



**JINDAL GLOBAL  
BUSINESS SCHOOL**

INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



**O.P. Jindal Global University**

*A Private University Promoting Public Service*

**NAAC Accreditation - 'A' Grade**

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Jindal Global Business School  
*Course Outline*

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Course Title	Strategic Value Creation and Ecosystem Design
Core or Elective	Elective
Program and Batch	BBA 2024
Semester & Academic Year	FALL 2026
Credits	3
Discipline/Area	Strategy
Name of the Faculty Member/Course Instructor	Dr. Sarabjot Kaur
Contact Details of the Faculty Member	sarabjot.kaur@jgu.edu.in
Contact Details of Support Staff	jgbs-co@jgu.edu.in
Faculty Member's Open Office Day/s & Time	Monday and Wednesday 3:00-5:00 PM

### **Introduction to the Course**

This course is designed to provide students with a comprehensive understanding of how businesses create value and the crucial role ecosystems play in modern strategic planning. Throughout the course, students will explore the fundamentals of strategic value creation, the dynamics of business ecosystems, and the practical tools and frameworks necessary to design and manage ecosystems effectively. They will engage with real-world case studies, participate in interactive discussions, and work on projects that will help them apply theoretical concepts to practical situations.

### **Course Learning Objectives**

**At the end of the course, students should be able to**

**CLO1-** Understand Strategic Value Creation: Gain insights into the principles and importance of creating value in business contexts.

**CLO2-** Analyze and Design Ecosystems: Develop skills to analyze and design business ecosystems for optimal value creation.

**CLO3- Develop Competitive Strategies:** Learn strategies for achieving and sustaining competitive advantage within ecosystems.

**CLO4- Leverage Innovation and Digital Transformation:** Explore the role of innovation and digital

<b>BBA Programme Competency Goals (PCGs)</b>		<b>BBA Programme Learning Objectives (PLOs)</b>
		<b>Students will be able to</b>
<b>1</b>	<b>Responsible Global Citizenship:</b> Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	1. Understand local business issues
		2. Understand global business issues
		3. Demonstrate sensitivity towards ethical issues
		4. Demonstrate sensitivity towards social issues
<b>2</b>	<b>Effective communication:</b> Ability to effectively exchange ideas and information	5. Present their ideas with clarity
		6. Write in a coherent manner
		7. Use technology for communication
<b>3</b>	<b>Critical Thinking:</b> Ability to identify, analyze business problems and propose effective solutions	8. Identify main issues of business problems
		9. Examine information from different sources
		10. Draw inferences from analysis
<b>4</b>	<b>Teamwork:</b> Ability to work and contribute effectively in group -settings	11. Understand the factors to work effectively in groups
		12. Contribute effectively in groups

transformation in ecosystem design and strategy.

**CLO5-Enhance Leadership and Communication Skills:** Build strategic leadership and communication skills for effective ecosystem management.

### **Programme Competency Goals**

### PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
PLO1, PLO2, PLO8	PCG1, PCG3	A1, A2
PLO 1, PLO2, PLO3	PCG 1	A2, A3, A4
PLO8, PLO9, PLO10	PCG 3	A3, A4, A5
PLO8, PLO9	PCG 3	A3, A4, A5
PLO5, PLO6, PLO7, PLO9	PCG 1, PCG3	A1, A3, A4, A5

### Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage (Percentage)	Nature (Individual/Group)	Week of Assessment	PLOs to be Assessed
A1: Class Participation	10%	Individual	Continuous	PCG1, PLO1, PLO2; PCG3, PLO8
A2: Quiz	10%	Individual	4 <sup>th</sup> and 6 <sup>th</sup> week	PCG1, PLO1, PLO2; PCG3, PLO8
A3: Group Assignment and Presentation	30%	Group	14 <sup>th</sup> week	PCG3, PLO5, PLO6, PLO7; PCG4, PLO11, PLO12
A4: Midterm	20%	Individual	7 <sup>th</sup> /8 <sup>th</sup> Week	PCG3, PLO8, PLO9, PLO10; PCG4 PLO11, PLO12

A5: End Term Examination	30%	Individual	In Examination Week	PCG1, PLO1, PLO2; PCG2, PLO5, PLO6; PCG3, PLO8, PLO9, PLO10
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### Description of Assessments:

#### A1- Class participation (10% weightage)

The aim of assessing students for class participation is to encourage their participation in classroom discussions and engagement with reading materials and preparatory notes. The students will be assessed in terms of their participation in the class in form of their contributions towards discussions, participation in class activities, and preparedness with the class readings. The assessments will be done on a continuous basis throughout the semester.

