

Course	Negotiating innovation: 'How to navigate your innovation through the valley of decision making' (NEIN)
Lecturer	Dr. Arjen Verhoeff, Senior Policy Advisor and Research Coordinator of the Dutch Employers' association AWWN, Den Haag, The Netherlands
Objectives	Negotiation skills are nowadays core to professional success in management positions. This interactive seminar offers you to develop negotiation skills by theoretical insights and practical knowledge. Innovations often do not succeed, and many do even not survive the process of decision making by the internal and external stakeholders involved. How to negotiate your way through this valley of decision making? Achieving innovation or operational excellence requires awareness of your own ability to deal with multiple or conflicting interests. You will develop an understanding of various negotiation styles and techniques, and participate in interactive negotiating settings. The seminar will give you a leading edge when conducting business negotiations, for instance for commercialization of technology.
Content	<ul style="list-style-type: none"> • Fundamentals of negotiation: principles, process, result • Interests and roles of stakeholders in decision making • Causes and consequences of open innovation • Negotiating innovation in internal and external networks
Grading/Evaluation	Seminar paper (10-12 pages) with presentation Topics for the seminar paper will be assigned at the first lecture
Attendance	Max. 24 students
Admission	Registration via WebUntis Attendance at the first lecture mandatory Attendance 80% of the time mandatory If there are more applications than places, the allocation of places will be carried out in the first lecture.
Start and dates	The seminar takes place in blocks. Friday, 2018/April/06: 13.30 – 20.15 Saturday, 2018/April/07: 08.15 – 18.45 Friday, 2018/April/13: 13.30 – 20.15 Saturday, 2018/April/14: 08.15 – 18.45 Friday, 2018/June/08: 08.15 – 18.30 Saturday, 2018/June/09: 08.15 – 18.45 Last block with final presentations
Special Note	