



Open Innovation

Syllabus

Open innovation is a strategy that suggests the best ideas, solutions, and people necessary to solve your organization's difficult problems may come from outside your company entirely. This course presents a foundational understanding of open innovation through a series of case studies, guest speakers, and tutorials providing you a playbook you can adapt to your own organizational needs.

Modules		Case Studies	Takeaways	Key Exercises
Module 1	Introduction to Open Innovation	NASA: Fostering a Culture of Open Innovation	- Identify the benefits of open innovation and how it can be applied - Evaluate and compare open innovation strategy to traditional problem solving methods.	- Map the motivations for participation in open innovation activities by both organizers/ problem holders and participants/ solvers. - Apply new knowledge when determining when to use open innovation methods.
Module 2	What's Your Problem?	HYVE: Problem Formulation and Iterative Design	- Understand why problem formulation is critical to a problem holder's ability to find the best solution. - Identify barriers associated with problem formulation, and learn how to overcome those barriers.	Apply two problem formulation techniques: Problem Composing and Decomposing and Problem Translating, Decontextualizing, and Recontextualizing to problems in your organization.
Module 3	Contests	Dana-Farber Cancer Institute: Contests for Medical Imaging AI	Understand how and why contests work and the benefits and challenges presented by open innovation contests.	Develop a plan for an open innovation contest for your organization.
Module 4	User Innovation and Communities	Tidelift: Open Source Software for All	- Explore the potential benefits of collaborating with or creating a community - Identify the management challenges of working with communities and how to address them.	Explore how to collaborate with or create a community in your field.

Modules		Case Studies	Takeaways	Key Exercises
Module 5	Online Labor Markets	Freelancer: Unlocking the Potential of Online Labor Markets	• Understand what the best conditions are to capitalize on the benefits of an online labor market. • Recognize and assess the potential benefits and challenges of working with an online labor market.	• Examine the supply and the demand sides of online labor markets. • Identify and overcome barriers to adopting labor markets in your organization.
Module 6	Adoption and Scaling	NASA: Scaling Open Innovation	• Model the value of adopting and implementing crowd-developed solutions. • Learn techniques for scaling open innovation.	• Understand how to overcome barriers to adoption and scaling. • Prepare a plan to pilot and scale an open innovation solution for your organization

Learning requirements: To earn a Certificate of Completion from Harvard Online, participants must thoughtfully complete modules 1-6 by stated deadlines.