#### A2: Quiz (10% weightage)

The aim of quiz is to assess each student's level of understanding in respect of course contents. One quiz would be conducted in the semester in the format of multiple-choice questions. No negative marking would be applicable.

#### A4- Group Presentation (30% weightage)

Students will work in groups to design a business ecosystem for a hypothetical company. This project will require them to apply the concepts learned throughout the course, including value creation, ecosystem dynamics, competitive strategies, innovation, and leadership. Each group will present their ecosystem design, showcasing their strategic thinking and practical application of course materials.

#### A5-Midterm (20% weightage)

The objective of mid-term examination is to gauge each student's creative problem-solving abilities and application of course contents learned so far. A short case based written examination will be administered. There will be a **pen-paper-based mid-term examination of 20 marks**. The duration of the mid-term exam will be **90 minutes**.

#### A6- End term examination- (30% weightage)

There will be a pen-paper-based end-term examination of **30 marks** during the examination week. This will be an invigilated exam according to the mode, modalities and process as decided by CoE.

## Rubrics for assessment:

### Group Assignment and Presentation:

The students would be required to prepare a short assignment and presentation on business ecosystem for a hypothetical company, applying course concepts such as value creation, ecosystem dynamics, competitive strategies, innovation, and leadership. Each group will present their design and showcase their strategic thinking. The students will be assessed based on the following points:

Criteria/Level	Poor (1-2)	Fair (3-5)	Good (6-7)	Excellent (8-10)
Understanding of concepts	Lack of understanding of core concepts	Limited understanding of core concepts	Adequate understanding of core concepts	Clear understanding of core concepts
Logical Flow/Organization of ideas	No sense of organization	There is a sense of organization, although some of the organizational tools are used weakly or missing	Good overall organization includes the main organizational tools.	Well organized. Includes title, introduction of main idea, transitions, and conclusion.
Depth and breadth of analysis and discussion	Information presented is very limited. No analysis or implications drawn	Information presented is inadequate and misses many points. Some analysis and discussion.	Information centres on some of the points and covers them adequately. Adequate analysis and discussion.	Information presented covers all the points in depth and is accurate. Good analysis and well-rounded discussion
Communication Skill	Reading from the PPT, no engagement with audience, poor communication	Referring to ppt very often, some engagement with audience, fair communication	Referring to ppt occasionally, good engagement with audience, good communication	Using ppt only as cue, excellent engagement with audience, excellent communication

## Teaching Method

The course will have a judicious mix of lectures, storytelling, experiential exercises, and cases. Here the onus of learning will be with the student, and the instructor will be a facilitator. Instead of learning 'what to do', the cases will also be used as examples of real-world phenomena where issues arise, and good and bad practices are seen. The key to learning this way is to see many examples and situations and learn inductive as well as deductive ways from students' and managers' different experiences.

## Textbook / Other Readings

### Textbook:

1. Morrison, R., Andrew, J. (2024). Strategic Value Creation: Design and Execute a Strategy for Breakthrough Returns. United Kingdom: Kogan Page.

### Other readings:

1. de Saint Julien, O. (2022). The Innovation Ecosystem as a Source of Value Creation: A Value Creation Lever for Open Innovation. United Kingdom: Wiley.
2. Ben Letaifa, S., Gratacap, A., Isckia, T. (2013). Understanding Business Ecosystems: How Firms Succeed in the New World of Convergence?. Belgium: De Boeck Supérieur.
3. Emerging Ecosystem-Centric Business Models for Sustainable Value Creation. (2021). United States: IGI Global.

### Guest Lectures

S. No.	Faculty member(s)	Guest Speakers [Name, designation, and company]	Week # (Tentative)
1.	Sarabjot Kaur	<b>Mr. Zia Ur Rahman:</b> Technical Training Engineer, SUSE.	12
2.	Sarabjot Kaur	<b>Mr. Kumar Kushang:</b> CEO, Supplynote Inc	21

### Session Plan

Session Details	Topics	PLOs Covered
<b>Session 1</b>	<b>Introduction to Strategic Value Creation</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Understand the principles and importance of strategic value creation in business contexts.	
Subtopics to be covered	<ul style="list-style-type: none"> <li>• Definition and Importance of Strategy</li> <li>• Key Elements of Value Creation</li> </ul>	
Readings	What Is Strategy? For starters, it's not the same as operational effectiveness. by Michael E. Porter available online at <a href="https://hbr.org/1996/11/what-is-strategy">https://hbr.org/1996/11/what-is-strategy</a>  Value Innovation: The Strategic Logic of High Growth available online at <a href="https://hbr.org/2004/07/value-innovation-the-strategic-logic-of-high-growth">https://hbr.org/2004/07/value-innovation-the-strategic-logic-of-high-growth</a>	
Case Title & Number	None	
Pedagogy	Class discussion, Lecture	
<b>Session 2</b>	<b>Strategic Value Creation: Approaches</b>	<b>PLO1, PLO2,</b>

Objective of the session	To understand various ways in which businesses create strategic long term value.	<b>PLO8</b>
Subtopics to be covered	Growth strategies, Parameters of value creation	
Readings	The Future of Value Creation available online at <a href="https://hbr.org/webinar/2024/02/the-future-of-value-creation">https://hbr.org/webinar/2024/02/the-future-of-value-creation</a>  A Growth Strategy that Creates and Protects Value available online at <a href="https://hbr.org/2024/04/a-growth-strategy-that-creates-and-protects-value">https://hbr.org/2024/04/a-growth-strategy-that-creates-and-protects-value</a>	
Video Case	Value Props: Create a Product People Will Actually Buy available online at <a href="https://www.youtube.com/watch?v=q8d9uuO1Cf4">https://www.youtube.com/watch?v=q8d9uuO1Cf4</a>	
Pedagogy	Class discussion, Lecture	
<b>Session 3</b>		
<b>Value Proposition and Customer Segments</b>		<b>PLO1, PLO2, PLO8</b>
Objective of the session	Create and communicate value propositions and identify customer segments effectively.	
Subtopics to be covered	<ul style="list-style-type: none"> <li>• Crafting a Value Proposition</li> <li>• Identifying and Segmenting Customers</li> <li>• Aligning Value Propositions with Customer Needs</li> </ul>	
Readings	How To Create A Successful Value Proposition Available online at <a href="https://www.forbes.com/sites/forbescoachescouncil/2019/07/15/how-to-create-a-successful-value-proposition/#:~:text=It%20outlines%20the%20benefits%20they,between%20these%20needs%20and%20solutions.">https://www.forbes.com/sites/forbescoachescouncil/2019/07/15/how-to-create-a-successful-value-proposition/#:~:text=It%20outlines%20the%20benefits%20they,between%20these%20needs%20and%20solutions.</a>  The Value Proposition Canvas available online at <a href="https://www.strategyzer.com/library/the-value-proposition-canvas">https://www.strategyzer.com/library/the-value-proposition-canvas</a>	
Case Title & Number	Tesco's 'Steering Wheel': A Tool for Strategic Value Creation and Business Transformation available online at <a href="https://www.thecasecentre.org/products/view?id=78533">https://www.thecasecentre.org/products/view?id=78533</a>	
Pedagogy	Workshop, Group Exercises	
<b>Session 4</b>		
<b>Competitive Analysis and Market Positioning</b>		<b>PLO1, PLO2, PLO8</b>
Objective of the session	Conduct competitive analysis and understand market positioning strategies	

