

# Course Syllabus

## Topics in Open Innovation - Spring 2011

ENG 298A.4 – Credit Units 1

Mondays, 12:30 - 2:00 PM; Location: Citris Building -SDH 250

Organizer: Solomon N. Darwin, Associate Director, Center for Open Innovation:

Center's Website: <http://openinnovation.haas.berkeley.edu>

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The processes of industrial innovation are themselves being innovated. The locus of innovation is shifting, from largely being confined to operations within the four walls of the corporation, to a more distributed, open model of innovation (Chesbrough, 2003). In this more open approach, useful knowledge can be found from a wealth of possible sources. Companies need to re-orient their management processes to make greater use of external knowledge in their own innovation systems. In turn, companies would do well to let their own unused ideas flow to other businesses for them to use. Related topics involve the opportunity to engage with customers in more participatory processes, advancing science through more open, collaborative, and rapid means, and creating markets and pathways for people around the world to connect and innovate.

This new speaker series brings together some thoughtful practitioners of this more open process of innovation, along with some excellent new academic research on new ways of conceptualizing open innovation processes. If you would like to join the mailing list for papers and other information, please email Richard Henderson at [richard@haas.berkeley.edu](mailto:richard@haas.berkeley.edu). For the latest version of the series agenda, and copies of papers, go to <http://openinnovation.haas.berkeley.edu/>. The lectures and video clips of the presentation are also posted on the Center's website.

Students who attend regularly will be exposed to some of the latest research on open innovation processes, and also to some of the latest industry practices in innovation management. This blend of theory and practice is the key objective of this class.

### **Grading and Credit for the Course**

Students will receive one unit credit. The grade will be based on class attendance, participation and quality of a 2-page commentary on 3 speaker presentations of during the term. The students are will be required to attend each seminar meeting (one absence is excused without penalty). The papers are due one week following the speaker's lecture – email them to Prof. Solomon Darwin at [darwin@haas.berkeley.edu](mailto:darwin@haas.berkeley.edu). To get the proper credit, the File name format: TOI- Speaker's Last Name-Your Last Name.doc Example: "TOI-West-Smith.doc". Your papers will be shared with the presenters. Attendance will only be taken at the start of the class.

| <b>Mondays</b> | <b>Topics Speaker</b>  |
|----------------|--|
| 24-Jan-11      | Joel West<br>Professor, Innovation & Entrepreneurship<br>San Jose State University   |
| 31-Jan-11      | Henry Chesbrough<br>Professor & Director, Center for Open Innovation<br>Haas School of Business, UC Berkeley   |
| 7-Feb-11       | Frank Piller<br>Chair & Director, Technology & Innovation Mgt.<br>RWTH Aachen University   |
| 14-Feb-11      | Jennifer Miller<br>Director of Corporate Innovation<br>Clorox  |
| 2/23/2011 *    | Note special day and date (Wednesday) in ROOM Haas S480<br>Alex Osterwalder<br>Author & Speaker on Business Model Innovation<br>Business Design, Switzerland |
| 28-Feb-11      | Jennifer Ernst<br>Director, Business Development<br>PARC, A Xerox Company  |
| 7-Mar-11       | Santokh Badesha<br>Manager of Open Innovation<br>Xerox Corporation   |
| 14-Mar-11      | Mary Tripsas<br>Professor, Entrepreneurial Management<br>Harvard Business School   |
| 21-Mar-11      | Spring Recess  |
| 28-Mar-11      | Judy Estrin<br>CEO, J Labs (Former CTO of Cisco)<br>J Labs   |
| 4-Apr-11       | Vivek Whadwa<br>Professor & Director, Center for Entrepreneurship<br>Duke University   |
| 11-Apr-11      | Anand Ramachandran<br>Director of Co-Innovation<br>SAP   |
| 18-Apr-11      | Sabine Brunswicker<br>Manager/Senior Researcher<br>Fraunhofer Institute, Germany   |
| 25-Apr-11      | Francesco Sandulli<br>Professor, Innovation & Information Technology<br>University of Madrid   |

