

# HUMAN FACTORS OF INNOVATION



## Location

100% online on ESMT's learning Hub; live sessions delivered with Engageli.



## Tuition fee\*

€1,500



## Language

English



## Duration and workload

10 weeks, ~5 hours per week  
Participants are expected to complete all assignments and join live online sessions.



## Certificate

You will receive a digital certificate upon passing the course.



## Stackable credential

Earn 2 ECTS for successfully completing this course. Credits earned can count towards an MBA.



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## Teaching methods

Group work

Simulation

Self-paced online learning

Weekly professor or tutor sessions

Innovation does not exist in isolation; new ideas, products and technologies are the result of a host of human-led factors, which have the ability to both fuel innovation but also present barriers to it.

In this program, you are given the tools to navigate the innovation landscape and will be immersed in the entire journey of developing and deploying an innovative new idea, process or product.

Human factors of innovation aims to empower you to assess innovation possibilities within your company and develop a structured plan to bring them to life.

## Is this program for you?

This course is ideal for ESMT alumni operating at a mid to senior level, who want to transform innovative ideas into successful business ventures or develop strategic thinking for future growth opportunities

You will join students from the highly international Global Online MBA program for this course. Students have, on average, 11 years of work experience.

Participation requires your active contribution to group work and delivery of assignments on time.

## You will learn how to:

- Recognize different types of innovation and the challenges they pose for companies
- Distinguish the internal and external sources of innovation and how they need to be managed differently
- Apply knowledge, frameworks, and techniques from many disciplines, in the context of innovation
- Modify existing tools to offer new solutions to complex problems, or to create innovations

# Human factors of innovation

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## Week 1: Mapping the innovation landscape

- Introduction to different types of innovation
- Barriers to innovation

## Week 2: The innovation journey and structuring the innovation funnel

- The innovation funnel and strategic trade-offs
- Overcoming biases
- Selecting innovations

## Week 3: Managing and leading innovation

- Culture of innovation
- Leadership and innovation
- Innovation and strategy

## Week 4: Decision-making and allocating resources to innovation

- Resource allocation

## Week 5: Managing and motivating specialized people

- Organizational structure and performance measures

## Week 6: User- and community-based innovation

- The role of users
- Community-based innovation

## Week 7: Organization 2.0 - new forms of organizing

- Organizational forms
- Innovation management

## Week 8: Crowdsourcing and contest

- The role of crowdsourcing
- Crowdsourcing framework

## Week 9: Managing new product development

- Different types of open innovation
- The challenges of open innovation

## Week 10: Your innovation workbook



## Faculty

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Linus Dahlander is a professor at ESMT Berlin and the holder of the Lufthansa Group Chair in Innovation. Linus teaches classes for MBAs, EMBA, executives as well as PhD students on innovation, entrepreneurship, and networks. He is also a consultant and advisor to startups, large multinationals as well as government organizations on issues around innovation and networks.

In his ongoing research he investigates how new ideas and innovations are developed in networks and communities. The ongoing projects use large-scale analysis of networks, which he integrates with a deeper appreciation for what content flows through networks.

Linus seeks to study novel questions which can advance academic literature, and which at the same time focus on issues that can affect how managers think about their business to help them make better decisions.

## Contact

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**ESMT Berlin**

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