

MGT-534

Strategic partnership

Henderson James Edward

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

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|----------------------------|---------------------|
| Language of teaching | English |
| Credits | 2 |
| Withdrawal | Unauthorized |
| Session | Winter |
| Semester | Fall |
| Exam | During the semester |
| Workload | 60h |
| Weeks | 14 |
| Hours | 1 weekly |
| Lecture | 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. In automne 2023-24 - only in MA3 for students cohort 2022-24

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

Session 1 (December 1, 2023): Introduction and Strategying an Ecosystem of Strategic Partnerships
 Session 2 (December 4, 2023): Scouting An Ecosystem of Strategic Partners
 Session 3 (December 11, 2023): Structuring Strategic Partnerships
 Session 4 (December 15, 2023): Starting and Steering Strategic Partnerships

Keywords

Strategic partnerships, trust, ecosystems

Learning Prerequisites**Required courses**

None

Important concepts to start the course

Game Theory
 Organization Behaviour
 Negotiations

Learning Outcomes

By the end of the course, the student must be able to:

- Interpret ecosystems, alliances, strategic partnerships and joint ventures
- Apply tools in building and managing an ecosystem of partners

- Implement how to best roll out an ecosystem of partnerships

Teaching methods

Case studies, video interviews, breakout assignments, video interviews

Expected student activities

Case discussions, negotiation exercises, breakout assignments, joint project assignment

Assessment methods

Participation: 25%

Project Assignment: 75%

Resources

Virtual desktop infrastructure (VDI)

No

Moodle Link

- <https://go.epfl.ch/MGT-534>