



Course Descriptor PROA019 Experience Economy I & II

Proposed Academic Year	2020-2021	Last Reviewed Academic Year	2019-2020
Course Code	PROA019	Course Title	Experience Economy I & II
Credit hours	6	Level of study	Undergraduate
College / Centre	COBA	Department	Team Entrepreneurship
Co-requisites	None	Pre-requisites	None

1. COURSE OUTLINE

This course focuses on consumer behavior and how creating cultural, emotional and commercial add values to the customers. The course addresses various questions relating to: potential customer, develop an experience-based economy in hospitality and tourism sectors, and the most commonly models in the experienced economy.

2. AIMS

The course aims to provide a deep understanding of applying the models and theories related to the experience economy in order to develop experience products or services

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Understanding the contents of the experience economy	Dialogue	Presentations within team
2. analyses the tourism and hospitality Industry within the experience economy.	Dialogue	Essay
3. Ability to implement the experience economy based on business opportunities.	Project write up	Write up of project and Presentations

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Dialogue	50
Project	30
Essays	20
TOTAL	100%



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5. ACHIEVING A PASS

Students will achieve **6** credit hours for this course by passing all of the course assessments and achieving a **minimum overall score of 50%**

NB *Ensure that ALL learning outcomes are taken into account

6. COURSE CONTENT (Indicative)

Introduction to Experience Economy

Dialogue

Dialogue

Dialogue Books reading

Dialogue Books reading

Dialogue

Dialogue

Write up of essays

Dialogue

Dialogue

Report on project and dialogue

Report on project and dialogue

Final Report on Semester and dialogue

Presentation

Dialogue: What is learnt during the semester

TOTAL HOURS

96

Plus **RECOMMENDED INDEPENDENT STUDY HOURS**

96

TOTAL COURSE HOURS

192

7. RECOMMENDED REFERENCES

Core text/s:

The Experience Economy, B. Joseph Pine II, James H. Gilmore.
Harvard Business Review Press, [2011



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Library + online resources:

Open Educational Resources:

<https://open.umn.edu/opentextbooks/textbooks/the-power-of-selling>