

Co-Creating Value (Tools for Collaborative Innovation)

Course Outline

Course Code: **BSN 3714**
Semester: Semester 2, Academic Year 2024-2025
Date & Time: **Tuesday, 3pm to 6pm**
Venue: BIZ2, #B1-04
Faculty: Titus Yong, Department of Strategy and Policy
URL: <https://discovery.nus.edu.sg/15945-titus-yong/teaching>

Overview

This interdisciplinary course covers ideas on how value is created — by working collaboratively to capitalise on new opportunities through disruptive innovation or blue ocean markets. In addition to strategic planning tools, this module combines insights from organisational psychology and neuroscience for improving cognitive diversity & creativity. Case examples include inspiring innovators and a range of industries such as technology, F&B, professional service and social sectors.

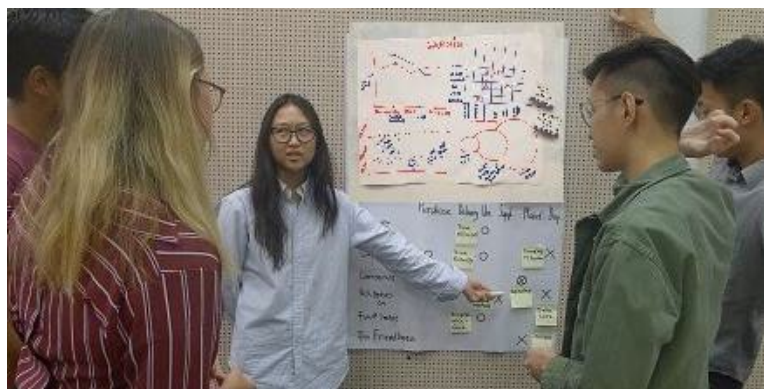
This versatile course equips people with practical skills for contributing in consulting projects, established organisations, start-up teams, as well as students who will be/are managing external stakeholders in their final-year projects/FSPs.

The course design is based on the instructor's insights gleaned from working in consulting, venture capital, entrepreneurial SMEs from start-up to stock exchange listing, psychology research, and training managers in multinational companies across the Asia-Pacific region.

Learning Modes

Students practice over a dozen strategic planning and fun creative thinking exercises to derive fresh perspectives and propose innovative solutions to actual companies. The content covers examples of how past successful project teams managed their clients and the common pitfalls to avoid.

- ✚ Class lectures & discussions
- ✚ Mini tests/quizzes
- ✚ Cognitive assessment
- ✚ Personal reflections
- ✚ Team presentations
- ✚ Contributing ideas to & learning from other projects



Application of strategic & creative tools

Course Objectives

This interdisciplinary course covers an exploration of ideas:

- I. What drives value? Where should we look for sources of opportunity?
- II. How does one enhance creative thinking that brings value? Understand the diverse thinking patterns, ideas from brain research, and practices of imaginative individuals and teams.
- III. Essential factors for creating a culture that is conducive to creativity.
- IV. Frameworks for innovation: Blue Ocean Shift, Jobs to be Done, Disruptive Innovation, CoCreating team assessment, etc. Students will join project teams to use these strategic planning tools to derive novel solutions especially for organizations that face intense competition or stagnation.
- V. Can we disrupt ourselves & become innovators? How do the tools and case examples in this course inform the way we view our contributions in our future careers and lives?

Course Schedule

Session 1	What Drives Value Creation?
Session 2	Project Economy: Team Formation, Project Scope & Best Practices
Session 3	Project Management Tools, Primary and Secondary Research
Session 4	Disruptive Innovation
Session 5	Blue Ocean Shift & As-Is Strategy Curve
Session 6	Cognitive Diversity, The Creative Process; Exercises to Enhance Creative Thinking
Session 7	Buyer Utility Map, Six Paths Framework
Session 8	New Value-Cost Frontier, To-Be Strategy Curve
Session 9	Lessons from the Most Innovative Individuals, Teams & Companies 2023
Session 10	Ideas Fair
Session 11	Visit to Industry Partner/Lab/Incubator (subject to availability); Consultations with Project Teams
Session 12	Presentation by Project Teams
Session 13	Application to Strategic Tools to Our Careers and Lives

Certain topics will be covered over several weeks. Topics and sequence may be subject to modifications depending on the availability of guest speakers and industry/lab visit.



Cross Pollination of Ideas

Assessment Components

- (a) Group project & presentations 30%
- (b) Class participation and initiative 25%
- (c) Essays (Individual assignments) 15%
- (d) Short Quizzes 30%

Total of 8 short quizzes each week from week 3 to week 10.

No final exam for this course.

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’s own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Partial Reference List

Magazine articles/book chapters

- ✚ “Innovation Systems: Advancing Practices to Create New Value”, MIT Sloan Review, Fall 2023
- ✚ <https://www.fastcompany.com/most-innovative-companies/2023>
- ✚ “Harnessing Your Network to Unlock Innovation”, Harvard Business Review, Nov-Dec 2023
- ✚ “Competing Against Luck: The Story of Innovation and Customer Choice”, Christensen, Duncan, Dillion and Hall (Harper Collins, 2016)
- ✚ “Nondisruptive Creation: Rethinking Innovation and Growth”, W. Chan Kim & Renee Mauborgne MIT Sloan Review, Spring 2019

Books on the bestselling/ranked lists of Wall Street Journal, Economist or New York Times:

- ✚ “Zero to One: Notes on Startups, Or How to Build the Future”, Peter Thiel (Crown Business, 2014)
- ✚ “Blue Ocean Shift”, W. Chan Kim and Mauborgne, R. (Hachette Books, 2017)

Articles by Nobel Prize recipients:

- ✚ “Economic Growth, Technological Change, and Climate Change”, Paul Romer (Oct 2018):
<https://www.nobelprize.org/uploads/2018/10/popular-economicsciencesprize2018.pdf>

This reading list is subject to updates. Online video links and additional readings can be found on the course website in Canvas.