

Visual Communication – all courses

Course Description
Spring 2020

4. Semester (International)

Course: Co-creation in the perspective of business model innovation

ECTS: 5

Aim:

The student should know, understand, apply theory and use related methods and activities associated with the collective creativity and co-creation, specifically in a business model innovation context. Additionally, the student should obtain a basic understanding of business model innovation and value creation. In an overall perspective, the student is introduced to design as a driver in business model innovation and entrepreneurship.

Module's central subject elements are:

Theoretical and practical introduction to co-creation/co-design and basic knowledge about business model innovation, value creation and “designerly entrepreneurship”¹

Students will:

- Be working with Business Model Canvas (Osterwalder) and business modelling
- Apply co-creation/co-design in the context of a company or an organization
- Practice involvement of stakeholders and facilitation of co-creation/co-design process(es)
- Gather data and apply generative tools (Sanders) in the process
- Analyze data and use ideation concerning existing- and/or future business models
- Reflect on their own and group competencies in the perspective of the Business Model Canvas

Course goals

After the course, students will have insights into, and knowledge of:

- Design as a driver in business innovation and entrepreneurship
- Co-creation/co-design in different contexts and related methods
- Generative tools (Sanders) and how they can contribute in co-creation/co-design processes
- Basic business model understanding jf. Business Model Generation (Osterwalder & Pigneur)

After the course, students will be able to:

- Plan and go through a co-creation/co-design process
- Relate and compare research insights and ideas to existing and future business models
- Demonstrate reflected use of the Business Model Canvas
- Apply generative methods in concrete processes
- Develop and train an entrepreneurial mindset e.g. by reflecting on their own and group competencies in a business model innovation context

Tools

Analysis of gathered data, ideation, prototyping, field study, user studies

¹ When design is essential in entrepreneurship

Attributes

Willingness to learn, openness, collaboration, empathy.

Methods

The course is a combination of lectures, team teaching, group work, self-study eg. reading literature (research articles and other types of literature), solving exercises and assignments. Tasks and exercises are mainly solved in groups. In the course, reflection and feedback is key, and emphasis is placed on the whole process, not only the final product. The course is a cross-disciplinary course for all students in Visual Communication.

Teaching Resources

Books and articles:

- E.B.N. Sanders & Stappers (2008): "Co-creation and the New Landscape of Design" in Co-Design
- Osterwalder & Pigneur (2010): Business Model Generation – A Handbook for Visionaries, Game Changers, and Challengers

Attendance at meetings and class

Attendance is required for all scheduled teaching hours. Active participation is mandatory in exercises, assignments, group work, and peer feedback sessions.

Examination

The course is assessed pass/fail using internal censorship. In order to pass, all course assignments must be submitted and approved in a timely manner, the final assignment passed, and the student must have been active and met the requirements for meeting and compulsory attendance.

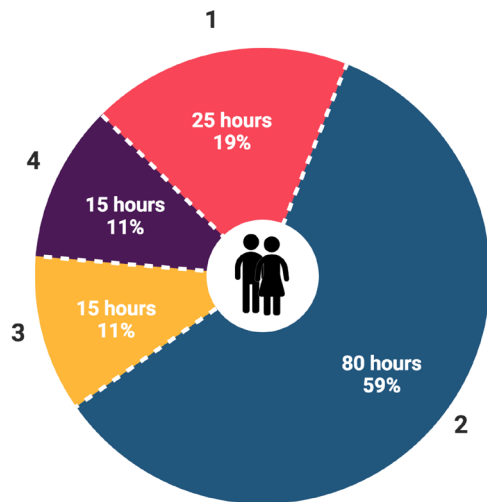
The Study Activity Model

Co-creation and business development

135 hours in total

5 ECTS points

3 weeks



Category 1

The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

Lectures,
workshops,
presentations

Category 2

The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

Assignments, exercises,
project work

Category 3

Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

Curriculum, course materials, individual research and knowledge acquisition

Category 4

Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.

Supervision, Q&A and check in

Godkendt af NNS - 19. Jan 2021