**Course Syllabus**

Academic year: 2020-2021

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| Institution | University of Petroşani |
| Faculty | Science |
| Field of study | Management |
| Level | Bachelor |
| Program of study | Management |

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| Course | **Service Management** |
| Code | C.A.3.1.02 |
| Year of study (semester) | III (V) |
| Number of hours | 56 |
| Number of credits | 5 |
| Professor | Prof., Ph.D. IONICĂ Andreea |

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| **No.** | **Topic** |
|  | **Services - basic concepts.** 1. Type of services 2. Characteristics and particularities of services. 3. Servuction. 4. Serving system. 5. The service company - product and agent of the social-economic environment |
|  | **Theoretical approaches on Service Management.** 1. Service Management - Premises. Defining. Content. 1. Pragmatic orientation. 2. Neoclassical and modern theories in the analysis of the interdependencies between management and the performance of service companies – SCP Paradigm, Game Theory and Behavioural Theories 3. Strategy of Services 4. Planning services 5. Designing services |
|  | **Quality in Services**. 1. Quality characteristics. 2. Customer satisfaction 3. Quality management system in services |