



APPLIES TO ACADEMIC YEAR 2012/2013

ELE 3739 Co-creation

Programme

Elective

Responsible for the course

Tor Geir Kvinen

Department

Department of Leadership and Organizational Behaviour

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Prahalad, C. K., Venkat Ramaswamy. 2004. The future of competition : co-creating unique value with customers. Harvard Business School Press

Collection of articles:

Kvinen, Tor Geir. 2011. Artikkelsamling for Co-creation. Handelshøyskolen BI

Recommended reading

Books:

Andreassen, Tor Wallin. 2006. Serviceledelse : planlegging og styring av sannhetens øyeblikk. 5. utg. Gyldendal akademisk forlag

Boswijk, Albert, Thomas Thijssen, Ed Peelen. 2007. The experience economy : a new perspective. Pearson Education

Gilmore, James H. & B. Joseph Pine II. 2007. Authenticity : what consumers really want. Harvard Business School Press

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

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information