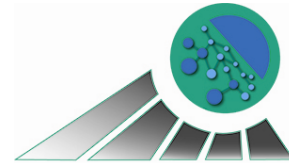


UNIVERSITÄT
BAYREUTH

Universität Bayreuth • 95440 Bayreuth



LEHRSTUHL

für Strategisches Management und Organisation

Prof. Dr. Ricarda Bouncken

Postanschrift:
Universität Bayreuth
95440 Bayreuth

Besucheradresse:
Prieserstr. 2
95447 Bayreuth

Telefon: 0921 / 55 -4840/Telefax: -42

Internet: <http://www.bwlvi.uni-bayreuth.de/>

“Alliance Management” (BWL Master, LV-Nr 33493), Summer Term 2025

Course Goal:

Welcome to the course on Alliance Management! As a master's 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** and how they can be managed to realize their benefits. 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 is why this course is designed to include theory sessions and group assignments for own case study development, leading to a final presentation and a short paper.

The basics of this course are delivered as a lecture series (see part 1 and 2) that will be available online, allowing you to study from the comfort of your own space that permits to develop your own case study.

You have to develop a case study in analogy to the “Case Study Seminar” (respectively “Fallstudienseminar”) - LV-Nr. 32064 this year with the topical focus on alliances and networks in the field of AI and robotics within the agricultural sector. You will gain expertise by visiting the course on qualitative data analysis.

Alternatively, you can choose the traditional way and attend a classical exam based on the lecture book.

Part 1: Development and forms of alliances

The first part of the alliance management course co-contains a lecture on the basic foundations of alliances and their forms (see lecture book). To combine theoretical knowledge and self-learning, students will then identify and conduct a case study on alliances and/or ecosystems as group work. For contextualizing and explaining the cases, students will use primary and secondary sources. We provide an interview template for data collection.

Part 2: Digital ecosystems

The second part of the course contains a lecture giving an overview of the theoretical and practical drivers for the development of ecosystems and the implications for business. Students will need to study in self-learning sessions and groups to apply theories and concepts of ecosystems to analyze the development of alliances within their case studies.

Part 3: Development of Cases

If you choose to do the case study instead of the exam, you can find further information on the case study seminar (or Fallstudienseminar), here: <https://www.bwlvi.uni-bayreuth.de/de/news/index.php>

Part 4: Presentation

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.

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. The exercise will be held following the lecture. The exercise will follow up on key topics and give step-by-step guidance over the course of the class.

Grading

The presentation will account for 40% of the student's grades. The short paper will account for 60% of the grade. The presentations and short papers are to be submitted to the chair. If you choose the alternative of an exam, this will account fully for the grade. Please find a summary of the basic information below:

Administrative

- Lecture format: Digital and hybrid lectures, and exercise
- Language: English
- Kick-Off (in person): Place, date, and time will be announced on E-Learning
- Case study presentations: mid of July, exact date TBD
- Short paper deadline: end of July, 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
- Case study

Course Registration

We kindly ask for early registration on the [eLearning platform](#) for the class, in order to stay updated regarding upcoming announcements.

Interested students can register for the case study seminar via [Campus Online](#) or [CM-Life](#) until after the first meeting.

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 Matthias Feist. (matthias.feist@uni-bayreuth.de)

BWL VI,
April 2025