GHENT UNIVERSITY

Course Specifications

Valid in the academic year 2017-2018

Co-Creation (E630095)

Course size (nominal values; actual values may depend on programme)

Credits	6.0	Study time	180 h	Contact hrs	90.0 h

Course offerings and teaching methods in academic year 2017-2018

A (year)	Dutch	seminar	30.0 h
		group work	30.0 h

Lecturers in academic year 2017-2018

Detand, Jan	TW18	lecturer-in-charge
Emmanouil, Marina	TW18	co-lecturer

Offered in the following programmes in 2017-2018	crdts	offering
Bachelor of Science in Industrial Design Engineering Technology	6	A
Bachelor of Science in Public Administration and Management	6	A
Bachelor of Science in Business Administration	6	A
Bachelor of Science in Economics	6	A
Bachelor of Science in Business Economics	6	A
Master of Science in Business Administration (main subject Commercial Management)	6	A
Master of Science in Business Administration (main subject Finance and Risk Management)	6	A
Master of Science in Business Administration (main subject HRM and Organizational Management)	6	A
Master of Science in Business Administration (main subject Management and IT)	6	A
Master of Science in Communication Science (main subject New Media and Society)	6	A
Master of Science in Business Administration (main subject Taxation)	6	A
Ghent University Elective Courses	6	A
Ghent University Elective Courses	6	A
Ghent University Elective Courses	6	A
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Ghent University Elective Courses	6	A
Preparatory Course Master of Science in Industrial Design Engineering Technology	6	A

Teaching languages

Dutch

Keywords

Co-creation, Transdisciplinary research through design, Design thinking, Entrepreneurship, Communication skills

Position of the course

An important goal of the university is to stimulate muli-perspectivism. Transdisciplinary research is an appropriate method to bring motivated stakeholders form different eduction programs and disciplines together. Transdisciplinary collaboration is so interrelated that the individual disciplines can not be distinguised. Problems are no longer solved by using elements of all disciplines but by collaboration and integration. Interaction and mix are essential parameters of transdisciplinarity.

At UGent, there is a wide range of highlt ranked expertise and knowledge in many disciplines, but often they are only recognized and applied within the proper domain or education program. The envisaged transdisciplinary project wants to break these barriers by merging expertise of different research domains. In order to maximize the effect of transdisciplinariy, a yearly social theme will be selected to collaborate.
An overview of theoretical principles of cocreation, design thinking and multidisciplinarity will be offered and verified by a specificproject that a student will choose out of a list of proposals, according to proper interest and background.
The project follows the basic methodology of design thinking that has user centered design as main focus:

- empathize
- define
- ideate
- prototype
- test

This process is performed iteratively.
In addition, a co-creation methodology is adopted in which all student-stakeholders out of different disciplines get an equal and significant role and interact with each other accordingly in order to integrate all results appropriately.
The design factory and design campus Kortrijk will be the preferred locations to execute the project work.

Contents

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Theory, exercises and workshops

A multitude of lectures and workshops are organised around following topics:

1 Models for co-creation
2 Design Thinking, creativity and prototyping
3 Entrepreneurship
4 Communication (internal, with stakeholders, presentation techniques)
5 Human aspects of co-creation
6 Economic aspects of cocreation
7 Technological aspects of co-creation
8 Deontology

Lectures are given by a team of experts and/or students from one domain. For each subject, an itroductory lecture will be given followed by a debate form all involved disciplines.

Workshops focus on hands-on training, where students of a specific domain are the trainers for other students. Methods, tools and techniques are demonstrated using specific cases. .

Group work - project

One end-user is the central focus when performing the group work. Starting from and intial question posed by a specific client, the design thining process is performed iteratively (empathize, define, ideate, prototype, test with the client and all involved stakeholders).

Transdisciplinarity, integration, interaction and communcation are central themes. Prototypes are used as a particular integration and communication tool. This method of materialization gives all stakeholders the skills and mental space to concretize ideas and come to new insights.

The project will be coached by a daily supervisor and a mentor. Various techniques and design thinking methods and tools will be available and practiced in order to achieve the predefined goal.

