

INNOVATION



Research Area
Technology,
Innovation, Marketing,
Entrepreneurship

RWTHAACHEN
UNIVERSITY



INTERACTIVE VALUE CREATION (IVC): OPEN INNOVATION, CUSTOMER CO-CREATION AND COLLABORATIVE MODES OF INNOVATION

INTERAKTIVE WERTSCHÖPFUNG (IWS)

DR. PATRICK POLLOK

COURSE OUTLINE

RWTH Aachen University | School of Business and Economics

TIME Research Area | Institute for Technology & Innovation Management (TIM)

time.rwth-aachen.de | Kackertstraße 7, Aachen

Teaching assistant: Sophie Prauser

WINTER TERM 2020/21

This class in a nutshell: IWS addresses the recent shift from closed innovation within a R&D department or a close network of partner companies towards innovation in open, informal ecosystem of diverse actors. Interactive class format **demanding 8-10+ hours per week (class and preparation)**, written paper assignment instead of an exam.

1 COURSE OVERVIEW

Course Name:	Interactive Value Creation (IVC): open innovation, customer co-creation and collaborative modes of innovation German title: Interaktive Wertschöpfung (IWS)
Degree Programs:	1. Master BWL 2. Master Wi.Ing. alle Fachrichtungen 3. Master Wirtschaftswissenschaften 4. Erasmus / exchange students at M.Sc. level
Lecturer:	Dr. Patrick Pollok
Teaching assistant:	Sophie Prauser prauser@time.rwth-aachen.de
Location and Time:	ZOOM Fridays, 10:30 - 15:30 (blocked into the second half of the semester)
Participation Requirements:	Solid command of English and willingness to prepare each class session in advance (<i>in average, each class session demands 4-5 hours of preparation to read one case study and 2-3 academic papers</i>). <u>This is an advanced class!</u> You need basic knowledge about innovation management to participate at the class successfully (as typically acquired by participating in a general class on technology & innovation management, <i>for example "Managing the Innovation Process (MIP) at RWTH</i> . Also, we expect that you have at least Bachelor-level knowledge of organizational theory and strategic management . Exchange students: If you never had a business/management class, this class is not suited for you!
Content Description:	The class addresses the recent shift from closed innovation within a R&D department or within a close network of partner companies towards innovation in open, informal eco-systems of diverse actors. Interactive value creation (IVC) is an umbrella term addressing recent concepts liked common-based peer production (Benkler), Wikinomics (Tapscott), Crowdsourcing (Howe, Lakhani), User Innovation (von Hippel), Open Innovation (Chesbrough), and Customer Co-Design (Pine, Piller), but also agile supply chains and new forms of distributed problem solving in the innovation process. The course aims at building a theoretical framework and at enabling participants to critically differentiate IVC from other concepts of organizing the innovation process. Participants also will gain practical knowledge about the different methods of IVC and their success factors in practice.
Qualification Objectives:	Participants shall know basic activities and processes needed in order to establish a system of customer-centric value creation. They shall acquire specific skills and knowledge to evaluate the usefulness of different concepts in particular markets and business fields. Further, participants should know about various approaches and methods how the principles of IVC are being applied in the practice of an organization.

Learning Mode & Grading:

There is no compulsory attendance in this module. However, IVC is based on a model of active learning, with in-class case discussions playing a central role.

55% of the final grade is based on **COLLOQUIUM** (class participation), including individual participation in the online sessions and a group presentation & discussion.

- **Individual participation:** We would like to point out to all participants that **video transmission** is desired and **recommended** for the online sessions in order to enable interactive learning. Please indicate a clearly **identifiable name** in zoom so that we can assign in class contribution to students and grade your oral participation accordingly. The zoom sessions will not be recorded. If you do not approve of this format with the necessary digital precautions (e.g. virtual background feature in zoom), please choose another module.
- **Group paper presentation & discussion:** Group allocation to a presentation topic and date will be per self-selection in Moodle. Groups will submit (upload to Moodle) a **20 minutes screencast** (e.g. narrated power point presentation, no presenter video necessary) and kick-off + **moderate a 30 minutes class discussion** with the audience on the presented paper (live in zoom).
- Getting an idea of class participation in digital sessions: You can use the chat function to raise questions or comments. Raise your hand via zoom and wait to speak up. The professor may use “Cold Calls” at all times during the live session, if necessary. There are smaller group work tasks during the live sessions to facilitate interaction (e.g. preparation of a case discussion in small randomly assigned groups, presentation of prepared content in the plenum afterwards. Or joint interactive development of content in open online documents).

45% of the final grade is determined by an (individual) **TERM PAPER**.

For the final paper assignment, students will write a scholarly review of an academic paper. More detailed instructions on the term paper will be provided during the class.

Preparedness:

Students are expected to read the assigned material, **and carefully prepare** for all cases and research paper discussions of the respective sessions, **before coming to class**.

Learning Material and Assignment Submission:

This course will be managed via the e-learning platform **Moodle**. All lecture slides and learning material uploaded there. Students will **upload all assignments** (i.e. in class assignments and final exam paper)

Group Size:	40 participants (max)
Workload:	24 hours of lecturing 120 hours of individual and group preparation
Language:	All lectures, discussions, and presentations will be in English language.
Credits:	5

Please send a recent photo of you to prauser@time.rwth-aachen.de until November 2.

*Please save the picture as a jpg and name the **filename** according to this pattern:
your**lastname**_your**firstname**.jpg*

Purpose: The list of students including their photos is required to evaluate oral participation of each session. Without these pictures, it is hard for us to evaluate your class participation!

2 COURSE ORGANIZATION

The course comprises of six five-hour sessions, divided into three parts consisting of (1) an interactive lecture, (2) case study discussion and (3) discussion of journal articles. The order and duration of these elements might vary between sessions:

Preliminary schedule for the Interactive Value Creation Class in Winter 2020/21

#	Date	Time & Place	Instructor	Topic
1	08.01.2021 *	10:30-15:30 zoom	Dr. Pollok	Introduction to IVC and Breaking News Business Simulation
2	15.01.2021	10:30-15:30 zoom	Dr. Pollok	Threadless : The Basics of Community-Based Crowdsourcing
3	22.01.2021	10:30-15:30 zoom	Dr. Pollok	Nivea : Integrating Users & Customers in NPD
4	29.01.2021	10:30-15:30 zoom	Dr. Pollok	InnoCentive : Individual vs. Team Creativity in Distributed Problem Solving
5	05.02.2021	10:30-15:30 zoom	Dr. Pollok	Topcoder : Scalability of Crowdsourcing Business Models
6	12.02.2021	10:30-15:30 zoom	Dr. Pollok	Siemens : Challenges of Implementation and Change
7	12. 03.2021	23:59	Moodle submission	Deadline to submit final paper assignment (letzte Prüfungsleistung)

*Please note: **Attendance in Session 1 is highly recommended!** The introductory part in Session 1 is essential and will not be repeated.