

# INNOVATION THROUGH DESIGN FOR DIGITAL CUSTOMER EXPERIENCE AND SUSTAINABLE SOLUTIONS

Summer Semester: April – July 2022

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Lecture: Thursday, 10:15-12:00  
Tutorial: Thursday, 12:15-14:00  
Consultation hours:  
by prior appointment

## Required Course Materials

The required readings for this course include cases and articles from Harvard and Stanford. Students will be informed of the assigned readings in advance prior to the class session. The readings combine theoretical and managerial thinking on the topic of innovation (including sustainable innovation), design thinking, customer experience. Case studies will be available for students to download on ILIAS. The articles are accessible through the KU library.

## Course Objectives

This course is designed with a focus on innovation, design thinking and customer experience. The main objectives are:

- Understand the concept of Design Thinking and how it can help organizations develop Innovative products and Sustainable solutions
- Understand the concept of Customer Experience and learn how to gain a competitive advantage with designing sustainable products and services that improve Customer Experience
- Learn how to develop, implement, and manage an Innovation strategy
- Analyze how to adapt and encourage Design Thinking within an organization, and align it with the organization culture
- Apply learned concepts to real-world business problems on Innovation and Sustainability

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## Evaluation: Graded Components, Grading Scale

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### Grade Structure

1. Team Project and Presentation	50%
2. Seminar Paper	50%
<b>Total</b>	<b>100%</b>

## Grading Scale

1.0	93-100	Excellent Performance
1.3	88-92	Excellent Performance
1.7	83-87	Good Performance
2.0	78-82	Good Performance
2.3	73-77	Good Performance
2.7	68-72	Adequate Performance
3.0	63-67	Adequate Performance
3.3	58-62	Poor Performance
3.7	53-57	Poor Performance
4.0	50-53	Poor Performance

## Guidelines for Graded Components

### Sustainable Innovation Team Project and Presentation

50%

Students are required to form teams (3 – 4 students) for the Sustainable Innovation Team Project and Presentation (20 minutes). Each team is required to work as a “consulting team” on a Sustainable Innovation Project that will be announced during the first tutorial session. This will be a “live” project provided by a well-known company. Student teams will work on this 12-week, semester-long, “applied” project by applying all course learnings to this project. Student teams will make their final presentations to company executives during the last tutorial session.

### Seminar Paper

50%

Submission of the Seminar Paper on **August 23, 2022, by the end of the day**

The seminar paper (Seminararbeit) is a comprehensive analysis of a case study/studies. Students will be required to analyze a case study/studies by applying all the tools and frameworks learned in the course. The tasks will be published on ILIAS on **August 16, 2022**. Students will be given one week to complete their seminar papers. Students will be required to upload their answers (Microsoft Word / PDF) on ILIAS and send a copy to [natalia.rogova@ku.de](mailto:natalia.rogova@ku.de) to avoid any technical failures.

Please adhere to the following formatting instructions for your answer document:

- Margins of 2.5 cm on all four sides of the document
- All written content (except for tables, figures, images if any) should be typed in Times New Roman font, size 12 point, 1.5 spacing interval
- The maximum page limit (including title page, tables, references, images everything) is 10 pages.

More detailed formatting instructions will be published together with the case study/studies.

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**Thursday, April 28**  
**Lecture and Tutorial 1**

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April 28      Lecture 1      10:15 – 12:00 Z01

**Types of Innovation: Sustaining Innovations and Disruptive Innovations (Natalia Rogova, Prof. Shashi Matta, Maximilian Bauer)**

Lecture on:      Innovation: the main concepts  
                         Theory of disruptive innovation  
                         Sustainable innovations

April 28      Tutorial 1      12:15 – 14:00 Z01

**Introduction to the Team Project**

Tutorial on:      Project brief by stakeholders  
                         Q&A

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**Thursday, May 5**  
**Lecture and Tutorial 2**

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May 5      Lecture 2      10:15 – 12:00 Z01

**Innovation Strategy (Natalia Rogova)**

Lecture on:      Types of innovation strategies  
                         Alignment of innovation strategy and corporate strategy

May 5      Tutorial 2      12:15 – 14:00 Z01

**Tutorial: Teamwork and Progress Meetings with Instructor (Prof. Shashi Matta)**

Tutorial on:      Identifying innovation type and formulating an innovation strategy for the  
                         project's company

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**Thursday, May 12**  
**Lecture and Tutorial 3**

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May 12      Lecture 3      10:15 – 12:00 Z01

