Course Syllabus

Code - Course Title	**KOİ301U - Service Design**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. DİLEK ACAR

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	E-learning portal
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The Concept of Service and Types of Services at Hotels	
Week - 2		Purchasing Process of Services	
Week - 3		Purchasing Process of Services	
Week - 4		Concepts of Design and Service Design	
Week - 5		Concepts of Design and Service Design	
Week - 6		Service Design Strategies	
Week - 7		Mid Term Exam	
Week - 8		The Stages of Service Design	
Week - 9		The Stages of Service Design	
Week - 10		Value Analysis in Service Design	
Week - 11		Value Analysis in Service Design	
Week - 12		Process Analysis in Service Design	
Week - 13		Service Design Techniques	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Explain the service classification and the features of hotel services.
2	Explain the concept of service design and the related factors.
3	Analyze the service design strategies and the design process.
4	Evaluate the usage of methods and techniques in service design.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**