Subtopics to be covered	Techniques for Competitive Analysis Market Positioning Strategies	
Readings	Blue Ocean Strategy available online at <a href="https://hbr.org/2004/10/blue-ocean-strategy">https://hbr.org/2004/10/blue-ocean-strategy</a>  Use GenAI to Uncover New Insights into Your Competitors available online at <a href="https://hbr.org/2023/11/use-genai-to-uncover-new-insights-into-your-competitors">https://hbr.org/2023/11/use-genai-to-uncover-new-insights-into-your-competitors</a>	
Case Title & Number	Competitive Positioning Plans of Panera Bread Company available online at <a href="https://www.thecasecentre.org/products/view?id=124556">https://www.thecasecentre.org/products/view?id=124556</a>	
Pedagogy	Case study, Class discussion	
<b>Session 5</b>	<b>Innovation and Strategic Value Creation-I</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Explore the role of innovation in strategic value creation.	
Subtopics to be covered	Types of Innovation and its examples	
Readings	A New Approach to Strategic Innovation available online at <a href="https://hbr.org/2023/09/a-new-approach-to-strategic-innovation">https://hbr.org/2023/09/a-new-approach-to-strategic-innovation</a>	
Case Title & Number	How to Build a Product that Scales into a Company available online at <a href="https://www.youtube.com/watch?v=r-98YRAF1dY&amp;t=10s">https://www.youtube.com/watch?v=r-98YRAF1dY&amp;t=10s</a>	
Pedagogy	Video case and class discussion	
<b>Session 6</b>	<b>Innovation and Strategic Value Creation-II</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Explore the role of innovation in strategic value creation.	
Subtopics to be covered	Innovation's Impact on Value Creation	
Readings	How Corporate Purpose Leads to Innovation available online at <a href="https://hbr.org/2023/11/how-corporate-purpose-leads-to-innovation">https://hbr.org/2023/11/how-corporate-purpose-leads-to-innovation</a>  Radical Optionality available online at <a href="https://hbr.org/2023/05/radical-optionality">https://hbr.org/2023/05/radical-optionality</a>	
Case Title & Number	How to Build a Product that Scales into a Company available online at <a href="https://www.youtube.com/watch?v=r-98YRAF1dY&amp;t=10s">https://www.youtube.com/watch?v=r-98YRAF1dY&amp;t=10s</a>	
Pedagogy	Video case and class discussion	
<b>Session 7</b>	<b>Value Capture Strategies-I</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Understanding strategies for capturing value in ecosystems.	
Subtopics to be covered	Methods of Value Capture	
Readings	How Can Technology Help Businesses Create And Capture Value? Available online at	

	<a href="https://www.forbes.com/sites/forbesbusinesscouncil/2023/06/06/how-can-technology-help-businesses-create-and-capture-value/">https://www.forbes.com/sites/forbesbusinesscouncil/2023/06/06/how-can-technology-help-businesses-create-and-capture-value/</a>	
Case Title & Number	Rainbow Solutions: Discovering Value available online at <a href="https://www.thecasecentre.org/products/view?id=176472">https://www.thecasecentre.org/products/view?id=176472</a>	
Pedagogy	Lecture, Case study, Class discussion	
<b>Session 8</b>	<b>Value Capture Strategies-II</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Understanding various existing and emergent value capture models	
Subtopics to be covered	Designing Value Capture Models	
Readings	Are You Creating or Capturing Value? A dynamic framework for sustainable strategy available online at <a href="https://www.hks.harvard.edu/centers/mrcbg/publications/wp/awp36">https://www.hks.harvard.edu/centers/mrcbg/publications/wp/awp36</a>	
Case Title & Number	Rainbow Solutions: Discovering Value available online at <a href="https://www.thecasecentre.org/products/view?id=176472">https://www.thecasecentre.org/products/view?id=176472</a>	
Pedagogy	Lecture, Case study, Class discussion	
<b>Session 9</b>	<b>Understanding Business Ecosystems-I</b>	<b>PLO1, PLO2, PLO8, PLO9, PLO10</b>
Objective of the session	Grasp the concept of business ecosystems and their frameworks.	
Subtopics to be covered	<ul style="list-style-type: none"> <li>• Components of Business Ecosystems</li> <li>• Real-World Examples of Business Ecosystems</li> </ul>	
Readings	<p>Why Ecosystem Firms Are The Future Of Management available online at <a href="https://www.forbes.com/sites/stevedenning/2021/04/18/why-ecosystem-firms-are-the-future-of-management/#:~:text=The%20mindset%20is%20focused%20on,participants%20and%20market%20makers">https://www.forbes.com/sites/stevedenning/2021/04/18/why-ecosystem-firms-are-the-future-of-management/#:~:text=The%20mindset%20is%20focused%20on,participants%20and%20market%20makers</a></p> <p>The Future Belongs To Ecosystems Available online at <a href="https://www.forbes.com/sites/forbestechcouncil/2021/07/23/the-future-belongs-to-ecosystems/">https://www.forbes.com/sites/forbestechcouncil/2021/07/23/the-future-belongs-to-ecosystems/</a></p>	
Case Title & Number	Block: Creating an Ecosystem of Ecosystems available online at <a href="https://www.thecasecentre.org/products/view?id=192924">https://www.thecasecentre.org/products/view?id=192924</a>	
Pedagogy	Case study and Class discussion	
<b>Session 10</b>	<b>Understanding Business Ecosystems-II</b>	<b>PLO1, PLO2, PLO8, PLO9, PLO10</b>
Objective of the session	Understanding the approaches for ecosystem analysis	
Subtopics to be covered	Frameworks for Ecosystem Analysis	

