

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SESM06 MBM5SESM06 MFB5SESM07
Course Title	Management of Strategic Alliances

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Analyse the role of strategy in management of strategic alliances,
2. Develop an understanding of the motives of strategic alliances and structure,
3. Apply frameworks regarding how firms gain advantage in the marketplace through alliances.

Syllabus

Teaching Hours

Unit I: Introduction to Strategic Alliances <ul style="list-style-type: none"> • Rationale for Strategic Alliances • Types of Strategic Alliances • Advantages and Disadvantages 	03
Unit II: Forming Strategic Alliances <ul style="list-style-type: none"> • Partner Selection • Term Sheet and Goal Setting • Structuring Strategic Alliance • installing Conflict Resolution and Exit mechanisms 	04
Unit III: Executing Strategic Alliances <ul style="list-style-type: none"> • Respecting Cultures of respective partners • Reasons for failure of Strategic Alliance to deliver desired result 	04
Unit IV Joint Venture as Growth Strategy <ul style="list-style-type: none"> • Aligning Vision of partners and developing Common Business Plan • Management Structure • Resolving Disputes between partners, • International Joint Ventures 	04

Suggested Readings:

1. Nevin, M., The Strategic Alliance Hand Book, Gower Publishing
2. de Man, A.P., Alliances, Wiley.

w.e.f. Academic Year 2019-20 and onwards