**Defining Innovation Opportunity (Natalia Rogova)**

Lecture on:      The framework 'Jobs to be Done'  
                         Jobs-As-Progress Vs. Jobs-As-Activities

May 12      Tutorial 3      12:15 – 14:00 Z01

**Tutorial: Teamwork and Progress Meetings with Instructor (Prof. Shashi Matta)**

Tutorial on:      Applying the framework 'Jobs to be Done' to the project

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**Thursday, May 19**  
**Lecture and Tutorial 4**

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May 19      Lecture 4      10:15 – 12:00 Z01

**Design Thinking (Natalia Rogova)**

Lecture on:      Role of design and human-centered culture  
                         Process of design thinking and its importance to innovations  
                         Design thinking for sustainable solutions

May 19      Tutorial 4      12:15 – 14:00 Z01

**Tutorial: Teamwork and Progress Meetings with Instructor (Prof. Shashi Matta)**

Tutorial on:      Using Design Thinking to brainstorm the ideas for the project

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**Thursday, June 2**  
**Lecture and Tutorial 5**

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June 2      Lecture 5      10:15 – 12:00 Z01

**Understanding Customer Experience (Natalia Rogova)**

Lecture on:      Customer experience and customer satisfaction  
                         Touchpoints and customer journeys

June 2      Tutorial 5      12:15 – 14:00 Z01

**Tutorial: Teamwork and Progress Meetings with Instructor (Prof. Shashi Matta)**

Tutorial on:      Identifying the main customer experience touchpoints for the project

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**Thursday, June 9**  
**Lecture and Tutorial 6**

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June 9      Lecture 6      10:15 – 12:00 Z01

**How to Build a Customer Journey? (Natalia Rogova)**

Lecture on:      Learning how to build a customer journey  
                         Combining “Jobs to be Done” framework with customer journeys  
                         Learning how to create personas

June 9      Tutorial 6      12:15 – 14:00 Z01

**Tutorial: Teamwork and Progress Meetings with Instructor (Prof. Shashi Matta)**

Tutorial on:      Creating personas and building customer journeys for the project

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**Thursday, June 23**  
**Lecture and Tutorial 7**

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June 23      Lecture 7      10:15 – 12:00 Z01

**Innovation and Digitalization in Customer Experience (Natalia Rogova)**

Lecture on:      Key capabilities important for customer journeys  
                         Innovation in customer journeys

June 23      Tutorial 7      12:15 – 14:00 Z01

**Tutorial: Teamwork and Progress Meetings with Instructor (Prof. Shashi Matta)**

Tutorial on:      Applying innovation to customer journeys for the project

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**Thursday, June 30**  
**Lecture and Tutorial 8**

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June 30      Lecture 8      10:15 – 12:00 Z01

**Open Innovation, Co-Creation, and Crowdsourcing: Part 1 (Natalia Rogova/Maximilian Bauer)**

Lecture on:      Types of open innovation  
                         Open innovation for sustainable solutions

June 30      Tutorial 8      12:15 – 14:00 Z01

**Tutorial: Teamwork and Progress Meetings with Instructor (Prof. Shashi Matta)**

Tutorial on:      Creating an open innovation challenge for the project

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**Thursday, July 7**  
**Lecture and Tutorial 9**

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July 7      Lecture 9      10:15 – 12:00 Z01

**Open Innovation, Co-Creation, and Crowdsourcing: Part 2 (Natalia Rogova)**

Lecture on:      Types of open innovation  
                         Open innovation for sustainable solutions

July 7      Tutorial 9      12:15 – 14:00 Z01

**Tutorial: Teamwork and Progress Meetings with Instructor (Prof. Shashi Matta)**

Tutorial on:      Creating an open innovation challenge for the project

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**Thursday, July 14**  
**Lecture and Tutorial 10**

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July 14      Lecture 10      10:15 – 12:00 Z01

**Sustainability in Innovation (Natalia Rogova/Guest lecturer)**

Lecture on:      Innovating for sustainability

Business models for sustainability

July 14      Tutorial 10      12:15 – 14:00 Z01

**Tutorial: Teamwork and Progress Meetings with Instructor (Prof. Shashi Matta)**

Tutorial on:      Using innovation through sustainability for the project

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**Thursday, July 21  
Consultations**

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July 21      Consultation      10:15 – 14:00 Z01

**Team Project Consultations**

Consultation:      Final Team Project Consultations

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**Thursday, July 28  
Final Presentations**

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July 19      **Final Presentations**      10:15 – 14:00      Z01