Readings	Understanding Business Ecosystem Maturity Available online at <a href="https://www.forbes.com/sites/forbesbusinesscouncil/2023/01/26/understanding-business-ecosystem-maturity/">https://www.forbes.com/sites/forbesbusinesscouncil/2023/01/26/understanding-business-ecosystem-maturity/</a>	
Case Title & Number	Block: Creating an Ecosystem of Ecosystems available online at <a href="https://www.thecasecentre.org/products/view?id=192924">https://www.thecasecentre.org/products/view?id=192924</a>	
Pedagogy	Case study and Class discussion	
<b>Session 11</b>	<b>Digital Transformation and Ecosystem Design</b>	<b>PLO1, PLO2,</b>
Objective of the session	Understand the impact of digital transformation on ecosystem design.	<b>PLO8, PLO9,</b>
Subtopics to be covered	Key Aspects of Digital Transformation Integration of Digital Tools in Ecosystems Examples of Digital Transformation in Practice	<b>PLO10</b>
Readings	How The Digital Ecosystem Improves Engagement Across The Manufacturing Value Chain Available online at <a href="https://www.forbes.com/sites/forbesbusinesscouncil/2022/03/30/how-the-digital-ecosystem-improves-engagement-across-the-manufacturing-value-chain/">https://www.forbes.com/sites/forbesbusinesscouncil/2022/03/30/how-the-digital-ecosystem-improves-engagement-across-the-manufacturing-value-chain/</a>	
Case Title & Number	Sweetgreen (B): Leading the Digital Revolution available online at <a href="https://www.thecasecentre.org/products/view?id=178017">https://www.thecasecentre.org/products/view?id=178017</a>	
Pedagogy	Case study, Class discussion	
<b>Session 12</b>	<b>Guest Lecture I*</b>	<b>PLO1, PLO2,</b>
Objective of the session	Gaining industry insights about strategic value creation and ecosystems design and it's application to varied contexts of business.	<b>PLO8</b>
Subtopics to be covered	Practical aspects of strategic value creation and ecosystems design	
Readings	As applicable or shared by guest speaker	
Case Title & Number	NA	
Pedagogy	Lecture, Discussion	
<b>Session 13</b>	<b>Experiential Learning Session I: Value Proposition and Customer Segments Workshop</b>	<b>PLO1, PLO2,</b>
Objective of the session	Create and communicate value propositions and identify customer segments effectively.	<b>PLO8, PLO9,</b>
Subtopics to be covered	<ul style="list-style-type: none"> <li>● <i>Value Proposition Canvas Exercise</i> <ul style="list-style-type: none"> <li>○ Students will work in groups to use the Value Proposition Canvas to design a value proposition for a hypothetical product.</li> </ul> </li> </ul>	<b>PLO10, PLO11,</b>
		<b>PLO12</b>

