

中国社会科学院大学《服务管理与创新》课程大纲

课程基本信息 (Course Information)					
课程编号 (Course ID)		*学时 (Credit Hours)	32	*学分 (Credits)	2
*课程名称 (Course Name)	服务管理与创新 Service Management and Innovation				
先修课程 (Prerequisite Courses)	管理学、微观经济学				
*课程简介 (Description)	<p>该课程以服务业企业的运行管理和创新发展为主要研究对象，以服务客户为中心，探讨服务业企业管理最优化及其服务模式变革，寻找服务资源优化配置、服务创新福利增进的有效途径。当前全球经济呈现服务化趋势，熟悉服务业企业管理和服务模式创新，对了解中国企业运行和拓展企业管理知识，具有重要意义。</p> <p>该课程是经济管理类学生的专业拓展课程。课程将在基本理论、数量模型、经典案例等内容基础上，融入课程思政建设，坚持以马克思主义为指导，以管理理论与实践创新为目标，帮助学生系统掌握服务管理与创新基本原理，加深对微观经济学、管理学其他课程的理解；开拓学生专业视野，培养微观管理的思维方式，提升运用相关理论分析和解决我国服务业企业管理和创新发展问题的能力。</p> <p>该课程属于管理经济学范畴，主要内容包括：服务经济与管理基本理论、服务管理定量模型、服务业企业组织、数字经济驱动服务创新、服务运营管理、服务营销管理、服务创新的伦理挑战等。</p> <p>教学方式融理论教学、定性分析与定量分析于一体，体现创新性。</p> <p>课后将有适量的小组讨论、案例分析、数量计算等作业。</p> <p>考核体现过程评价与结果评价相结合，注重考查学生综合能力，成绩包括考勤、日常表现和期末考试三部分。</p>				
*课程简介 (Description)	<p>This course focuses on the operational management and innovative development of service enterprises. It explores the optimization of service enterprise management and the transformation of service models, and seeks effective ways to optimize the allocation of service resources and improve the welfare of service innovation. Currently, the global economy is showing a service-oriented trend. Familiarity with service industry management and service model innovation is of great significance for understanding the operation of Chinese enterprises and expanding their management knowledge.</p> <p>This course is a professional development course for students majoring in economic management. The course will integrate the ideological and political construction of the course based on basic theories, quantitative models, classic cases, etc. It will adhere to the guidance of Marxism, and aim at innovation in management theory and practice. It will help students systematically grasp the basic principles of service management and</p>				

	<p>innovation, and deepen their understanding of other courses in microeconomics and management. It will also expand students' professional horizons, cultivate their thinking styles in micro management, and enhance their ability to analyze and solve the management and innovative development problems of China's service enterprises using relevant theories.</p> <p>This course belongs to the field of management economics, and its main contents include: basic theories of service economy and management, quantitative models of service management, service enterprise organizations, digital economy driving service innovation, service operation management, service marketing management, ethical challenges of service innovation, etc.</p> <p>The teaching method integrates theoretical teaching, qualitative analysis, and quantitative analysis, reflecting innovation.</p> <p>After class, there will be appropriate group discussions, case studies, quantitative calculations, and other assignments.</p> <p>The assessment reflects the combination of process evaluation and result evaluation, focusing on examining students' comprehensive abilities. The results include three parts: attendance, daily performance, and final exam.</p>
<p>*教材 (Textbooks)</p>	<p>[美]桑杰夫·波多洛伊、詹姆斯·A.菲茨西蒙斯、莫娜·J.菲茨西蒙斯：《服务管理：运作、战略与信息技术》（原书第 9 版），机械工业出版社，2020 年。</p>
<p>参考资料 (Other References)</p>	<p>丁宁：《服务管理》（第 3 版），清华大学出版社，2018 年。</p> <p>夏杰长：《中国现代服务业发展战略研究》，经济管理出版社，2019 年。</p>