

HTM860 - Strategic Human Resources Management TBD

Every business requires people to operate. Our people, or human capital, are even more essential to service based businesses as they help create the products being provided. This course is designed to help the business professional determine how to measure and leverage human capital in service businesses. This is an ONLINE course that will use case studies and people analytic tools to maximize the employees in an organization.

Susan has experience in human resources in large scale casino resort operations where she was responsible for organizational development. She has held roles including Director of Organizational Development for Wynn Resorts and Director of Development for Boyd Gaming.

Instructor: Susan Roe, PhD <susanroe@sfsu.edu>

Prerequisites: Graduate student standing

Last Offered: Fall 2020, Spring 2018



Dr. Susan Roe, Associate Professor

Susan earned her Bachelor's in Hospitality & Tourism Management from the University of Wisconsin Stout and earned her Master of Science and PhD in Hotel Administration from the University of Nevada, Las Vegas. She has over 15 years of industry experience in hospitality service management for hotels and resort casinos. Her research interests focus on the impact of managerial policies on employees in the hospitality industry.

HTM831 - Service Operations Management Summer R3 2021

Almost every part of our economy is either a service, or relies heavily on providing a service. Professions such as Accounting, Banking/Finance, Consulting, Information Technology and entire industries such as hospitality, tourism, retail, entertainment....are all services. Have you ever wondered how eBay was able to grow its auction services so quickly? What the real reason is behind why FedEx offers a delivery guarantee? Or what strategic focus led Google down a path that was so different than the one that Yahoo stumbled down? Service problems like those exhibited by United Airlines and Comcast are manifest from strategic choices made deep within an organization. HTM831 is the course that will help you better understand how to create and evaluate service strategies.

This course is designed to help business professionals build, diagnose, implement, measure and improve services -across industries and business functions. This is a completely case-based course that utilizes Harvard Business School cases and current events from real companies across all industries. Discussions will challenge your ability to integrate and apply what you have learned from industry and from other courses. We use real businesses to demonstrate how service strategy enabled corporate growth and decline; success and failure; and even market dominance.

Instructor: Sybil S. Yang, PhD <sybil@sfsu.edu>

Prerequisites: Graduate student standing

Last Offered: R3 & EMBA Summer 2020



Dr. Sybil S. Yang, Associate Professor

Faculty Director Innovation & Entrepreneurship Fellows Program

Sybil has served as an operations and revenue management consultant to organizations including Gaylord Hotels (now a part of Marriott International), Disneyland, and Harrah's Resorts. Before academia, Sybil was an investment banker with Salomon Smith Barney, and a venture capital analyst for the firm Skipstone Ventures, LLC. Sybil received her PhD, MBA, and Master of Hospitality Management from Cornell University and her Bachelor's in finance and accounting from the Haas School of Business at the University of California at Berkeley.