UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Ingegneria
ACADEMIC YEAR	2023/2024
MASTER'S DEGREE (MSC)	MANAGEMENT ENGINEERING
SUBJECT	LAB OF CROWDSOURCING
TYPE OF EDUCATIONAL ACTIVITY	F
AMBIT	21260-Altre conoscenze utili per l'inserimento nel mondo del lavoro
CODE	22395
SCIENTIFIC SECTOR(S)	
HEAD PROFESSOR(S)	PIAZZA MARIANGELA Ricercatore a tempo Univ. di PALERMO determinato
OTHER PROFESSOR(S)	
CREDITS	3
INDIVIDUAL STUDY (Hrs)	48
COURSE ACTIVITY (Hrs)	27
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Pass/Fail
TEACHER OFFICE HOURS	**PIAZZA MARIANGELA** Tuesday 15:00 18:00 Ufficio docente previa comunicazione email

PREREQUISITES	The student needs the basic concepts of innovation management.
LEARNING OUTCOMES	Knowledge and understanding: The student will acquire knowledge related to crowdsourcing as an Open Innovation tool used by companies to support innovation. In particular, the student will develop a deep understanding of the different applications of crowdsourcing, the potential benefits, and the managerial challenges related to the process underlying a crowdsourcing contest. Applying knowledge and understanding: The student will develop knowledge useful to design and manage crowdsourcing contests that can solve companies' innovation problems. In addition, the student will develop analytical skills and creative thinking to identify potential solutions to companies' innovation problems broadcasted through crowdsourcing contests. Specifically, the student will develop skills applied to the crowdsourcing context by playing both the role of a company's innovation manager and the role of an innovator/scientist/designer, exercising creativity, analytical thinking, leadership, and teamwork. Making judgments: The lab aims to develop the student's judgment skills, i.e., the ability to critically evaluate some aspects related to crowdsourcing and, in particular, the crowdsourcing contests as an open innovation tool. The student will acquire knowledge related to the design and management of crowdsourcing activities and will be able to make judgments about managerial choices regarding the process underlying a crowdsourcing contest from different perspectives. The lab aims to stimulate autonomy of judgment through group work and role-playing activities that will encourage the student to identify with the role of different crowdsourcing actors. Communication skills: The student will be able to communicate with competence and propriety of language issues related to crowdsourcing as a tool for Open Innovation even in highly specialized contexts. The student will be able to communicate with propriety of language aspects related to the design and management of a crowdsourcing contest as well as aspects related to the formulation of a solution to solve a crowdsourcing challenge. The student will also acquire skills in proposing ideas and activities in the group using communication appropriately to influence group members to change their behavior (leadership). Learning skills: The student will be able to independently address issues related to a crowdsourcing contest from different perspectives and in consideration of different crowdsourcing actors. The student will also be able to deepen his or her knowledge concerning crowdsourcing as a tool for open innovation and put this knowledge and expertise into practice in knowledge-intensive professional contexts.
ASSESSMENT METHODS	The student's knowledge, skills, and application abilities are assessed through a group project in which students simulate a real case related to a crowdsourcing contest by playing the roles of different actors involved. At the end of the lab, students will present to the class and the lecturer the project and they will provide a critical analysis based on the knowledge gained during the lab. The project is used to assess: the knowledge acquired by students, and the practical ability to make managerial decisions (e.g., concerning the design of the contest and the selection of the contest winner). In addition, soft skills such as autonomy, creativity, teamwork ability, and leadership are assessed.
EDUCATIONAL OBJECTIVES	The lab offers students insights into the strategic organization of distributed innovation in the context of a globally interconnected society. In particular, the lab aims to provide students with an overview of how innovative firms (i.e., seekers) are organizing strategically to gain an advantage from engaging online with the distributed resources (e.g., knowledge, technologies) held by a large and undefined crowd of individuals (i.e., solvers). Moreover, the lab challenges the students to move from learning to action accomplishing a project related to the design and organization of a crowdsourcing contest.
TEACHING METHODS	Lecturers, Project work and Role-playing.
SUGGESTED BIBLIOGRAPHY	Lecture's notes and course slides. Research papers: - Afuah, A., & Tucci, C. L. (2012). Crowdsourcing as a solution to distant search. Academy of management review, 37(3), 355-375. - Franke, N., Keinz, P., & Klausberger, K. (2013). "Does this sound like a fair deal?": Antecedents and consequences of fairness expectations in the individual's decision to participate in firm innovation. Organization science, 24(5), 1495-1516. - Howe, J. (2006). The rise of crowdsourcing. Wired magazine, 14(6), 1-4.

- Mazzola, E., Acur, N., Piazza, M., & Perrone, G. (2018). "To own or not to own?" A study on the determinants and consequences of alternative intellectual property rights arrangements in crowdsourcing for innovation contests. Journal of Product Innovation Management, 35(6), 908-929.
- Mazzola, E., Piazza, M., Acur, N., & Perrone, G. (2020). Treating the crowd fairly: Increasing the solvers' self-selection in idea innovation contests. Industrial Marketing Management, 91, 16-29.
- Piazza, M., Mazzola, E., Acur, N., & Perrone, G. (2019). Governance considerations for seeker–solver relationships: A knowledge-based perspective in crowdsourcing for innovation contests. British Journal of Management, 30(4), 810-828.

SYLLABUS

Hrs	Frontal teaching
1	Lab introduction
2	The crowdsourcing phenomenon
2	Crowdsourcing contests design and solvers' participation

Hrs	Workshops
22	Teamwork and role-playing activities in the classroom with the lecturer's supervision