

Co-Creating Value (Tools for Collaborative Innovation)

Course Outline

Module Code: **BSN 3714**
 Semester: Semester 2, Academic Year 2025-2026
 Date & Time: **Tuesday, 3pm to 6pm**
 Venue: BIZ2, #04-13C, subject to change, please check a week before semester starts
 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/AI, professional service and social sector.

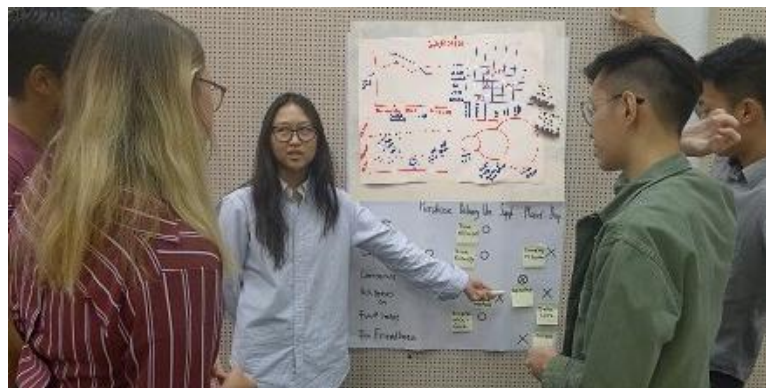
This versatile module equips people with practical skills for contributing in consulting projects, established organisations, start-up teams, as well as students who will be/are managing external stakeholders in their final-year projects/FSPs.

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

Assessment Components

(a) Group project & presentations	50%
(b) Individual assignments	20%
(c) Short Quizzes	15%
(d) Initiative and class participation	15%

Total of 6 short quizzes each week from week 5 to week 10. No final exam for this course.

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, Disciplined Entrepreneurship, Jobs to be Done, Disruptive Innovation, etc. Students will join project teams to use these strategic planning tools to derive novel solutions especially for organizations that face uncertainty, 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 Cognitive Diversity, The Creative Process; Exercises to Enhance Creative Thinking
Session 3	Primary and Secondary Research Visit to Client Office/Lab or Incubator (subject to availability)
Session 4	Guest lecture on social innovation; Consultation with Project Teams
Session 5	Disruptive Innovation; Blue Ocean Shift & As-Is Strategy Curve
Session 6	Disciplined Entrepreneurship
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 2025
Session 10	Ideas Fair
Session 11	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 are likely to be subject to modifications depending on the availability of guest speakers and industry/lab visit.