

# COURSE DETAIL

## MANAGING STRATEGIC ALLIANCES

**Country**

United Kingdom - England

**Host Institution**

University of Cambridge, Pembroke College

**Program(s)**

Summer in Cambridge

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

121

**UCEAP Course Suffix**

S

**UCEAP Official Title**

MANAGING STRATEGIC ALLIANCES

**UCEAP Transcript Title**

STRATEGIC ALLIANCES

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

**Course Description**

In this course, students explore challenges underpinning strategic alliances in general. Students critically engage with the issues relating to trust, control, and learning, and how they impact functioning of such arrangements. Alliances demand different leadership and management skills from those individuals who are closely involved in the formation and operationalization of strategic alliances. Understanding socio-cultural, structural, and institutional differences amongst the partners is central to engaging with the alliance phenomenon.

**Language(s) of Instruction**

English

**Host Institution Course Number****Host Institution Course Title**

MANAGING STRATEGIC ALLIANCES

**Host Institution Campus**

University of Cambridge

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Economics, Business, Finance and Management

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