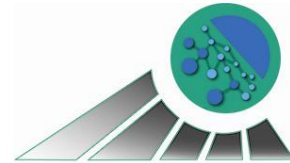


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LEHRSTUHL

für Strategisches Management und Organisation

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“Alliance Management” (BWL Master), Summer Term 2019

Course Goal:

The goal of this course on alliance management is to give students a deeper understanding of what alliances are. The students will learn:

- how alliances work
- how they are managed
- which advantages and disadvantages exist and
- how alliance in very modern industries operate.

The first part of the alliance management lecture contains a classic lecture, carried out in one block on May 8th. The block will cover the basic foundations of alliances and its forms.

To combine theoretic knowledge and self-learning, the students will then develop case studies on alliances and/or ecosystems. Cases have to be carried out in either 3D printing or artificial intelligence industries. For contextualizing and explaining the cases, studies will use secondary and primary sources. We provide an interview template for the interviews.

Towards the end of the term, students develop posters for their cases and explain them to other students. Accordingly, the course covers a more holistic approach of combining the classical lecture, self-learning, research, and practical insights.

Working Phases

The students will learn the theoretical basics of alliances in a block lecture held on Wednesday, May 8th.

During the exercises subsequent to the lecture, the students will work in groups. Each group will conduct an individual case study. For the case study, the students are required to conduct secondary research. Students are required to conduct interviews with both sides of the alliance. The interviews must then be transcribed, coded and handed in to the chair by the end of the term. Students will develop and present a one-sided poster presentation (one PPT slide). The poster presentation will be held in a block session during the last week of June 2019 (or first week of July).

Each team interviews and presents at least one alliance between two companies (a dyad) as a poster. If the dyad cannot be captured, the students present 2 companies. They will conduct an extensive secondary research in addition to the interviews.

Grading

The poster presentation will account for 40% of the students' grade. The exam at the end of the term will account for 60% of the grade.

The posters and transcribed interviews are to be submitted to the chair.

Please find a summary of the basic information below:

Administrative

- Lecture format: (block course) and exercise
- Language: Englisch
- Date: 08.05.2019
 - Location: Room 3.12 (Prieserstraße 2)
 - Time: 14:00 – 20:00
- Exercise: Wednesdays, 15.05.2019 – 17.07.2019
 - Location: tbd
 - Time: tbd
- Case study presentations: End of June / beginning of July
- Grade: Case study presentation(40%) + exam(60%)
- Counts for: Master: Spezialisierung/Ergänzung

Content:

- Forms, management, and design of alliances
- Advantages, disadvantages, and evaluation of benefits
- Case study on 3D printing / AI alliances

Course Registration

We kindly ask for early registration on the eLearning platform:

Lecture: "Kooperationsmanagement (SS 2019)"

Exercise: "Übung Kooperationsmanagement (SS 2019)"

Additional information:

- Lecture notes will be sold prior to the first lecture for 8€.
- Dates, rooms, and further information will be given on the eLearning platform.

BWL VI,
16. April 2019