



APPLIES TO ACADEMIC YEAR 2010/2011

RLS 3584 Experience economy

Programme

Bachelor in Tourism Management (2. year)

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The course is an introduction to the experience economy. The focus of the course is on the experience aspect of the experience economy and how experiences can add value in interaction with the customers and how experiences can be a positive supplement to the business.

Learning outcome

Acquired knowledge

Students shall acquire an insight into and knowledge of the experience economy, both as a concept and in practice. Students shall also understand how and why entrepreneurs, companies and destinations within several industries can work strategically to give customers a positive experience that leads to added value. Participants shall gain a good understanding of the manufacturer's challenges and the customer's behaviour relating to experience products, in addition to basic theories, models and methodological aspects of the topic.

Acquired skills

Participants shall be able to analyse, implement and adapt strategies for the development of entrepreneurs, enterprises and destinations within the experience economy.

Reflection

The course shall enable the students to understand and reflect on the effects of the experience economy's effects on customers, entrepreneurs, enterprises, destinations and society. Ethical dimensions such as sustainability and corporate responsibility are emphasized.

Prerequisites

There are no particular prerequisites.

Compulsory reading

Books:

Mossberg, Lena. 2007. Å skape opplevelser : fra OK til WOW!. Bergen : Fagbokforlaget. 207

Collection of articles:

Strömberg, Per. Artikkelsamling i Opplevelsesøkonomi. Oslo: Handelshøyskolen BI

Recommended reading

Course outline

- Definition of concepts
- Trends with a focus on experiences
- Experiences and senses – customer participation, absorption and commitment
- Cultural and emotional consumption
- The experience room
- The experience product as a process
- Experience design and co-creation
- Innovation
- Experiences as tools in market communication, image and branding

- Design and copyright
- Implementation
- Failures and successes
- Ethics

Computer-based tools

No specified computer-based tools are required

Learning process and workload

1) Course structure

The estimated workload of the course is 200 hours which includes lectures, literature studies, preparations, an excursion, work on presentations and presentations in groups. A study tour will be organized in the course of the semester with the aim of giving concrete examples of the experience economy in practice. Students are expected to contribute actively in class.

2) Coursework requirements

Throughout the semester the students will be working on a presentation that is based on a case (for example an enterprise) that is related to the content of the course. The presentation shall be given for the other students with the use of PowerPoint. The presentation assignment is mandatory, shall be performed in groups of up to 3 students, and shall first be submitted to the teacher electronically via It's learning. The assignment must be approved before the student can sit for the examination in the course.

3) Workload

Recommended workload for students:

Activity	Workload
Class participation	36
Preparations for class and exam, literature studies	90
Presentation assignment	21
Study tour	5
Self-tuition	46
Exam	3
Total recommended workload	200

Use of hours

Coursework requirements

A presentation assignment based on a case must be presented in class (further described under work process). The assignment must be approved before the student may sit for the exam in the course.

Examination

An individual written 3-hour exam that accounts for 100 % of the grade in the course Experience Economy, 7.5 ECTS.

The coursework requirement must be passed/approved before the student is allowed to sit for the exam in the course.

Examination code(s)

RLS 35841- Written exam that accounts for 100% of the grade in the course RLS 3584 Experience Economy, 7.5 ECTS

Examination support materials

No aids are allowed at the exam.

Re-sit examination

A re-sit examination is held every term.

Students who have not passed the coursework requirement cannot sit for the examination.

This means that they must retake the whole course the next time it is scheduled. Students that have not passed the written examination or who wish to improve their grade can re-take the examination in connection with the next scheduled examination.

Additional information

