COURSE DETAIL

OPEN INNOVATION
Country United Kingdom - England
Host Institution London School of Economics
Program(s) Summer at London School of Economics
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 138
UCEAP Course Suffix S
UCEAP Official Title OPEN INNOVATION
UCEAP Transcript Title OPEN INNOVATION
UCEAP Quarter Units 5.50
UCEAP Semester Units

3.70

Course Description
This course combines open innovation theory (grounded in network, economic, and organizational behavior perspectives) with practical application strategies and includes training from industry experts who implement open innovation to transform businesses. Case studies and a group project allow students to sharpen and synthesize these insights and bring to life issues like motivating and incentivizing crowds, aggregating crowd data, attaining a wise crowd, and the limitations of utilizing crowds.

Language(s) of Instruction
English

Host Institution Course Number
MG202

Host Institution Course Title
OPEN INNOVATION

Host Institution Course Details

Host Institution Campus
LSE

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business and Management

Course Last Reviewed

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