

Alliance and Network Strategy

Module title / Applicability (Basics, Extension module)	Alliance and Network Strategy Extension module IMM (Vertiefung IMM)
Name of instructor	Dr. Elisabeth Müller
Frequency and duration of the course	Every summer term 1 semester
Module content	<p>This course introduces students to the issues and analytical arguments related to cooperative relationships (strategic alliances and networks). Cooperative relationships have emerged as inter-organizational designs that may enable companies to improve their competitive position in the market.</p> <p>Research shows that strategic alliances and networks, and cooperative relationships in general, have the potential to play a key role for the economic success of companies as companies are facing increasingly complex and challenging competitive environments (e.g. global competition, rapid technological change, resources shortages).</p> <p>This course deals with the questions of how and under which conditions companies should engage in alliances and networks in order to gain competitive advantages over their competitors.</p> <p>Based on various theoretical perspectives, empirical insights, and real-world case studies, we examine the following topics in detail:</p> <ul style="list-style-type: none"> • Formation of alliances and networks • Governance of alliances and networks • Innovation and internationalization strategies in alliances and networks • Performance of alliances and networks
Course objectives	<ul style="list-style-type: none"> • Students are enabled to evaluate the challenges of structurally coordinating and managing inter-organizational relationships within an alliance or a network. • They are able to understand, present, and discuss current scientific work on alliances and networks. • They are enabled to apply their knowledge of different theoretical concepts to analyze real-world case studies on alliances and networks. • They are able to explain topics related to alliances and networks in a knowledgeable way, for example in a consultancy environment, and to analyze problems in great detail. • Based on this lecture, the students are able to write a

	master thesis in the field of „Alliance and Network Strategy”.	
Teaching methods	<ul style="list-style-type: none"> • Interactive lecture • Discussion of the contents in class • Presentations held by students 	
Requirements of participation	Gem. § 3 der Studien- und Prüfungsordnung für den Masterstudiengang Business Administration.	
Distribution / Workload:		
Course	SWS	LP / ECTS
Lecture	2	
Sum	2	5
Distribution of the workload (every sem./hrs. has been calculated to be 60 minutes. 15 semester weeks are expected, which leads to 14 lectures + 1 exam period)		
	Attendance (in hrs.)	Self-study (in hrs.)
Lecture	30	120
Type of exam/ Requirements for the granting of credits/ Duration of exam	<p>Oral examination: Group presentation (20 min.) and discussion (20 min.) of a scientific paper Written examination: Case study analysis, 3 pages</p> <p>Both the written and the oral performance have to be passed at least with the grade 4.0 in order to pass the module as a whole.</p>	
Reasons for dividing the examinations in different parts	<p>Dividing the overall examination into different parts is necessary to ensure that students meet the learning objectives of the module on different qualification levels. In the oral examination, students demonstrate their abilities to present a scientific paper in a comprehensive way, to discuss it against a broader research context, and to lead a discussion on it with the entire class. Advancing these abilities significantly enhances students' academic qualifications.</p> <p>Furthermore, preparing a presentation in a team is not only meant to prepare the students for future requirements in diverse work environments but also to help them improve their problem-solving competences and social capabilities within a group.</p> <p>In the written examination, students demonstrate their abilities to analyze entrepreneurial and managerial questions related to alliances and networks and to apply the theoretical knowledge acquired in class in answering practical case study questions.</p> <p>Applying the acquired knowledge is meant to help the students gain a profound understanding of the class'</p>	

	<p>contents instead of only passively memorizing them. This learning objective directly promotes the students' employability but is too complex in nature to be achieved if the students were evaluated based on a single final exam.</p>
Weighting of individual performances/ final mark	<p>Oral examination: 60% (divided into a grade for the team (30%) and an individual grade (30%)) Written examination: 40%</p> <p>Both the written and the oral examination have to be passed at least with the grade 4.0 in order to pass the module as a whole.</p>
Other remarks (e.g. Online-component, practical examples, guest lectures, etc.)	<p>Please follow the updates on the webpage of the Chair of International Management (http://www.wiwi.uni-passau.de/internationales-management/) for further important information on this course!</p> <p>Please note: students who have already taken the exam "Netzwerkmanagement" <u>will not be allowed</u> to participate in this class.</p> <p>Language of the course: English</p>
Recommended literature	<ul style="list-style-type: none"> • Selected articles • Selected case studies