

Strategic Management and Organization



**UNIVERSITY  
BAYREUTH**

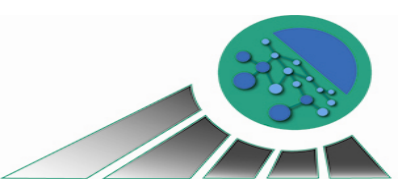
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# Alliance Management

Summer Term 2018

Basic Information

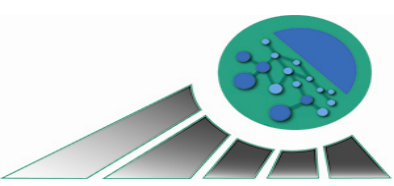
Prof. Dr. Ricarda B. Bouncken



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## **Structure of the Lecture**



## Alliance Management ST 2018 - Structure

### Lecture

April 18<sup>th</sup>, 9.00 a.m. – 12.00 a.m. and 05.00 p.m. – 08.00 p.m.

### Paper Assignment

Each group of students is supposed to present the essence of papers covering a certain aspect of alliance management. The groups will be assigned in the first exercise on April 25<sup>th</sup>. The paper presentation will count 10% for the final grade.

### Exercise

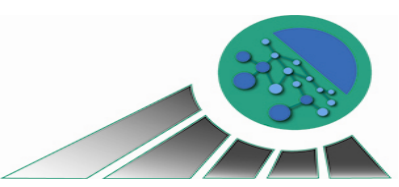
Exercise dates: April 25<sup>th</sup>, May 09<sup>th</sup>, May 23<sup>rd</sup>, May 30<sup>th</sup>, June 16<sup>th</sup>, July 04<sup>th</sup> and July 11<sup>th</sup>;  
2.00 p.m. – 04.00 p.m. (Group 1) and  
4.00 p.m. to 06.00 p.m. (Group 2).

### Case Study

Each group will have to do a poster presentation based on self-collected data. The presentation should focus on 3D-printing networks and should include the description of two 3D-printing networks per group. The groups will be the same as the groups for the paper assignments. The poster presentation will count 30% for the final grade.

### Final Exam

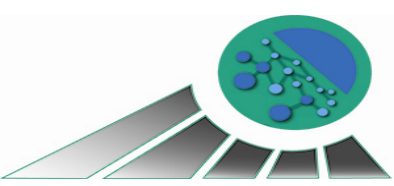
The final written exam will count 60% and will take place in August



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## **Paper Assignments**

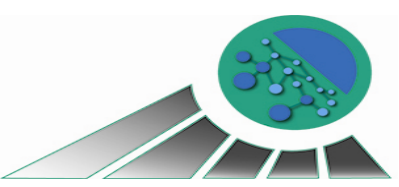


# Alliance Management ST 2018 – Paper Assignments

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**Paper presentations will deal with the following topics:**

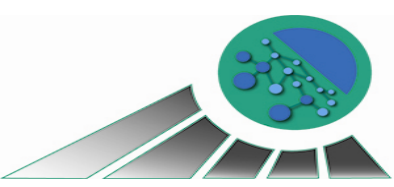
- Topic 1:** Theories (two groups)
- Topic 2:** Basics of Alliance Research
- Topic 3:** Alliance Formation
- Topic 4:** Soft Facts as Groundwork for Alliance Formation
- Topic 5:** Management of Alliances
- Topic 6:** Alliance Portfolios
- Topic 7:** Coopetition
- Topic 8:** Dynamics in Alliances
- Topic 9:** Alliances and Firm Success
- Topic 10:** Co-development and innovation ecosystems (two groups)



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## **Case Study / Poster Presentation**



## Alliance Management ST 2018 - Case Study

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**The participants have to do own research which will be presented as a poster:**

- The participants need to collect data on their own and also to establish from contacts on their own.
- Final aim of the case studies is to display the structure of specific, self-chosen 3D-printing networks.
- A basic course on qualitative research that supports the lecture will be offered by Dr. Laudien in May.
- The cases are based on self-collected interview data.
- Finally, the students should also prepare a handout that describes the basic structure of the chosen 3D-printing network as well as the way it works.
- More information will be given in the exercises!