

**MKT 624**  
**Mon 7-10p, E1530**

## **CO-CREATING VALUE THRU EXPERIENCES**

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*(Please use "MKT 624 W08" in subject heading of all e-mails.)*

### **COURSE GUIDE**

1. COURSE OUTLINE.....	Page 1
2. COURSE ADMINISTRATION.....	Page 2
3. COURSE CALENDAR.....	Page 4
4. "MY DEADLINES" AT A GLANCE.....	Page 5
5. "MY PROFILE" SHEET.....	Page 6

## COURSE OUTLINE

The goal of this course is to expose you to the concepts and tools of the emerging “next practices” of value creation and innovation. As companies engage individuals in the new world of interactivity, the *experiences* of individuals as they interact with companies, is the new source of value. This means that companies must learn to innovate “*experience environments*” that facilitate customer interactions with its products, processes, people, as well as customer *communities*, so as to generate meaningful *outcomes* of value to both the customers and the company. The new source of competitive advantage and generating profitable growth lies in the company’s capabilities to *co-create* these experiences of value with customers.

We will discuss the processes and capabilities that companies need to implement and manage co-creation of value with their customers, and how to migrate organizations to these next practices of value creation and innovation. We will also explore the implications for organizational functions, business strategy, and the future of competition in the emerging world of co-creation.

*Textbook:*

**Prahalad, C. K. and Venkat Ramaswamy (2004). *The Future of Competition: Co-creating Unique Value with Customers*. Harvard Business School Press.**

Available from [www.amazon.com](http://www.amazon.com), [http:// www.hbsp.harvard.edu](http://www.hbsp.harvard.edu) .

(This book was picked by Business Week as one of the top 10 books of 2004, and by Strategy and Business as one of the best Strategy books of 2004. For more details, please visit [www.venkatramaswamy.com](http://www.venkatramaswamy.com). )

Note that there is no coursepacket or traditional cases as such, given that the focus of this course is on getting you to see and think about value creation differently. It is more about “changing the box” more so than “thinking out of the box”. It is a "hands on interactive, dialogic class where we will be using a "co-creative process" of learning throughout the course, as we learn about the "co-creation" paradigm itself.

## COURSE ADMINISTRATION

The emphasis of the course is on *thinking, learning, and co-creating knowledge with your peers*, rather than grades. The course grade will be determined by:

<i>Individual Contribution (“In-Class &amp; Course Tools Forum”)</i>	<b>60%</b>
<i>Team Contribution (“White Paper”)</i>	<b>40%</b>

### *Individual Contribution (60%)*

There are two components to the individual contribution: *In-Class* and a class *Forum* using the new CTools (<https://ctools.umich.edu>). Click on Sites and search for MKT 624.

***In-Class:*** Please contribute regularly to the discussion in class. Please be prepared to *discuss your thoughts* in class in a *constructive* manner. The value you derive from the course is related to *your willingness to expose your views to the knowledge and logic of your peers*. In-class contribution will be evaluated ONLY on “*quality*” and not “*quantity*” of comments. Shooting off the hip without any *synthesis* is not considered constructive participation. This does not mean that you must not bring in facts that you come across. Rather try to weave them into an important trend, idea, or concept, and try to think about its implications. Framing and posing issues for the class to ponder and discuss is the in-class contribution.

***CTools Forum:*** We will use the *CTools Discussion Threads* (details later) to engage in a more, richer, personal learning experience that draws on the competencies of your peers. Every student is a co-creator of knowledge that will enable us to grow intellectually in new ways. This is especially important given the explosion of information and rapid advances in all spheres of business around us.

You will use the Web and search for any related material, based on concepts raised in the previous class, the companies/industries to be discussed the following

class, and any doubts/issues/questions you have. Then, after the first class, you have to post a “blog” using a (max.) two-page Word document titled “{My calling name}'s Thoughts for {Class Session Date}”, under the appropriate “{Class Session Date}” Discussion Thread in Course Tools for everyone to see. Note that there are no “pre-conceived notions” of what’s required here. I will read what’s been posted, and accordingly shape the in-class discussion the following session. *You must also read the 3 students postings’ following your posting before coming to class.*

### ***Team Contribution -- White Paper (40%)***

You will be “co-constructing” the ***White Paper*** as we go along in class (with one or two other class members; i.e., a max. of 3 per team). *The team presentations of the paper are on March 10<sup>th</sup>, 17<sup>th</sup>, and 24<sup>th</sup>.* The presentation slides and first draft of the white paper are due on March 6<sup>th</sup>. The final version of the white paper is due on *April 17<sup>th</sup>* on CTools.

Details in class.

## **COURSE CALENDAR**

(Readings are in the Resources section of the CTools Website for the course)

### ***January 7: De-centering & Democratization of Value Creation***

*Readings (please read in following order):*

*TIME Person of the Year: You  
Among the Audience  
Power of Us  
Crowned at Last*

### ***January 14: The Transformation of Value Creation & Innovation - I***

*Readings (please read in following order):*

*Flat World  
Co-opting Customer Competence  
Interactions as the Next Source of Competitive Advantage  
Co-Creating Experiences of Value with Customers  
Chapters 1, 2, 3*

### ***January 21: MLK Holiday – No Graduate Classes at RSB***

### ***January 28: The Transformation of Value Creation & Innovation – II***

*Readings (please read in following order):*

*New Frontier of Experience Innovation  
Open Innovation  
Wikinomics  
Democratizing Innovation  
Outside-In Innovation  
BOP Innovation  
Chapters 4, 5*

### ***February 4: Experience Co-Creation - I***

### ***February 11: Experience Co-Creation - II***

### ***February 18: Building Capabilities for Experience Co-Creation - I***

*Chapters 6, 9*

### ***February 25: Spring Break***

### ***March 10: Team Presentations***

### ***March 17: Team Presentations***

### ***March 24: Team Presentations***

### ***March 31: Building Capabilities for Experience Co-Creation - II***

*Chapter 12*

### ***April 7: Building Capabilities for Experience Co-Creation - III***

### ***April 14: Co-Creating the Future***

**MY DEADLINES AT A GLANCE \***

<u><i>Date</i></u>	<u><i>Individual Submission</i></u>	<u><i>Team Submission</i></u>
<i>January 17</i>	Regular Posting due	
<i>January 28</i>	Completed "My Profile" Sheet (see page 6) due in Class	
<i>January 31</i>	Regular Posting due	
<i>February 7</i>		Post 1-Page Proposal of White Paper
<i>February 21</i>	Regular Posting due	
<i>March 6</i>		Post Presentation Slides & White Paper (Draft)
<i>March 13</i>	Feedback Posting due	
<i>March 20</i>	Feedback Posting due	
<i>March 27</i>	Feedback Posting due	
<i>April 10</i>	Regular Posting due	
<i>April 14</i>	Final Posting: Personal Takeaways and Comments	
<i>April 17</i>		Post White Paper (Final)

\* All postings are due by 9 p.m. on that day

## MY PROFILE

**You must fill the following, and staple the UMBS Photo-Index Card to the right  
(Due by the second class session)**

OFFICIAL NAME:

NAME TO BE USED IN CLASS:

E-mail:

Contact #:

PLEASE  
STAPLE  
THE  
STANDARD  
*UMBS Photo-  
Index Card*  
HERE

**1. Please describe your work experiences to date. What were some of the “lessons learned” from these experiences?**

**2. What types of industries, companies, and positions are you likely to pursue upon graduation?**