



Strategic R&D Outsourcing and Partnership Management Training Course

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كوالالمبور

للشخص الواحد) € 5200

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:Course Introduction / Overview

In today's hyper-competitive global market, no single organization can innovate in isolation. The ability to strategically outsource research and development and forge powerful partnerships is no longer a competitive advantage but a necessity for survival and growth. This course provides a comprehensive roadmap for mastering the complex world of R&D collaboration, moving beyond simple transactional outsourcing to building synergistic, long-term alliances. We will explore the principles of open innovation, a concept championed by the academic Henry Chesbrough in his seminal work, "Open Innovation: The New Imperative for Creating and Profiting from Technology". Participants will learn to identify strategic needs, select the right partners, structure robust agreements, and manage the entire partnership lifecycle to maximize value and mitigate risk. This BIG BEN Training Center program is designed to equip leaders with the practical skills and strategic foresight needed to build and lead a successful external innovation ecosystem, turning collaborative potential into tangible business outcomes and a sustainable innovation pipeline. This journey covers everything from initial strategy formulation and due diligence to the nuances of intellectual property management and alliance governance, ensuring a holistic and actionable learning experience.

:Target Audience / This training course is suitable for

- .Research and Development (R&D) Managers and Directors
- .Business Development and Corporate Strategy Managers
- .Alliance and Partnership Managers
- .Project and Program Managers in technology-driven fields
- .Innovation Managers and Chief Innovation Officers
- .Legal Counsel and Contract Managers involved in R&D agreements
- .Procurement and Sourcing Professionals specializing in technology and services
- .Entrepreneurs and leaders of technology startups

:Target Sectors and Industries

- .Pharmaceuticals and Biotechnology
- .Information Technology and Software Development
- .Automotive and Aerospace Engineering
- .Telecommunications
- .Consumer Electronics and Goods
- .Chemicals and Materials Science
- .Energy and Utilities
- .Governmental research agencies and public-private partnership bodies

:Target Organizations Departments



- (Research and Development (R&D
- Corporate Strategy and Business Development
- and Intellectual Property (IP) Management
- .Procurement and Strategic Sourcing
- .Product Management and Development
- .Finance and Investment
- .Operations and Manufacturing

:Course Offerings

:By the end of this course, the participants will have able to

- .Develop a robust strategic framework for R&D outsourcing and partnerships
- .Identify and evaluate potential R&D partners using a structured due diligence process
- .Master the key components of R&D collaboration and licensing agreements
- .Negotiate effectively to protect intellectual property and create win-win partnership terms
- .Implement strong governance structures for managing strategic alliances
- .Develop and track key performance indicators (KPIs) for R&D partnerships
- .Manage the risks associated with external innovation and collaboration
- .Foster a culture of open innovation within their organization
- .Navigate the complexities of cross-cultural and cross-functional team collaboration
- .Create and manage a balanced portfolio of R&D partnerships

:Course Methodology

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to a blended learning approach that emphasizes experiential learning and collaborative problem-solving. The course heavily utilizes real-world case studies from various industries, allowing participants to analyze successful and failed R&D partnerships to extract critical lessons. Interactive group discussions, team-based exercises, and role-playing scenarios, particularly in negotiation and conflict resolution, will be central to the learning process. Participants will work on developing a partnership strategy for a hypothetical case, from partner selection to drafting a term sheet. Our expert facilitators foster an environment of open dialogue, encouraging participants to share their own experiences and challenges. Continuous feedback is provided throughout the sessions to reinforce learning and guide skill development. This hands-on, immersive approach ensures a deep understanding of both the strategic frameworks and the practical realities of managing R&D outsourcing and alliances.

:(Course Agenda (Course Units

Unit One: Foundations of R&D Outsourcing and Strategic Alliances

- .The modern innovation landscape and the shift to open innovation
- .Defining R&D outsourcing versus strategic partnerships
- .Benefits of external R&D collaboration

Understanding different collaboration models: CROs, joint ventures, and strategic alliances •

Analyzing the risks and challenges in R&D partnerships •

Understanding corporate culture in successful collaboration •

An overview of the entire partnership lifecycle from strategy to termination •



Unit Two: Developing the Partnership Strategy and Selecting Partners

- .Aligning R&D partnership strategy with overall business objectives
- .Identifying core competencies versus areas for outsourcing
- .Conducting an internal needs and capabilities assessment
- .Frameworks for identifying and scouting potential partners
- .Developing a comprehensive partner selection scorecard
- .Conducting thorough technical, financial, and cultural due diligence
- .Building the business case for a proposed partnership

Unit Three: Structuring and Negotiating R&D Partnership Agreements

- .Key legal and contractual elements of R&D agreements
- .Navigating intellectual property (IP) rights: background, foreground, and side ground IP
- .Understanding different agreement types: MTA, CDA, JDA, and licensing
- .Developing clear statements of work (SOW) and research plans
- .Strategies for effective partnership negotiation
- .Defining roles, responsibilities, and resource commitments
- .(Financial modeling and structuring payment terms (e.g., royalties, milestones

Unit Four: Managing and Governing Collaborative R&D Projects

- .Establishing effective governance structures and joint steering committees
- .Implementing robust communication and reporting protocols
- .Managing project timelines, budgets, and deliverables in a collaborative setting
- .Developing and tracking key performance indicators (KPIs) for alliance health
- .Proactive risk management and contingency planning
- .Techniques for conflict resolution and managing disagreements between partners
- .Building trust and maintaining relationship momentum

Unit Five: Advanced Strategies for Maximizing Partnership Value

- .Managing a portfolio of R&D alliances for strategic advantage
- .Techniques for capturing and integrating knowledge from external partners
- .Scaling successful partnerships and expanding collaboration scope
- .Planning for partnership evolution and adaptation over time
- .Graceful termination: strategies for ending a partnership
- .Measuring the long-term return on investment (ROI) of R&D collaborations
- .Future trends in R&D collaboration, including digital platforms and AI

?Qualifications required for registering to this course

.There are no requirements

**How long is each daily session, and what is the total number of training hours for
?the course**

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and .interactive activities, bringing the total duration to 20 - 25 training hours

:Something to think about

In an era of rapid technological disruption, how can organizations balance the risks of intellectual property ?exposure with the immense innovation potential of open R&D partnerships

**What unique qualities does this course offer compared to other
?courses**

This course distinguishes itself by offering a holistic, end-to-end perspective on R&D collaboration, seamlessly integrating strategic planning, legal structuring, and operational management. Unlike programs that focus narrowly on either contract negotiation or project management, this training provides a complete lifecycle view. It moves beyond theoretical models to immerse participants in the practical realities of building and sustaining high-value partnerships. The curriculum is built upon a foundation of real-world case studies, enabling participants to learn from the successes and failures of leading global organizations. A significant emphasis is placed on the "human element" of alliances building trust, managing cross-cultural dynamics, and resolving conflict which is often the deciding factor in partnership success. Furthermore, the course is forward-looking, addressing emerging trends like digital innovation ecosystems and the use of AI in partner scouting. Participants will not just learn what to do; they will understand why they are doing it and how to adapt these strategies to their unique organizational context, .making the learning both profound and immediately applicable