Increase the Competitiveness of Servicing Industries in Hong Kong

Chief Operation Officer

BBA (Hons) in SERVICE OPERATIONS MANAGEMENT

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Department of Management Sciences
BBA (Hons) in Service Operations Management

Our Students’ Skills & Abilities
BBA (Hons) in Service Operations Management is specially designed to produce executives for Hong Kong’s service organizations. It is the only programme of its kind offered in HK, and emphasizes how to manage and improve quality, productivity and customer relationship in service industries.

Selected Major Courses
Design of Service Delivery Systems
Introduces the role, nature and challenges of service industries, market segmentation, and the methods that are used to make decisions in location planning, facility design and layout, work system design, and technology adoption and management.

Hospitality Management
Discuss the major roles and trends upon relevant concepts and methods involved in managing service operations and productivity in hospitality industry. Students are required to apply key concepts and techniques to make decisions in service operations planning and management by adopting a self-reflective approach for learning improvement.

Service Quality Management
Introduces the fundamental concepts and tools of quality management. Students are required to go through a Plan-Do-Check-Act cycle, experiencing the potential applications of continuous improvement and quality concepts in real life.

Customer Surveys
Uses common statistical packages and real life data to teach survey research methods in collecting customer information and customer voices. The course covers research design, data collection, data analysis and results interpretation.

What People Say...

Mrs C.K. Au Yeung Tsoi
The service industry is going to lead the way in Hong Kong’s economic recovery, says Mrs. Au Yeung, Assistant Vice President of American International Assurance. Being a good service provider means possessing excellent interpersonal skills, absolute patience and a sense of responsibility.

Mr S.C. Dai
The service industry is definitely heading to a bright future and will eventually take the key role in the Hong Kong economy, says hotel manager Mr. Dai. Over the next few years you’ll see the opening of Disney and as things continue to grow in Mainland China, there’s going to be more pressure for better service and more hotels in Hong Kong.

Mr S.C. Tsui
Many fresh graduates question why, being a degree holder, they still have to start from the bottom of the ladder with all the basic skills in service delivery, says Mr. Tsui a Human Resource Executive in the Hotel industry. Service managers should be absolutely familiar with every little part of the service delivery system before being able to manage a group of subordinates.