



APPLIES TO ACADEMIC YEAR 2013/2014

## **ELE 3739 Co-creation: Customer as Innovative Co-producer**

### **Programme**

Elective

### **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 companies achieve success through 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-producers and function as innovators with respect to products, services and experiences. The organization must facilitate creative action with its surroundings. Lego is one example of active use of co-creation. A few years ago Lego was close to bankruptcy, but through active involvement of customer's innovation, the business was turned into a company with a profit of one billion Danish kroner. There are numerous examples of international, national and regional companies that use co-creation.

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

### **Learning outcome**

#### **Acquired knowledge**

Students will acquire knowledge of co-creation through theories, models and methodological concepts and through practice of co-creation. Students will gain an understanding of where and how your business can establish 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 an 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. 2014. Artikkelsamling for Co-creation. Formidles via Itslearning

### **Recommended reading**

#### **Books:**

Andreassen, Tor Wallin. 2006. Serviceledelse : planlegging og styring av sannhetens øyeblikk. 5. utg. Gyldendal akademisk  
 Boswijk, Albert, Thomas Thijssen, Ed Peelen. 2007. The experience economy : a new perspective. Pearson Education  
 Gilmore, James H., B. Joseph Pine II. 2007. Authenticity : what consumers really want. Harvard Business School Press  
 Mossberg, Lena M. 2007. Å skape opplevelser : fra OK til WOW!. Fagbokforlaget.

### 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

#### 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
- Incorporating 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

### Computer-based tools

Its Learning

### Learning process and workload

The course includes a total of 45 hours of lectures, independent study, guidance and work on the project. It is recommended that the course be organized in the form of three 2-day modules, but it may also be organized in the form of one-day modules. The work methods include lectures, discussions, project work, student presentations and guidance in connection with the project.

Individually or in groups of up to three members, students may work with a selected organization on 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 built on partnerships around specific co-creation issues.

Activity	Hours
Lectures (participation in class)	39
Participations in student presentation	6
Individual study and group work	70
Work on the project as an examination	85
<b>Total</b>	<b>200</b>

### Use of hours

### 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)

ELE 37391 Project assignment counts 100 % of the final grade in the course ELE 3739 Co-creation, 7,5 credits.

### Examination support materials

All support materials are allowed

**Re-sit examination**

It is only possible to retake an examination when the course is next taught.

**Additional information**