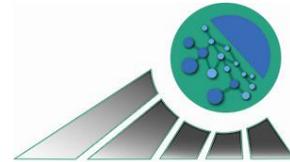


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LEHRSTUHL

für Strategisches Management und Organisation

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“Alliance Management” (BWL Master), Summer Term 2024

Course Goal:

Welcome to the course on Alliance Management! As a Master student, you will delve deeper into the fascinating world of alliances and ecosystems. This course aims to equip you with a thorough understanding of the emergence of alliances, their current evolution towards ecosystems, collaboration within alliances, and their growing importance in the digital era.

Throughout this course, you will gain invaluable knowledge on how alliances work, how they can be managed to realize their benefits, and the impact of digitization (especially AI developments) on organizations and alliances. You will also learn how alliances have evolved into ecosystems, and how physical and digital collaboration play a crucial role in this transformation.

We understand the importance of practical learning, and that's why this course is designed to include theory sessions, group assignments, a final presentation, and a short paper. Lectures will be conducted online, allowing you to study from the comfort of your own space.

Towards the end of the term, students will develop a presentation for their cases and explain them to others. Accordingly, the course follows a holistic approach of combining the classical (also digitalized) lecture, self-learning, research, and practical insights.

Join us on this exciting journey to gain the necessary skills to manage alliances effectively and realize the benefits of digitization. Enroll now and unlock a world of opportunities in the realm of alliance management!

Focus topic for the case study “Strategic cooperation management in the AI sector: Strategic alliances in the digital age.”

In the context of the course, the synergistic link between artificial intelligence (AI), new business models, and their enablement in strategic alliances is the focus. The rapid development of AI technologies has not only fundamentally changed the way services are conceived and delivered but also offers new opportunities for companies to distinguish themselves from the competition through innovative business models. This dynamic opens a wide range of cooperation opportunities between startups, often seen as pioneers in AI development, and established companies that have the necessary resources and market access. Such cooperations can significantly contribute to accelerating the implementation and scaling of AI solutions, thereby strengthening the competitiveness and innovative power of both partners.

One aim of this course is to understand the dynamic developments in the field of Artificial Intelligence (AI) and their impact on business models and cooperation strategies between startups and established companies, and to reflect on current developments. You should:

- Understand and analyze the theoretical and practical aspects of cooperation management in the context of AI, and how such partnerships can contribute to innovation, new business models, and services.

- Capture the basics and current trends in the field of AI and cooperation management through literature and secondary data research, and prepare the insights gained in the form of visually appealing posters and concept papers.
- Conduct a case study on a specific topic around AI services/cooperation management. Here, you should critically examine the opportunities and challenges for companies arising from AI-driven services and collaborations.
- You are expected to gain insights through qualitative-empirical research, supported by thorough literature review and analysis of secondary data.

Exercise:

Over the course of the lecture, an exercise will be held which provides the students with all the required skills to conduct their assigned case analysis. The exercise will focus on the basics of case study analysis, different research frameworks, and their application to the individual case study.

Grading

The presentation will account for 40% of the students' grades. The short paper will account for 60% of the grade. The presentations and short papers are to be submitted to the chair. Please find a summary of the basic information below:

Administrative

- Lecture format: Hybrid lectures, and exercise
- Language: English
- Case study presentations: mid of July, exact date TBD
- Short paper deadline: beginning of August, exact date TBD
- Grade: Case study presentation (40%) + Short paper (60%)
- Counts for: Master: Spezialisierung/Ergänzung (6 ECTS)

Content:

- Forms, management, and design of alliances and ecosystems
- Advantages, disadvantages, and evaluation of benefits
- Digital transformation and collaboration, Strategic cooperation management in the AI sector
- Case study

Course Registration

We kindly ask for early registration on the eLearning platform for the class: <https://elearning.uni-bayreuth.de/course/view.php?id=40875>

Additional information:

- Lecture notes will be sold online prior to the first lecture (Price to be confirmed) A link for the purchase of the lecture notes will be given on the eLearning platform.
- Dates and further information will be given on the eLearning platform.

For further questions please contact Laura Dlugosch M.Sc. (laura.dlugosch@uni-bayreuth.de)