



Course Outline

EE382 Economics of Service Sectors

Semester 1/2023 (August 15 - December 4, 2023)

Lecture Time: Monday, 09.00-12.00 hours

Lecture Venue: Room 202

Teaching Materials Platform: Google classroom

Google classroom Link

<https://classroom.google.com/c/NjE4NzQ3OTA0MzUw?cjc=hchukz4>

Code: hchukz4

Instructor:

Name: Asst. Prof. Dr. Nessara Sukpanich

Office Hours:

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Phone:

Number of Credit: 3 Credits (3-0-6)

Prerequisite: a) EE210 or b) EE211 and EE212 or c) EE213 and EE214

Course Description:

Organization and components of service sector in an economy. Importance of service sectors. Applying economic and management aspects to selected service sectors, for example telecommunication and broadcasting, tourism, transportation, health and wellness, wholesale and retail trades. Case studies in the service sector relating to development and inclusive growth.

Course Objectives:

Students can apply microeconomics and macroeconomic theories to analyze service sector in various aspects such as development in service sector, contribution of service sector to economy, trade and investment in service sector, measurement in service sector and the analysis of selected service sectors markets, etc.

Expected Learning Outcomes

1. Morality and Ethics

Applicability	Expected Learning Outcomes	Evaluation Method
●	1. Students demonstrate integrity.	
○	2. Students prioritize social and public benefits over personal ones.	
●	3. Students are punctual and comply with the code of conduct of the institution and society at large.	
○	4. Students are responsible and accountable to society, the nation, and the subject of economics.	
●	5. Students realize the cultural and environmental value of a sustainable society.	

2. Knowledge

Applicability	Expected Learning Outcomes	Evaluation Method
●	1. Students know and understand modern economics principles and theories, and are up to date with new developments.	
●	2. Students know and understand Thai and global economic structure and the importance of major international economic events.	
○	3. Students know and understand the instruments of economic analysis.	
●	4. Students know and understand applied fields in economics, including monetary, public, international, business, natural resource, and environmental, industrial, agricultural, cooperative, political, developmental, and entrepreneurial economics as well as agribusiness.	
○	5. Students are informed about related fields including sociology, business administration, education, law policy, and science.	

3. Intellectual Development

Applicability	Expected Learning Outcomes	Evaluation Method
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●	1. Students have developed individual critical thinking.	
●	2. Students are sufficiently trained in research skills.	
●	3. Students demonstrate an ability to analyze and synthesize data, as well as appropriately integrate economics concepts to understand the causes of current economic problems in Thailand. Based on analysis and synthesis, students demonstrate an ability to propose policy guidelines to resolve problems.	

4. Interpersonal Skills and Responsibilities

Applicability	Expected Learning Outcomes	Evaluation Method
●	1. Students are responsible for assigned tasks and work in groups effectively.	
●	2. Students have problem-solving skills.	
○	3. Students show leadership skills and team spirit.	
●	4. Students are always improving themselves.	
○	5. Students have good interpersonal skills, adapt, and work under different conditions.	

5. Quantitative Analysis, communication, and information technology

Applicability	Expected Learning Outcomes	Evaluation Method
○	1. Students select and apply appropriate statistical and mathematical methods for data processing, interpretation, conclusions, and recommendations to resolve problems.	
○	2. Students communicate effectively and select appropriate presentation methods.	
○	3. Students use information and communication technologies appropriately to gather data as well as process, interpret, and present results.	

Remark: ● Primary expected outcome ○ Secondary expected

Recommended Texts & Materials:

Fitzsimmons, J. A., Fitzsimmons M. J. and Bordoloi, S., ***Service Management Operations, Strategy, Information Technology***, 8th Edition, McGraw-Hill, 2014

Jansson, J. O., ***The Economics of Services: Microfoundations, Development and Policy***, 2nd Edition, Edward Elgar, 2013

Zhou, Z., ***The Development of Service Economy: A General Trend of the Changing Economy in China***: Truth & Wisdom Press and Springer Science+Business Media Singapore, 2016

Suggested Readings:

Edvardsson, B. and Olsson, J. (1996). Key concepts for new service development. *The Service Industries Journal*; Apr 1996; 16, 2; ABI/INFORM Global, PP. 140-164.

Goff, P.M. (2015). The Trade in Services Agreement Plurilateral Progress or Game-Changing Gamble? *CIGI Papers, No. 53*.

Navarro, T. M. and Roura, D. R. (2010). Growth and Productivity in the Service Sector: The State of the Art. *Working Papers, the Institute of Social and Economic Analysis*.

OECD (2000). The Service Economy. *Science Technology Industry: Business and Industry Policy Forums*.

Park, D. and Shin, K. (2012). The Service Sector in Asia: Is it an Engine of Growth. *ADB Economics Working Paper Series, No. 332*.

World Travel & Tourism Council (2015). How Does Travel & Tourism Compare to Other Sectors, *Benchmark Report*.

World Travel & Tourism Council (2017). *Travel & Tourism Economic Impact 2017 Thailand*.

United Nations (2008a). *Tourism Satellite Account: Recommended Methodological Framework 2008*.

United Nations (2008b). *International Recommendations for Tourism Statistics 2008*.

Grading Criteria:

Group project/group assignments	70%
Peer evaluation for group assignment contribution	10%
Individual assignments/participation/quizzes	20%

Tentative Class Schedule :

Topics	Tentative week
1. Introduction to service sectors	Week 1
2. Economic impact of service sector	Week 2
3. Development of service industry and service economy	Week 3
4. Service market analysis	Week 4
5. Group Project development	Week 5
	Week 6
Service market presentation	Week 7
Midterm week	Week 8
Group project proposal presentation	Week 9
6. Service innovation	Week 10
7. Trade in service	Week 10
8. Service quality and measurement	Week 11
9. Issues in service demand and service costs	Week 12
10. Selected service industry issues and case study	Week 13
11. Selected service industry issues and case study	Week 14
Final project presentation & course summary	Week 15

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2023

Semester 1/2023 (August 15 – December 4, 2023)	
<i>the TU Office of the Registrar (TU REG) will process the registration (semester 1/2023) for all BE students who have completed the pre-registration via BE Portal.</i>	July 17 – 20, 2023
Tuition Fee Payment Period (Via TU Greats App)	July 21 – August 11, 2023
Create Plan from Quota via TU Greats App (*ID.66)	August 1 - 9, 2023
Registration via TU Greats App (*ID.66)	August 10, 2023
Classes Begin	August 15, 2023
Add-drop period	August 15 – 28, 2023 <i>(from 9.00 AM of August 15 to 10.30 PM of August 28)</i>
Tuition Fee Payment Period (Via TU Greats App)	August 15 – 29, 2023 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	October 1 – 7, 2023
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2023</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2023</i>
Withdrawal period with “W” on record	September 4 – October 22, 2023 <i>(from 9.00 AM of September 4 to 10.30 PM of October 22)</i>
Special Withdrawal with “w” on record	October 24 – November 20, 2023
Last day of class for Semester 1/2023	December 4, 2023
Final exam period	December 12 – 23, 2023
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2023</i>
<i>Constitution Day*</i>	<i>December 10, 2023</i>
<i>Substitution for Constitution Day*</i>	<i>December 11, 2023</i>
Submitting Forms for Degree Conferral	August 15 – 28, 2023

Remark * Holiday, No classes during this period
Updated: July 24, 2023