Presence and active participation during these activities are mandatory.

Initial competences

Basic knowledge about methods, tools and techniques from the own research discipline.
Be open to diverse aspects of multiperspectivism (transdisciplinarity, entrepreneurship, deontology, communication, design thinking).

Final competences

1 Observe and control behaviour in multiple context and achieve a level of repeatability by iteratively applying all steps of design thinking.
2 Empathize and conceive real reauirments for one specific client
3 Use complementary skills and resources of a co-creation team in an effective and creative manner
4 Design a dialogue/interaction between all involved stakeholders
5 Identify and use all relevant social, economic and technical aspects

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, seminar

Extra information on the teaching methods

Lecures & Workshops:

A multitude of lectures and workshops are organised focusing on theme's as indicated above. Lectures will be given by a team of experts and/or students from one domain. For each theme an introduction will be presented followed by a debate form various specialisations and backgrounds. Worshops focus on hands-on training in which students train and tutor other students about specific methods and tools by means of real-world case-studies.

Presence and active participation are mandatory for these activities.

Group work and project:

Te project is coached by a daily supervisor and mentor. Tools and methods of design thinking are provided and practiced in order to obtain the envisaged goals.
Dit project wordt gecoacht door een begeleider en mentor en er worden rond diverse technieken van design thinking methodes en tools aangereikt en ingeoefend om de vooropgestelde doelstelling te bereiken.

Presence and active participation are mandatory for these activities.

All intermediate results are communicated towards all team members, mentor and involved stakeholders using an online platform that enables to follow-up on the progress of the project. There is also a two-weekly meeting planned (in presence of the mentor). Each merting results in a report with minutes, appointed tasks and deadlines.

Each student must share the obtaiend results via the onien paltform and report on the progress on a regular basis.

The mentor/coach will follow a predefined roadmap to coach and advise in direct response with the responsible teacher. On regular basis, the responsible teacher will monitor with the coach/mentor the progress and adjust the targets whenever necessary.

At the end of the project, all results are compiled in a final report and the results are presented to a professional jury.

Learning materials and price

Learning material will be offered through Minerva and be available in the design factory.

References

Course content-related study coaching

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Assignment, report

Examination methods in case of periodic evaluation during the second examination period

Assignment, report

Examination methods in case of permanent evaluation

Participation, job performance assessment, peer assessment, report

Possibilities of retake in case of permanent evaluation

examination during the second examination period is not possible

Extra information on the examination methods

Permanent evaluation

Active participation: a student may not limit him/herself to be present in the lectures, workshops and project sessions, but should actively participate in dialogues, and performs a significant part of the project work. The latter is checked by a prestation table that is included in the final report (work piece).

Performance assessment: This aspect will be evaluated by observing the student's behaviour such as entrpreneural spirit, critical reflection, positive communication and the will to collaborate towards a common goal. Additionally, the student will be assessed whether he/she is able to oeprate in a transdisciplinary team and is able to perform other tasks than only tasks within the own discipline. Finally, the student must be able to integrate different disciplines.

Intermediate report and final report: all project results are collected on an online documentation platform, that gves an overview of all project steps that were performed. Each student has to do a significant part of the reporting process.

Peer evaluation: your team mates will make a peer evaluation that evaluates on individual effort, communication skills and the will to contribute to the common goals from the own perspective, knowledge and expertise.

Periodic evaluation

PE_A1: final presnetation, report, work piece (prototype)
The work piece comprises a final documentin which the most significant aspects of the realized project is described. In addtion, there is a working prototype that was tested with the ivolved end-user and assessed from a number of involved disciplines that have to be defined in advance. Finally, te project team will present the obtained results to and external jury.

PE_B1: Evaluation of lectures and workshops
Each student makes an essay (report) that gives a critical reflection on the theme's that were addressed during lectures and workshops. The validity of the essay will be judged by several staff members from within the research discipline of the student.

Calculation of the examination mark

- NPGE: 40%.
- PGE_A1: 30%
- PGE_B1: 30%

In order to succeed, the student must obtain a score for each part >= 10. If this codition is not met, the score will be reduced to a non-tolerable score.