

Service and Experience Management

Title	Service and Experience Management
Semester	E2025
Master programme in	Virksomhedsledelse / Business Administration and Leadership
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at ruc.dk

REGISTRATION AND STUDY ADMINISTRATIVE

You register for activities through [stads selvbetjening](#) during the announced registration period, which you can see on the [Study administration homepage](#).

Registration 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.

Number of participants

ECTS 5

Responsible Lars Fuglsang (fuglsang@ruc.dk)

for the activity Flemming Sørensen (flemmiso@ruc.dk)

Head of study Maria Duclos Lindstrøm (marial@ruc.dk)

Teachers

Study administration ISE Registration & Exams (ise-exams@ruc.dk)

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, sustainability 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.

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.

Detailed
description of
content

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.

Course material and Reading list	Journal articles and book chapters that will be announced on Moodle.
	Class activities including presentations by teachers, dialogue, and exercises (20 hours)
Overall plan and expected work effort	Preparation for class activities consisting of reading literature and preparing for exercises (80 hours)
	Oral exam including preparation (35 hours)
	Total: 135 hours.
Format	Campus
Evaluation and feedback	The course is a part of the study board's evaluation rotation this semester. The students will be asked to evaluate mid-term and by the end of the course (a survey) according to the evaluation practice of the study board .
Programme	Introduction to services, experiences and the experience economy

Theoretical perspectives on innovation, value and value creation in services and experiences including servitization, service dominant logic, practice theory, and networks

The role of employees, users and other resources for value creation in the service and experience economy

Business models, sharing economy and the role of IT in services and the experience economy

Pandemics, wars, other crises and the production and demand for services and experiences

ASSESSMENT

Overall learning outcomes

- 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.

Individual oral exam with time for preparation

Form of examination

Time for preparation including time to pick a question by drawing lots: 20 minutes.

Time allowed for the exam including time used for assessment: 20 minutes.

Permitted support and preparation materials: All.

Assessment: 7-point grading scale

Moderation: Internal co-assessor.

Form of Re-examination

Samme som ordinær eksamen / same form as ordinary exam

Type of examination

in special
cases

Demonstrate an overview of the course literature and its theories on service and experience management.

Examination and assessment criteria (implemented)

Explain how to exploit opportunities for innovation and value creation through service and experience development

Reflect on the role of employees, users and other resources in service and experience value creation and on the managerial implications of this.

In this course, the use of generative AI aids (GenAI) is not allowed when taking exams. Ordinary spell checking and other language suggestions as known from Word or other word processing programs are allowed without declaration.

Exam code(s) Exam code(s) : U60279GB

Course days:

Hold: 1

Service and Experience Management

time 11-09-2025 10:15 til
11-09-2025 12:00

location 20.1-009 - teorirum (72)

Flemming Sørensen (flemmiso@ruc.dk)

Teacher Lars Fuglsang (fuglsang@ruc.dk)

Matias Thuen Jørgensen (matiastj@ruc.dk)

Service and Experience Management

time 25-09-2025 10:15 til
25-09-2025 12:00

location 20.1-009 - teorirum (72)

Flemming Sørensen (flemmiso@ruc.dk)

Teacher Lars Fuglsang (fuglsang@ruc.dk)

Matias Thuen Jørgensen (matiastj@ruc.dk)

Service and Experience Management

time 02-10-2025 10:15 til
02-10-2025 12:00

location 20.1-009 - teorirum (72)

Lars Fuglsang (fuglsang@ruc.dk)

Teacher Matias Thuen Jørgensen (matiastj@ruc.dk)

Flemming Sørensen (flemmiso@ruc.dk)

Service and Experience Management

time 09-10-2025 10:15 til
09-10-2025 12:00

location 03.1-s21 - auditorie b (80)

Flemming Sørensen (flemmiso@ruc.dk)

Teacher Lars Fuglsang (fuglsang@ruc.dk)

Matias Thuen Jørgensen (matiastj@ruc.dk)

Service and Experience Management

time 23-10-2025 10:15 til
23-10-2025 12:00

location 20.1-009 - teorirum (72)

Flemming Sørensen (flemmiso@ruc.dk)

Teacher Lars Fuglsang (fuglsang@ruc.dk)

Matias Thuen Jørgensen (matiastj@ruc.dk)

Service and Experience Management

time 30-10-2025 10:15 til
30-10-2025 12:00

location 20.1-009 - teorirum (72)

Flemming Sørensen (flemmiso@ruc.dk)

Teacher Lars Fuglsang (fuglsang@ruc.dk)

Matias Thuen Jørgensen (matiastj@ruc.dk)

Service and Experience Management

time 06-11-2025 10:15 til
06-11-2025 12:00

location 20.1-009 - teorirum (72)

Flemming Sørensen (flemmiso@ruc.dk)
Teacher Lars Fuglsang (fuglsang@ruc.dk)
Matias Thuen Jørgensen (matiastj@ruc.dk)

Service and Experience Management

time 13-11-2025 10:15 til
13-11-2025 12:00
location 20.1-009 - teorirum (72)
Flemming Sørensen (flemmiso@ruc.dk)
Teacher Lars Fuglsang (fuglsang@ruc.dk)
Matias Thuen Jørgensen (matiastj@ruc.dk)

Service and Experience Management

time 27-11-2025 10:15 til
27-11-2025 12:00
location 20.1-009 - teorirum (72)
Flemming Sørensen (flemmiso@ruc.dk)
Teacher Lars Fuglsang (fuglsang@ruc.dk)
Matias Thuen Jørgensen (matiastj@ruc.dk)

Service and Experience Management

time 04-12-2025 10:15 til
04-12-2025 12:00
location 20.1-009 - teorirum (72)
Flemming Sørensen (flemmiso@ruc.dk)
Teacher Lars Fuglsang (fuglsang@ruc.dk)
Matias Thuen Jørgensen (matiastj@ruc.dk)

Service and Experience Management

time 05-01-2026 08:15 til
07-01-2026 18:00

Service and Experience Management

time 16-02-2026 08:15 til
17-02-2026 18:00