

# Course Description – Curriculum 2013

**Subject:** OM315 Service Operations Management

**Credits:** 3

**Prerequisite:** OM201

**Description:** Distinctive characteristics of ‘service’, the strategic planning for service business, service process design, effective service operations, and service business expansion, applications of concepts in several types of service such as restaurants, movie theaters, hotels, hospitals, communication, and transportation, social responsibility and service provider’s ethics