	<ul style="list-style-type: none"> <li>• <i>Customer Segmentation Exercise</i> <ul style="list-style-type: none"> <li>○ Groups will identify and segment potential customers for their product, creating detailed personas.</li> </ul> </li> </ul>	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Workshop, Discussion	
<b>Session 14</b>	<b>Experiential Learning Session II: Competitive Analysis and Market Positioning Workshop</b>	<b>PLO1, PLO2, PLO8, PLO9, PLO10, PLO11, PLO12</b>
Objective of the session	Conduct competitive analysis and understand market positioning strategies	
Subtopics to be covered	<ul style="list-style-type: none"> <li>• <i>SWOT Analysis Exercise</i> <ul style="list-style-type: none"> <li>• Students will conduct a SWOT analysis for a given company, identifying strengths, weaknesses, opportunities, and threats.</li> </ul> </li> <li>• <i>Market Positioning Strategy Exercise</i> <ul style="list-style-type: none"> <li>• Groups will develop a market positioning strategy for a product based on the SWOT analysis.</li> </ul> </li> </ul>	
Readings	NA	
Case Title & Number	NA	
Pedagogy	In Class exercises, Discussion	
<b>Session 15</b>	<b>Business Models in Ecosystems-I</b>	<b>PLO1, PLO2, PLO3, PLO8, PLO9, PLO10</b>
Objective of the session	Explore various business models within ecosystems.	
Subtopics to be covered	Types of Business Models	
Readings	'8 types of business models & the value they deliver' available online at <a href="https://online.hbs.edu/blog/post/types-of-business-models">https://online.hbs.edu/blog/post/types-of-business-models</a>	
Case Title & Number	Designing a Customer-Centric Business Model available online at <a href="https://www.youtube.com/watch?v=L1Km-hJt-uI">https://www.youtube.com/watch?v=L1Km-hJt-uI</a>	
Pedagogy	Video and Class discussion	
<b>Session 16</b>	<b>Business Models in Ecosystems-II</b>	<b>PLO1, PLO2, PLO3, PLO8, PLO9, PLO10</b>
Objective of the session	Understanding business model innovation and the role of ecosystem design in fostering and sustaining innovation	
Subtopics to be covered	Business Model Innovation Examples of various Ecosystem Business Models Innovation	
Readings	How Business Ecosystems Rise (and Often Fall) available online at <a href="https://sloanreview.mit.edu/article/how-business-ecosystems-rise-and-often-fall/">https://sloanreview.mit.edu/article/how-business-ecosystems-rise-and-often-fall/</a>	
Case Title & Number	Designing a Customer-Centric Business Model available online at <a href="https://www.youtube.com/watch?v=L1Km-hJt-uI">https://www.youtube.com/watch?v=L1Km-hJt-uI</a>	

Pedagogy	Video and Class discussion	
<b>Session 17</b>	<b>Strategic Ecosystem Mapping</b>	<b>PLO1, PLO2, PLO8, PLO9, PLO10</b>
Objective of the session	Develop skills in mapping and analysing ecosystems.	
Subtopics to be covered	Techniques for Ecosystem Mapping Analysing Ecosystem Interactions	
Readings	Match Your Innovation Strategy to Your Innovation Ecosystem available online at <a href="https://hbr.org/2006/04/match-your-innovation-strategy-to-your-innovation-ecosystem">https://hbr.org/2006/04/match-your-innovation-strategy-to-your-innovation-ecosystem</a>	
Video Case	Ecosystem Mapping available online at <a href="https://www.youtube.com/watch?v=0h6iaXJuEeA">https://www.youtube.com/watch?v=0h6iaXJuEeA</a>	
Pedagogy	Workshop, Group Exercises	
<b>Session 18</b>	<b>Measuring Ecosystem Performance</b>	<b>PLO3, CLO3</b>
Objective of the session	Measure performance and success of ecosystems.	
Subtopics to be covered	Key Performance Indicators (KPIs) for Ecosystems Methods for Performance Measurement	
Readings	How Healthy Is Your Business Ecosystem? Available online at <a href="https://sloanreview.mit.edu/article/how-healthy-is-your-business-ecosystem/">https://sloanreview.mit.edu/article/how-healthy-is-your-business-ecosystem/</a>	
Case Title & Number	The Business Model Canvas - A Useful Tool available online at <a href="https://www.thecasecentre.org/products/view?id=187240">https://www.thecasecentre.org/products/view?id=187240</a>	
Pedagogy	Case study, Class discussion	
<b>Session 19</b>	<b>Strategic Value Co-Creation</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Learn about co-creation of value in ecosystems.	
Subtopics to be covered	Principles of Co-Creation Co-Creation Models and Frameworks	
Readings	Co-Creation: A Powerful Tool For Organizations Looking To Become More Innovative available online at <a href="https://www.forbes.com/sites/benjaminlaker/2022/07/12/co-creation-a-powerful-tool-for-organizations-looking-to-become-more-innovative/">https://www.forbes.com/sites/benjaminlaker/2022/07/12/co-creation-a-powerful-tool-for-organizations-looking-to-become-more-innovative/</a>	
Case Title & Number/ Video	The Co-Creation of Value by Mr.Brian Confer available online at <a href="https://www.youtube.com/watch?v=giz41ixbt6w">https://www.youtube.com/watch?v=giz41ixbt6w</a>	
Pedagogy	Video Case and Class discussion	
<b>Session 20</b>	<b>Sustainability and Ecosystem Design</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Integrate sustainability into ecosystem design.	
Subtopics to be covered	<ul style="list-style-type: none"> <li>• Principles of Sustainability in Business</li> <li>• Designing Sustainable Ecosystems</li> </ul>	
Readings	How Ecodesign Can Help the Environment and Your Bottom	

