

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

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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](#)