

# Syllabus: How to turn transactional relationships into strategic partnerships

Module title	<b>Open Science and Open Innovation</b>
Area	Accelerating the impact
Learning format	Seminar
Length of module	1,5-2h
Regional	No
Topic (short description)	This module will provide insights into how both HEIs and SMEs could turn their transactional relationship into strategic partnerships.
Module description	<p><b>Objective(s):</b> <i>The primary objective of this module is to learn about...</i></p> <ul style="list-style-type: none"> <li>• The characteristics of strategic partnerships</li> <li>• Key drivers and facilitators for undertaking strategic partnerships</li> <li>• How to move from transactional relationships towards strategic partnerships</li> <li>• The importance of aligning strategy and goals</li> </ul> <p><b>Subject(s):</b> The module seeks to provide the learner with an understanding of the following three elements:</p> <p><u>The characteristics of strategic partnerships</u></p> <p>Introducing the concept, the different formats that strategic partnerships can take.</p> <p><u>Key drivers and facilitators for undertaking strategic partnerships</u></p> <p>An overview of the main drivers and facilitators for HEIs and SMEs to undertake strategic partnerships.</p> <p><u>How to move from transactional relationships towards strategic partnerships</u></p> <p>Several framework that have been develop to capture the continuum between engagement and strategic partnerships and introducing a tool that can be used to assess strategic partnerships.</p> <p><b>Tools:</b></p> <p>University Partnership Canvas – <a href="#">link</a></p>

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Suggest group exercises during session	<ul style="list-style-type: none"> <li>- Identify for existing partners where they are on the Partnership Continuum and Stairway Model.</li> <li>- Identify which criteria you would allocate to the different levels on the Partnership Continuum and Stairway Model.</li> <li>- Work through the University Partnership Canvas to assess a current partnerships approach with a specific partner</li> </ul>
Suggested exercises to take home	<ul style="list-style-type: none"> <li>- After building a vision for collaboration, using back casting to identify the steps that need to be taken</li> </ul>
Relevant Literature / links	<p>The following sources are designated as recommended reading for this module:</p> <ul style="list-style-type: none"> <li>• Making Industry-University Partnerships Work – <a href="#">link</a> (report)</li> <li>• Developing Successful Strategic Partnerships with Universities – <a href="#">link</a> (webpage)</li> </ul>