



COLLABORATIVE RESEARCH AND OPEN INNOVATION NETWORKS TRAINING COURSE

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KUALA LUMPUR

5200 € (PER PERSON)

REF: #RD7457_178991



COURSE INTRODUCTION / OVERVIEW:

In today's hyper-competitive global landscape, the traditional, siloed approach to research and development is no longer sufficient for sustained growth and innovation. The paradigm has shifted towards open innovation, a concept championed by the academic author Henry Chesbrough in his seminal work, "Open Innovation: The New Imperative for Creating and Profiting from Technology". This model emphasizes that valuable ideas can come from both inside and outside an organization, necessitating the formation of robust collaborative research networks and strategic alliances. This intensive training course from BIG BEN Training Center is meticulously designed to equip professionals with the strategic frameworks and practical tools needed to navigate this complex ecosystem. Participants will journey from understanding the fundamental principles of open innovation to mastering the intricacies of building, managing, and scaling effective innovation networks. We will explore how to leverage external knowledge, co-create value with partners, and manage the associated intellectual property risks, transforming your organization's innovative capacity from a closed system into a dynamic, interconnected powerhouse. This course provides a comprehensive roadmap for harnessing the collective intelligence of external partners, including universities, startups, suppliers, and even competitors, to accelerate discovery and drive market success.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Research and Development (R&D) Managers and Directors.
- Innovation Managers and Strategists.
- Product Development and Project Managers.
- Corporate Strategy and Business Development Professionals.
- Technology Transfer Officers in academic and research institutions.
- Entrepreneurs and Startup Founders.
- Intellectual Property (IP) and Legal Counsels.
- Venture Capital and Corporate Venturing Analysts.
- Alliance and Partnership Managers.

TARGET SECTORS AND INDUSTRIES:

- Pharmaceuticals and Biotechnology.
- Information Technology and Software Development.
- Telecommunications.
- Automotive and Aerospace Manufacturing.

- Consumer Goods and Electronics.
- Energy and Utilities.
- Financial Services and FinTech.
- Healthcare and Medical Devices.
- Governmental agencies and public research organizations.



TARGET ORGANIZATIONS DEPARTMENTS:

- Research and Development (R&D).
- Strategic Planning.
- Business Development.
- Product Management and Marketing.
- Corporate Venture Capital.
- Legal and Intellectual Property (IP) Management.
- Supply Chain and Procurement.
- Corporate Communications and External Relations.
- Technology and Innovation Offices.

COURSE OFFERINGS:

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

- Develop a strategic framework for implementing open innovation initiatives.
- Identify, evaluate, and select suitable partners for collaborative research.
- Structure and negotiate effective partnership and collaboration agreements.
- Manage intellectual property rights and risks in a multi-partner environment.
- Build and nurture dynamic and productive innovation networks and ecosystems.
- Implement tools and platforms to facilitate knowledge sharing and collaboration.
- Design metrics and Key Performance Indicators (KPIs) to measure the success of open innovation projects.
- Foster an internal culture that embraces external collaboration and knowledge integration.
- Navigate the legal and contractual complexities of joint ventures and strategic alliances.

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. This course moves beyond theoretical lectures to immerse attendees in real-world scenarios and challenges associated with collaborative innovation. We will utilize a blend of expert-led presentations, in-depth case study analyses of companies that have successfully implemented open innovation, and interactive group workshops. Participants will work in teams to design collaboration strategies, draft term sheets for mock partnerships, and role-play negotiation scenarios to build practical skills in communication and conflict resolution. The course incorporates peer-to-peer learning through facilitated discussions and brainstorming sessions, allowing participants to share experiences and insights from their own industries. Ample time is allocated for Q&A sessions

and direct feedback from the instructor. This hands-on, problem-solving approach ensures a deep understanding of the concepts and provides a toolkit of actionable strategies and best practices for driving collaborative research and open innovation within any organization.



COURSE AGENDA (COURSE UNIT)

UNIT ONE: FOUNDATIONS OF OPEN INNOVATION AND COLLABORATIVE RESEARCH

- The evolution from closed to open innovation models.
- Core principles and typologies of open innovation (inbound, outbound, coupled).
- Understanding the innovation ecosystem and its key actors.
- The role of collaborative research in accelerating R&D cycles.
- Analyzing the business case for open innovation.
- Key success factors and common pitfalls in collaborative projects.
- Introduction to Henry Chesbrough's open innovation paradigm.

UNIT TWO: DEVELOPING THE COLLABORATIVE STRATEGY

- Aligning open innovation with corporate strategy and objectives.
- Conducting an internal capability and needs assessment.
- Partner identification and scouting techniques (technology landscaping).
- Evaluating and selecting the right partners (startups, universities, corporations).
- Developing a governance framework for collaborative initiatives.
- Defining roles, responsibilities, and resource allocation.
- Creating a strategic roadmap for partnership implementation.

UNIT THREE: BUILDING AND MANAGING INNOVATION NETWORKS

- The architecture of effective innovation networks.
- Strategies for engaging with universities and research institutions.
- Managing relationships with startups and corporate venturing.
- Leveraging crowdsourcing platforms and innovation challenges.
- Communication and knowledge management within the network.
- Fostering a culture of trust and reciprocity among partners.
- Tools and digital platforms for managing collaborative networks.

UNIT FOUR: INTELLECTUAL PROPERTY AND LEGAL FRAMEWORKS

- Fundamentals of Intellectual Property (IP) in collaborations.
- Navigating patents, trade secrets, and copyrights in joint projects.
- Structuring Non-Disclosure Agreements (NDAs) and Memoranda of Understanding (MOUs).
- Key elements of Joint Development Agreements (JDAs) and Licensing Agreements.
- Strategies for IP ownership and rights allocation (background vs. foreground IP).
- Managing IP disputes and exit strategies.

- Open-source licenses and their implications for collaboration.

UNIT FIVE: MEASURING, SCALING, AND SUSTAINING INNOVATION



- Defining metrics and KPIs for open innovation success.
- Calculating the Return on Investment (ROI) of collaborative projects.
- Techniques for risk assessment and mitigation in partnerships.
- Scaling successful pilot projects across the organization.
- Building an internal culture that supports and rewards open innovation.
- Future trends in collaborative research and networked innovation.
- Developing a personal action plan for implementing course learnings.

FAQ:

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:

As organizations increasingly rely on external networks for innovation, how can they balance the need for openness and knowledge sharing with the imperative to protect core competitive advantages and proprietary information?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by moving beyond the theoretical "what" and "why" of open innovation to focus intensely on the practical "how". While many programs discuss the benefits of collaboration, this training provides a structured, actionable framework for implementation, from initial strategy formulation to the granular details of negotiating intellectual property clauses in partnership agreements. A significant differentiator is the dedicated unit on legal and IP frameworks, a critical and often overlooked aspect that can make or break collaborative ventures. We address the real-world complexities of IP ownership, licensing, and dispute resolution, equipping participants with the confidence to navigate these challenging conversations. Furthermore, the course adopts a holistic ecosystem perspective, teaching participants not just how to manage one-to-one partnerships, but how to build, nurture, and lead entire innovation networks. The methodology, rich with case studies, role-playing, and peer-to-peer problem-solving, ensures that learning is applied and contextualized, providing a robust toolkit rather than just a collection of abstract concepts. It is designed for practitioners who need to deliver tangible results and build sustainable collaborative capabilities within their organizations.