**MODULE DESCRIPTOR**

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| **TITLE** | Managing Global Alliances |
| **MODULE CODE** | 25-7D07-00S / 44-702531 |
| **LEVEL** | 7 |
| **CREDITS** | 15 |
| **ECTS CREDITS VALUE** | *7.5* |
| **FACULTY** | SBS |
| **DEPARTMENT** | Management |
| **SUBJECT GROUP** | IBBE |
| **DATE APPROVED** | 24/01/2010 |

**MODULE AIM**

The changing global business environment requires managers to learn new methods of competition. One major area of difference is the growing role of partnerships and alliances. An understanding of the importance of partnerships and alliances and of how to manage the new business relationships that are appearing is an important skill for new international managers.

The purpose of this module is to develop an understanding of the role of such alliances and partnerships and of the skills and competencies required to perform effectively in the new global environment.

* Provide managers with an understanding of the nature of the partnerships and alliances that are becoming a more prominent feature of the international business environment
* Equip managers with an understanding of the skills required to manage such alliances effectively in the new global business environment

**LEARNING OUTCOMES**

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| --- | --- |
| **LO Ref** | **Learning Outcome** |
| 1 | Understand the main types of partnerships and alliances and of the main motivating Forces behind the formation of such business relationships. |
| 2 | Understand the main theoretical frameworks dealing with alliance formation and  evolution. |
| 3 | By locating a range of relevant sources and cases, evaluate the performance of alliance management practices in a various industries and use this knowledge to provide recommendations. |
| 4 | Work effectively in groups and professionally present and interact with an audience. |

**INDICATIVE CONTENT**

* Introduction to strategic alliances in international business
* Rationale for forming alliance
* Formation of strategic alliances
* Conference on partner selection
* Guest speaker
* Choosing suitable partner in practice
* Management of strategic alliances
* Cross-cultural management
* Learning & knowledge transfer
* Alliance Performance and Evolution
* Virtual Organisation & technology

**LEARNING, TEACHING AND ASSESSMENT STRATEGY**

The module will be taught by a mixture of lectures and tutorials. There will be a one hour lecture every week aimed at setting out the main areas of the module and a two hour student centred seminar every week aimed at monitoring and testing the ability of students to understand the module content and employ the skills being developed.

Students will be expected to develop material before the seminars both in groups and individually and to use this preparation in class discussions. The module will be supported by a Blackboard site and the University's E-Learning facilities.

ASSESSMENT INFORMATION

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| **Task No.** | **Description of Assessment Task** | **Assessment Task Type**  **Coursework (CW) Written Exam (EX)**  **Practical (PR)** | **Word Count or Exam Duration** | **Task Weighting %** |
| 1 | Group-led seminar | CW | 45 minutes | 25% |
| 2 | Individual Written Assignment | CW | ~~4,000~~  3,000 | 75% |

**FEEDBACK TO STUDENTS**

Students will receive feedback on their performance in the following ways

For the formative assessment, each group will receive formal written feedback on student led seminar activity.

For the summative assessment, feedback will be provided in written form, and will include narrative comments and an annotated matrix which identifies performance against learning outcomes. Feedback will be provided in line with the School's assignment feedback policy.

**LEARNING RESOURCES FOR THIS MODULE**

An extensive reading list is provided on RLO link below

[**https://shu.rl.talis.com/lists/71E53C86-1ED9-72D7-4BF7-A03B585AD7B2.html**](https://shu.rl.talis.com/lists/71E53C86-1ED9-72D7-4BF7-A03B585AD7B2.html)

**MODULES INCLUDING RESEARCH PROJECTS AND/OR TEACHING-RELATED RESEARCH PROJECTS**

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| --- | --- |
| Will the assessment for this module require approval by Faculty Research Ethics Committee? If YES, please detail below how students will seek approval for their research | NO |
|  | |

**NOTIONAL STUDY HOURS FOR THIS MODULE**

|  |  |  |
| --- | --- | --- |
| **Module Study Hours by Type (see KIS definitions)** | | |
| **Scheduled Learning and Teaching Activity** | **No. of Hours** | **KIS category** |
| Lecture | 27.5 | Scheduled L&T |
| Seminar |  | Scheduled L&T |
| Tutorial | 8.5 | Scheduled L&T |
| Project Supervision with tutor |  | Scheduled L&T |
| Demonstration |  | Scheduled L&T |
| Practical classes and workshops |  | Scheduled L&T |
| Supervised time in studio/workshop/laboratory |  | Scheduled L&T |
| Fieldwork |  | Scheduled L&T |
| External visits |  | Scheduled L&T |
| **Scheduled Learning and Teaching Activities sub-total** | **36** |  |
| **Guided Independent Study** | 114 | Independent |
| **Placement or Work-based Learning\*\*** |  | Placement |
| **TOTAL NUMBER OF NOTIONAL STUDY HOURS FOR MODULE** | **150** |  |

**REVISIONS**

|  |  |
| --- | --- |
| **Date** | **Reason** |
| 01/02/2018 | DB2MAN32-1718 |