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

3.30

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 Course Details

Host Institution Campus
University of Cambridge

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economics, Business, Finance and Management

Course Last Reviewed

Print