	Line available online at <a href="https://hbr.org/sponsored/2023/07/how-ecodesign-can-help-the-environment-and-your-bottom-line">https://hbr.org/sponsored/2023/07/how-ecodesign-can-help-the-environment-and-your-bottom-line</a>	
Case Title & Number	Redefining Value Creation in Value Chains: The Social Side of Sustainability available online at <a href="https://www.thecasecentre.org/products/view?id=128502">https://www.thecasecentre.org/products/view?id=128502</a>	
Pedagogy	Case study and Class discussion	
<b>Session 21</b>	<b>Guest Lecture II*</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Gaining industry insights about strategic value creation and ecosystems design and it's application to varied contexts of business.	
Subtopics to be covered	Practical aspects of strategic value creation and ecosystems design	
Readings	As applicable or shared by guest speaker	
Case Title & Number	NA	
Pedagogy	Lecture, Discussion	
<b>Session 22</b>	<b>Experiential Learning Session III: Strategic Ecosystem Mapping Workshop</b>	<b>PLO1, PLO2, PLO8, PLO9, PLO10, PLO11, PLO12</b>
Objective of the session	Develop skills in mapping and analyzing ecosystems.	
Subtopics to be covered	<ul style="list-style-type: none"> <li>• <i>Ecosystem Mapping Exercise</i> <ul style="list-style-type: none"> <li>• Students will map out the ecosystem for a selected company, identifying key players, relationships, and interactions.</li> </ul> </li> <li>• <i>Ecosystem Interaction Analysis</i> <ul style="list-style-type: none"> <li>• Groups will analyze the interactions within the mapped ecosystem to identify potential opportunities and threats.</li> </ul> </li> </ul>	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Class discussion, Workshop	
<b>Session 23</b>	<b>Network Effects and Platform Strategies</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Understand network effects and develop platform strategies.	
Subtopics to be covered	<ul style="list-style-type: none"> <li>• Concept of Network Effects</li> <li>• Designing Platform Strategies</li> </ul>	
Readings	Why Some Platforms Thrive and Others Don't available online at <a href="https://hbr.org/2019/01/why-some-platforms-thrive-and-others-dont">https://hbr.org/2019/01/why-some-platforms-thrive-and-others-dont</a>	
Case Title & Number/Video Case	The Network Effects of Uber: Under the Hood available online at <a href="https://www.youtube.com/watch?v=yEminPU_7cc">https://www.youtube.com/watch?v=yEminPU_7cc</a>	

