Course Outline

EE382 Economics of Services Sector

Semester 1/2024 (August 13 - December 2, 2024)

Lecture Time: Monday, 09.00-12.00 hours

Lecture Venue: 304

Teaching Materials Platform: Google Classroom by the following link

https://classroom.google.com/c/NzA0NDcwMzQzMjQ4?cjc=3blzddp

Instructor:

Name: Asst. Prof. Dr. Nessara Sukpanich

Office Hours: By appointment

Email: nessara@econ.tu.ac.th

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 EE382

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
●	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

Main Text:

Recommended Texts & Materials:

Suggested Readings: To be announced

Grading Criteria:

Group project/group assignments .	40%
Peer evaluation for group assignment contribution.	10%
Individual assignments/participation	10%
Final exam (Monday December 16, 2024; 1.30 – 4.30 PM)	40%

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
Group Project development	Week 6
Service market presentation	Week 7
Midterm week	Week 8
Group project proposal presentation	Week 9
6. Service quality and measurement/and group project interview questions and/or survey questionnaires	Week 10
7. Service innovation and trade in service	Week 10
8. Issues in service demand and service costs	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

Issues in the outline might be subjected to change