

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	管理学前沿与实践 I Management Frontiers and Practices I
2.	授课院系 Originating Department	信息系统与管理工程系 Department of Information Systems & Management Engineering
3.	课程编号 Course Code	EBA 420
4.	课程学分 Credit Value	3
5.	课程类别 Course Type	专业选修课 Major Elective Courses
6.	授课学期 Semester	春季 Spring
7.	授课语言 Teaching Language	中英双语 English & Chinese
8.	授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	陈康林, 信息系统与管理工程系, chenkl@sustech.edu.cn Kanglin CHEN, Department of Information Systems & Management Engineering
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	待公布 To be announced
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
学时数 Credit Hours	32	32			64
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 None				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 None				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 None				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

这门课的开课方式包括讲授和讨论（不限于案例研讨、上机练习等）。课程内容涉及定性和定量模型，以帮助学生充分了解服务运作的本质。特别地，课程会对咨询行业、咨询企业和咨询服务进行介绍，并鼓励学生像咨询师一样去思考。

课程的总体教学目标是给学生提供管理服务企业的一套分析工具和一个全局视角。具体而言，这门课能帮助学生

1. 理解服务企业的关键概念和模型
2. 理解咨询行业历史现状以及咨询服务运作模式
3. 发展咨询技能，如有逻辑地思考问题、解决问题、汇报展示和写作

The course is a combination of lectures and tutorials (including but not limit to case studies, labs, etc). The course covers both quantitative and qualitative models that help students to understand the nature of service operations. In particular, this course will introduce consulting services and encourage students to think as a consultant.

The goal of this course is to provide students with analytical tools and an integrated viewpoint toward managing service firms. This course is designed to help students

1. Understand key concepts and models of service firms.
2. Understand consulting services.
3. Develop consulting skills, such as logic in thinking, problem solving, presenting and writing.

16. 预达学习成果 Learning Outcomes

这门课旨在为学生提供分析所需的概念和工具，以便学生能进入服务企业进行咨询、工程、管理等相关的工作。完成课程学习后，学生预计能

1. 辨认服务行业的各种基本模型；
2. 利用各种工具对基本模型进行分析，能对实际中使用的方案进行对比和批判思考；
3. 为改进现存服务提供有效的建议和方案；

这门课也能为学生提供机会，培养以下能力：

1. 有效的团队合作和团队领导能力；

2. 对实际企业运作加深理解，能合理运用课上所学分析和解决实际问题；
3. 咨询思维和能力。

This course is intended to provide the concepts and tools needed to prepare students for consulting, engineering, and management opportunities in service firms. At the end of the course, students should be able to

1. Identify the fundamental models in many service industries.
2. Analyse the models with various tools, contrast and critique solutions that have been used in practice.
3. Provide (feasible) suggestions and solutions to improve the existing services.

This course will also provide students with the opportunities to develop their abilities to

1. Work effectively in a team and lead a team.
2. Know how things are done in real world and how to connect practice with knowledge learned in class.
3. Think and act like a consultant.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

课程安排会根据实际所需进行调整。建议学生定期查看课程网站以获取最新课程安排信息。课程安排暂定如下：

周	讲授 (2 课时)	讨论/实验 (2 课时)
模块 1: 服务理解		
第 1 周	服务运作管理介绍	案例讨论：Xpresso Lube
第 2 周	服务策略	案例讨论: The Alamo Drafthouse
模块 2: 服务设计		
第 3 周	新服务发展	案例: 100 Yen Sushi House
第 4 周	服务设施位置	案例: Athol Furniture, Inc.
第 5 周	服务过程分析 (a)	案例: Health Maintenance Organization
第 6 周	服务过程分析 (b)	案例讨论: Esquire Department Store
第 7 周	服务质量控制 (a)	案例讨论: Senora County Sheriff
第 8 周	服务质量控制 (b)	上机实验：DEA 分析
模块 3: 服务管理		
第 9 周	排队管理 (a)	上机实验：排队仿真
第 10 周	排队管理 (b)	案例讨论: Thirty Car Rental
第 11 周	服务容量管理	上机实验：排班
模块 4: 咨询行业的服务		
第 12 周	咨询服务介绍	讲座：咨询行业嘉宾
第 13 周	金字塔原理	案例讨论
第 14 周	假说驱动法	案例讨论
其他		
第 15 周	期末复习	课程项目讨论+答疑
第 16 周	课程项目展示	课程项目展示

The schedule is subject to change at the instructor's discretion. Students are advised to check the course website regularly for updated information. Topics covered in the course will be including (tentatively) but not limited to:

Week	Lecture (2 hours)	Tutorial/Lab (2 hours)
Module 1 Understanding Services		
Week 1	Intro to service operations management	Case discussion: Xpresso Lube
Week 2	Service strategy	Case discussion: The Alamo Draffthouse
Module 2 Designing Services		
Week 3	New service development	Case discussion: 100 Yen Sushi House
Week 4	Service facility location	Case discussion: Athol Furniture, Inc.
Week 5	Service process analysis (a)	Case discussion: Health Maintenance Organization
Week 6	Service process analysis (b)	Case discussion: Esquire Department Store
Week 7	Service quality control (a)	Case discussion: Senora County Sheriff
Week 8	Service quality control (b)	Lab: Practice of DEA problems
Module 3 Managing Services		
Week 9	Managing queues (a)	Lab: Practice of Simulation
Week 10	Managing queues (b)	Case discussion: Thirty Car Rental
Week 11	Managing capacity	Lab: Practice of workshift scheduling
Module 4 Services in Consulting Industries		
Week 12	Intro to consulting services	Talk: Inviting consultant speakers
Week 13	The pyramid principle	Case discussion
Week 14	Hypothesis-driven management	Case discussion
Others		
Week 15	Final review	Project discussion
Week 16	Project presentation	Project presentation

18. 教材及其它参考资料 Textbook and Supplementary Readings

Recommended Text: Service Management: Operations, Strategy and Information Technology, by Fitzsimmons, J. A. and M. J. Fitzsimmons. Irwin/McGraw Hill.

This is only a recommendation. The course will only loosely draw on the text.

Other reading materials assigned by the instructor.

课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance				
课堂表现 Class Performance		30		
小测验 Quiz				
课程项目 Projects		20		
平时作业 Assignments		20		
期中考试 Mid-Term Test				
期末考试 Final Exam				

期末报告 Final Presentation		30		
其它（可根据需要 改写以上评估方 式） Others (The above may be modified as necessary)				

20. 记分方式 **GRADING SYSTEM**

- A. 十三级等级制 **Letter Grading**
 B. 二级记分制（通过/不通过） **Pass/Fail Grading**

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority

