

## Service and Experience Management ((Advanced study course in business administration))

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| Title               | Service and Experience Management ((Advanced study course in business administration))                |
| Semester            | E2023   |
| Master programme in | Virksomhedsstudier / Virksomhedsledelse / Business Administration and Leadership / Virksomhedsledelse |
| Type of activity    | Course  |
| Teaching language   | English   |
| Study regulation    | Read about the Master Programme and find the Study Regulations at <a href="http://ruc.dk">ruc.dk</a>  |

### REGISTRATION AND STUDY ADMINISTRATIVE

|                              |  |
|------------------------------|--|
| Registration                 | <p>You register for activities through <a href="#">stads selvbetjening</a> during the announced registration period, which you can see on the <a href="#">Study administration homepage</a>.</p> <p>When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose.</p> |
| Number of participants       |  |
| ECTS                         | 5  |
| Responsible for the activity | Lars Fuglsang ( <a href="mailto:fuglsang@ruc.dk">fuglsang@ruc.dk</a> )<br>Flemming Sørensen ( <a href="mailto:flemmiso@ruc.dk">flemmiso@ruc.dk</a> )   |
| Head of study                | Mette Apollo Rasmussen ( <a href="mailto:apollo@ruc.dk">apollo@ruc.dk</a> )  |
| Teachers                     |  |
| Study administration         | ISE Registration & Exams ( <a href="mailto:ise-exams@ruc.dk">ise-exams@ruc.dk</a> )  |
| Exam code(s)                 | U60279GB   |

### ACADEMIC CONTENT

Overall  
objective

Advanced study course in business administration

The course provides students with knowledge about the central role of services and experiences in the value creation of companies and consumers in the economy and society as a whole. The course provides insight into management aspects relating to value creation through service and experience development in traditional sectors as well as in dedicated service and experience industries. This includes tourism-based businesses as well as various creative industries, such as modern, IT-based entertainment companies. The course provides insight into the latest academic knowledge on management, innovation and value creation in the production and consumption of services and experiences. On the basis of the latest relevant theories on how value creation should be understood and takes place, the course focuses on the specific characteristics of value creation in services and experience products, and on the role of both companies and consumers in value creation, including in co-creative processes. The course also focuses on the importance of other resources in value creation, such as knowledge and network resources.

Detailed  
description of  
content

The course will present and discuss the latest academic knowledge about management, innovation and value creation in the production and consumption of services and experiences.

The course will reflect on the concepts of services and experiences as well as experience economy in comparison with cultural and creative industries, what activities and business sectors they include and their ramifications. Based on the latest relevant theories, the course discusses the specific characteristics and conceptualizations of value creation and innovation in services and experiences, and the role of both companies and consumers in value creation and innovation processes, including in co-creative processes. Other resources relevant for value creation and innovation such as knowledge and network resources will also be discussed.

The course will focus on the role of services and experiences in contemporary societies and their importance for companies and among consumers. The course will discuss management as well as user aspects related to value creation through service and experience development in traditional sectors as well as in

dedicated service and experience industries. The size and impact of experiences and cultural and creative industries will be discussed.

The focus on services and experiences in contemporary societies will naturally include discussions and reflection about the influence of pandemics, wars and other societal crises on the local and global production and demand of services and experiences.

During the course different service and experience-based business models will be discussed and theories such as service dominant logic, practice theory and about servitization will be introduced and related to different perceptions of value and value creation in service and experiences.

During the course cases from different sectors of the service and experience economy will be presented and used as the basis for class exercises and to exemplify theories and problematics. This includes for example travel and tourism-based business cases as well as cases from the sharing economy.

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| Course material and Reading list      | Journal articles and book chapters that will be announced on Moodle.  |
| Overall plan and expected work effort | <p>Class activities including presentations by teachers, dialogue, and exercises (20 hours)</p> <p>Preparation for class activities consisting of reading literature and preparing for exercises (80 hours)</p> <p>Oral exam including preparation (35 hours)</p> <p>Total: 135 hours.</p>  |
| Format                                | Campus  |
| Evaluation and feedback               | The activity are evaluated regularly in line with the study board evaluation procedure. The activity responsible will be oriented about a potential evaluation of the activity at the start of the semester. See link to the study board evaluation praxis here <a href="https://intra.ruc.dk/nc/for-ansatte/organisering/raad-naevn-og-udvalg/oversigt-over-studienaevn/studienaevn-for-erhvervsoekonomi-og-virksomhedsstudier/arbejdet-med-kvalitet-i-uddannelserne/">https://intra.ruc.dk/nc/for-ansatte/organisering/raad-naevn-og-udvalg/oversigt-over-studienaevn/studienaevn-for-erhvervsoekonomi-og-virksomhedsstudier/arbejdet-med-kvalitet-i-uddannelserne/</a>   |
| Programme                             | <p>Introduction to services, experiences and the experience economy</p> <p>Theoretical perspectives on innovation, value and value creation in services and experiences including servitization, service dominant logic, practice theory, and networks</p> <p>The role of employees, users and other resources for value creation in the service and experience economy</p> <p>Business models, sharing economy and the role of IT in services and the experience economy</p> <p>Pandemics, wars, other crises and the production and demand for services and experiences</p>   |
| <b>ASSESSMENT</b>                     |   |
| Overall learning outcomes             | <ul style="list-style-type: none"> <li>Students learn to assess the importance of service and experience development. Students acquire the skills to perceive opportunities for innovation and value creation through service and experience development in traditional businesses as well as in typical service and experience companies. Students gain an understanding of how to develop the role of both employees and users in value creation and the managerial implications of this, and learn to understand and develop strategies for the role of other resources in value creation. Students gain insights that enable them to identify options for supporting and developing service and experience-based value creation in most types of businesses.</li> </ul> |
| Form of examination                   | <p>Individual oral exam with time for preparation</p> <p>Time for preparation including time to pick a question by drawing lots: 20</p>   |

