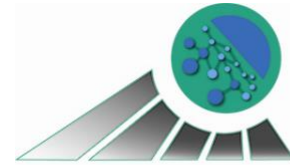


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LEHRSTUHL

für Strategisches Management und Organisation

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“Alliance Management” (BWL Master), Summer Term 2023

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 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.

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!

Part 1: Development and forms of alliances

The first part of the alliance management lecture contains a lecture on the basic foundations of alliances and their forms. To combine theoretical knowledge and self-learning, students will then be assigned 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 a template for data collection. Cases will be announced at the beginning of the course.

Part 2: Digital ecosystems

The second part of the course contains a lecture giving an overview of the theoretic 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: Digital transformation and collaboration

The third part of the course will shed light on the recent topic of digital transformation. This part of the course will take a practical perspective on current digital developments such as digital transformation, trends in the industry, and firms' coping strategies to deal with these developments. Due to the disruptive impact the COVID-19 crisis had and still has, we will put special emphasis on digital collaboration within firms, alliances, and ecosystems.

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.

Workshop with Detecon Consulting

On the **07.06.2023 01 p.m. to 7 p.m.** we will have a workshop with Detecon consulting with lecturer Dr. Lars Görmar on business ecosystems. Through a practical consulting case students will learn about business ecosystems and their interplay with business models.

The winning team will be invited to a consulting dinner! Please find more info in our E-Learning course and stay tuned for further announcements here, through social media or the E-Learning platform.

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
- Kick-Off (in person): **20.04.2023 08-10 a.m. Room 3.12 | Prieserstraße 2**
- 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: <https://elearning.uni-bayreuth.de/course/view.php?id=37091#section-0>

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 Maximilian Deist, M.Sc. (maximilian.k.deist@uni-bayreuth.de)