



APPLIES TO ACADEMIC YEAR 2013/2014

BIK 3739 Co-creation - Customer as Innovative Co-producer

Programme

Single courses

Responsible for the course

Tor Geir Kvinen

Department

Department of Leadership and Organizational Behaviour

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Why and how can organizations learn from LEGO, Wikipedia, Nike, Kristiansand Zoo Co-creation and others who use co-creation? Co-creation is when two or more partners make creative action of the products, services and experiences to create added value and / or innovation. Several of the current and future success of companies uses co-creation by inviting active users and the environment in as partners in user-driven production and user-driven innovation. It creates value to multiple parties from new forms of interaction, experiences and learning mechanisms.

All industries have increasingly focused on employee and customer orientation. In many cases, customers or users are co-producer and makes innovation of products, services and experiences. The organization must facilitate creative action with its surroundings. Lego is one example of active use of co-creation. Lego was a few years ago close to bankruptcy, but through active involvement of customer's innovation, turned the business to one billion surpluses. There are numerous examples of international, national and regional companies that use co-creation.

The course has a theoretical, research and practical approach to co-creation of leadership, co-ownership to the user and stakeholder involvement.

Learning outcome

Acquired knowledge

Students will acquire knowledge of co-creation through the theories, models and methodological concepts and through practice of co-creation. Students will gain an understanding of where and how your business can make co-creation with users, customers, guests and other stakeholders.

Acquired skills

Students will be able to use co-creation through the theories, concepts, processes and practices for increased innovation and customer satisfaction.

Reflection

The course will develop understanding of scientific and practical use of co-creation as a tool.

Prerequisites

None

Compulsory reading

Books:

Prahalad, C.K. & Venkat Ramaswamy. 2004. The future of competition : co-creating unique value with customers. Harvard Business School Press

Collection of articles:

Kvinen, Tor Geir. 2012. Artikkelsamling Co-creation

Recommended reading

Books:

- Andreassen, Tor Wallin. 2006. Serviceledelse : planlegging og styring av sannhetens øyeblikk. 5. utg. Gyldendal akademisk
- Bowijik, Albert, Thomas Thijssen, Ed Peelen. 2007. The experience economy : a new perspective. Pearson Education
- Gilmore, James H., B. Joseph Pine. 2007. Authenticity : what consumers really want. Harvard Business School Press
- Mossberg, Lena M. 2007. Å skape opplevelser : fra OK til WOW!. Fagbokforlaget
- Prahalad, C.K. & M.S. Krishnan. 2008. The new age of innovation : driving cocreated value through global networks. Mc-Graw-Hill
- Scharmer, Claus Otto. 2011. Teori U : lederskap som åpner fremtiden : mot en ny sosial teknologi presencing. Ankerhus

Course outline

Introduction and conceptual clarifications

- From raw materials to products, services, experiences and transformations
- Different types of co-creation with practical examples
- Co-creation design
- New forms of interaction, service and learning mechanisms
- Introduction of project task

Human Resource and co-creation

- Organizational structure and design
- Roles of co-creation
- Leadership, employee lockers, user involvement
- Motivation Factors
- Communication and drivers for co-creation
- Co-creation culture
- Co-creation and innovation
- User Involvement and User-driven Innovation
- Build in partnership innovation in networks

Tools for co-creation

- Social media, web sites, blogs, etc.

Effects of co-creation:

- Managers, employees, customers / guests
- Innovation
- Brand and reputation
- Economy

Presentation and feedback on project work

Computer-based tools

itslearning

Learning process and workload

The course includes a total of 45 hours of lectures, literature studies, guidance and work with the project. The course is recommended modules arranged in three sessions of 2 days, but can also be implemented with individual days. Implementation happens with lecture, discussion, project work, student presentations and guidance in connection with the project.

Students may individually or in groups of up to three students work with a selected organization related to the co-creation. Guidelines and requirements for the project will

be handed out at the beginning of the course. The purpose is to create an active learning environment build in partnership around specific co-creation issues.

Activity	Hou rs
Lectures (participation in clas)	39
Participations in student presentation	6
Individual study and group work	70
Work on the project as an examination	85
Total recommended use of hours	200

Examination

A project of maximum 20 pages, counts 100% of the final grade for the course, 7,5 credits. The task can be solved individually or in groups of up to three students.

Examination code(s)

BIK 37391- term paper. The paper counts for 100% of the grade of BIK 3739, 7,5 credits.

Examination support materials

All aids are allowed.

Re-sit examination

Re-sit at the next exam

Additional information