

The title of the course	<b>Open Innovation in Business Management</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
Classes conducted for Polish students. Erasmus students can join them	International business models, International marketing
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Katarzyna Żymkowska, Associate Professor
The aims of the course (maximum 500 characters)	The aim of the course is to provide students with fundamentals of open innovation in contemporary business management.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Innovation process in business management</li> <li>2. Open innovation modes</li> <li>3. Customer engagement in open innovation</li> <li>4. Strategies for open innovations</li> <li>5. Practice of open innovation</li> <li>6. Metrics for open innovation</li> </ol>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance and presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Chesbrough H.W., and Vanhaverbeke W. (2017). <i>New Frontiers in Open Innovation</i>, Oxford University Press.</li> <li>2. Chesbrough H.W. (2005). <i>Open Innovation: The New Imperative for Creating And Profiting from Technology</i>, Harvard Business School Publishing Corporation.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Kumar, V. (2016). <i>Profitable Customer Engagement. Concepts, Metrics and Strategies</i>, Sage.</li> <li>2. Daniels J., Radebaugh L., and Sullivan D. (2018). <i>International Business</i>, 16<sup>th</sup> ed., Pearson.</li> </ol>
The effects of the education <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<ul style="list-style-type: none"> <li>- Student knows the notion and modes of open innovation</li> <li>- Student uses the correct terms to present strategies and metrics for open innovation</li> <li>- Student works in a team to develop customer engagement strategy.</li> </ul>