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the Yale School of Management, where he taught services marketing in the MBA program After obtaining a BCom and an MA in economics from the University of Edinburgh, he worked in advertising with the He served on the editorial review boards of the Journal of Service Management, Journal of Service Research, Service Industries JournalCornell

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### **MBA Textbook information for Academic year 2018/2019 ...**

ISOM7030 Service Operations Prof Grace FU Service Management - Operations, Strategy, Information Technology (7th or later edition; year 2011 or later) James A Fitzsimmons & Mona J Fitzsimmons McGraw Hill 978-007-128927-6 MKTG7032 Advances in Marketing Studies Prof Matthew LIU No textbook required\* Other Electives:

### **Syllabus Course description**

1/6 Syllabus Course description Course title Operations Management Course code 27031 Scientific sector SECS-P/08 Degree Bachelor in Economics and Management Semester and academic year 1st semester 2018-2019 Year 3 Credits 7 Modular No Total lecturing hours 42 Total lab hours none Total exercise hours none Attendance suggested, but not required