Course Specifications
Valid as from the academic year 2018-2019

<table>
<thead>
<tr>
<th>Course size</th>
<th>nomial values; actual values may depend on programme</th>
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<tbody>
<tr>
<td>Credits</td>
<td>7.0</td>
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<tr>
<td>Study time</td>
<td>210 h</td>
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<tr>
<td>Contact hrs</td>
<td>60.0 h</td>
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Course offerings and teaching methods in academic year 2018-2019

A (semester 1)
- Dutch
- fieldwork 10.0 h
- project 10.0 h
- lecture 25.0 h
- PDE tutorial 10.0 h
- excursion 2.5 h
- microteaching 2.5 h

Lecturers in academic year 2018-2019

De Marez, Lieven
PS01 lecturer-in-charge

Offered in the following programmes in 2018-2019

- Master of Science in Communication Science (main subject New Media and Society) 7 A
- Postgraduate programme in Innovation and Entrepreneurship in Engineering 7 A

Teaching languages

Dutch

Keywords

Innovation research, user-centric development, innovation management, innovation introduction, co-creation, user insight, potential assessment

Position of the course

During this course students become acquainted with some of the most important aspects of new media & ICT management. Core of the course is ‘user-centric innovation research’, in which students are confronted with the different stages in innovation development processes, the broad range of methods that can be used along the process to collect user input, and the way to translate the obtained user insight into actionable input for potential stakeholders (developers, management ...). In second instance, case studies and guest lectures will be used to illustrate how this innovation research can be the basis for truly user-centred innovation management (i.t.o. concept choices, business models, positioning, introduction strategies ...)

Contents

The course has two main components. A first component (about 2/3 of the lessons) comprises a general introduction to the concepts of innovation, innovation development processes and innovation management in the field of new media & ICT; and a more thorough introduction to the broad range of methods for user research in innovation development processes (ca. 8 courses). Students will be learned to selecte the appropriate mix of methods for each stage of innovation development (ideation, cocreation, validation, live), and how to translate insights for a diversity of potential stakeholders (e.g. management, marketing, designer ...)

The second component bridges the gap towards true management of innovations, and clarifies how the innovation research from the first part can be the basis for innovation management. How can innovation research in other words be used to shape media and innovations, to select them, to position and introduce them, and to build the right business models around them? In this context, we also rely on invited speakers from the media & ICT business (especially in the media innovation week), of which some of

(Approved)
them even challenge the students with actual research questions they are confronted with in their daily business (as a starting point for the exercises within this course).

Group exercises will be used to make the students acquainted with some actual trends in innovation research and with the actual implementation of these methods.

Initial competences

Recommended: Academic level of thinking and working, demonstrated by having successfully completed the courses on ‘Media, Technology and Innovation’ and ‘Mass Communication Research II’ in the Bachelor of Arts in Communication Sciences or by having successfully obtained the envisioned competences in these courses in a switch or preparatory course program.

Final competences

1. Being able to frame and analyse relevant developments with regard to innovation in new media & ICT
2. Knowing and being able to apply the right combinations of research methods (mixed method) for innovation research purposes.
3. Being able to transcend the traditional methodological approaches of communication sciences, by combining with methods and frameworks from other disciplines as sociology, HCI, economy, social psychology ...
4. Knowing and being able to apply the scientific literature regarding innovation research methods and frameworks
5. Within the context of an actual research challenge presented by a Media/ICT company, being able to identify, operationalise, analyse and answer the industry relevant research questions by means of an autonomous (teamwork) constructed and executed research plan
6. Autonomous, ad rem and critical reporting, oral as well as written, to industrial as well as academic ‘stakeholders’
7. Being able to tackle complex research questions in team, and answer them by means of applying the methods and frameworks presented in the course, and translating the results in an actionable way for its (potential) stakeholders. Apart from a successful completion of this research process, also the critical reflection on the chosen approach and methods is a goal
8. Presenting the results of the group exercise in a concise, ad rem and scientifically underpinned way, orally as well as written, to the industrial as well as the academic stakeholder
9. Being able to work in group, and solve complex research question by respecting timings, deadlines and each other

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment.

Conditions for exam contract

This course unit cannot be taken via an exam contract.

Teaching methods

Excursion, lecture, microteaching, PDE tutorial, project, fieldwork.

Extra information on the teaching methods

Within the courses (incl. the lectures given in the Media Innovation Week) methods for innovation research will be explained and illustrated by means of current or recent research. In order to ensure a sufficiently ‘tangible’ acquaintance with these methods, this will be combined with a set of other didactical formats. In first instance this entails demonstrations in which the students will be enabled to experiment on their own with methods as PSAP, persona’s, co-design, or affinity diagramming etc. For other methods an excursion will be organized to more specialized research institutes or companies (e.g. usability studio). Also in the Media Innovation Week we intensively invest in cooperation with external expertise and guest lectures. In the beginning of the semester students will be assigned to a set of problem-driven projects in order to build up a certain expertise with a combination of research methods (incl. field work). This will be tutored by an academic (ZAP, praktijkassistent, WP) as well as a stakeholder in the ‘field’, on an individual level (on appointment) as well as plenary. Each project ends with a closing presentation, which is part of the learning material.

Learning materials and price

Total Price: ca €30
Syllabus innovation research
User Innovation toolbox (card box methods)

(Approved)
Papers and slides
Group reports and presentations exercises

References

Generic literature on innovation (management):

Literature regarding innovation research methods:

(Approved)
Course content-related study coaching
   By appointment

Evaluation methods
  end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period
  Written examination, open book examination

Examination methods in case of periodic evaluation during the second examination period
  Written examination, open book examination

Examination methods in case of permanent evaluation
  Participation, assignment, peer assessment, report

Possibilities of retake in case of permanent evaluation
  examination during the second examination period is possible in modified form

Extra information on the examination methods
  The evaluation has 2 components: the written examen (65%) and the group work (35%)
  The exam comprises a written open book exam in which actual and hypothetical innovation challenges will be presented to the student to gauge for his/her knowledge regarding a correct and critical implementation of the knowledge on innovation challenges from user, industry as well as policy perspective. More, it will be tested if the student can choose and apply the correct mix of innovation research methods.
  The second evaluation component is the group work or the abovementioned challenge (35% of the points). Here, the individual point will be based partially on a group point for the exercise (in consensus with all people involved in the guidance of the group), and partially based on peer assessment and the individual impression of the group mentors with regard to the cooperative and leadership qualities of each individual student. The group point will be based on the way the group succeeds in choosing and applying the right mix of methods for the right research questions, and the correct way of interpreting and translating the results in a critical and tangible report and presentation, incl. critical reflection on the chosen methods and process. Also the participation in the Media Innovation Week is subject to evaluation.

Calculation of the examination mark
  Combination of non-periodical evaluation (permanent evaluation of group work cooperation (35%)) and periodical evaluation (exam – 65%)

Facilities for Working Students
  - possibility for alternative dates for exam and feedback
  - possibility for individualised GIT trajectory
  - possibility for replacing individual paper assignment (to replace group task)