

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 Campus

LSE

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Business and Management

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