

EGC 510037 – T.E.G.C – Gestão e projeto de serviços

Ementa:

Conceito de serviços, lógica de serviço dominante, estratégia de serviços, competição e serviços. Serviços orientados aos clientes – projeto, QFD, blue-print. Integrando processo e organização de serviços – modelagem de serviços, gaps em serviço, cooperação em serviços.

Carga horária: 15 horas/aula (1 crédito).

Período: de 10 a 14 de setembro (turno matutino).

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