 715 1308">Date</th> <th data-bbox="715 1256 1426 1308">Topic</th> </tr> </thead> <tbody> <tr> <td data-bbox="539 1308 608 1359">1</td> <td data-bbox="608 1308 715 1359"></td> <td data-bbox="715 1308 1426 1359">Introduction</td> </tr> <tr> <td data-bbox="539 1359 608 1471">2</td> <td data-bbox="608 1359 715 1471"></td> <td data-bbox="715 1359 1426 1471">Fundamental of Services What are Services Service Dominant Logic</td> </tr> <tr> <td data-bbox="539 1471 608 1632">3</td> <td data-bbox="608 1471 715 1632"></td> <td data-bbox="715 1471 1426 1632">System Thinking of Services Service Systems System Views Typology of Services</td> </tr> <tr> <td data-bbox="539 1632 608 1747">4</td> <td data-bbox="608 1632 715 1747"></td> <td data-bbox="715 1632 1426 1747">Service Design Method (Part 1) Design Thinking for Service IDEO Method</td> </tr> <tr> <td data-bbox="539 1747 608 2024">5</td> <td data-bbox="608 1747 715 2024"></td> <td data-bbox="715 1747 1426 2024">Service Strategy & Service Value Network Service Strategy Service Profit Chain Productivity and Innovation Service Innovation Calculus Service Business Models</td> </tr> </tbody> </table>		Date	Topic	1		Introduction	2		Fundamental of Services What are Services Service Dominant Logic	3		System Thinking of Services Service Systems System Views Typology of Services	4		Service Design Method (Part 1) Design Thinking for Service IDEO Method	5		Service Strategy & Service Value Network Service Strategy Service Profit Chain Productivity and Innovation Service Innovation Calculus Service Business Models
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	5	New Service Development & Service Blueprinting New Service Development Service Blueprinting
	6.	Service Engineering Technologies (Part 1, 2, 3) Intelligent Agents & Personalization Cloud Computing Big Data
	7	Services Theories (Part 1, 2, 3) SERVQUAL Customer Experience Theory Kano's Theory Service Variability
	8	Service Design Methods (Part 2, 3) TRIZ Method Fraunhofer Method QFD
	9	Group service system projects
教學方式 Instructional Method	Lectures Case Discussion Student Presentations Group Discussion Group Projects	
課程要求 Course Requirements	<ul style="list-style-type: none"> ● The group-based presentations are worth 30% of the final mark based on the following criteria: <ol style="list-style-type: none"> 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 <ul style="list-style-type: none"> ● Service Management (Operations, Strategy, Information Technology), James A. Fitzsimmons and Mona J. Fitzsimmons, 6th Edition, ISBN 007-12440-9, McGraw Hill, 2008. ● 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：

