Crowd Sourcing and Value Creation

This course will introduce students to a variety of ways in which forward thinking firms are harnessing the power of the crowd to develop innovative new products and promote their market offerings. In the second half of the course, we will pay particular attention to the crowdsourcing activity associated with the emerging domain of 3D printing and students will have an opportunity to gain first-hand knowledge of crowdsourcing by customizing their own personalized 3D designs and sharing them with others online.

This course will be completely online. No course meeting time.