Collaborative R&D and Open Innovation Models Training Course



09 - 13 Nov 2026

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4100 € (Per Person)

Ref: #RD8446_253685

Course Introduction / Overview:

In a world where knowledge is dispersed and no single organization can innovate in isolation, mastering collaborative R&D and open innovation is a crucial strategic capability. This training course is designed to provide R&D leaders, business development professionals, and innovation managers with the frameworks and practical skills to partner with external organizations, from universities to competitors. It goes beyond internal research to focus on scouting external ideas, co-developing new technologies, and managing a portfolio of partnerships. We will explore how to build and maintain trust in collaborative environments, negotiate a joint venture agreement, and navigate intellectual property issues when working with others. The curriculum is informed by the foundational work of global academics like Henry Chesbrough, who coined the term "open innovation" and whose work has fundamentally changed how companies approach R&D. This program provides a clear blueprint for turning a closed, inward-facing R&D culture into an open, networked one. BIG BEN Training Center is committed to empowering professionals to unlock new value and accelerate innovation by strategically working with others.

Target Audience / This training course is suitable for:

- R&D directors and managers.
- Business development professionals.
- Innovation managers.
- Strategic planners.
- Heads of engineering and technology.
- Academics and university technology transfer officers.
- Legal and licensing professionals.

Target Sectors and Industries:

- Technology and software development.
- Pharmaceutical and biotechnology.
- Manufacturing and engineering.
- Consumer goods.
- Financial services.
- Academic research institutions.
- Government agencies.

Target Organizations Departments:

- Research and Development (R&D).
- Business development.
- Corporate strategy.
- Innovation and technology.
- Legal and intellectual property.
- Licensing and alliances.
- Project management.

Course Offerings:

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

- Formulate an open innovation strategy.
- Identify and evaluate potential R&D partners.
- Structure and negotiate a collaborative R&D agreement.
- Manage a portfolio of external innovation projects.
- Navigate intellectual property and legal issues in partnerships.
- Foster a collaborative culture within their organization.
- Implement a crowdsourcing or co-creation initiative.
- Measure the return on investment of collaborative R&D.

Course Methodology:

This training course uses a highly interactive and case-based methodology to ensure participants gain practical skills in collaborative R&D and open innovation. The program incorporates detailed case studies of leading companies that have successfully leveraged external partnerships to accelerate their innovation pipelines. We will use interactive workshops and negotiation simulations to practice critical skills like drafting a memorandum of understanding, valuing a partnership, and managing conflicts. The course includes a hands-on group project where participants will work together to develop a full open innovation strategy for a fictional company, from partner scouting to final agreement. BIG BEN Training Center believes that hands-on training is essential for mastering these new ways of working. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to lead their teams in an increasingly networked world.

Course Agenda (Course Units):

Unit One: Foundations of Open Innovation

- The shift is from closed to open innovation.
- Types of open innovation (e.g., inbound, outbound).
- The strategic benefits and risks of collaboration.
- Building an ecosystem of innovative partners.
- Case studies in successful and failed partnerships.

Unit Two: Partnering Strategy and Identification

- Developing a partner scouting strategy.
- Identifying and evaluating potential collaborators.
- Due diligence for R&D partnerships.
- The role of intellectual property in partner selection.
- Building trust and relationships.

Unit Three: Structuring Collaborative Agreements

- Key components of a collaboration agreement.
- Negotiating terms (e.g., funding, IP rights, royalties).
- Managing a joint venture or alliance.
- The role of legal and business development teams.
- Creating a win-win partnership.

Unit Four: Managing the Collaborative R&D Process

- Coordinating projects with external partners.
- Communication and governance in collaborations.
- Managing a portfolio of external projects.
- Overcoming cultural and organizational barriers.
- Tools and platforms for collaborative R&D.

Unit Five: Measuring and Leading Open Innovation

- Measuring the success of a partnership.
- The financial return of open innovation.
- Fostering a culture of collaboration.
- Challenges and future trends in open innovation.
- Developing a personal leadership roadmap.

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:

How can R&D leaders balance the strategic advantages of open innovation with the inherent risks of sharing proprietary knowledge and intellectual property with external partners?

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

This training course is a highly specialized program that focuses on the strategic and collaborative aspects of R&D and innovation, which sets it apart from traditional R&D or project management courses. We go beyond internal operations to address the critical skill of leveraging external knowledge and resources. Our curriculum is tailored to provide practical, hands-on learning experience through realistic case studies and interactive exercises. The course distinguishes itself by emphasizing not only the business and legal aspects of partnerships but also the leadership and interpersonal skills required to build and maintain successful collaborative relationships. By focusing on both the strategic and the human aspects of open innovation, this program provides an invaluable skill set that is essential for any professional committed to a more networked and innovative future.