

Syllabus of Service Operations Management

1. **Course Number:** 80168062

2. **Instructor:**

✧ Dr. Lefei Li (Email: lileifei@tsinghua.edu.cn)

3. **Schedule** (tentative)

S/N	Topics	Format
1	Service and Economy	Lecture
2	Service Strategy	Lecture
3	Service Innovation Perspective ✧ Network Perspective ✧ Resource Perspective ✧ Need Perspective ✧ Cultural Perspective	Lecture
4	Principles and Methods of Service Innovation	Lecture
5	Service Quality Management	Lecture
6	Service Demand and Capability Management	Lecture
7	Case Discussion	Discussion

4. **Grading**

Attendance & Participation	20%
Exam	50%
Report	30%