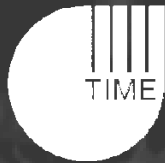


INNOVATION



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 | Lehrstuhl Technologie- und Innovationsmanagement
time.rwth-aachen.de | Kackertstraße 7, Aachen

Teaching assistant: tbd

WINTER TERM 2019/20

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

Note: This is an advanced class! 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, for example *“Managing the Innovation Process (MIP) at RWTH*. 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!**

Lecturer: Dr. Patrick Pollok

Teaching assistant: Tbd | tbd@time.rwth-aachen.de

Location and Time: **[K7, Kackertstr. 7, 52072 Aachen](#), Room B037 (3011|037)**
Fridays, 10:30 - 16:00 (blocked into the **second half** of the semester).

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. In order to achieve the goals of this course, participants must master the following key concepts: The concept of interactive value creation 1. Principles and concepts for explaining labor division in economic activities (e.g. “sticky information”, “commons-based-peer production”) 2. Benefits of interactive value creation from a multi-dimensional stakeholder perspective 3. Organizational aspects for implementing an interactive value creation.

Literature:

We use three types of teaching material to achieve a good mix of theory and application: (1) academic papers, (2) managerial papers, and (3) case studies.

There is a dedicated textbook for this class:



German: Piller et al.: Interaktive Wertschöpfung kompakt, 2017.

Print: [GablerSpringer 2017](#),

Online at www.open-innovation.de – full text after free registration

English: Piller et al.: Interactive Value Creation. 2017 (only online available at www.open-innovation.de – full text after free registration)

Learning Mode & Grading:

This course 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 your **class participation**, including case discussions and paper presentations. **45%** of the final grade is determined by an **individual post-class paper assignment**.

For the final paper assignment, you have to write a scholarly review of an academic paper assigned to you. Instructions will be given during the class.

Participation Requirements:

Solid command of English and willingness to prepare each class session in advance (*in average, **each class session demands 4-5 hours of preparation** to read one case study and 2-3 academic papers*).

This is an advanced class! 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, *for example "Managing the Innovation Process (MIP) at RWTH*). 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!**

Preparedness:

Students are expected to read the assigned material, **and to carefully prepare** for all cases and research paper discussions of the respective sessions, **before coming to class**. Your participation grade will be determined by how often you contribute and how insightful those contributions are. **Quality is more important than quantity!** Drawing on readings (i.e. cases and papers) in discussion is highly encouraged.

Professionalism:

The projects and assignments will not prescribe every detail. **Not being able to find an assignment or due date is not an excuse for not doing it or doing it late**. The info is either in the syllabus or on the slides or both.

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 presentation and paper one pager, as well as the final exam review 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 pollok@time.rwth-aachen.de until October 27.

*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, subdivided 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 2019/20

#	Date	Time & Place	Instructor	Topic
1	29.11.2019	10:30-16:00 B037(3011 037)	Dr. Pollok	Introduction to IVC and Breaking News Simulation
2	06.12.2019	10:30-16:00 B037(3011 037)	Dr. Pollok	Threadless : The Basics of Community-Based Crowdsourcing
3	20.12.2019	10:30-16:00 B037(3011 037)	Dr. Pollok	Nivea : Integrating users & customers into innovation
4	17.01.2020	10:30-16:00 B037(3011 037)	Dr. Pollok	InnoCentive : Distributed Problem Solving of Technical Challenges I
5	24.01.2019	10:30-16:00 B037(3011 037)	Dr. Pollok	Topcoder : Distributed Problem Solving of Technical Challenges II
6	31.01.2019	10:30-16:00 B037(3011 037)	Dr. Pollok	Siemens : Challenges of Implementation and Change
7	03.02.2020	23:59	Moodle submission	Deadline to submit final paper assignment (letzte Prüfungsleistung)
7	04.02.2020	13:00, TIM Office	Print submission	Deadline to hand-in final paper assignment printed and signed

3 ASSIGNMENTS

3.1 IN CLASS PRESENTATION ASSIGNMENT

A key component of this course is the group assignment and the case discussions in class. Jointly, they will count for 55 percent of your final grade.

For the **group presentation assignment**, each participant will be assigned to a group of typically three to five students. Each group will be asked to present and critically discuss one academic paper in class. Papers can be either conceptual or empirical and have been published in leading peer-reviewed journals such as *Strategic Management Journal*, *Management Science*, *Research Policy* or *Journal of Product Innovation Management*.

In addition, you will **summarize the content of your critical paper review on ONE A4 page**, highlighting the research question, theories used, core findings, and implications from the paper. The one pager will be distributed to all students in class before your presentation. When preparing the summary, please use the **Word template** provided in the e-learning environment.

Your presentation needs to go beyond simply summarizing the content of the research paper that is assigned to you for review. Rather you are asked to critically reflect on the research conducted in the paper and discuss its strengths and weaknesses as well as its contributions to theory and practice. **Tell us what we can learn from the paper!**

Also **include questions for your fellow students** and think about how you could kick-off and facilitate an in-class discussion about the content of the presented paper.

3.2 FINAL PAPER ASSIGNMENT

As indicated above, 45% of the final grade is a critical review of an academic paper written in **regular academic style** using citations and references. The deadline to submit the final paper assignment electronically is February 3, 2019, 23:59h.