

<b>Class</b>	<b>Date</b>	<b>Chapter / Topic</b>
1	5-Oct	Introduction & Course Overview Chapter 1: The Service Economy
2	7-Oct	Chapter 2: Service Strategy Chapter 3: New Service Development
3	12-Oct	Chapter 3; New Service Development (cont.) Chapter 4: The Service Encounter
4	14-Oct	Chapter 4: The Service Encounter (cont.) Chapter 5: Supporting Facility and Process Flows
5	19-Oct	Chapter 5: Supporting Facility and Process Flows (cont.) Chapter 6, Service Quality
6	21-Oct	Chapter 6, Service Quality (cont.) Chapter 8: Service Facility Location
7	26-Oct	Chapter 8: Service Facility Location (cont.) Chapter 9: Service Supply Relationships
8	28-Oct	Chapter 9: Service Supply Relationships (cont.) Chapter 11: Managing Capacity and Demand
9	2-Nov	Chapter 12: Managing Waiting Lines Chapter 13: Capacity Planning and Queueing Models
10	4-Nov	Chapter 13: Capacity Planning and Queueing Models (cont.) Chapter 15: Managing Service Inventory
11	9-Nov	Chapter 15: Managing Service Inventory (cont.)