|                                      |   |
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|                                      | <p>minutes.<br/>Time allowed for exam including time used for assessment: 20 minutes.</p> <p>Permitted support and preparation materials: All.</p> <p>Assessment: 7-point grading scale.<br/>Moderation: Internal co-assessor.</p>  |
| Form of Re-examination               | Samme som ordinær eksamen / same form as ordinary exam  |
| Type of examination in special cases |   |
| Examination and assessment criteria  | <p>Demonstrate an overview of the course literature and its theories on service and experience management.</p> <p>Explain how to exploit opportunities for innovation and value creation through service and experience development</p> <p>Reflect on the role of employees, users and other resources in service and experience value creation and on the managerial implications of this.</p> |
| Exam code(s)                         | Exam code(s) : U60279GB   |

Course days:

Hold: 1

## Service and Experience Management (BAL, VL)

time 11-09-2023 08:15 til  
11-09-2023 10:00

location 05.2-032 - teorirum (65)

Teacher Jordi Vegas Macias ( vegas@ruc.dk )  
Lars Fuglsang ( fuglsang@ruc.dk )  
Flemming Sørensen ( flemmiso@ruc.dk )

## Service and Experience Management (BAL, VL)

time 18-09-2023 08:15 til  
18-09-2023 10:00

location 05.2-032 - teorirum (65)

Teacher Flemming Sørensen ( flemmiso@ruc.dk )  
Jordi Vegas Macias ( vegas@ruc.dk )  
Lars Fuglsang ( fuglsang@ruc.dk )

## Service and Experience Management (BAL, VL)

time 25-09-2023 08:15 til  
25-09-2023 10:00

location 05.2-032 - teorirum (65)

Teacher Lars Fuglsang ( fuglsang@ruc.dk )  
Flemming Sørensen ( flemmiso@ruc.dk )  
Jordi Vegas Macias ( vegas@ruc.dk )

## Service and Experience Management (BAL, VL)

time 02-10-2023 08:15 til  
02-10-2023 10:00

location 05.2-032 - teorirum (65)

Teacher Flemming Sørensen ( flemmiso@ruc.dk )  
Jordi Vegas Macias ( vegas@ruc.dk )  
Lars Fuglsang ( fuglsang@ruc.dk )

## Service and Experience Management (BAL, VL)

time 09-10-2023 08:15 til  
09-10-2023 10:00

location 05.2-032 - teorirum (65)

Teacher Lars Fuglsang ( fuglsang@ruc.dk )  
Flemming Sørensen ( flemmiso@ruc.dk )  
Jordi Vegas Macias ( vegas@ruc.dk )

## Service and Experience Management (BAL, VL)

time 23-10-2023 08:15 til  
23-10-2023 10:00

location 05.2-032 - teorirum (65)

Teacher Lars Fuglsang ( fuglsang@ruc.dk )  
Jordi Vegas Macias ( vegas@ruc.dk )  
Flemming Sørensen ( flemmiso@ruc.dk )

## Service and Experience Management (BAL, VL)

time 30-10-2023 08:15 til  
30-10-2023 10:00

location 05.2-032 - teorirum (65)

Teacher Jordi Vegas Macias ( vegas@ruc.dk )  
Lars Fuglsang ( fuglsang@ruc.dk )  
Flemming Sørensen ( flemmiso@ruc.dk )

## Service and Experience Management (BAL, VL)

time 06-11-2023 08:15 til  
06-11-2023 10:00

location 05.2-032 - teorirum (65)

Teacher Lars Fuglsang ( fuglsang@ruc.dk )  
Flemming Sørensen ( flemmiso@ruc.dk )  
Jordi Vegas Macias ( vegas@ruc.dk )

## Service and Experience Management (BAL, VL)

time 13-11-2023 08:15 til  
13-11-2023 10:00

location 05.2-032 - teorirum (65)

Teacher Flemming Sørensen ( flemmiso@ruc.dk )  
Lars Fuglsang ( fuglsang@ruc.dk )  
Jordi Vegas Macias ( vegas@ruc.dk )

## Service and Experience Management (BAL, VL)

time 27-11-2023 08:15 til  
27-11-2023 10:00

location 11.2-047 - gl. natfagsal (65)

Teacher Flemming Sørensen ( flemmiso@ruc.dk )  
Lars Fuglsang ( fuglsang@ruc.dk )  
Jordi Vegas Macias ( vegas@ruc.dk )

## Service and Experience Management - Oral exam

time 29-11-2023 08:15 til  
05-12-2023 18:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

## Service and Experience Management - Oral reexam

time 28-02-2024 08:15 til  
28-02-2024 18:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt