

Appendix 1: CV (short)

Curriculum Vitae

Professor, Dr. Oecon Magne Supphellen

Office Address Department of Strategy and Management
Norwegian School of Economics (NHH)
Breiviksveien 40, 5045 Bergen, Norway
Phone: (+47) 55 95 96 33
Mobile: 90161348
E-mail: magne.supphellen@nhh.no

Birthdate January 16, 1968

Education

1992 Siviløkonom/Master of Science in Business, Norwegian School of Economics, Bergen (NHH).

1995 Cand. Oecon in Business Adm. (Høyere avdelings studium i administrasjon), NHH.

1998 Dr. Oecon (PhD) in Marketing, Norwegian School of Economics (NHH).

Positions

1992-1995 Research scholar, NHH

1995-1998 Phd candidate

1996-2000 Scientific advisor, Foundation for Research in Economics and Business Adm., Bergen

1997-2000 Associated consultant/planner, D'Arcy Masius Benton & Bowles, Oslo

1998-2003 Associate Professor of Marketing, NHH

2003-present Professor of Marketing, NHH

2002-present Founding partner, Brand Cognition AS

2002-2004 Head of Department, Department of Strategy and Management, NHH

2008-present Adjunct Professor, NTNU Trondheim Business School

2013-2016 Dean for the Hauge School of Management, NLA University College, Oslo

2016- present Associated researcher and lecturer, Hauge School of Management

2021-present Head of BrandInnova – the Brand Research Group at NHH.

Research project management

Chair for the following projects funded by the Norwegian Research Council:

Hvordan kan norske fiske-eksportører best utnytte Eksportutvalgets generiske markedsføring av norsk sjømat i utlandet? (2003-2008)

Effekter av Negativ Informasjon om Norsk Oljeboring på Omdømmet for Norsk Fisk i Sentrale Eksportmarkeder (2007-2008)

Jarlsberg som internasjonal merkevare: Rammeverk for posisjonering og merkestrekk (2007-2010)

Kunden som med-produsent og verdiskaper: Utfordringer og muligheter for merkevaren TORO (2009-2013)

Effect of origin logos on sales, purchase intentions, and price perceptions of consumer exports (2009-2012)

Adapting principles of Economics of Mutuality to Norwegian SMEs: Developing an applied framework (2023-2024)

SmartSirk: WP2: Circular business models for the manufacturing industry (2024-2026)

Using econometric modeling and simulations to identify the winners of tomorrow's meat product market (2023-2024)

Research

Articles in international, refereed journals and conference proceedings

Zarei, Mohammad; Supphellen, Magne; Bagozzi, Richard P. (2024) Research streams, gaps and opportunities in servant leadership research. *Leadership & Organization Development Journal*, published online December.

Borgen, Cathrine; Supphellen, Magne. (2023) Developing Dynamic Moral Capacities in Business Ethics Education: Extending the Giving Voice to Values (GVV) Framework. *Journal of Business Ethics Education*, published online November.

Dahle, Yngve; Reuther, Kevin; Steinert, Martin; Supphellen, Magne. (2023) Towards a systemic entrepreneurship activity model. *International Journal of Entrepreneurship and Innovation Management*, published online March.

Jakubanečs, Alexander; Supphellen, Magne; Helgeson, James G.; Haugen, Hege Mathea; Sivertstøl, Njål. (2022) The impact of cultural variability on brand stereotype, emotion and purchase intention. *Journal of Consumer Marketing*. Vol 40, 112-123.

Zarei, Mohammad; Supphellen, Magne; Bagozzi, Richard P. (2022) Servant leadership in marketing: A critical review and a model of creativity-effects. *Journal of Business Research*. Vol. 153.

Le, Nhat Quang; Supphellen, Magne. (2021) Effects of Influencer Endorsement of Instagram Ads on Brand Attitudes, WOM Intentions, and Purchase Intentions. *Advances in Consumer Research*. vol 49.

Hem, Alexander Farestvedt; Supphellen, Magne. (2021) Developing and testing a typology of brand benefit differentiation. *Journal of Product & Brand Management*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JPBM-06-2019-2412>

Le, Nhat Quang; Supphellen, Magne; Bagozzi, Richard P. (2021) Effects of negative social information on the willingness to support charities: the moderating role of regulatory focus. *Marketing Letters*, 32, 111-122.

Ruge, Christian O.; Le, Nhat Quang; Supphellen, Magne. (2020) When and Why Employees of Non-Profits Promote their Organizations: Determinants of Staff-Word-of-Mouth (SWOM). *International Journal of Nonprofit & Voluntary Sector Marketing*. Vol 26.

Haaland Barlaup, Astrid; Landsverk, Åse Marie; Myskja, Bjørn Kåre; Supphellen, Magne; Magelssen, Morten. (2019) Acceptable attitudes and the limits of tolerance: Understanding public attitudes to conscientious objection in healthcare. *Clinical Ethics*. vol. 14 (3).

Jakubanečs, Aleksandrs; Supphellen, Magne; Fedorikhin, Alexander; Haugen, Hege Mathea; Sivertstøl, Njål. (2019) Elicitation of Salient Brand Emotions in Western and Asian Markets: The Role of Elicitation Context. *International Journal of Market Research*. vol. 61 (5).

Jakubanečs, Aleksandrs; Supphellen, Magne; Haugen, Hege Mathea; Sivertstøl, Njål. (2019) Developing brand emotions across cultures: Effects of self-construal and context. *Journal of Consumer Marketing*. vol. 36 (4).

Magelssen, Morten; Le, Nhat Quang; Supphellen, Magne. (2019) Secularity, abortion, assisted dying and the future of conscientious objection: modelling the relationship between attitudes. *BMC Medical Ethics*. vol. 20.

Oklevik, Ove; Supphellen, Magne; Mæhle, Natalia. (2019) Time to retire the concept of brand personality? Extending the critique and introducing a new framework. *Journal of Consumer Behavior*.

Magelssen, Morten; Solberg, Berge; Supphellen, Magne; Haugen, Guttorm. (2018) Attitudes to prenatal screening among Norwegian citizens: liberality, ambivalence and sensitivity. *BMC Medical Ethics*. vol. 19 (80).

Thorbjørnsen, Svein Olaf; Supphellen, Magne. (2018) Ethics from Pulpits of the Church of Norway: A Self-Report Survey of Social-Ethical Issues. *Journal of Empirical Theology*. vol. 31 (2).

Le, Nhat Quang, and M. Supphellen (2017). Determinants of repurchase intentions of real estate agent services: Direct and indirect effects of perceived ethicality, *Journal of Retailing and Consumer Services*, 35, 84-90.

Helgeson, J.G., Kurpis, L.H.V., Supphellen, M. and A Ekici (2017). Consumers' Use of Country-of-Manufacture Information? Norway and the United States: Ethnocentric, Economic, and Cultural Differences, *Journal of International Consumer Marketing*, 29.

Magelssen, M., Supphellen, M., Nortvedt, P. and Lars J. Materstvedt (2016). Attitudes toward assisted dying are influenced by question wording and order: A survey experiment, *BMC Medical Ethics*, 17.

Jakubanecs, A. and M. Supphellen (2016). Cultural embeddedness of products: A new measurement and its effects, *International Journal of Market Research*, 58.

Kupis, L., Helgeson, J. Ekici, A. and Magne Supphellen (2016). Consumers' use of country of manufacture information: Turkey versus the USA, *Allied Academies International Conference. Academy of Marketing Studies Proceedings*, 21, 9-15.

Maehle, N. and M. Supphellen (2013). Advertising strategies for brand image repair: The effectiveness of advertising alliances, *Journal of Marketing Communications*, 19.

Mersland, R., D'Espallier, and Magne Supphellen (2013). The Effects of Religion on Development Efforts: Evidence from the Microfinance Industry and a Research Agenda, *World Development*, vol. 41, 145-156.

Troye, Sigurd V., and Supphellen, M (2012). Consumer Coproduction: I made it myself effects on consumer sensory perceptions, evaluation of outcomes and input product, *Journal of Marketing*, vol. 76, 33-46.

Jakubanecs, A., and Supphellen, M. (2012). Blank Endorsement: The Added Value of Unknown Corporate Brands, *Journal of Brand Management*, 19, 788-800.

Dalgaard, B., and Supphellen, M., (2011). Entrepreneurship in Norway's economic and religious nineteenth-century transformation, *Scandinavian Economic History Review*, volume 59.

Thorbjørnsen, H. and Supphellen, M. (2011). Determinants of core value behavior in service brands, *Journal of Services Marketing*, vol. 25.

Mæhle, N., and Supphellen, M., (2011). In search of the sources of brand personality, *International Journal of Market Research*, vol. 53.

Mæhle, N., Otnes, C., and Supphellen, M., (2011). Consumers' perceptions of the dimensions of brand personality, *Journal of Consumer Behavior*.

Supphellen, M., Haugland, S.A., and Oklevik, O. (2010). Entrepreneurial orientation, self-efficacy, and religious attitudes in small third-world enterprises, *Proceedings of the Strategic Management Society conference*, Rome.

Jakubanecs, A., and Supphellen, M., (2010). Brand Positioning Strategies in Russia: Regional Differences in the Importance of Corporate Endorsement and Symbolic Brand Attributes, *Journal of East-West Business*, vol. 16.

Mæhle, N., Xie, C., and Supphellen, M., (2009). Forming brand personality: Company-based versus consumer-based sources, *Advances in Consumer Research*, vol. 36.

Supphellen, M., and Troye, S. (2009), Effects of consumer co-production on perceived authenticity of consumption experience and input product, *Advances in Consumer Research*, vol. 36.

Mæhle, N., and Supphellen, M., (2008). Sources of brand personality: A survey of ten brands, *Advances in Consumer Research*, vol. 35.

Peretz, A., and Supphellen, M., (2008). The effect of brand personality on evaluations of utilitarian product benefits, *Advances in Consumer Research*, vol. 35.

Jakubanecs, A., and Supphellen, M., (2007). On the importance of non-dominant cultural dimensions: Effects of vertical individualism on consumer behavior in Norway, *Advances in Consumer Research*, vol. 34.

Nelson, M., Brunel, F., Supphellen, M., and R. V. Manchanda (2006). Effects of culture, gender, and moral obligations on responses to charity advertising across masculine and feminine cultures. *Journal of Consumer Psychology*, 16, 45-56.

Mæhle, N., and Magne Supphellen (2006), Image Enhancement Strategies: Theoretical Framework for a Comparative Study, *Proceedings of the 35th EMAC Conference* “Sustainable Marketing Leadership: A Synthesis of Polymorphous Axioms, Strategies and Tactics”, Athens, Greece, p. 138.

Jakubanecs, A., Supphellen, M., and Helge Thorbjørnsen (2005). Slavic brothers or rivals? Effects of consumer ethnocentrism on the trade between Ukraine and Russia. *Journal of East-West Business*, 10, 55-78.

Mæhle, N., and Magne Supphellen (2005), “An Experimental Study of Alternative Strategies for Revitalization of Brand Personality: Advertising vs Advertising Alliance”, *Proceedings of the 34th EMAC Conference* “Rejuvenating Marketing: Contamination, Innovation, Integration”, Milan, Italy p. 139.

Jakubanecs, A., and Magne Supphellen (2004). Developing and testing the cultural embeddedness of products (CEP) scale. *Advances of Consumer Research*, San Antonio, US.

Supphellen, Magne and Kjell Grønhaug (2003). Building foreign brand personalities in Russia: The moderating role of consumer ethnocentrism. *International Journal of Advertising*, 22, 203-226.

Supphellen, M., Eismann, Ø., and Leif Hem. (2003). Can brand extensions revitalize the personality of flagship products? An experiment. *International Journal of Advertising*, 23, 173-196.

Breivik, Einar and Magne Supphellen (2003). Elicitation of product attributes in an evaluation context: A comparison of three elicitation techniques. *Journal of Economic Psychology*, 24, 77-98.

Supphellen, Magne and Kjell Grønhaug (2003). The role of formal authority in buyer evaluations of business research suppliers: A Scandinavian case. *Journal of Business-to-Business Marketing*, 10, 53-78.

Jim Helgeson and Magne Supphellen (2003): A conceptual and measurement comparison of self-congruity and brand personality: The impact of socially desirable responding. *International Journal of Market Research*.

Thorbjørnsen, Helge and Supphellen, Magne (2003). The impact of brand loyalty on web-site usage. *Journal of Brand Management*.

Thorbjørnsen, Helge, Supphellen Magne, Nysveen, Herbjørn and Pedersen, P. E. (2002). Building brand relationships online: A comparison of two interactive techniques. *Journal of Interactive Marketing*, 16, 17-34.

Supphellen, Magne, Nygaardsvik, Irene (2002). Testing country brand slogans: Conceptual development and empirical illustration of a simple normative model. *Journal of Brand Management*, 9, 385-395.

Thorbjørnsen, Helge, Einar Breivik and Magne Supphellen (2002). Consumer-brand relationships: A test of alternative models. *Proceedings of the AMA Winter Educator's Conference 2002*, 283-285.

Supphellen, Magne and Herbjørn Nysveen (2001). Drivers of intention to revisit the website of well-known companies: The role of corporate brand loyalty. *International Journal of Market Research*, 43, 341-352.

Supphellen, Magne and Terri L. Rittenburg (2001). Consumer ethnocentrism when foreign products are better. *Psychology & Marketing*, 18, 907-927.

Supphellen, Magne and Michelle R. Nelson (2001). Developing, exploring and validating a typology of private philanthropic decision-making. *Journal of Economic Psychology*, 22, 573-603.

Supphellen, Magne, Sven A. Haugland and Tor Korneliussen (2001). SMBs in search of international strategic alliances: On the use of personal information sources. *Journal of Business Research*, 55, 785-795.

Supphellen, Magne (2001). Social desirability bias in responses to free elicitation techniques. In *Rethinking European marketing research*. Proceedings of the 30th EMAC conference, Bergen, Norway

Supphellen, Magne (2000). Understanding core brand equity: Guidelines for in-depth elicitation of brand associations. *International Journal of Market Research*, 42, 319-337.

Supphellen, Magne and Einar Breivik (2000). Method effects in attribute elicitation: A comparison of three techniques. *Proceedings of the 29th EMAC conference*, Rotterdam

Supphellen, Magne (1998). *The impact of anonymity in elicitation of brand associations: Theoretical and empirical developments*. Doctoral dissertation, Norwegian School of Economics and Business Administration, Bergen: Norway.

Grønhaug, Kjell and Magne Supphellen (1998). Evaluating complex experience and credence goods: The case of R&D. *Proceedings of the 1998 CEMS-conference*, Louvain La Neuve, Belgium.

Supphellen, Magne, Olav A. Kvitastein and Sven Tvedt Johansen (1997). Projective questioning and ethnic discrimination: A procedure for measuring employer bias. *Public Opinion Quarterly*, 61, 208-224.

Supphellen, Magne, Kvitastein, Olav A (1997). Cognitive responses to charitable marketing appeals: Implications for consumer welfare, public policy, and marketing management, in *Proceeding of the 22nd Annual MacroMarketing Conference*, Bergen.

Lines, Rune, Einar Breivik and Magne Supphellen (1995). Elicitation of attributes: A comparison of preference model structures derived from two elicitation techniques. *Proceedings of the 24st EMAC conference*, Paris.

Books and book chapters (refereed)

Supphellen, Magne, Rune Lines and Einar Breivik (1995). Elicitation of Product Attributes: A Critical Review. In *Perspectives on Marketing and Management. A Festschrift in Honour of Kjell Grønhaug*, Bergen: Tano.

Supphellen, M. (2014). Effects of religious attitudes on the self-determination of small-scale entrepreneurs in the slum areas of Nairobi, in *Religion and Development in Africa – Nordic Perspectives on Involvement in Africa*, T. S. Drønen (ed.), 43-56, Peter Lang.

Supphellen, M., Thorbjørnsen, H. and Sigurd V. Troye (2014). *Markedsføring: Verdibasert forventningsledelse (Marketing: Value-based management of expectations)*, Fagbokforlaget, Bergen.

Supphellen, M., Thorbjørnsen, H. and Sigurd V. Troye (2024). *Markedsføring: Verdibasert forventningsledelse (Marketing: Value-based management of expectations)*, 2nd ed. Fagbokforlaget, Bergen.

National publications, reports and working papers

Aarseth, Svein; Horn, Morten Andreas; Magelssen, Morten; Supphellen, Magne. (2023) Nordmenns holdninger til legalisering av dødshjelp. *Michael*.

Norheim, Bård Eirik Hallesby; Supphellen, Magne; Liland, Truls. (2021) Arbeids- og næringslivet som misjonal arena: Momenter til en tverrfaglig forskningsagenda – inspirert av arven etter Hans Nielsen Hauge. *Norsk tidsskrift for misjonsvitenskap*, vol. 75 (1-2).

Sivertstøl, Njål; Supphellen, Magne; Jakubaneš, Alexander; Haugen, Hege Mathea. (2020) Bør norske merkevarer i asiatiske markeder kulturtilpasses? Krysskulturelle forskjeller i emosjonelle responser på reklame. *Magma - Tidsskrift for økonomi og ledelse*.

Supphellen, Magne. (2020) Hvorfor og hvordan integrere bærekraft i merkeposisjonering. *Magma - Tidsskrift for økonomi og ledelse*.

Supphellen, M. (2013). Økonomiske effekter av religiøse holdninger til arbeid og næringsvirksomhet: Et overblikk og et rammeverk for videre forskning, *Theofilos*, 6, 48-62.

Mersland, R., D'Espallier, B., and Supphellen, M., (2011). Performance and Operation Differences between Christian and Secular Microfinance Institutions. Paper presented at the FIBE Business Conference, Bergen.

Troye, S., and Supphellen, M., (2010). Psychological effects of self-production. Paper presented at the Johan Arndt Marketing Conference, Trondheim.

Pettersen, A., and Supphellen, M., (2009). Determinants of purchase intentions for season tickets: A structural model of soccer fan perceptions. Paper presented at the Johan Arndt Marketing Conference, Trondheim.

Supphellen, M. (2007). Methodological reasons why marketers underestimate the importance of ethics and social responsibility, *MAGMA*, vol. 2.

Supphellen, Magne (2007). Three methodological reasons why marketers underestimate the importance of ethics and social responsibility. Paper presented at the FIBE Business Conference, Bergen.

Supphellen, Magne (2006). Attitudes toward TV-commercials: advertisers, consumers, and agency people contrasted. Paper presented at the FIBE Business Conference, Bergen.

Haugland, S.A., and Supphellen, M. (2002). Identifikasjon og ledelse av langsiktige merkeallianser: Et rammeverk (Identifying and managing long-term brand alliances: A framework). *Magma*, 55-63.

Supphellen, Magne and Leif Egil Hem (2001). Determinants of attitudes toward brand alliances: A comparison of three kinds of alliances. Working paper, Norwegian School of Economics.

Supphellen, Magne and Grønhaug, Kjell (1999). Buyers of business research: An exploratory study of evaluation criteria, paper presented at the FIBE Business Conference, Bergen.

Supphellen, Magne (1998). Kjenner du din egen merkevare? (Do you really know your own brand?), *Kampanje*, 12.

Supphellen, Magne and Hem, Leif (1996). Hva skal barnet hete? (On brand-naming), *Kampanje*, 2.

Supphellen, Magne (1994). Informasjon for markedsstrategiske beslutninger om utenlandske feriegjester: En eksplorativ forstudie (Information for strategic marketing decisions regarding foreign tourists in Norway: An exploratory prestudy), Centre for Research in Economics and Business Administration, working paper 23/94, Bergen.

Supphellen, Magne (1994). Markedsorientert utvikling produktkonsepter: Et metodisk overblikk (Market-oriented development of product concepts: A methodological review), Centre for Research in Economics and Business Administration, working paper 40/94, Bergen.

Teaching responsibilities and research interests

I teach at all levels at NHH (Bachelor, Master, PhD, and Executive). At the Hauge School of Management, I am responsible for an introductory course in marketing and at NTNU Trondheim Business School, I teach a Master class in Brand Management. My research interests are in the areas of brand management, consumer psychology, entrepreneurship psychology, empirical ethics, and business ethics education.

Consulting, invited talks and seminars, 2018-2024

Companies/organizations:

Equinor
Telenor
Coop
Ekornes
Motitech
Norwegian Seafood Association (NSL)
Norwegian Seafood Export Council
Marine Harvest
Lerøy
Norwegian Research Council (NFR)
Eika Gruppen
Sparebanken Vest
Unger Fabrikker AS
Kavli AS
Normisjon
Bremnes Seashore AS
Norwegian Seafood Council
Innovation Norway
Matprat.no/Nortura
Ostegarden AS
Kinsarvik AS
Mycall AS

Board experience

Brand Cognition AS, 2000- present (chairman and member)
NHH (member), representative for Head of Departments, 2003-2004
Staffeldtsgate University College, 2008-2012 (member)
Blom Seafarming AS, 2013- present (member, deputy member)
Salmon Brands AS, 2021 – 2024 (member)
Sjor AS, 2021 – 2024 (member)
NLA University College, 2018- present (member and chairman)
Norwegian Research Council, Program Board for BIA Program (Open Program for Innovation Projects), 2013- 2019, (member)
Viator AS, 2024- present (chairman)
National Board (Sentralstyret) for KrF (Norw. Christian Democratic Party), 2019-2025.

Supervising

Master theses:

6-12 students annually

Supervision of doctoral students:

<i>Name</i>	<i>Topic area</i>	<i>Year (appr.)</i>	<i>Type of supervision</i>
Helge Thorbjørnsen	Brand relationships	2003	Major supervision
Nina Iversen	Brand personality	2003	Major supervision
Adrian Peretz	Learning brand personality	2007	Major supervision
Natalia Mæhle	Sources of brand personality	2008	Major supervision
Kristin Rogge Pran	Logo effects in origin marketing	2009	Major supervision
Alexanders Jakubanecs	Cultural embeddedness of prod.	2009	Major supervision
Ove Oklevik	Effects of brand personality	2011	Major supervision
Nhật Quang Lê	Donation behavior	2020	Major supervision
Alexander Hem	Brand positioning	2021	Major supervision
Mohammad Zarei	Leadership of marketing org	2024	Major supervision
Truls Liland	Mkt & intrapreneurship	current	Major supervision
Alan Kunnumpuram	Com of sustainability	current	Major supervision
Jovinary Kajuna	Mkt & circular bus. models	current	Major supervision

Editorial service

Editorial board member for

Journal of Place Branding and Public Diplomacy

Ad hoc reviewer for

Journal of Consumer Psychology

Psychology & Marketing

Psychological Reports

International Journal of Market Research

Journal of Business Research

Journal of Brand Management
Journal of Consumer Behavior
Journal of Marketing Management
International Marketing Review
Journal of Retailing and Consumer Services
European Marketing Academy (EMAC)
Association for Consumer Research (ACR)
Academy of Management Learning & Education
Leadership & Organization Development Journal
Journal of Business Ethics Education
Journal of Business Ethics

Expert witness in trials on brand infringement or marketing malpractice

Average: One-two cases annually.

Awards

- 2003: The department publication award (with E. Breivik), Department of Strategy and Management, NHH
- 2010: Student's teaching award, the bachelor program ("Bronsesvampen")
- 2011: Student's teaching award, the bachelor program ("Bronsesvampen")
- 2013: The J. Arndt excellence in publication award (with S.V. Troye), the J. Arndt conference, Oslo.
- 2013: The department publication award (with S.V. Troye), Department of Strategy and Management, NHH.
- 2023: The J. Arndt best paper award (with M. Zarei), the J. Arndt conference, Bergen.

Appendix 2: Course plans for *Identity and Character development* (Hauge School of Mngm – HSM, NLA University College)

Emnebeskrivelse for HSM104, Identitet, etikk og ansvar 1

Disposisjon	
*Emnenavn (BM, NN, ENG)	Etikk, identitet og ansvar 1 Etikk, identitet og ansvar 1 Ethics, identity and responsibility 1
*Emnekode	
*Emneansvarlig	Vegard Holm og Cathrine Borgen
*Studieprogram	Bachelor i økonomi og administrasjon/Bachelor i innovasjon, markedsføring og ledelse
*Avdeling	Hauge School of Management (HSM)
*Dato for godkjenning	
*Revidert	2022
*Nivå	Bachelor
*Studiepoeng	10 studiepoeng
*Undervisnings-semester (start)	Høst
*Varighet	2 semester (første og andre semester)
*Studiested	Oslo og Kristiansand
*Undervisningsspråk	Norsk og engelsk
Tilbys som enkeltemne	Nei
Opptakskrav	Emnet krever opptak på bachelorstudium i økonomi og administrasjon, eller innovasjon, markedsføring og ledelse
Anbefalte forkunnskaper	
Relevans i studieprogrammet	Obligatorisk emne for bachelor i økonomi og administrasjon og innovasjon, markedsføring og ledelse.
Innledning	Dette er det første emnet av to, som heter Etikk, identitet og ansvar. Dette forkortes til EIA 1 og EIA 2. Emnegruppen skal bidra til studentenes dannelse og vekst. Emnene legger til rette for at studentene kan utvikle seg som reflekterende bevisste praktikere og ansvarlige arbeidstakere. Emnegruppen har spesielt fokus på studentenes identitet, dannelse og utvikling som ansvarlige samfunnsaktører. EIA 1 legger grunnlag for EIA 2 og undervises både høst og vår i første studieår. Dette emnet vil utfordre studentene til refleksjon over egen identitet og ståsted i verdispørsmål.
Læringsutbytte	Etter fullført emne har studenten følgende læringsutbytte: Kunnskap Studenten • kan gjøre rede for begrepene dannelse og identitet • kan gjøre rede for hva menneskesyn er og sammenhengen mellom menneskesyn, livssyn, verdier, holdninger og handlinger • kan gjøre greie for grunnleggende etiske og moralfilosofiske teorier • er kjent med begrepet kritisk tenkning • kan gjøre rede for hva dialog er • har kunnskap om gruppedynamiske prosesser Ferdigheter Studenten • kan reflektere over egen identitet ved å anvende både teori, personlige erfaring og perspektiver fra gruppesamtalene

	• har forståelse for sentrale etiske utfordringer i vår egen tid og i eget liv • kan anvende kunnskap om hvordan etikk, verdier og personlig erfaring samspiller med menneskesyn • kan reflektere over egne holdninger, valg og handlinger og forstå hvilke konsekvenser dette har for en selv, for andre og på samfunnsnivå • kan lede en dialog/gruppesamtale • Har utviklet evnen til å delta i et team/gruppearbeid • kan sette ord på egne sterke sider og utfordringer i møte med forskjellige typer arbeidsoppgaver, sette mål for egen utvikling, og forstå hva som skal til for å nå målene Generell kompetanse Studenten • er bevisst egne holdninger, verdier, og har innsikt i utfordringer som kan oppstå i møte med mennesker med ulike verdier • har et bevisst forhold til eget menneskesyn • kan uttrykke og reflektere over egne holdninger og verdier både skriftlig og muntlig • har evne til å se sine styrker og begrensninger i selvstendig arbeid • er bevisst egen ansvarlighet i møte med seg selv og andre i ulike kontekster • forstår hvordan egne beslutninger har konsekvenser for eget og andres liv
Innhold	• Menneskesyn og livssyn • Gruppepsykologi • Narrativ teori • Identitet og identitetsutvikling • Dialog og grupperefleksjon • Etske og moralfilosofiske teorier • Kritisk tenkning og refleksjon • Holdninger og verdier • Valg og beslutningsprosesser
Arbeids- og undervisningsformer (for nettstudier må det legges inn utfyllende info)	Primært er det lagt opp til en innledningsforelesning med påfølgende refleksjonsgrupper og samtaler i grupper. Heldagsseminarer
Arbeidsomfang	Det forventes at studenten legger ned minimum 250 arbeidstimer i dette emnet.
Eksamens- og vurderingsformer	
Arbeidskrav	Følgende arbeidskrav må være godkjent før studenten kan framstille seg til avsluttende vurdering: 1. semester • 5 refleksjonslogger

	• ledelse av gruppesamtale • Gruppeoppgave 2000 ord +/- 15% (utenom litteraturlisten) 2. semester • 5 refleksjonslogger • Evalueringssamtale og forberedelse til mentoring • Deltagelse på to heldagsseminarer • Fremlegging i forbindelse med heldagsseminar All undervisning og gruppesamtaler er obligatorisk. Det kreves 80% tilstedeværelse per semester. Dersom arbeidskravene ikke er godkjent, må studenten vente et år med å få gjennomført arbeidskrav.
Vurderingsuttrykk	Godkjent/ikke godkjent
Avsluttende vurdering	Individuell skriftlig hjemmeeksamen 2 dager, 2500 ord +/- 15% (utenom litteraturlisten)
Tillatte hjelpemidler	Alle
Vurderingsuttrykk	Bestått/ikke bestått
Eksamensspråk	Norsk, skandinaviske språk eller engelsk for engelskspråklige studenter.
Progresjonskrav	Emnet må være bestått for å kunne fortsette på EIA 2
Praksis	Ingen
Studiepoengreduksjon	Dette emnet overlapper 7,5 studiepoeng med (4)HSM104, Identitet og danning 1. Overlapper dessuten 2,5 studiepoeng med (4)HSM204, Identitet og danning 2
Emnesperre	Ingen
Evalueringsav emnet	Det vil bli foretatt emneevaluering i henhold til kvalitetssystemet for NLA Høgskolen
Andre bestemmelser	
Litteratur og faglige ressurser	Borgen, C & Reindal, S.. (2020). (U)nødvendig prat? Etikkundervisning for økonomistudenter. I Sævi T. & Biesta G. (Red.), <i>Pedagogikk, periferi og verdi</i> (s. 172 -190). Bergen: Fagbokforlaget.

	(Kompendium, 19 s.) Brunstad, P. (2010). <i>Mentoren som nomade : Ansatser til en veiledningsetikk</i> (191-201). Oslo: Universitetsforlaget. (Kompendium, 11 s.) Brunstad, P. (2015). <i>Eksistens og pedagogikk : En samtale om pedagogikkens oppgave</i>. Nykommeren : Fra teoretisk innøvelse til faglig utøvelse i lys av praktisk visdom (s. 109-124) i Brunstad, P., Reindal, S., & Sæverot, Oslo: Universitetsforlag (kap 6). (Kompendium, 16 s.) Straume Ingrid S. (red.), <i>Danningens filosofihistorie</i> Oslo: Gyldendal Akademisk (15-54) (Kompendium, 40 s.) Hauge, L., & Haga, S. (2014). <i>Handling valg og ansvar : Etikk og menneskesyn i historisk perspektiv</i>, (13-18, 279-286) Bergen: Fagbokforlaget. (Kompendium, 14 s.) Engedal, Leif Gunnar, "Mange fortellinger - ett liv : momenter til belysning av narrativ teori". <i>Tidsskrift for sjelesorg</i> , nr./issue 3 (2003), s. 155-180, ISBN/ISSN: 0333- 3388 (Kompendium, 26 s) Engedal, Leif Gunnar, "Identitet og kontekst – momenter til et mentalitetshistorisk perspektiv". Utdrag fra <i>Ecce homo</i>, Oslo: <i>Faculty of Arts, University of Oslo Unipub</i>, 1999, (Kompendium 8 s.) Sjøvold, E. (2010). Ledelse og utvikling av høytelsesteam - et spørsmål om mestring av kompleksitet og balanse. <i>Scandinavian journal of organizational psychology</i>, 2 (1), 27-36. ISBN/ISSN: 1891-473X . (Kompendium, 10 s.) Vetlesen, A. (2007). <i>Hva er etikk</i> (Vol. 17, Hva er). Oslo: Universitetsforl. (155 s.) Wivestad, Stein (2020). <i>Livslang karakterdanning</i>. Sævi T. &, Biesta G.
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	(Red.). <i>Pedagogikk, periferi og verdi</i> (206-221). Bergen: Fagbokforlaget (Kompendium, 16 s.) Ytterligere litteratur kan bli gitt ved studiestart. TOTALT: 315 sider
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