

BWLB460L Creating Customer Value

Module name: <i>Creating Customer Value</i>
Module overview
EDP designation: BWLB460L
Module coordinator(s): Prof. Dr Anna Heszler
Module scope (ECTS): 5 CP (45 hours of attendance and 105 hours of self-study including exam preparation)
Classification (semester): 3 rd or 4 th curriculum semester
Content requirements: Knowledge of general business administration and marketing, comparable to the courses of the same name
Requirements according to SPO: None
Competences: Students can justify the decisive relevance of customer orientation for a company and systematically identify starting points for customer-oriented product development and customer value-enhancing measures for existing products by using, applying and testing the concepts of customer value and the methods for the development and further development of customer-oriented products using case studies (e.g. design thinking, Google Design Sprint, co-creation, customer journey mapping) in order to participate in the customer-oriented development and further development of products in professional practice.
Examination: Term paper (in the form of a portfolio, duration 10 weeks) or written examination (90 minutes) or term paper (can also be carried out as project work, duration 4 weeks). The exact form of examination will be announced at the beginning of the course.
Usability: The module is also offered with the code WINB460H in the specialization Management of Sustainable Product Development in the Bachelor's degree programme in Business Administration and Engineering.

Course: Creating Customer Value
EDP designation: BWLB461L
Lecturer: Prof. Dr Anna Heszler (Deputy: Prof. Dr Christian Seiter)
Hours per week (SWS): 4 SWS
Availability: annually in the winter semester
Type and mode: Seminar / compulsory subject in the specializations International Marketing & Sales
Teaching language: German or English
Contents: 1. Customer centricity as the basis for successful business models 2. Fundamentals of customer value and customer satisfaction 3. Inclusion of customers in the innovation process (co-creation)

4. Methods for the customer- and user-orientated development of products (e.g. design thinking, google design sprint)

5. Phases and touchpoints of the customer journey including examples for different industries

Recommended literature:

Gassmann, O./ Frankenberger K./ Csik, M. (2017): Developing business models - 55 innovative concepts with the St. Gallen Business Model Navigator.

Gray, D. (2011): Gamestorming - A practical book for lateral thinkers, moderators and innovators.

Knapp, J./ Zeratsky, J./ Kowitz, B. (2016): Sprint - How to Solve Big Problems and Test New Ideas in Just Five Days.

Kruse Brandão, T./ Wolfram, G. (2018): Digital Connection - The better customer journey with smart technologies - strategy and practical examples.

Osterwalder, A./ Pigneur, Y. (2011): Business Model Generation - A handbook for visionaries, game changers and challengers.

Osterwalder, A./ Pigneur, Y./ Bernarda, G./ Smith, A. (2015): Value Proposition Design.

Piller, F./ Möslin, K./ Ihl, C./ Reichwald, R. (2017): Interactive value creation compact: Open innovation, individualisation and new forms of division of labour.

Notes: