

MGT-534

Strategic partnership

Henderson James Edward

Cursus	Sem.	Type
Managmt, dur et tech	MA3	Obl.

Language of teaching	English
Credits	2
Withdrawal Session	Unauthorized Winter
Semester	Fall
Exam	During the semester
Workload	60h
Weeks	14
Hours	1 weekly
Courses	1.14 weekly
Number of positions	40

It is not allowed to withdraw from this subject after the registration deadline.

Remark

Courses given on IMD Campus.

Summary

Strategic partnerships is about better understanding the lifecycle of alliances and ecosystems. It concerns how to strategize, scout, structure, start, and steer strategic partnerships to maximize trust and ultimately company performance.

Content**Keywords**

Strategic partnerships, trust, ecosystems

Learning Prerequisites**Required courses**

None

Learning Outcomes

- Interpret ecosystems, alliances, partnerships and joint ventures
- Apply tools in building and managing an ecosystem of partners
- Implement how to best roll out an ecosystem of strategic partnerships

Teaching methods

Case studies, video interviews, negotiation exercises

Expected student activities

Case discussion, negotiation exercises.

Assessment methods

Participation 25%
Individual Assignment 75%

Supervision

Office hours	No
Assistants	No
Forum	No