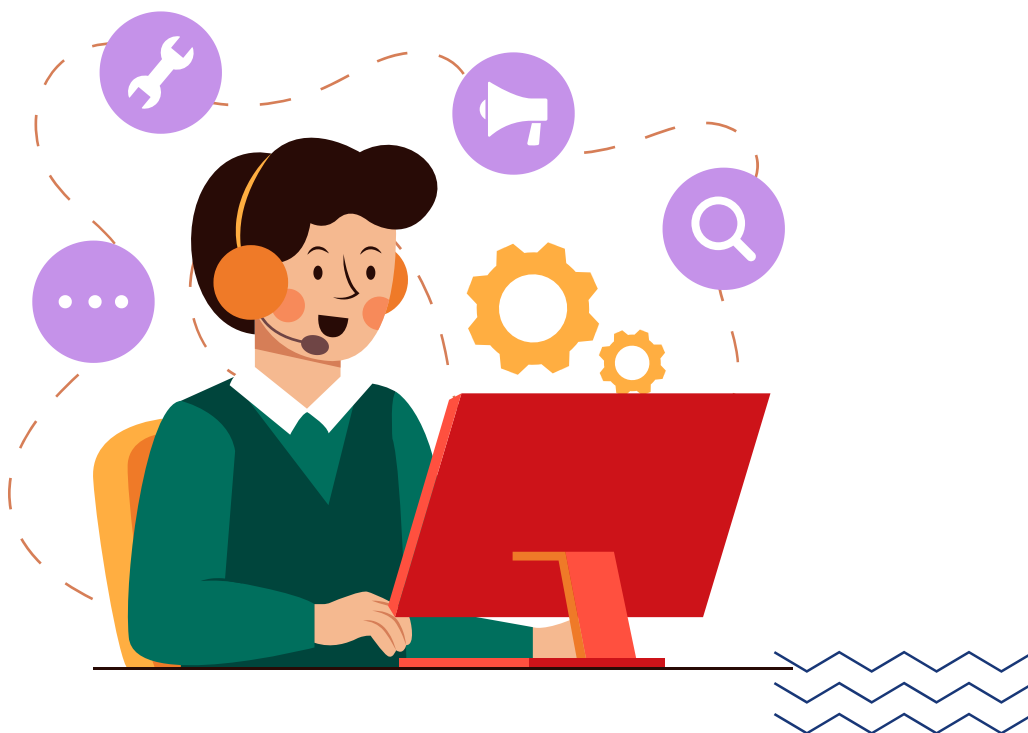
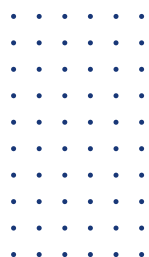


Certificate in Advanced Service Operations: From Fundamentals to Mastery



This course offers an in-depth exploration of service innovation, operations management, and service design principles. Students will gain a comprehensive understanding of key concepts such as service blueprinting, capacity management, quality control, and service process optimization. The course also delves into strategic approaches for managing service facilities, outsourcing, globalization, and pricing strategies. Through the application of models like queuing theory and systems thinking, learners will develop the skills to manage complex service environments effectively. By the end of this course, participants will be equipped with the knowledge and practical tools to optimize service operations, enhance customer satisfaction, and drive organizational success.

Syllabus & Skills covered (120 hours)

- Analyze and manage service innovations and design thinking principles.
- Diagnose service blueprinting and design technology frameworks for service development.
- Establish and evaluate customer-defined standards, physical evidence, and servicescape design.
- Understand operations management and the role of operational managers.
- Apply capacity management, queuing theory, and facility location strategies to optimize service operations.
- Implement quality control, lean manufacturing, and Total Quality Management for service excellence.
- Manage outsourcing, globalization, and supply chain relationships strategically.
- Develop pricing, demand management, and yield management strategies to maximize service revenue.
- Handle economic delays, customer wait times, and capacity planning for operational efficiency.
- Apply systems thinking and service simulation models to enhance service process optimization and performance.

Career Opportunities

- **Service Design Associate**
- **Service Quality Assistant**
- **Service Logistics Coordinator**
- **Business Process Analyst**
- **Quality Assurance Analyst**

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