

## SERVICE ECONOMICS

1	Course Title:	SERVICE ECONOMICS
2	Course Code:	IKT2301
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	No prerequisite
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Prof. Dr. NALAN ÖLMEZOĞULLARI
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Mail: fyilmaz@uludag.edu.tr, Phone : +90 224 2941087, Address: Uludağ Üniversitesi, İ.İ.B.F., A Blok 4.Kat, Oda no:427, Nilüfer, Bursa, Türkiye.
17	Website:	
18	Objective of the Course:	To be able to enlighten place of the service sector in economy, to develop analytic thinking skills related to service sector and its future.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	To be able to evaluate the role of service sector in the economy and the importance of service sector in economic development process.
	2	To be able to evaluate interactions between service sector and the other sectors.
	3	To be able to analyze the developments of the sectors by getting information about the structure and functioning of the sub-sectors of services.
	4	To be able to provide policy proposals for the functioning and problems of education sector, by getting information about the functioning and financing of education sector.
	5	To be able to provide solution proposal by considering the needs and problems of the service sector.
	6	To be able to compare the sectors of services in terms of creation of employment and income.
	7	To be able to analyze comparatively public and private sector in the service sector in terms of efficiency.
	8	To be able to evaluate advantages and disadvantages of sub-sectors of services in international trade.
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21	Course Content:	

	Course Content:				
Week	Theoretical		Practice		
1	Introduction to economics of services: basic concepts, classifications and definitions of sectors.				
2	Introduction to economics of services: supply and demand dynamics of services, and general properties of the services.				
3	Sectors in economic development process; increasing importance of services sector.				
4	Organization of the service production: private and public sector.				
5	Education and health sector: organization , financing and importance in economic development.				
6	Retail and wholesale trade services and sectoral evaluations.				
7	Financial services and sectoral evaluations.				
8	Tourism and travel services and sectoral evaluations.				
9	Transportation, communication, storage services and sectoral evaluations.				
10	Justice, security, defense services and sectoral evolutions.				
11	Information services, e-trade and sectoral				
Activites			Number	Duration (hour)	Total Work Load (hour)
13	Theoretical				
	Feasibility of services and importance of		14	3.00	42.00
Practicals/Labs			0	0.00	0.00
14	Analysis of service sector in Turkey, Self study and preparation		14	2.00	28.00
Homeworks			0	0.00	0.00
Projects			0	0.00	0.00
Materials:			Yayın Dağıtım, İstanbul, 1998		
			Ian Owen, I. The Economics Of Services Development		
Field Studies			0	0.00	0.00
Midterm exams			Benzat M. Ekinçi, Uluslararası Hizmet Ticaretinde Gelişmekte olan İlkeler ve Türkiye, İTO Yay. 2008		
Others			1	30.00	30.00
Final Exams			1	45.00	45.00
Total Work Load					180.00
Total work load/ 30 hr					
TERM LEARNING ACTIVITIES			NUMBE	WEIGHT	6.00
ECTS Credit of the Course					5.00
Midterm Exam			1	40.00	
Quiz			0	0.00	
Home work-project			0	0.00	
Final Exam			1	60.00	
Total			2	100.00	
Contribution of Term (Year) Learning Activities to Success Grade			40.00		
Contribution of Final Exam to Success Grade			60.00		
Total			100.00		
Measurement and Evaluation Techniques Used in the Course					
24	ECTS / WORK LOAD TABLE				

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							