



Learning Mobility Workshop

Bologna 26 January 2023

Training for Teachers

**Topic 4-Creating and
Assessing Value**



Agenda

- Introduction to the module objectives, structure and content
- Presentation of some of the interactive activities accompanying each topic.
- Presentation of the Value Creation framework activity.
- Practice one of the activities
- Discussion on the suitability of the material for your own context.

Module Outline

- Objectives:
 - to familiarise students with the multidimensional and political nature of value creation, and to challenge the economic-centric logic dominant in mainstream economics and business.
 - to encourage students to think creatively about how to run a business with a social and ethical compass.
- Structure:
 - 10 x 2-hour 'lectures' (a combination of lectures and interactive activities - e.g. group discussion, videos, role-plays, stakeholders mapping, game)
 - 5 x 2-hour seminars: group activity around the Value Creation Framework
- Assessment:
 - A 15-minute group video presentation and a supporting poster on value proposition (50%)
 - An individual 2000-words essay reflecting on the process of collaboration in their group (50%)

Module Content

- **Theme 1: Economic Value**
- **Theme 2: The multiple dimensions of value**
- **Theme 3: Value Conflict**
- **Theme 4: Organising for value creation: the relationship between means and ends**
- **Theme 5: Value for whom?**
- **Theme 6: The Valuation process - Pricing and valuing**
- **Theme 7: Valuation Methods**
- **Theme 8: Measuring Value - Social Return on Investment**
- **Theme 9: Sustainable Value**
- **Theme 10: Reclaiming Commons Value**

Seminar Activities

Seminar 1

- ✓ Thinking about collaboration versus competition.
- ✓ Introduction to the Value Creation activity.

Seminar 2

- ✓ Work on the first step of the Value Creation Framework: define the 'value' you want to produce (what needs do you want to address, for whom, what sort of products / services)

Seminar 3

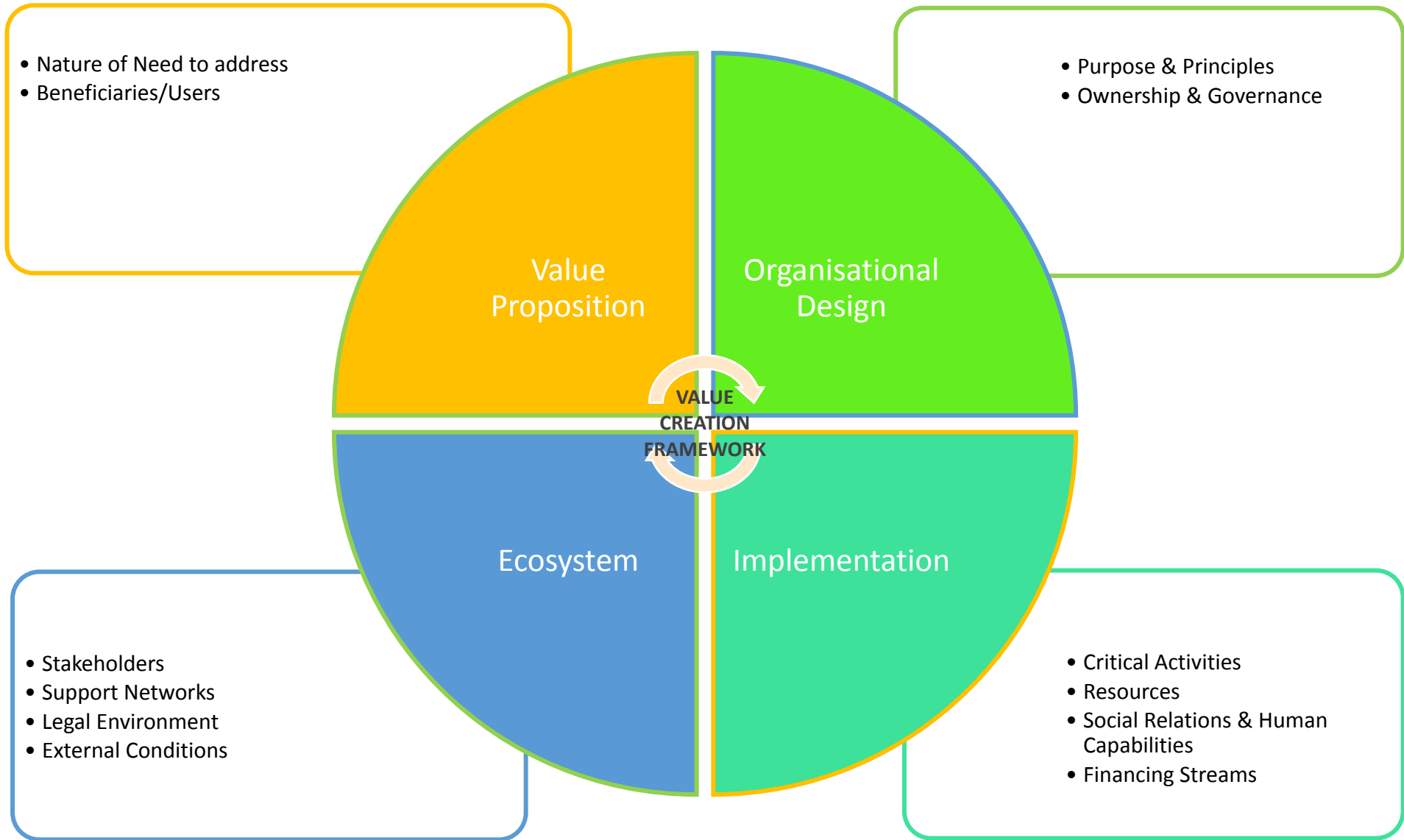
- ✓ Work on the second stage of the Framework: how the structure of the organisation can be designed to facilitate the delivery of value.
- ✓ Reflect on the way decisions are taken in your own groups

Seminar 4

- ✓ work on the last 2 stages of the framework: map the supportive ecosystem, plan the implementation process

Seminar 5

- ✓ Discussion of the different groups' value propositions, as well as their experience of the collaborative process throughout the project



Examples of interactive activities

Activity for Theme 4 - Practising democratic decision-making (25 minutes)

- Participants are given a simple task on which they need to arrive at a joint decision after 15 minutes.
 - ✓ To what extent and how to involve students in the development of the programme?
- In the following 10 minutes, participants are given a grid with various dimensions to evaluate the democratic nature of their decision-making process.

Dimensions of Democratic Decision Making				
Inclusiveness	Stage of Participation	Level of Participation	Conflict Occurrence and Resolution	Method of decision-making

Examples of interactive activities

Activity for Theme 5 - Stakeholder mapping (25 minutes)

Taking this Master's programme as example:

- Map the key stakeholders (who cares?)
- Identify their objectives in the project or the ways they will be affected (why do they care?)
- Identify areas of potential tensions between stakeholders

Final Discussion

- How could you bring some of these activities / material into your own classes?
- What would you change to make the activities / material suitable for your own context?

Thank You for your feedback!!