	The Network Effects of Bitcoin available online at <a href="https://www.youtube.com/watch?v=IEVxPwsOriY&amp;t=9s">https://www.youtube.com/watch?v=IEVxPwsOriY&amp;t=9s</a>	
Pedagogy	Video Case and Class discussion	
<b>Session 24</b>	<b>Leveraging Data and Analytics</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Understanding how to Utilize data and analytics for strategic value creation.	
Subtopics to be covered	Data Analytics Tools and Techniques Applying Data for Strategic Insights	
Readings	Transforming Data into Business Value through Analytics and AI available online at <a href="https://hbr.org/sponsored/2023/03/transforming-data-into-business-value-through-analytics-and-ai">https://hbr.org/sponsored/2023/03/transforming-data-into-business-value-through-analytics-and-ai</a>	
Case Title & Number	Amazon, Jeff Bezos and collecting data   DW Documentary available online at <a href="https://www.youtube.com/watch?v=O90PSHJVu58">https://www.youtube.com/watch?v=O90PSHJVu58</a>	
Pedagogy	Lecture, Case study, Class discussion	
<b>Session 25</b>	<b>Experiential Learning Session IV: Strategic Innovation and Ecosystem Disruption Workshop</b>	<b>PLO1, PLO2, PLO8, PLO9, PLO10, PLO11, PLO12</b>
Objective of the session	Foster innovation skills and understand the impact of disruptive innovations in ecosystems.	
Subtopics to be covered	<ul style="list-style-type: none"> <li>• <i>Disruptive Innovation Brainstorming</i> <ul style="list-style-type: none"> <li>• Brainstorm ideas for disruptive innovations that could impact a selected ecosystem.</li> </ul> </li> <li>• <i>Innovation Impact Analysis</i> <ul style="list-style-type: none"> <li>• Analyze the potential impact of the identified disruptive innovations on the ecosystem.</li> </ul> </li> </ul>	
Readings	NA	
Case Title & Number	NA	
Pedagogy	In Class exercise, discussion	
<b>Session 26</b>	<b>Global Ecosystems and International Strategy</b>	<b>PLO1, PLO2, PLO8</b>
Objective of the session	Explore strategies for global ecosystems.	
Subtopics to be covered	Challenges in Global Ecosystem Management Strategies for International Expansion	
Readings	In the Ecosystem Economy, What's Your Strategy? Available online at <a href="https://hbr.org/2019/09/in-the-ecosystem-economy-whats-your-strategy">https://hbr.org/2019/09/in-the-ecosystem-economy-whats-your-strategy</a>	
Case Title & Number	China Moves up the Value Chains: Foxconn's Dilemma available online at	

	<a href="https://www.thecasecentre.org/products/view?id=176502">https://www.thecasecentre.org/products/view?id=176502</a>	
Pedagogy	Lecture, Case study, Class discussion	
<b>Session 27</b>	<b>Group Presentations Slot I</b>	<b>PLO1, PLO2, PLO8, PLO9, PLO10, PLO11, PLO12</b>
Objective of the session	The aim of this assessment is to enable students to showcase their strategic thinking and practical application of course materials.	
Subtopics to be covered	Students will work in groups to design a business ecosystem for a hypothetical company. This project will require them to apply the concepts learned throughout the course, including value creation, ecosystem dynamics, competitive strategies, innovation, and leadership.	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Group presentation	
<b>Session 28</b>	<b>Group Presentations Slot II</b>	
Objective of the session	The aim of this assessment is to enable students to showcase their strategic thinking and practical application of course materials.	
Subtopics to be covered	Students will work in groups to design a business ecosystem for a hypothetical company. This project will require them to apply the concepts learned throughout the course, including value creation, ecosystem dynamics, competitive strategies, innovation, and leadership. Each group will present their ecosystem design, showcasing their strategic thinking and practical application of course materials.	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Group presentation	
<b>Session 29</b>	Revision and course wrap up	<b>PLO1, PLO2, PLO8, PLO9, PLO10, PLO11, PLO12</b>
Objective of the session	Summarizing and Concluding Course Learnings	
Subtopics to be covered	Summarizing and Concluding Course Learnings	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lecture, Case study, Class discussion	
<b>Session 30</b>	Revision and course wrap up	<b>PLO1, PLO2, PLO8, PLO9, PLO10, PLO11, PLO12</b>
Objective of the session	Summarizing and Concluding Course Learnings	
Subtopics to be covered	Summarizing and Concluding Course Learnings	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lecture, Discussion, Doubt-clearing	

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## Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall wellbeing. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last-minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to [disabilitysupportcommittee@jgu.edu.in](mailto:disabilitysupportcommittee@jgu.edu.in)

***Disclaimer: This course outline including assessments, mode, nature and weightage of assessments, sessions, sequence of sessions and/or readings may be revised during the semester if such need arises.***